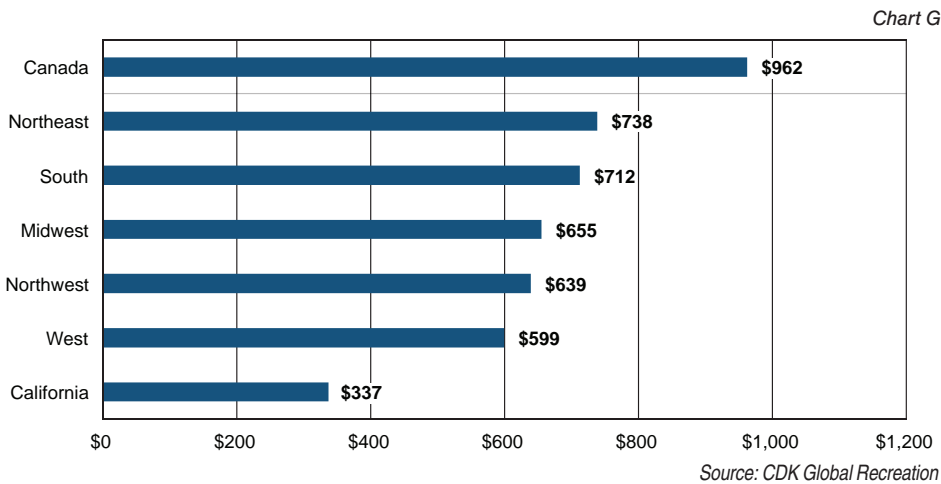


POWERSPORTS BUSINESS

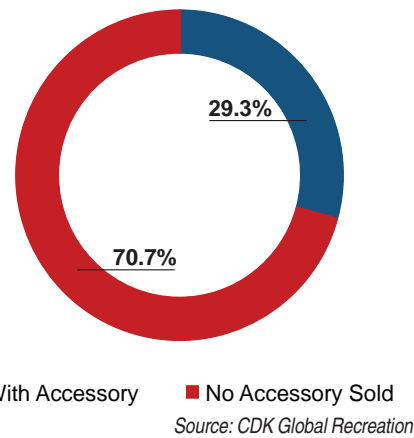
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AVERAGE ACCESSORY DOLLARS SPENT ON UTILITY ATV ACCESSORIES AT TIME OF NEW UNIT PURCHASE BY REGION



PERCENT OF NEW UTILITY ATVS SOLD WITH ATTACHED ACCESSORIES



Room to grow with utility ATV parts sales

On average, only 3 out of 10 new utility ATVs sold leave the dealership with an accessory attached at the time of purchase, Lightspeed study shows

In a study of 110,000 new utility ATVs sold at powersports dealerships in 2018 provided to *Powersports Business* readers exclusively from CDK Lightspeed, the results show that dealerships in general can make some serious bottom line revenue improvements if they simply bolster utility ATV accessory sales.

Looking at accessory sales on 110,000 new utility ATVs sold in 2018, 70.7 percent of new utility ATVs were sold without an acces-

sory attached at the time of purchase. The study represents parts that were installed on the unit at the time of the unit purchase. That leaves 29.3 percent of new utility ATVs being sold with an accessory attached at the time of the unit purchase.

The total study, compiled from Lightspeed DMS data, includes 127,000 new and pre-owned multi-purpose and multi-purpose 2-up ATVs. The study only includes units where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included. Some example models include the Honda Fourtrax Ranger 4x4 and Can-Am Outlander Max 650 XT.

Of the 127,000 utility ATVs sold in the study, 87.7 were new models and 12.3 percent were pre-owned.

The Northeast region is where it's at when it comes to the average dollars spent on installed accessories at the time of a new utility ATV purchase. The Northeast leads with \$738 on average, ahead of the South at \$712 on average.

The Midwest, Northwest, and West all average between \$600 and \$655 spent on accessories. California invests the least amount in accessories, with an average of \$337.

Canada is the most accessorized region in this study, spending a little bit less than \$1,000 on accessories at the time of the new utility ATV purchase.

When looking at the average number of units sold per year by each dealer per region, dealerships in the South sell 97 utility ATVs per year, or 21 more units per year on average than the No. 2 region, the Northwest. Dealerships in the Northwest see the next-highest number of ATVs sold at 76

See CDK, Page 16

IN MEMORIAM



Arlen Ness, 1939-2019

GreatNess passes at 79

'King of Kustoms' Arlen Ness leaves lasting impact on many, including a South Dakota native

BY BRIAN KLOCK

CONTRIBUTING WRITER

The powersports industry recently lost the greatest custom bike-building advocate it has ever known in Arlen Ness. He proved to people that passion is what drives this industry — from his humble beginnings to leading a globally respected brand and influencing motorcycle design around the world, he also shared in daily business struggles and wins that will always be.

The two things that set Arlen Ness apart in my opinion were his style and his demeanor. He was the one who encouraged me by saying, "Just because they painted their bike that color doesn't mean it is your way, Brian. Do it your way, put your blinders on and stay focused."

That is exactly what he personified with his outlandish customs to his everyman

See Arlen Ness, Page 9



Photo courtesy of Yamaha Motor Corp., USA



Skyway Ski Show generates content while putting new PWC models to test

See page 6.

icon

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PARTS
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Parts Canada added to August distributor show

Parts Unlimited, Drag Specialties rolling out red, white and blue carpet

Parts Unlimited, Drag Specialties and Parts Canada are teaming together this August to present the first North American NVP in Madison, Wisconsin. This is the first Expo that will unite the three companies to introduce the fall buying season. With this collaboration, exhibitors will have the best of all teams in one location to roll out new products, programs and to educate both dealers and sales reps.

The 2019 North American NVP will be held Aug. 24-25 at the Monona Terrace in Madison.

"Parts Canada, its staff and I are very proud to be a part of the LeMans global family," said James Danyluk, president of Parts Canada. "In this, our 20th year in business,



The new-look North American NVP in August will include Parts Unlimited, Drag Specialties and Parts Canada.

we are very excited to celebrate our anniversary with our corporate family in Madison at the 2019 North American NVP. Twenty

years ago, Fred Fox started Parts Canada and has never looked back. Back then, Parts Canada was the smallest distributor in Canada. In typical fashion, Fred, along with the U.S. and Canadian teams, turned the tiny distributor into Canada's largest powersports distributor. We look forward to being a part of the largest powersports distributor expo and to seeing dealers and suppliers from across the continent."

The North American NVP runs two full days featuring opportunities to connect with the industry's leading brands on the expo floor, through dealer training sessions and socially at the Meet & Greet/Bike Show.

"I'm very excited to have our Canadian team join us for our first North American NVP," said Mike Collins, CEO of LeMans Corporation. "It's another step forward in our quest to service all our dealers the very best we can. What an opportunity to share ideas and experience and to learn from one another." **PSB**

HOTNEWS

ROXOR ANNOUNCES SALES TEAM PROMOTIONS

Mahindra Automotive North America (MANA) and its exclusive distributor division, **Mahindra Vehicle Sales and Service (MVSS)** based in Fletcher, North Carolina, have announced the promotion of three key performers within the **Roxor** sales team.

The new structure will help lead the brand's continuing growth effort with stronger dealer network support. March 2019 was also the first anniversary since launching Roxor across the nation marking an unsurpassed level of dealer development and subsequent sales for any newcomer to the powersports and work vehicle market.

The following team members are moving into new positions, effective immediately:

■ **Jeff Brunson** has been named North America Sales Director. Brunson has been a key member of the sales team since Roxor's launch. He most recently managed the Central U.S. region providing strong leadership driving network and sales team development for Roxor. Brunson will oversee all Regional Sales Directors for the U.S. and Canada, reporting to the V.P. of Sales, Luc de Gaspe Beaubien.



JEFF BRUNSON

■ **Mark Render** is promoted to Regional Sales Director for the Central U.S. Render has been a key member of the Roxor sales team providing proven powersports and dealer development experience from his 25 years in the industry. Render will report directly to Brunson.

■ **Johnny Hayes** is promoted to Regional



MARK RENDER



JOHNNY HAYES

Sales Director for the newly created South Region. The new region — Texas, Oklahoma and New Mexico — will be instrumental for Roxor as they continue to grow the dealer network in this key recreational and agricultural region. Hayes will be building a team of District Sales Managers to support the new region and will report directly to Brunson.

DEALER SPIKE: DEALERSHIP WEBSITES EXPERIENCED DOWNTIME APRIL 3

Dealerships whose websites are powered by **Dealer Spike** let us know en masse on April 3 that their websites were down for hours.

"Dealer Spike experienced downtime yesterday due to a hardware issue at one of our data centers," **Jack Tomlinson**, chief technology officer at Dealer Spike, told *Powersports Business* in an email. "The issue has now been resolved. We continue to monitor data center performance closely, and are confident yesterday's root cause is addressed."

CARDO SYSTEMS EXPANDS WITH NEW HIRES

Plano, Texas-based **Cardo Systems, Ltd.**, which manufactures wireless communication systems for motorcyclists, has expanded its international presence with new hires around the globe. The expansion comes in the wake of the company's growth in 2017 and 2018 and the momentum the brand carries into the new year.

To support the company's strong entry into the Asia-Pacific market, Cardo has brought on board **Calvin Yong** as its commercial director for the region. In addition, **Marco Schinkel** joins the company as its new sales manager for Germany, Austria, the United Kingdom, Switzerland, Benelux and South Africa, while **Ohad Shvueli** takes on the new role of managing director of the Americas.

"With the addition of experienced professionals such as Calvin, Marco and Ohad and their impressive, proven track records, we are very upbeat in our expectations to make a real difference in these markets," said **Jonathan Yanai**, VP Global Sales. "The expansion will allow us to continue to build on the momentum we are experiencing and further our business relationships with distributors, dealers, and end users."

Yong will play a pivotal role in devel-

oping new sales channels for the company throughout the Asia-Pacific market. He joins the company as a seasoned marketing and business development professional.

In addition to Yong, Cardo has also recruited **Ines Ye** to serve as sales manager for China. Ye brings years of experience in the market, where she previously worked with **Zhejiang Chaozhong Industrial Company**, which specializes in the production of a variety of motorized vehicles that includes dirt bikes, ATVs and electric bicycles.

Schinkel recently assumed his new role as Cardo's sales manager for Germany, Austria, Switzerland, United Kingdom, Benelux and South Africa. Prior to joining Cardo, Marco was responsible for planning and executing sales and marketing strategies, channel development and business development at **TomTom**.

To continue the remarkable momentum Cardo has experienced recently in the North-American market, the company has brought on Shvueli, a highly experienced executive with an impressive track record in sales, business development, marketing, and strategic procurement.

Among his career highlights, he has played a key role in helping to build **PrimeSense**, a leading developer of 3D technology that was later sold to **Apple** in 2013. As managing director for the region, Ohad will assume overall responsibility for Cardo's operation in the Americas. **PSB**



CALVIN YONG



INES YE



MARCO SCHINKEL



OHAD SHVUELI

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New store, new product, more growth

Jaguar Power Sports expands with new beach location, takes on new product line

BY **ABBY LARSON**

■ STAFF REPORTER

These days, driving and maintaining interest in your dealership is best done through some form of community engagement. Keeping things fresh at your dealership keeps guests coming back, time and again. However, it's important to keep in mind how you go about changing things up — and what will keep guests intrigued and wanting to return. Thinking about the location of your store and the demographic that is regularly coming through, what is the best approach you could take to bring in new clientele while catering to the regulars that have been loyal for years?

Jaguar Power Sports of Jacksonville, Florida, has figured out exactly how to draw in new customers while keeping their recurring clientele coming back for more. A new store was recently opened near the beach, and both the West Jacksonville and Atlantic Beach locations have taken on a new product line that already has customers buzzing.

According to owner Shaun Jackrel, the decision to open a second store stems from issues of proximity and convenience for a number of potential clients.

"We have a pretty large bridge in our area that many customers simply won't make the jump over, so we wanted to bring the business to them," Jackrel told *Powersports Business*. "They're over on the beach and there



Jaguar Power Sports owner Shaun Jackrel gave a local TV station the inside scoop on the new Husqvarna Power Equipment Automower.

isn't much for powersports in that area. There's a lot of money in the beach area, and that — combined with the lack of powersports — has created a pretty good niche for us not only in powersports but in electric, which has already taken off exponentially."

Jackrel says that the new store — which has a prime location just a quarter mile off the beach — will focus primarily on what

beachgoers will be most interested in: the scooter and bicycle market.

While the new beach location is already off to a strong start since opening at the end of January, much of its success can be attributed to a new product line that Jaguar Power Sports recently took on. It's one that's off the radar for many powersports dealers.

See **Growth**, Page 5

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CALENDAR OF EVENTS

POWERSPORTS
BUSINESS

APRIL 2019

- 20-28: 17th Annual Outer Banks Bike Week, Outer Banks Harley-Davidson, Harbinger, NC
- 23: 2019 Drag Specialties Exclusive Dealer Training Tour, Glendale, CA
- 24: 2019 Drag Specialties Exclusive Dealer Training Tour, Sacramento, CA
- 25-27: Windrock Spring Jamboree, Oliver Springs, TN
- 25-27: Laughlin River Run, Tropicana Laughlin, Laughlin, NV
- 25-28: Taiwan Motorcycle Show, Nangang Exhibition Center, Hall 2, Taipei, Taiwan
- 25-28: Dirty Turtle Birthday Bash, Dirty Turtle Off-Road Park, Bedford, KY
- 26-27: Kawasaki Good Times Demo Tour, Barney's Kawasaki of Brandon, Tampa, FL
- 26-28: Leesburg Bikefest, Leesburg, FL
- 26-28: Sunshine Speed Show, Sun 'n Fun Expo Campus, Lakeland Airport, Lakeland, FL
- 27: Beta Demo Tour, Hemond's Moto X Park, Minot, ME
- 27: Monster Energy East Rutherford Supercross, MetLife Stadium, East Rutherford, NJ
- 27: KTM Street Demo, Chandler, AZ
- 27: American Flat Track Arizona Super TT, Wild Horse Pass Motorsports Park, Chandler, AZ
- 29: Aprilia Racers Days, GingerMan Raceway, South Haven, MI

POWERSPORTS
BUSINESS

MAY 2019

- 1-5: Thunder Beach Spring Rally, Panama City Beach, FL
- 1-5: Busco Beach Mud Bash, Goldsboro, NC
- 2-4: Can-Am Ryker Ride Show, Austin, TX
- 2-5: River Run Mud Jam, River Run ATV Park, Jacksonville, TX
- 3-4: Kawasaki Good Times Demo Tour, St. Pete Powersports Kawasaki, Saint Petersburg, FL
- 4: Monster Energy Las Vegas Supercross, Sam Boyd Stadium, Las Vegas, NV
- 4: KTM Street Demo, Bandimere Speedway, Denver, CO
- 4: AMA Vintage Flat Track National Championship Series, Trail-Way Speedway, Hanover, PA (Short Track)
- 4: Beta Demo Tour, Unadilla Motocross, New Berlin, NY
- 4: Birds of Prey Motorsports 2nd Annual Road Rally, Caldwell, ID
- 4-5: MotoAmerica Virginia International Raceway, Alton, VA
- 6: Aprilia Racers Days, The Ridge Motorsports Park, Shelton, WA
- 6: Aprilia Racers Days, Buttonwillow Raceway Park, Buttonwillow, CA
- 6-9: China International Motorcycle & Parts Fair, National Exhibition and Convention Center, Shanghai, China
- 7: 2019 Drag Specialties Exclusive Dealer Training Tour, Baltimore, MD
- 9: 2019 Drag Specialties Exclusive Dealer Training Tour, Hartford, CT
- 9-11: Can-Am Ryker Ride Show, Phoenix, AZ
- 9-12: 33rd Annual Italian Bike Week Biker Fest, Lignano Sabbiadoro, Udine, Italy
- 10-11: BMW Motorcycle Owners Association Getaway, Coeur d'Alene, ID
- 10-11: Indian Motorcycle of Southern Colorado, Pueblo West, CO
- 10-11: Kawasaki Good Times Demo Tour, Tampa Bay Powersports Kawasaki, Tampa, FL
- 10-12: Royal Enfield Twins Tour, Miami, FL
- 11: American Flat Track So-Cal Half-Mile, Perris Auto Speedway, Perris, CA
- 11: Roland Sands Design Super Hooligan National Championship, AFT Perris, Perris, CA
- 11: P1 AquaCross, East Lake Tohopekaliga, Kissimmee St. Cloud, FL
- 14-18: Rally on the Rocks, Moab, UT
- 16-18: Can-Am Ryker Ride Show, Los Angeles, CA
- 16-19: Pro Watercross West Coast Rec Tour Down in the Delta Camping, Orwood, CA
- 16-19: AspenCash Motorcycle Rally, Ruidoso, NM
- 17-18: KTM Street Demo, American Motorcyclist Association, Columbus, OH
- 18: American Flat Track Sacramento Mile, Cal Fair Expo, Sacramento, CA
- 18: Lucas Oil Pro Motocross Championship Hangtown Motocross Classic, Sacramento, CA
- 18: Beta Demo Tour, Hidden Spring Ranch, Springfield, OH
- 18-19: Dunedin Invasion, Dunedin, FL
- 18-19: Kawasaki Good Times Demo Tour, Kawasaki Northeast Georgia, Hoschton, GA
- 21: 2019 Drag Specialties Exclusive Dealer Training Tour, Marlborough, MA
- 23: 2019 Drag Specialties Exclusive Dealer Training Tour, Albany, NY

Send an email to
dcmahon@powersportsbusiness.com
to get your industry event added
to the calendar.

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WORLDWIDE



GROWTH

CONTINUED FROM PAGE 4

Husqvarna Power Equipment Automowers, robotic self-mowing lawn mowers that start at \$1,599.95 MSRP, are turning heads in the U.S. Created in Sweden, the mower is designed to take the burden of mowing the lawn out of the equation, requiring only a quick and easy installation before it is ready to go and mow the lawn without customers having to lift a finger.

“We wanted something that was innovative but also in the same wheelhouse as powersports,” Jackrel said. “The big drawing point is that the customer never has to do anything. We set it up, we install it, and it takes off. It will cut every single day if you want it to. You can adjust the height of the mow, but it’s not something you have to go out and actually do. It saves time and money. Unless you love mowing your yard, this thing is a dream.”

One reason they took on the new product line, Jackrel said, is due to the high concentration of military families in the area. “Many of our military customers have military wives, and they don’t want people coming to the house to mow the lawn while their husbands are deployed,” Jackrel explained. “We install the product once and it’s good to go. They never have to worry about someone coming to the house or anyone cutting the

lawn anywhere near the kids.”

After taking home the award for Most Innovative Product at a recent home and patio show in Jacksonville, Jackrel is confident that the line is on its way to stirring things up in the powersports world.

“This new line is essentially getting us in the door to expand our customer base,” he said. “We’ve been getting some PR for picking up the line, which has been very helpful in getting the word out. We want people to learn about the product line and see how it can be beneficial to them. We offer options to get it financed, so it’s an easy and affordable option for almost anyone.”

With business booming in the new location and the popularity of the Husqvarna mowers growing every day, Jackrel and his staff are sure to be in for another successful summer season. **PSB**



The new product line is already garnering much attention in the powersports industry, recently winning the award for Most Innovative Product at a home and patio show in Jacksonville, Florida.

Ex-Honda DSM Fiore joins Ubco

New Zealand-born startup Ubco Bikes US, creator of the original 2x2 electric utility bike, has appointed ex-Honda sales executive Robin Fiore to help lead their push into the U.S. market.

With a career spanning 23 years within the transportation and technology industry, including eight years of that spent at the dealership level as a senior district sales manager with American Honda Motorcycle Division, Fiore is a key appointment for a company looking to make inroads into the U.S. electric vehicle marketplace.

A 40-something adventure enthusiast, Fiore saw the role at Ubco as an opportunity to meld his love of motorbikes and the outdoors and be at the sharp end of a paradigm shift in environmentally considerate transportation.

“I have come from an ultra-competitive retail background and have worked for a manufacturer that strives to be the best on earth. Personally however, I have always strived to be a rebel dreamer, and am inspired to bring mobility to the masses,” said Fiore.

“When I saw the Ubco 2x2 I immediately recognized what it represented and the multiple advantages its design offers — all-electric 2x2, a low center of gravity, great battery capacity, step-through design and near silence, just to name a few.

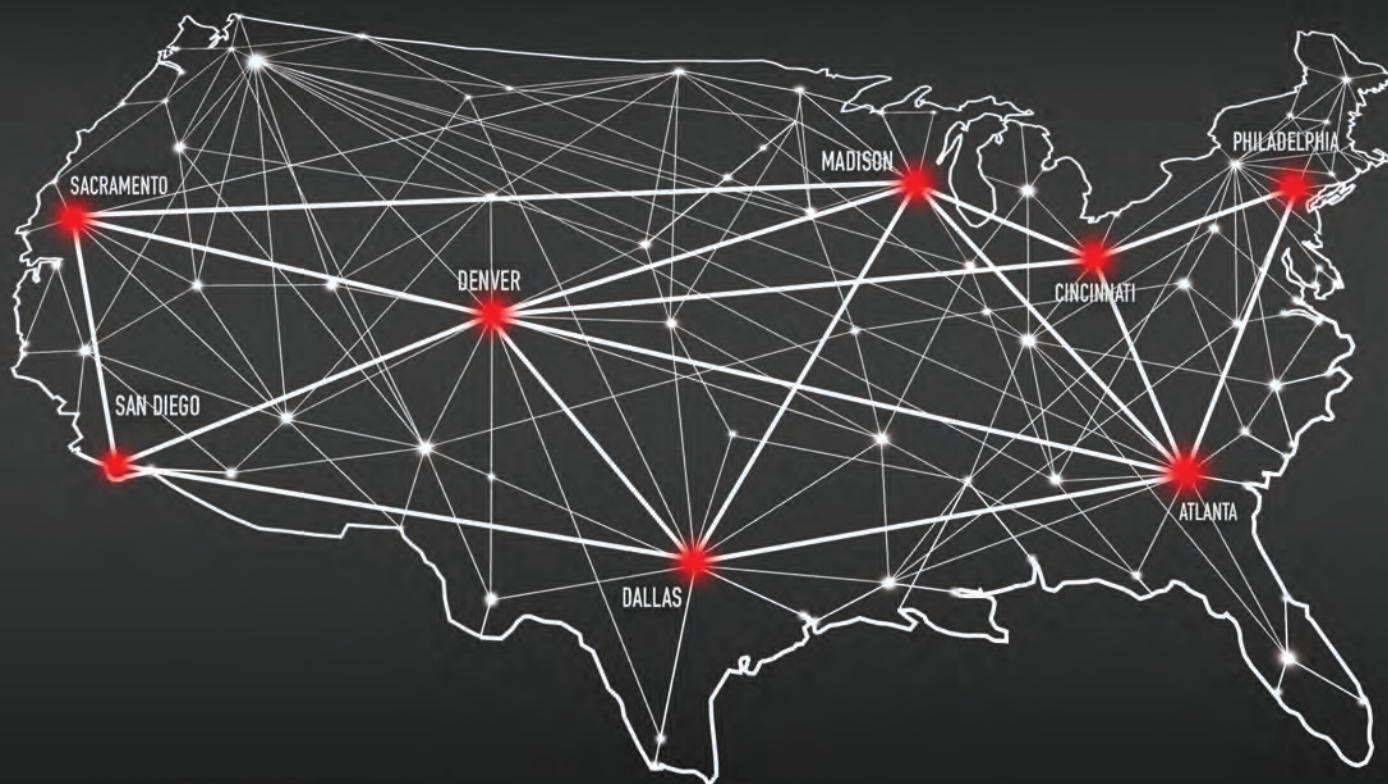
“My mother has always inspired me to be the change I want to see in the world, and at Ubco I believe I can make a difference by expanding people’s accessibility to connect with nature,” Fiore said.

Originally designed to be an all-electric replacement for the two-stroke farm bike, the Ubco 2x2 is winning accolades not only on the farm, but on the trails and on the roads throughout the world.

See Ubco, Page 8

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Skyway Ski Show showcases new PWC models

Watercraft Superstore's 8th annual event also gives back to community

BY ABBY LARSON

STAFF REPORTER

For consumers, testing out a machine prior to making a purchase can be an essential step in the buying process. However, getting someone on the back of a PWC unit prior to making a purchase isn't always possible. Dealers often don't have access to a body of water that would allow them to offer demo rides. If that's the case at your dealership, why not give your customers the next-best thing by showing them authentic reviews from people who have tested those units and given their honest feedback?

Watercraft Superstore, an online retailer dedicated to the needs of PWC enthusiasts, held its 8th annual Skyway Ski Show in March in Tampa. The event is a private, annual gathering for manufacturers to showcase their latest watercraft models. A panel of six riders is hand-selected by Watercraft Superstore to evaluate each ski independently based on comfort, speed, stability and more. *Powersports Business* received the lone B2B media invitation to the event to take in the sights and sounds.



Six panelists braved cool temperatures to test out watercraft from Sea-Doo and Yamaha. Photos by Abby Larson/ Powersports Business

provide feedback on the involved watercraft to consumers and manufacturers through impressions from the riders. Even on a rainy day on the bay, spirits were high as riders, staff and media all gathered on the beach of the host location, Whiskey Joe's, to evaluate each watercraft and listen as representatives

store annually selects a local charity to honor. This year, the focus was on Oldsmar Cares, which provides rent and utility assistance along with a food pantry and a clothes closet at no cost to those in need. In honor of the hard work and dedication exemplified through the positive impact on the community from Oldsmar Cares, Watercraft Superstore donated \$5,000 to the charity at a private dinner held the night before the ski show.

"(Watercraft Superstore founder) Greg Pickren and his wife are passionate about charity work, so the dinner is an important and fun part of the show each year," Sinwelski said.

One of the sponsors of the event was Watercraft Superstore sibling brand SBT, or Short Block Technologies. For CJ Lammers, president of SBT, coordinating the event with Watercraft Superstore year after year has become more than just gathering content for the magalog.

"Every year we have manufacturers that give us articles to share with our audience, and that in turn helps us get more riders connected with brands they can trust," Lammers told *Powersports Business*. "Having the panelists out on the water and testing out the watercraft

allows manufacturers to get together and compare articles that others haven't seen before. It helps that, through this event, we're able to get both our name and the charity's name out there."

Whether through charitable support or feedback on specific watercraft units, the Skyway Ski Show aims to provide assistance to a broad range of people. But when it comes to supporting consumers in the powersports industry, honesty is the best policy.

"We don't really look at this as a monetary thing," Sinwelski said. "We see having the event every year as research and development. We want people to get out on the skis and test them out, and we want our magalog readers to have an authentic review from our panelists so they can get out and enjoy the skis that will fit them best." **PSB**



Representatives from Yamaha and Sea-Doo did a quick run-through of each machine before panelists were set loose on the water.

"Since we started this event, each year has been great," said Carrie Sinwelski, sales, accounting and marketing guru at Watercraft Superstore. "We usually use the event to provide a lot of content for our magalog (210 pages in 2018), but this year we decided to do more on the social media side to drive people to our social pages so they can check out what we're doing in a different way."

The event has historically been held to

from Yamaha and Sea-Doo introduce each machine via a walk-around. Rider panelists spent the morning and early afternoon on the water, pushing the boundaries and testing the capabilities of each watercraft. The riders range from beginner newbies to those who have decades of experience aboard PWC, including Moroccan pro rider Mouad Salhi.

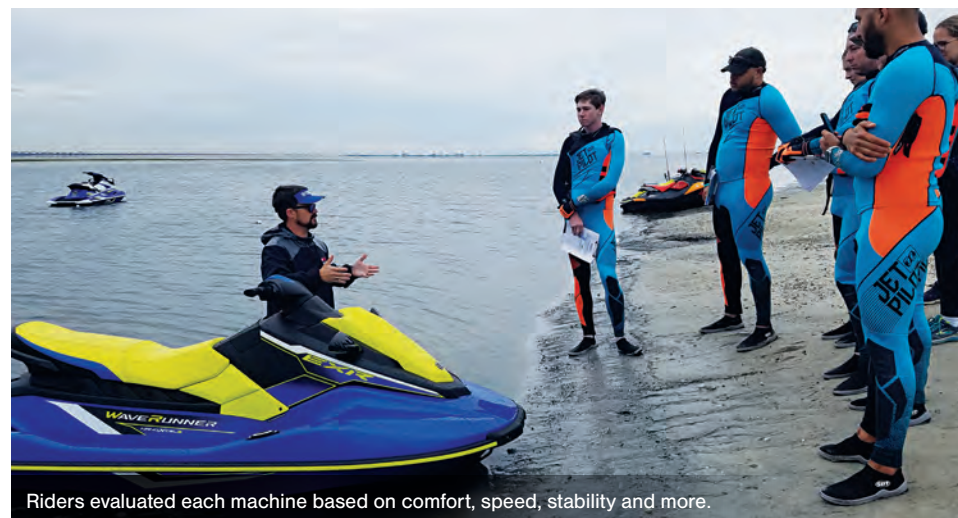
Along with hosting the ride to evaluate the units for content purposes, Watercraft Super-



PWC industry veteran Jeff Hemmel (left) and Moroccan pro rider Mouad Salhi (right) were two of six panelists selected by Watercraft Superstore.



Watercraft Superstore honored Oldsmar Cares, a Florida-based non-profit organization whose goal is to provide rent and utility assistance along with a food pantry and a clothes closet at no cost to those in need.



Riders evaluated each machine based on comfort, speed, stability and more.



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Vitrano re-elected to chair MIC Board of Directors

The Motorcycle Industry Council board voted recently to re-elect Paul Vitrano of Indian Motorcycle and Polaris Industries as chair, Chuck Boderman of Honda as vice chair and Jim Woodruff of National Powersport Auctions as secretary/treasurer. The 12 directors also re-elected Tim Buche as MIC president and CEO. Buche has served as the leader of the MIC's staff since 1996.

In addition, Derek Brooks recently became Yamaha's new representative, appointed to the board, replacing Mike Doughty. Jeff Brown of EagleRider and Tim Calhoun of Helmet House were recently elected new members of the board.

"I'm excited to have these dedicated dozen powersports veterans donating

their knowledge, skills and time to serve our industry and consumers," Vitrano said.

"Together with the MIC staff, we are hard at work on three strategic initiatives — ridership, research and government relations — plus three functional priorities — events, membership and communications. With a changing marketplace, continuing challenges on land access, and the need to keep motorcycles in the traffic mix as autonomous vehicles emerge, we have much to do on promoting, preserving and



PAUL VITRANO

protecting the powersports industry."

"I am proud to serve with such a dedicated group of industry professionals at the MIC, and excited about the strong one-team spirit it embodies," Boderman said. "I am optimistic that through board and member involvement, we will realize our strategic initiatives and successfully navigate the transformation of mobility for current and future generations of powersports enthusiasts."

Six maximum dues MIC members, based on market share, appoint directors to the board. The MIC Board of Directors are as follows:

Chair — **Paul Vitrano**, Senior Assistant General Counsel, Indian Motorcycle and Polaris Industries; *Appointed - no term limit*

Vice Chair — **Chuck Boderman**, Vice

President, Motorcycle Division, American Honda Motor Co., Inc.; *Appointed - no term limit*
Secretary/Treasurer — **Jim Woodruff**, Chief Operating Officer, National Powersport Auctions; *Elected - term expires January 2020*

Eric Anderson, Founder, President, VROOM Network; *Elected - term expires January 2020*

Derek Brooks, Motorcycle Product Line Manager, Yamaha Motor Corporation, U.S.A.; *Appointed - no term limit*

Jeff Brown, Co-Founder and Chief Administrative Officer, EagleRider; *Elected - term expires January 2021*

Tim Calhoun, National Sales Manager, Helmet House, Inc.; *Elected - term expires January 2021*

Kerry Graeber, Vice President MC/ATV Sales & Marketing, Suzuki Motor of America, Inc.; *Appointed - no term limit*

John Hinz, President, KTM North America, Inc.; *Appointed - no term limit*

Bill Jenkins, Senior Vice President Sales and Operations, Kawasaki Motors Corp., U.S.A.; *Appointed - no term limit*

Andrew Leisner, Senior Vice President, Managing Director, Bonnier Motorcycle Media; *Elected - term expires January 2021*

Mike Peyton, Vice President, BMW Motorrad USA; *Elected - term expires January 2020* **PSB**

UBCO

■ CONTINUED FROM PAGE 5

Ubco has three key markets globally: agriculture and farming; recreation and adventure; urban and metropolitan, with proven sales and adoption in agriculture and recreation. From its birthplace of New Zealand, the company has successfully expanded into Australian and North American markets and will enter Europe in 2019.

Recreational usage includes hunting, camping, RV touring and recreational riding. Recreation is a key sector for Ubco especially in the U.S., where 40 percent of the market is off-road recreational. Commercial usage includes Ubco's initial market of agriculture but has quickly grown to include commercial fleets for postal services, tourism, conservation, civic service operations and delivery operations.

In 2017, Ubco came to the attention of U.S. technology investors Bob and Ethan Ralston and their U.S. expansion and acquisition company, Spring Capital. Distribution company Ubco US LLC, based in Eugene, Oregon, was formed, with Bob Ralston joining the Ubco board and Ethan Ralston becoming Ubco U.S. president.

With their investment, Ubco's growth in the U.S. has been impressive, with more than 200 bikes sold since June 2017, 26 new dealers on board (on track for 50 dealers in the U.S. by the end of 2019) and 166 new consumer enquiries in Q1 2019, a 75 percent increase from Q4 2018.

Ethan Ralston says that he's excited to have Fiore joining the Ubco team and "the wealth of knowledge he brings from both the dealership and OEM level of powersports."

"What I like most is he knows the ins and outs of a dealership. Our goal is to take that experience and transform our dealer programs into something new and attractive — making it easy for powersports dealers to work with our team and systems, with things like easy financing options, and straight forward purchasing programs.

"Robin's creativity and drive to increase awareness of electric vehicles will help us transform the U.S. market and the way people ride," Ralston said. **PSB**

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ARLEN NESS

■ CONTINUED FROM THE COVER

parts and accessories line. You may not have agreed with everything he built but it caused you to think and possibly incorporate something he dreamt into your own project. Even with something as simple as a billet mirror, you had a touch of greatNess.

His demeanor is what I hope most folks will remember and take forward as their own. Always the one who stopped to sign an autograph and take a photo with a kid, even when that kid was older than him. All ages adored the man who encouraged, spoke gently and carried the design flair that we all dream of. Even when his bike stole the show and was the one everyone was gushing about, he humbly answered questions and would take the time to walk over to a competitor's bike and point out the positive.

As a father, grandfather and husband, he set an example as three generations of Ness carry on the business he founded from attending shows and helping others' dreams come to fruition while fueling his own. Being married for 59 years to Beverly, raising great children and establishing a legacy that will go untouched through all the financial chal-

||

Even when his bike stole the show and was the one everyone was gushing about, he humbly answered questions and would take the time to walk over to a competitor's bike and point out the positive.

||

lenges will never be matched. Keep in mind he created a global brand based on his network of friends and appearances, not social media.

Recognized in so many motorcycle organizations and hall of fames, his ride to Sturgis with his fellow Hamsters yellow shirt custom friends was one of his favorites. As a South Dakota native I was humbled when I asked him his favorite location to ride in the world. "That's easy, Brian, right in your home state. Spearfish Canyon at sunrise or sunset is the best, the gentle curves and beautiful views make it the best."

Arlen, your gentle mannerisms, beautiful bikes and timeless design make you the best in the world. Godspeed to the King of Kustoms.

P.S.: As I wrote this, I was thinking of Bob McKay, fellow Hamster, Harley-Davidson dealer and bike builder who passed just weeks prior, and we found out that Jesse Rooke, custom bike builder, was tragically lost in a motorcycle accident on Thursday, April 4, in Arizona. A reminder that the camaraderie of motorcycles (not brands) weaves us all together, may we check our egos and savor the moments knowing we are all better together. It is up to us to set the examples, carry the torch and get kids on motorcycles, stop to take a photo and speak to them, encourage them, just as Arlen did. **PSB**

Brian Klock is the president and visionary of Klock Werks, based in Mitchell, South Dakota.

AMA Hall of Fame extends condolences on passing of Ness

Hall of Famer was well-known custom motorcycle builder and entrepreneur

The American Motorcyclist Association offers its condolences to the family and friends of AMA Motorcycle Hall of Famer Arlen Ness, who passed away on March 22 at age 79.

He is best known for his innovative and wild custom motorcycle designs and custom parts business, and often was called "The King of Custom Motorcycles."

Ness grew up in Oakland, Calif., and started as a custom hot-rod car builder

before making the transition in the late 1960s to customizing motorcycles. Ness' first custom motorcycle build — a 1947 Harley-Davidson Knucklehead he bought for \$300 and known as "Untouchable" — was a hit when he entered it into its first show.

The attention Ness garnered from that first bike prompted him to open a motorcycle painting business. Soon after that, he branched into custom parts that he made and sold at his shop and through catalogs and shipped nationwide.

Ness' custom bikes were known for their low-slung, stretched-out look. His trendsetting designs have been studied and copied by other bike builders and factory engineers.

He was among the first people in the motorcycle industry to recognize the value of CNC machining technology to the production of aftermarket motorcycle parts.

In 2008, the AMA Motorcycle Hall of Fame honored Ness' contributions to motorcycling with "Awesome-Ness," an exhibit that featured memorabilia and motorcycles, including "Untouchable" and 10 other custom motorcycles from Ness' personal collection.

Early this decade, Ness worked with Victory Motorcycles on the Arlen Ness Vision, a hot-rod version of the Victory Vision touring bike.

Ness was inducted into the AMA Motorcycle Hall of Fame in 1992. **PSB**



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BRP's fiscal 2019 results show 'incredible year'

Quarterly revenues grow by 23 percent, with gross profit up 19 percent

BRP Inc. in March reported its financial results for the three- and twelve-month periods ended Jan. 31, 2019. All financial information is in Canadian dollars unless otherwise noted.

"Fiscal year 2019 was an incredible year for us, with annual sales of CA\$5.2 billion and 37 percent growth of Normalized EPS. I'm extremely proud of the team and how well our people executed and delivered on our business plan, achieving record results. We have demonstrated quarter after quarter that our capacity to innovate allows us to outpace the industry and we intend to continue to do so," said José Boisjoli, BRP's president and CEO.

"BRP has established itself as a leader in the powersports industry with renowned brands and market-shaping products. With this strong performance and market position, we are confident to be able to deliver our guidance of \$3.50 to \$3.70 of Normalized EPS, a growth rate of 13 percent to 19 percent."



JOSÉ BOISJOLI

HIGHLIGHTS FOR THE THREE- AND TWELVE-MONTH PERIODS ENDED JAN. 31, 2019

Revenues increased by \$279.9 million, or 22.8 percent, to \$1,505.9 million for the three-month period ended Jan. 31, 2019, compared with \$1,226.0 million for the corresponding period ended Jan. 31, 2018.

The revenue increase was mainly due to higher wholesale in Seasonal Products and Year-Round Products and a favorable foreign exchange rate variation of \$38 million.

The company's North American retail sales for powersports vehicles and outboard engines increased by 7 percent for the three-month period ended Jan. 31, 2019 compared with the three-month period ended Jan. 31, 2018. The increase was driven by Year-Round Products.

Gross profit increased by \$52.8 million, or 18.7 percent, to \$334.9 million for the three-month period ended Jan. 31, 2019, compared with \$282.1 million for the corresponding period ended Jan. 31, 2018.

Gross profit margin percentage decreased by 80 basis points to 22.2 percent from 23.0 percent for the three-month period ended

Jan. 31, 2018. This decrease was due to higher commodity, production and distribution costs, partially offset by a higher volume of 3-Wheel Vehicles, snowmobiles and PAC (Parts Accessories and Clothing) sold.

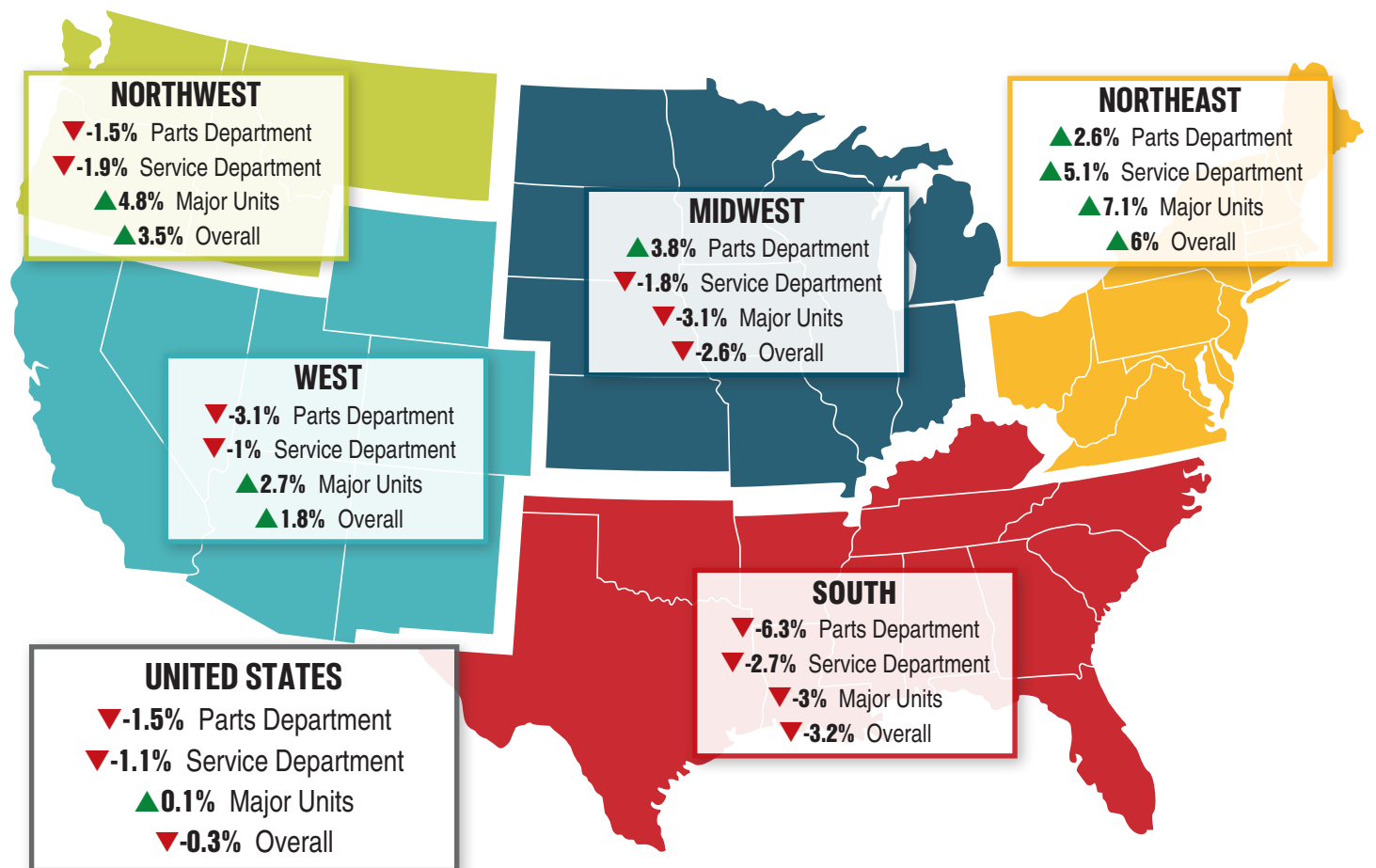
Operating expenses increased by \$44.0 million, or 26.8 percent, to \$208.4 million for the three-month period ended Jan. 31, 2019, compared with \$164.4 million for the three-month period ended Jan. 31, 2018. This increase was mainly attributable to support for the launch of various products, continued product investments and costs related to the modernization of information systems.

See BRP, Page 11



Rick Gurr (left) of Ridgeline Motorsports in Vernal, Utah, checked out the all-new Ryker at Club BRP in Denver in 2018. Photo courtesy of BRP

DEALER FINANCIAL SNAPSHOT



MARCH 2019

March Same Store Sales dollars at 1,665 dealerships in the U.S. that use the CDK Lightspeed DMS were down 0.3 percent overall compared to March 2018. Major unit dollars were up 0.1 percent while Service dollars were down 1.1 percent and Parts dollars were down 1.5 percent. The Northeast saw the biggest growth during March, up 6 percent overall. The Northwest also had overall growth, with a 3.5 percent increase.

PARTS SALES

Parts sales dollars were up at 783 dealerships and down at 882.

SERVICE SALES

Service dollars increased at 780 dealerships and decreased at 865 dealerships.

MAJOR UNIT SALES

A total of 728 dealerships were up, and 771 were down.

FOR MORE ON THE SAME STORE SALES DATA

For more information on this report and other industry data, contact: cdkcreation.com/dataservices



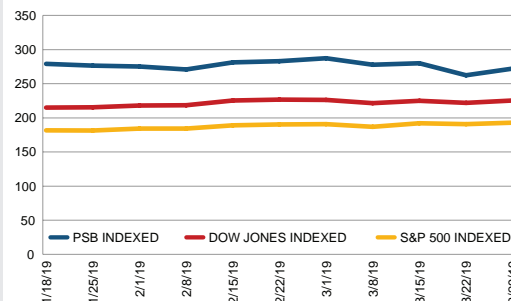
STOCK MARKET WATCH

MARKET WATCH

	03/29/19	Change from 3/8/19	% Change
Powersports Business Index	272.1	-5.6	-2%
Dow Jones Index	225.5	4.1	1.9%
S&P 500 Index	192.9	6.2	3.3%

Source: Wells Fargo Securities LLC

STOCK MARKET ACTIVITY



POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 4/2/19	Percent Change
Dover Corporation	DOV	\$95.87	5.4%
Carlisle Companies	CSL	\$124.29	0.1%
CDK Global	CDK	\$58.82	0.1%
General Electric Co.	GE	\$10.24	-0.3%
Harley-Davidson, Inc.	HOG	\$37.78	-0.3%
Deere & Company	DE	\$162.12	-0.7%
Honda Motor Corp. ADR	HMC	\$28.00	-1.2%
Intl. Speedway Corp. Cl. A	ISCA	\$43.66	-1.7%
Bridgestone Corp. ADR	BRDCY	\$19.53	-1.8%
Polaris Industries, Inc.	PII	\$85.66	-2.0%

BRP

CONTINUED FROM PAGE 10

Revenues increased by \$791.3 million, or 17.8 percent, to \$5,243.8 million for the twelve-month period ended Jan. 31, 2019, compared with \$4,452.5 million for the corresponding period ended Jan. 31, 2018. The revenue increase was primarily attributable to higher wholesale of Year-Round Products and Seasonal Products and a favorable foreign exchange rate variation of \$50 million.

The company's North American retail sales for powersports vehicles and outboard engines increased by 9 percent for the twelve-month period ended Jan. 31, 2019 compared with the twelve-month period ended Jan. 31, 2018, mainly due to an increase in side-by-side vehicles and PWC.

Gross profit increased by \$208.3 million, or 19.9 percent, to \$1,253.4 million for the twelve-month period ended Jan. 31, 2019, compared with \$1,045.1 million for the corresponding period ended Jan. 31, 2018.

QUARTERLY REVIEW BY SEGMENT

Powersports

Year-Round Products

Revenues from Year-Round Products increased by \$88.5 million, or 17.4 percent, to \$597.6 million for the three-month period ended Jan. 31, 2019, compared with \$509.1 million for the corresponding period ended Jan. 31, 2018. The increase resulted mainly from a higher volume and a favorable product mix of side-by-side vehicles sold, the introduction of the Can-Am Ryker and a favorable foreign exchange rate variation of \$20 million.

North American Year-Round Products retail sales increased on a percentage basis

in the low-twenties range compared with the three-month period ended Jan. 31, 2018.

Seasonal Products

Revenues from Seasonal Products increased by \$140.4 million, or 32.1 percent, to \$577.6 million for the three-month period ended Jan. 31, 2019, compared with \$437.2 million for the corresponding period ended Jan. 31, 2018. The increase was driven by a higher volume and a favorable product mix of snowmobiles sold and a favorable foreign exchange rate variation of \$10 million.

North American Seasonal Products retail sales increased by low-single digits compared with the three-month period ended Jan. 31, 2018.

Powersports PAC and OEM Engines

Revenues from Powersports PAC and OEM Engines increased by \$15.5 million, or 8.2 percent, to \$204.2 million for the three-month period ended Jan. 31, 2019, compared with \$188.7 million for the corresponding period ended Jan. 31, 2018. The increase was mainly attributable to a higher volume of snowmobile parts and clothing, a higher volume of 3-Wheel Vehicle accessories due to the Can-Am Ryker introduction and a favorable foreign exchange rate variation of \$6 million.

Marine

Revenues from Marine segment increased by \$31.8 million, or 31.2 percent, to \$133.6 million for the three-month period ended Jan. 31, 2019, compared with \$101.8 million for the corresponding period ended Jan. 31, 2018.

The increase was mainly due to the acquisition of Alumacraft and Triton, partially offset by a lower volume of outboard engines sold. **PSB**

POWERSPORTS BUSINESS STOCKS

POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 04/02/19	Price 03/02/19	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$95.45	\$104.14	-8.3%	\$111.43	\$82.31
Brunswick Corp.	BC	\$50.54	\$53.60	-5.7%	\$69.82	\$41.92
CDK Global	CDK	\$58.82	\$58.78	0.1%	\$67.97	\$44.01
General Electric Co.	GE	\$10.24	\$10.27	-0.3%	\$14.99	\$6.40
Harley-Davidson, Inc.	HOG	\$37.78	\$37.88	-0.3%	\$46.79	\$31.36
Honda Motor Corp. ADR	HMC	\$28.00	\$28.35	-1.2%	\$35.44	\$25.30
Polaris Industries, Inc.	PII	\$85.66	\$87.42	-2.0%	\$131.25	\$70.27
TCF Financial Corporation	TCF	\$21.29	\$23.11	-7.9%	\$27.34	\$18.17

DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 04/02/19	Price 03/02/19	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$20.99	\$22.47	-6.6%	\$22.92	\$15.01
Bridgestone Corp. ADR	BRDCY	\$19.53	\$19.88	-1.8%	\$22.28	\$17.70
Carlisle Companies	CSL	\$124.29	\$124.11	0.1%	\$129.47	\$92.16
Cooper Tire & Rubber	CTB	\$30.44	\$32.29	-5.7%	\$35.36	\$22.58
Dover Corporation	DOV	\$95.87	\$90.98	5.4%	\$96.29	\$65.83
Intl. Speedway Corp. Cl. A	ISCA	\$43.66	\$44.41	-1.7%	\$49.95	\$35.12
Deere & Company	DE	\$162.12	\$163.31	-0.7%	\$167.82	\$128.32
Marinemax, Inc.	HZO	\$19.00	\$19.69	-3.5%	\$26.11	\$16.40
Spy Inc.	XSPY	\$0.10	\$0.12	-16.1%	\$0.19	\$0.05
Speedway Motorsports, inc.	TRK	\$14.07	\$17.98	-21.7%	\$18.45	\$13.60
Universal Technical Institute	UTI	\$3.44	\$3.56	-3.4%	\$4.20	\$1.86
TCF Financial Corporation	TCF	\$21.29	\$23.11	-7.9%	\$27.34	\$18.17

INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 04/02/19	Price 03/02/19	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	71.25 €	74.75 €	-4.7%	93.87 €	67.73 €
BRP, Inc.	DOO-TSE	\$37.27	\$39.09	-4.7%	\$74.67	\$32.36
Kawasaki Heavy Industries	7012-TKS	2830 ¥	2865 ¥	-1.2%	3840 ¥	2198 ¥
Michelin	ML-PAR	109.75 €	105.40 €	4.1%	122.30 €	82.68 €
NGK Sparkplug	5334-TKS	2150 ¥	2375 ¥	-9.5%	3405 ¥	1958 ¥
Suzuki Motor	7269-TKS	4947 ¥	5728 ¥	-13.6%	7680 ¥	4886 ¥
Yamaha Motor	7272-TKS	2251 ¥	2238 ¥	0.6%	3560 ¥	1971 ¥
Yokohama Rubber	5101-TKS	2123 ¥	2237 ¥	-5.1%	2674 ¥	1906 ¥

Source: FactSet, Bloomberg, and Wells Fargo Securities LLC

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FROM THE EDITOR

Call for Presentations underway for AIMExpo seminar sessions



DAVE McMAHON

The Call for Presentations for prospective seminar speakers at the 2019 Powersports DEALER Seminars presented by *Powersports Business* @ AIMExpo is now underway.

For the seventh year in a row, Powersports Business will manage and administer the dealer-focused

AIMExpo seminars during the industry's largest trade show, set for Sept. 26-29, 2019, at the Greater Columbus Convention Center in Columbus, Ohio.

To apply, it's as easy as visiting surveymonkey.com/r/psbseminars2019 and completing the short application.

Seminars aimed at providing dealership owners and staff with best practices and insights for success will be held on Thursday and Friday, Sept. 26-27. Classroom-style seminars with Powerpoint presentations will once again aim to inspire dealers via market intelligence.

Attendance at the 7th annual seminar series is free and open to dealers who are registered to attend AIMExpo. All members of your dealership are invited to take advantage of two free days of training that will help keep your business on track. Trust me, as always there will be something for everyone, and for dealerships of all shapes and sizes.

Thanks to the support of premier sponsors National Powersport Auctions and Synchrony, the lineup of speakers once again will bring value to your AIMExpo experience. Track Sessions will allow attendees to choose from a range of seminars, all meant to bring a better future to your dealership. Hours of profit-building content in a classroom-style setting will be boosted once again by the return of the Dealer Roundtables. Pick a topic that challenges you as a dealership staffer, and learn how your peers have overcome the same issues you face. It's peer-to-peer learning at its best, with new topics offered for discussion every 30 minutes.

The 2018 seminars in Las Vegas were so valuable to all involved that all three Track sponsors have decided to return. The Powering Profits Track sponsored by Aegis Powersports, the Sales & Marketing Track sponsored by Torque Group, and the Leadership Plus Track sponsored by McGraw Powersports Western Service Contract will once again be can't-miss session this year during AIMExpo in Columbus, Ohio.

The dealer roundtables allow for face-to-face interaction with your dealership peers from across the country. Got an issue with something at your shop? Somebody else has likely experienced a similar issue, and you can walk through your challenges with fellow dealership operators.

Make plans now to take advantage of thousands of dollars-worth of training for free! The complete 2019 seminar schedule and list of speakers will be released over the coming weeks.

And just so you don't have to ask the dealer down the street who attended the seminars last year about the content, I found some takeaways from last year's crew in Las Vegas. Here's what some of the dealers said they liked about the seminars they attended:

- 7-step process to build a better online presence
- How to increase sales with a reduced advertising budget
- Wakeup on what we "should" be doing, tools to get started
- Practical information can put to use right away to make/save money
- All of it

- So much great information was provided
- Great presentation — he's very good with much experience in the field
- Tracking F&I numbers separate for weekend and compare to weekdays deals
- What types of info to include within our social media channels. Content is king.
- Add our phone number to pictures of bikes on social
- All good/everything
- Tips on integration of sales & F&I departments
- Whole presentation was useful/practical
- Too much to list!
- Taking all this back to share with staff on how to increase sales with skills & effort
- Excellent!
- Lots of discussion about the topic between the dealers in attendance
- The presenter gave me an idea and steps to implement a "Fast Service Lane." Awesome.

And for those times just like in college when you brought your pen but forgot your paper, as one dealer said: "Thank you for providing the note pad!"

At *Powersports Business*, in print and in person, we aim to assist dealers in any manner possible.



The crew at Find It Now GPS Security shows off the company's Powersports Business Nifty 50 Awards from 2009 and 2019. You'll be able to learn more about them in their booth at AIMExpo, host of the Powersports DEALER Seminars. Photo courtesy of FIN

LIGHTSPEED DATA SHOWS Q1 AT RETAIL

CDK Lightspeed data from 1,600 U.S. dealerships shows that overall, the first quarter of 2019 looked to be a step forward compared to Q1 2018, thanks to a robust January of retail sales dollars.

January overall (parts, service and new and used unit sales) was up 6.3 percent. That's the largest gain in the first month of the year since we had 10.8 percent overall average growth in January 2014. Even better, it was coming off a 2.9 percent positive growth comp in January 2018 vs. January 2017.

February followed with negative dollars growth of 0.4 percent, but was better than the 2 percent decline that was experienced in January 2018 vs. January 2017. And most recently, March saw an overall average decline of 0.3 percent in dollars vs. March 2018. Don't forget to examine the Lightspeed Same Store Sales map on page 10 of this edition. It remains the only barometer in the industry that presents retail data from all regions of the country, straightforward and ready for you to assess. It's OK to hand out spiffs to your parts staff if their growth was better than the 1.5 percent decline in dollars for the average dealership in March! Just don't tell the service guys, right?! The average service dollars were down 1.1 percent in March 2019 vs. March 2018, so flatness was running rampant in March.

Here's hoping your shop bucks the trend in April. **PSB**

Dave McMahon has been editor in chief of Powersports Business since 2012. Contact him at 763/383-4411 or dcmahon@powersportsbusiness.com.

ONLINE WITH POWERSPORTSBUSINESS.COM

WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. Polaris RZR XP Turbo S Velocity races to Mint title
2. Polaris named top 10 most valuable brand in Minnesota
3. 100 unit sales in December pushes dealership to No. 1 honor by OEM: report
4. BRP wins seven product awards
5. Ex-Honda DSM Fiore to head U.S. sales for Ubco Bikes
6. New Utah law allows 'lane filtering' for bikes: report
7. Check out the world's first-ever front flip on a snow bike (video)
8. Dealership's goal is 100 unit sales per month in new location: report
9. Roxor announces sales team promotions
10. Kawasaki Good Times Demo Tour heading to dealerships nationwide
11. Three-wheel electric vehicle for local deliveries launched with \$19,900 MSRP
12. After 26 years, Harley-Davidson of Charlotte in North Carolina sold
13. New Harley-Davidson dealership location will be 28K square feet: report
14. Record snow brings snowmobiles to bars, resorts in Minnesota: report
15. NPA's Sacramento auction debut 'off the charts'

The headlines above belong to the most frequently viewed articles from the three-times-per-week *Powersports Business* Enewsletter during the March 13-April 11 period. The number is based on the percentage of e-news viewers who clicked on the article's headline. Sign up today to join 12,000 of your industry peers who receive breaking powersports news.

POWERSPORTS BUSINESS BLOG

Leading industry executives and dealer consultants are among the contributors to PSB's blog. See below for recent blogs.



KENSEY EDWARDS
Content Manager,
Cycle Trader

So here's the situation. You have a unit for sale, and the guy down the street has something similar. Your unit costs a little bit more - whether that's \$100 or \$1000 - and you're unwilling to lower the price. Could you, convincingly, tell a buyer why they should spend that extra money with you? Have you thought about what you would say if you were asked? If not, you should.



ERIC MCMULLEN
Marketing
Coordinator, Team
Winnebagoland

Events are a lot of work. They really have nothing to do with the everyday tasks associated with running your business and it is difficult to measure their success. So why do them? Here are three benefits of hosting at least one event every month.



FORREST FLINN
Managing Partner,
Powersports
Managements
Concepts

In the past few years, I have blogged about future changes coming to the federal overtime rules as outlined in the Fair Standard Labor Act (FSLA). That was a few years ago, and we all know how the government moves. Well, on March 7, 2019, the Department of Labor (DOL) has issued a proposed rule that could make the way you pay your employees more costly because of new overtime regulations.



LAUREN LABUNSKY
Public Relations
Manager, Dealer
Spike

Any dealer will tell you that customer experience is key to running a successful business. The way you treat your customers can make the difference between earning a sale or giving it away to a competitor. However, in the powersports industry it becomes even more vital to get customer experience right.

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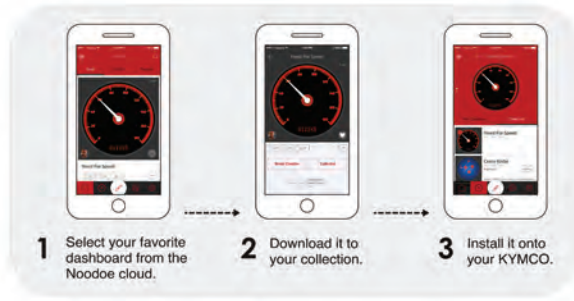


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TOP 10 MOST RESEARCHED UTILITY SIDE-BY-SIDES ON KBB.COM: 2018

MOST RESEARCHED UTILITY SIDE-BY-SIDES (ALL MODEL YEARS)

Year	Make	Model	Interest change from 2017	KBB Trade-In Value	KBB typical listing price	Retention of MSRP	
1	2006	Yamaha	Rhino 660 4x4	up 3%	\$3,635	\$5,280	57%
2	2015	Polaris	Ranger XP 900 EPS	no change	\$6,310	\$9,020	62%
3	2008	Yamaha	Rhino 700 4x4	up <1%	\$4,000	\$5,810	55%
4	2016	Polaris	Ranger XP 900 EPS	up 33%	\$6,770	\$9,645	67%
5	2009	Yamaha	Rhino 700 4x4	up 6%	\$4,250	\$6,170	58%
6	2016	Honda	Pioneer 1000-5 Deluxe	up 39%	\$9,290	\$12,815	75%
7	2012	Polaris	Ranger XP 800	down 13%	\$4,875	\$7,060	62%
8	2010	Polaris	Ranger XP 800	down 7%	\$4,320	\$6,270	57%
9	2004	Yamaha	Rhino 660 4x4	down 6%	\$3,155	\$4,585	54%
10	2011	Polaris	Ranger XP 800	down 9%	\$4,595	\$6,665	59%

MOST RESEARCHED UTILITY SIDE-BY-SIDES (MODEL YEAR 2018)

Year	Make	Model	Interest change from 2017	KBB Trade-In Value	KBB typical listing price	Retention of MSRP	
1	2018	Polaris	Ranger XP 1000 EPS	\$16,299	\$9,570	\$13,155	81%
2	2018	Polaris	Ranger XP 900 EPS	\$13,299	\$7,650	\$10,795	81%
3	2018	Honda	Pioneer 1000-5 Deluxe	\$17,699	\$10,525	\$14,260	81%
4	2018	Polaris	Ranger XP 900	\$12,299	\$6,860	\$9,770	79%
5	2018	Polaris	Ranger 500	\$8,999	\$5,100	\$7,390	82%
6	2018	Polaris	Ranger Crew XP 1000 EPS	\$16,999	\$10,050	\$13,710	81%
7	2018	Polaris	Ranger Crew XP 900 EPS	\$15,499	\$8,680	\$12,080	78%
8	2018	Polaris	Ranger 570	\$9,999	\$5,470	\$7,920	79%
8 (tie)	2018	Polaris	Ranger 570 Full-Size	\$10,299	\$5,800	\$8,380	81%
10	2018	Polaris	General 1000 EPS	\$16,299	\$9,060	\$12,535	77%

Source: Kelley Blue Book

2016 Honda Pioneer 1000-5 Deluxe gaining interest

KBB.com work side-by-side list includes old Yamahas, new Polaris

lead over the No. 2 vehicle from 64 percent in 2017 to 67 percent in 2018.

TOP 10 MODEL-YEAR 2018 UTILITY SIDE-BY-SIDES

Nine of the top 10 model-year 2018 utility side-by-sides were manufactured by Polaris. Last year its model-year 2017 utility side-by-sides performed similarly.

Eight of the nine Polaris side-by-sides in the top 10 were from the Ranger series.

The top two models on the list, both from the Polaris Ranger XP series, received significantly more KBB.com web traffic than the other models in the top 10.

TOP 10 UTILITY SIDE-BY-SIDE SERIES

Polaris received 68 percent of KBB.com web traffic for utility side-by-sides with its



The 2016 Honda Pioneer 1000-5 has shown rising interest on Kelley Blue Book's KBB.com. Photo courtesy of American Honda

Trail Wagon and Chuck Wagon side-by-sides came in at No. 12 and No. 13 respectively.

The John Deere Gator TX series just missed this list also, coming in at No. 11.

TOP 10 RECREATIONAL SIDE-BY-SIDES

Yamaha was the No. 1 most-researched recreational side-by-side manufacturer. It received 34 percent of KBB.com traffic for recreational side-by-sides with its Rhino, Viking and Wolverine series.

Honda and John Deere each received 18 percent of KBB.com traffic for recreational side-by-sides.

Recreational side-by-side series that just missed the top 10 were Massimo MSU at No. 11, Cub Cadet Challenger at No. 12 and No.13 Kymco UXV. **PSB**

Lisa Pelissier is a senior powersports analyst at Kelley Blue Book.

BY LISA PELISSIER

■ CONTRIBUTING WRITER

When looking at the most researched utility side-by-sides on Kelley Blue Book's KBB.com during 2018, Honda has a noticeably new entrant with the arrival in the top 10 of the 2016 Pioneer 1000-5 Deluxe. It debuts at No. 6, and it's quite a list to crack, as eight of the top 10 most viewed models were in the top 10 last year as well.

There are no Yamaha side-by-sides newer than 10 years old in the top 10. There are no Polaris side-by-sides older than 10 years old.

The No. 1 side-by-side on the list, the 2006 Yamaha Rhino 660 4x4, increased its

TOP 10 MOST RESEARCHED SIDE-BY-SIDES ON KBB.COM: 2018

MOST RESEARCHED RECREATIONAL SIDE-BY-SIDES

Make	Model	Share	
1	Yamaha	Rhino	25%
2	Honda	Pioneer	18%
3	John Deere	Gator XUV	14%
4	Yamaha	Viking	7%
5	Polaris	General	6%
6	Arctic Cat/Textron	Prowler	6%
7	Polaris	ACE	5%
8	John Deere	Gator RSX	4%
9	Yamaha	Wolverine	2%
10	Odes	Dominator	2%

MOST RESEARCHED UTILITY SIDE-BY-SIDES

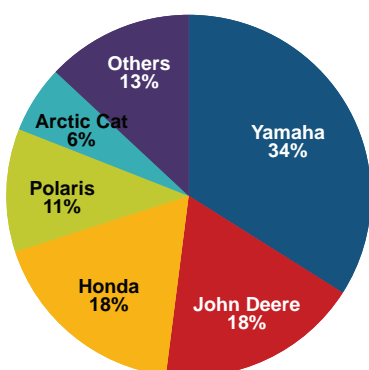
Make	Model	Share	
1	Polaris	Ranger	38%
2	Polaris	Ranger XP	30%
3	Kawasaki	Mule	14%
4	Kubota	RTV	7%
5	Can-Am	Defender	2%
6	John Deere	Gator HPX	1%
7	Honda	Big Red	1%
8	John Deere	Gator CX	1%
9	Cub Cadet	Volunteer	1%
10	Yardsport	Yardsport	1%

Source: Kelley Blue Book



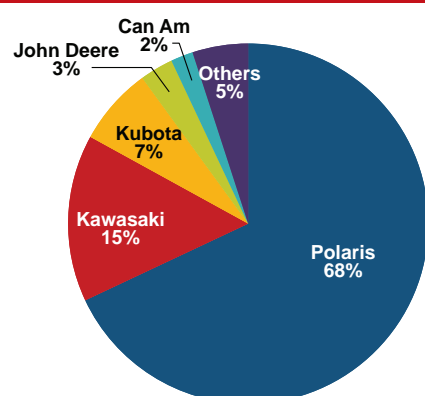
The Odes Dominator was the No. 10 most-viewed recreational side-by-side model on Kelley Blue Book's KBB.com during 2018. Photo by Dave McMahon/Powersports Business

MOST RESEARCHED MANUFACTURERS RECREATIONAL SIDE-BY-SIDES



Source: Kelley Blue Book

MOST RESEARCHED MANUFACTURERS UTILITY SIDE-BY-SIDES



Source: Kelley Blue Book



The Polaris Ranger was the most researched utility side-by-side on Kelley Blue Book's KBB.com during 2018. Photo courtesy of Polaris



FACT

Aftermarket tires and rims are the #1 accessory sold for ATVs and UTVs.

PROBLEM

Oversized tires change the calibration needs of the CVT clutch system, reducing performance and belt life.

SOLUTION

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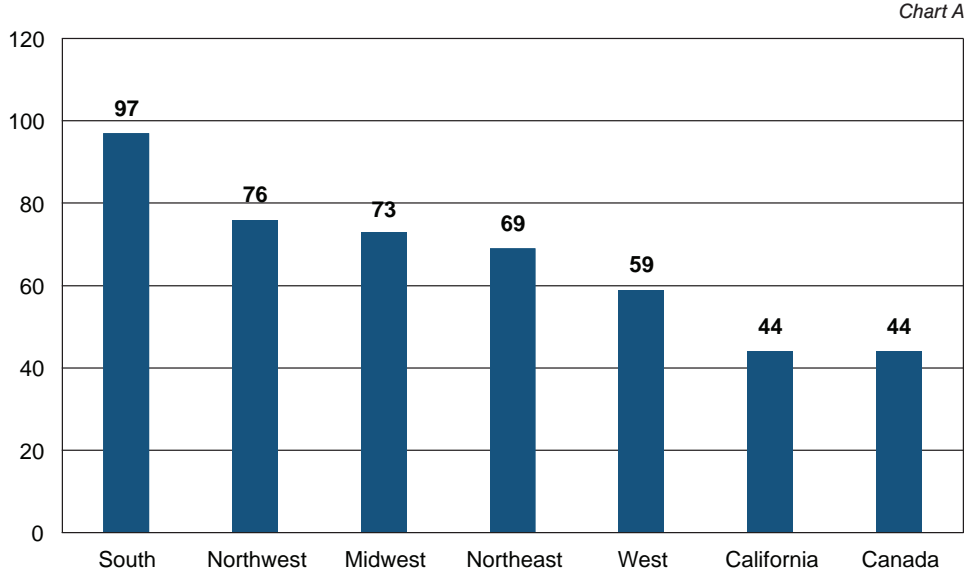


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ATV/UTV

**AVERAGE UTILITY ATV UNIT COUNT SOLD IN 2018
BY DEALER PER REGION**



CDK
CONTINUED FROM THE COVER

per year (Chart A).

Dealerships in the Midwest (73 per dealership per year) and Northeast (69) followed, ahead of dealerships in the West (59 utility ATVs sold per year). Dealerships in Canada and California both sold 44 utility ATVs per year per dealer on average.

(Chart B) A total of 92.8 percent of all utility ATVs sold are single-seat, with 7.2 percent being 2-up models. In the South region, 97 percent of all utility ATVs sold are single-seat, and the California consumers prefer their single-seat utility ATVs at a rate of 95 percent. Consumers in Canada

(17 percent) and the West (15 percent) comprise the majority of 2-up utility ATV sales on average.

(Chart C) Overall, Generation X buyers consumed 36 percent of all utility ATV purchases. This generation spent an average of \$6,743 on their new utility ATV.

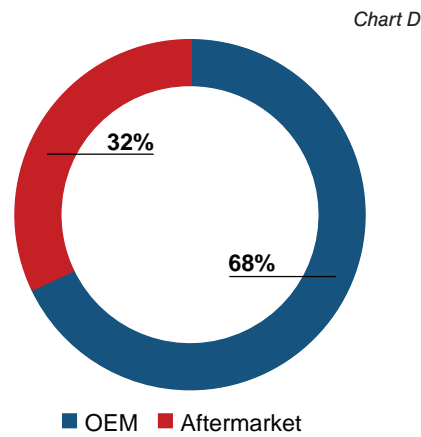
The generation is determined based on the buyers age at the time of the unit purchase. Generations for this study included Silent generation (born 1945 or earlier); Baby Boomer (born 1946-1964); Generation X (born 1965-1979); Millennial (born 1980-1995); and iGen/Gen Z (born 1996-current).

Millennials were No. 2 in buyers by generation, with 30 percent of all utility ATV

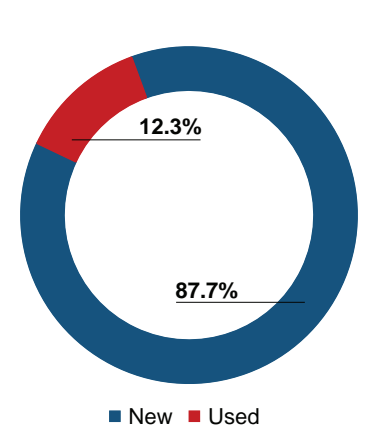
See CDK, Page 17



PERCENTAGE OF OEM VS AFTERMARKET ACCESSORY ATTACHED TO UTILITY ATVS



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CONTINUED FROM PAGE 16

sales. On average, Millennials spent \$6,980 on their unit purchase.

A total of 26 percent of utility ATV sales were purchased by the Baby Boomer generation. On average, they spent \$6,725 on their utility ATV purchase.

iGen/Generation Z consumed 6 percent of the total utility ATV sales with an average unit selling price of \$7,260. This generation spent the most of all generations toward the major unit selling price. Purchases made by this generation experienced growth in February 2018, shortly after they began turning 21 years old.

The Silent generation consumed just 2 percent of the total utility ATV sales with an average unit purchase price of \$6,466.

ACCESSORY SALES

(Chart D) Buyers of new utility ATVs at a rate of 68 percent on average prefer factory accessories when they buy an accessory and have that accessory attached at the time of the unit purchase. A total of 32 percent of accessories installed at the time of the new utility ATV purchase were aftermarket parts.

This study does not reflect consumer buying for accessories that are not installed on the unit or are installed after the time of unit purchase.

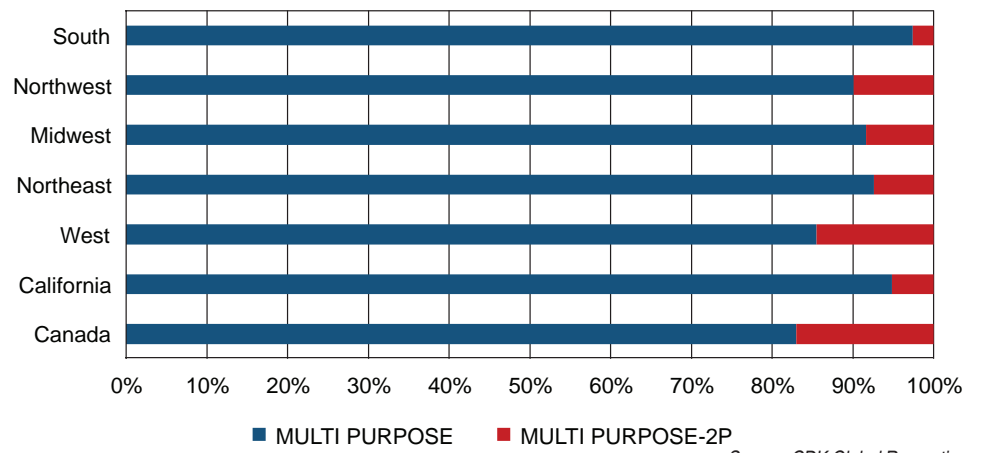
(Chart E) The top 10 accessory part categories that were installed at the time of the new purchase were determined by the percentage of quantity sold compared to all
See CDK, Page 18



Photo courtesy of Moose

PERCENTAGE OF UTILITY ATVS SOLD BY SEGMENT AND REGION

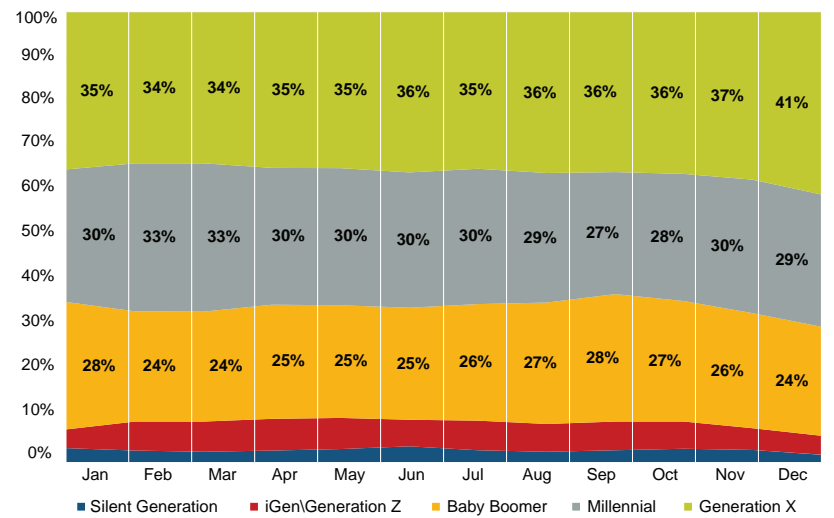
Chart B



Source: CDK Global Recreation

PERCENTAGE OF TOTAL NEW UTILITY ATV PURCHASES IN 2018 BY BUYER GENERATION BY MONTH

Chart C



Source: CDK Global Recreation

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DIGEST

Hammerhead Off-Road launches 2019 LE 150 go-kart

Hammerhead Off-Road, a wholly-owned subsidiary of **Polaris Industries**, has released its 2019 LE 150 go-kart. The sleek design includes new brushguards, plastic side panels and **CST Hammerhead Shark** tread tires, helping the go-kart stand out.

The LE 150 comes standard with all-wheel disc brakes, an external oil-cooler, speedometer, LED lights and various other options such as a hard top. National sales manager **Garrett Laves** reports it's available now with a \$3,699 starting MSRP.



Hammerhead Off-Road's new 2019 LE 150 features CST Hammerhead Shark tread tires. Photo courtesy of Hammerhead Off-Road

YAMAHA BRINGING XTREME TERRAIN CHALLENGE BACK TO LORETTA LYNN'S

Yamaha Motor Corp., USA, announced that the **2nd annual XTREME Terrain Challenge (XTR Challenge)** for Yamaha owners and families will be held Oct. 4-6 at the **Loretta Lynn Ranch** in Hurricane Mills, Tennessee.

Designed for fun with formidable off-roading trails and obstacles, the XTR Challenge brings extreme drivers, riders and weekend warriors together for great behind-the-wheel action and excitement. Drivers and spectators will experience a weekend of camping and entertainment with friends, family and fellow Yamaha adventure-seekers.

"Last year's XTR Challenge proved

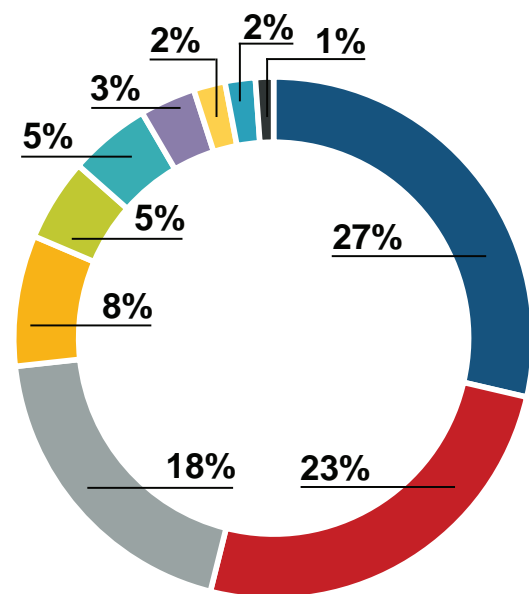
Yamaha side-by-sides are up to the task of attacking some serious trail challenges, and that Yamaha customers are some of the best folks to spend a weekend with," said **Steve Nessler**, Yamaha's Motorsports Group marketing manager. "We're looking forward to building on the excitement and momentum from last year by adding a new ATV class, some new features to the course, as well as even more fun and activities for everyone attending."

The debut event in 2018 featured an off-road course with varying natural terrains and man-made obstacles specifically designed to put Yamaha's YXZ1000R and Wolverine vehicles and owners to the test. This year Yamaha plans to enhance the already exhilarating event, continuing the excitement for Yamaha side-by-side customers and adding a brand-new Grizzly class to the lineup.

Entries for XTR Challenge participants is limited, with returning alumni receiving guaranteed entry. **PSB**

TOP 10 ACCESSORY CATEGORIES ATTACHED TO UTILITY ATVS

Chart E



■ Body ■ Winch ■ Plow ■ Tires ■ Control
■ Wheels ■ Electrical ■ Windshield ■ Luggage ■ Drive

Source: CDK Global Recreation

CDK

■ CONTINUED FROM PAGE 17

parts sold. A total of 93 percent of all accessories sold fall in to one of the categories on the top 10 list. The remaining 7 percent of accessories sold didn't make the cut.

Body parts were the most installed type of part in this study, at 27 percent. Combined, winches and plows total 41 percent of

accessories sold, with winches at 23 percent and plows at 18 percent on average.

All other part categories in this study combined to make up 25 percent of the total parts installed, including tires (8 percent), wheels (5 percent) and control parts (5 percent).

Electrical, windshield, luggage and drive parts all consume the bottom portion of the top 10 accessory categories, with a combined percentage of 8 percent. **PSB**



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- 6 Ball CV Boot Kits
- 8 Ball CV Boot Kits
- EZ Trail Boot Repair Kits
- EZ Trail Boot XL Repair Kits
- Universal CV Boot Repair Kit
- Wheel Nut Kits
- Wheel Stud and Nut Kits
- Differential Bearing and Seal Kits
- Differential Seal Only Kits
- Brake Caliper Rebuild Kits
- Rear Wheel Bearing Kits
- A-Arm Bushing Only Kits
- Front A-Arm Kits - Upper and Lower
- Upper and Lower Ball Joint Kits
- Outer Tie Rod End Kits
- Rack Tie Rod Kits
- Rack Boot Kits
- Heavy Duty Ball Joint Kits
- Front Drive Shaft U-Joint
- Stealth Drive Prop Shaft
- Drive Shaft Support Bearing Kits
- Fuel Pump Module
- Fuel Pump Retaining Nut and Gasket Kit
- Standard Bore Cylinders
- Standard Bore Cylinder Kits
- Standard Bore HC Cylinder Kits
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- Big Bore Cylinder Kits
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- Connecting Rods
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YOUR DEALERSHIP'S NEW DIRECTION

Why can't you be the Most Magical Dealership on Earth?

I just returned from the Los Angeles area to satisfy the mandatory family vacation to Disneyland. Mandatory you ask? Yes, mandatory — not only has my wife been politely suggesting we go, but now my 6 and 7-year-old are of age to consistently, and constantly, ask me “Dad, when are you going to take us back to Disney?”

While many of you may have fond memories of your experiences in Disney, or perhaps have forgotten the absolute Herculean lift that must be undertaken to survive Disney ... know that going into this endeavor, I was not very happy. I do not like crowds ... amusement park food ... or waiting in line for anything. Couple that with the cost, two kids that can rarely get along (or go to bed), and attempting to stay happily married — and this “vacation” can quickly become daunting.

A little background on Disney and the Gonzalez family. This was our third trip to one of their parks. We took our boys to Disneyland for the first time when they were ages 2 and 3 and Disney World the year after that. One of my strongest memories of Disneyland — if not life — occurred on our first trip four years ago. Having just entered the park, on our first day, my oldest son had

an accident right on Main Street USA. He could not make it to the bathroom and created a little puddle right in the same place where people were taking family photos, I'm sure, for their Christmas cards.

Before my wife and I could react, a Disney cast member saw our distress, approached us, and asked if they could be of assistance. After hearing our story, they immediately got on their radio and sprang into action. In less than a minute, a team of four people was around us. First, they set up little mini-road cones around our little puddle, so no one would trip over it.

Second, they produced a towel for us to wrap around our son. Third, a manager asked my wife what size pants my son wore. Fourth, the puddle was swiftly mopped up and disinfected, cones picked up, and Main Street returned back to normal. Lastly, a pair of brand-new Mickey sweat pants appeared, for free, and we were escorted to the closest bathroom to put on our new britches.

My son did not even have time to start to cry. In total, four employees solved what could have been a major heartbreak and they solved it without creating a scene or making us feel uncomfortable or ashamed. All told, we were back in business in less than five minutes. I looked at my wife and said “Disney, here you know that you are in the presence of greatness.” There was nothing that was left to be desired.

For the entire time that I was in Disney

recently, I could not stop thinking about the fact that I had zero complaints. Everything is organized at Disney. The park is spotless. Cast members are trained to be problem solvers — not employees. The entire experience is a process that has worked for decades. Don't get me wrong, at around \$1000 per day for a family of four, the experience is one of the more expensive out there, but it really is worth the money. The professional atmosphere, the attention to details, and the zero-mistake culture makes you feel the exact way they want you to feel — like it is The Most Magical Place on Earth.

So, what is the point of writing an article about Disneyland in a powersports magazine? If you take anything away from reading this, it should be that each and every one of you possesses the ability to make the experience, within your span of control, one that is special and beyond what a customer expects. At the end of the day, making people feel special should be your polar north. Spending time with a customer and talking about anything but selling a motorcycle will create a customer for life. Reinforcing and truly caring about someone's (your customers') passion makes your dealership more attractive than the rest. It is not about the best price, it is about the best experience.

When is the last time that you really watched what is going on in between your four walls? Is your dealership offering more than just a place to exchange money for ser-

vices? Have you built a culture of 'yes' or are your people adept at saying 'no' to too many questions? Culture is what wins in today's retail environment. Before you spend all that money on marketing, SEO/SEM, or events, you should ask yourself — are we worth the spend to pull people in here? Are we providing a Disney experience or are we simply selling motorcycles?

I am relatively certain that your dealership does not possess many, if any, units that cannot be found at another dealership. Customers have many choices when it comes to shopping. Your only real, competitive advantage is the culture that you create within your dealership and your community. This season, create a team that is customer-centric. Train your staff to be of service to your customers. Make the experience in your dealership unlike any other they have experienced before and watch the loyalty of your customers begin to pay off immediately! **PSB**

Tony Gonzalez is CEO of Garage Composites. He began his career in the motorcycle industry when he was hired by Ed Lemco in 2004. A true student of the industry, he quickly became a sales trainer and a moderator. Gonzalez has a keen model to motivate his clients and is considered one of the best 20-Club moderators in the industry. He is passionate about being a dealer's advocate and firmly believes that his dealers are his family, not his clients. Contact him at 303/549-3352 or tony@garagecomposites.com.



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WAR IS NEITHER CHEAP NOR EASY

Price versus value starts with your store's culture

Price - noun: The amount of money expected, required or given in payment for something.

Value - noun: The regard that something is held to deserve; the importance, worth or usefulness of something.

In my 27 years in the powersports industry, I've read many articles discussing the things that matter most to consumers. Rarely do you ever see the vehicle price listed

in the top three. However, when I talk to dealership owners and managers, most of them want me to believe most consumers are price shoppers. There's definitely a disconnect.

What is the definition of price? In simplest terms, it's the money that is exchanged for a good or service. While the price is often negotiable, it's still a black and white concept. Customer X pays amount Y for product Z.

While many dealerships are focused on pricing, what we should really be focused on is the value of the products we are selling. What's the definition of value? It's the perceived worth of a product or service: Although the price is an element of value, it's only one of the many components. In most cases and for most customers, it's not even the most important one.

Assume we are selling a new sport model side-by-side. What are some of the factors that influence value?

■ **Brand.** Certain brand names come with social credibility. A customer can certainly buy a utility vehicle from the front lot of the local hardware store. However, when he or she pulls up to the off-road park with that off-brand vehicle with the front shocks that look like they came off a screen door and rims looking like they came off a lawnmower, there's probably not going to be a group of people coming over to ask questions about the suspension travel and how high that trick new machine can jump.

■ **Reputation.** Buy any new product, and chances are that within a few days you are going to receive some form of a customer service survey. It might pertain to the product you purchased or the retailer you purchased it from (or both). We are bombarded with these surveys because what you have to say about the product and the retailer can drastically influence the buying decisions of other people. Customers want to purchase reliable vehicles from reputable dealers. If your dealership has a Google ranking of 2.3 and you don't think that costs you money, then you have a lot to learn.

■ **Experience.** I frequent certain stores because they greet me by name when I come through the front door. Everyone enjoys feeling important. Greeting a customer using his or her name, and then asking how

the family is doing will set you apart from most every other business on the planet. This level of service doesn't come cheap; you've got to have a strong culture and great employees (that's another article). When you can offer this level of service, price is rarely discussed.

■ **Transparency.** Purchasing a new automobile is a miserable experience. Consumers rate buying a new car up there with going to the dentist, getting sued and dying. Why is that? Because the car buying experience has been optimized for speed and efficiency, not for the experience. The auto industry uses more smoke and mirrors than David Copperfield does in his Vegas magic shows. During their lives, most people are going to purchase at least four or five vehicles (probably more), and most car buyers need a vehicle. Auto dealers have a steady stream of potential customers. If someone doesn't return for a repeat purchase, there are plenty of replacements. Treat customers badly, and they might never buy another ATV or motorcycle from your dealership, or any other dealership.

■ **Honesty and Integrity.** Say what you are going to do, and then do what you said you would do. If you tell your customers you have the best Service Department in the state and that you'll treat them with white gloves, buy a pallet of gloves and be prepared to deliver on that commitment. If the finance manager told the customer he or she would get her the best rate on the

vehicle financing, then don't mark up the buy rate by a couple of points.

I could go on for a few more pages listing out additional items that impact value, but I don't need to. Stay in tune with your business, your customers and your employees so that you know what you are good at and where you need to improve. Work hard to optimize the customer experience and you'll soon find yourself spending less time talking about price.

If you believe that most customers are price shoppers, then for your dealership you may be right. However, be willing to acknowledge this may be a situation you and your team created. If you focus only on price, then yes, you will have a lot of price shoppers. If you don't turn the buying process into an experience, then you'll have a high-percentage of price shoppers.

Instead of focusing on price, realign your culture and commit to focusing on value. Create a relationship that's more than just business-to-customer. Focus on price, and everyone loses. Focus on value, and everyone wins. **PSB**

Mark J. Sheffield is a U.S. Army Veteran and former dealer principal who currently facilitates multiple 20-groups for Spader Business Management. When he's not assisting with dealership performance, he can be found at the rifle range or digging holes with his backhoe. Contact him at MSheffield@Spader.com.



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Post-purchase program to benefit WaveRunner owners

Dealers also can capitalize on Yamaha Watercraft Group's new launch

Owners of Yamaha WaveRunners will have an entirely new experience with their product and the Yamaha brand with the launch of the new Customer Lifecycle program called "Livin' the Water Life" that went live in April.

The program sends a regular schedule of emails over three years to owners that includes:

- Tips and tricks to using their product (docking, trailering, connecting Bluetooth, etc)
- Pre- and post-ride checklists
- Maintenance guides and service reminders
- Boating destinations specific to where they live
- Top accessories for their model
- Yamaha Extended Service promotions
- Information on boating safety courses
- Cross promotions with other Yamaha products
- Yamalube and GYTR promotions
- New product information and repurchase incentives

The emails are focused on driving owners back to their dealerships for service, accessories and future Yamaha products.

"The experience with the Yamaha brand doesn't stop at the point of purchase, it really only begins," said Andrew Cullen,

digital marketing and communication manager. "This campaign is 100 percent focused on making ownership with WaveRunners and boats an amazing and unforgettable experience, and one that will keep them fiercely passionate and loyal to the brand, now and in the future."

"The goal at the end of the three-year campaign is to have created an amazing ownership experience that makes loyal Yamaha customers want to step up into a new model, and stay with the Yamaha family and their local Yamaha dealership for all of their outdoor recreational needs," said general manager Bryan Seti. "Our digital team has created a cutting edge and uniquely personalized platform that will impress our customers and grow all aspects of the Yamaha brand." **PSB**



A post-purchase customer life cycle program for WaveRunner owners includes regular, personalized communications based on the model purchased. Photo courtesy of Yamaha Watercraft Group

Yamaha WaveRunner 2019 factory race teams unveiled

P1 AquaX Tour, IJSBA World Finals on tap for racers

The most successful personal watercraft racing program in the history of the sport announced that it will campaign the 2019 P1 AquaX Tour and IJSBA World Finals with a factory race team headlined by the biggest names in PWC racing.

Leading the Yamaha WaveRunner factory team effort is current Pro Runabout Stock world champion Chris MacClugage and current P1 AquaX Tour champion Eric Francis. MacClugage is a 24-time world and national champion, and Francis is the No. 1-ranked rider in the world by P1 AquaX, followed by Yamaha's Brian Baldwin and MacClugage.

All racers will compete on the P1 AquaX Tour and, depending on conditions will either ride the world champion design of the GP1800R SVHO or the all-new platform of the 2019 FX SVHO.

The new FX SVHO WaveRunner kicked off the 2019 racing season dominating the Hahn 300 endurance race in February. The Hahn 300 is the longest, most grueling PWC endurance race in the world.

"With the introduction of this new FX model, we're going to see a lot of racers gravitate to it, just like many of the pros already have," said Scott Watkins, Yamaha's WaveRunner product manager. "There's never been a combination quite like this — of power with stability, control and precision handling. It will be exciting to watch everything play out in what is expected to be a Yamaha-dominated starting line, and podium."



Yamaha WaveRunner factory racer Chris MacClugage is the current Pro Runabout Stock world champ. Photo courtesy of Yamaha Watercraft Group

2019 YAMAHA WATERCRAFT FACTORY RIDERS:

Broward Motorsports: Eric Francis, Sophie Francis, Chris MacClugage

RIVA Motorsports: Brian Baldwin, Dustin Farthing, Phil Pope

Dean's Team: Aero Aswar, Aqsa Aswar

Non-Affiliated: Tyler Hill, Eric Lagapalous, Dennis Mack

P1 AQUAX TOUR DATES:

April 13-14, 2019 — Daytona Beach, Florida

May 11, 2019 — Kissimmee/St. Cloud, Florida

June 15-16, 2019 — St. Pete Beach, Florida

August 3-4, 2019 — Michigan City, Indiana

September 7-8, 2019 — Pensacola Beach, Florida

October 26-27, 2019 — Ft. Lauderdale, Florida

IJSBA WORLD FINALS:

October 5-13, 2019 — Lake Havasu City, Arizona **PSB**

DIGEST

Minneapolis Motor Sports brought a Sea-Doo Spark for photo ops at its display near the front entryway of the Northwest Sportshow. Photos by Dave McMahon/Powersports Business



NMMA: PWC wholesale shipments rise 21 percent through Feb.

According to the **National Marine Manufacturers Association's** Monthly Shipment Report (MSR), wholesale shipments of personal watercraft were up 21.1 percent year-to-date through February compared to the same timeframe in 2018 for NMMA's control group of manufacturers, representing 100 percent of the market.

ATTENDANCE DOWN FOR 2019 NORTHWEST SPORTSHOW

The **2019 Progressive Insurance Northwest Sportshow** at the Minneapolis Convention Center attracted nearly 30,000 attendees eager to kick off spring preparing for the outdoors. Total attendance for 2019 was 29,638, down 8.7 percent from 2018 (32,453).

While the spring-like weather Friday and Saturday had an impact on attendance, Thursday and Sunday crowds were heavy and ready to buy, with reports of strong travel bookings and good fishing tackle and boat sales.

This year's show included Super Thursday to attract the weekday business crowds, featuring a \$5 entry after 5

p.m. and included special Thursday-only pricing on a variety of boats and outdoor products; and new educational attractions for attendees including the **SEA LIFE Aquarium's** 'Brave the Rainforest' exhibit and **Crestliner's** Angling Aces and Career Day.

PRO WATERCROSS ADDS DAYTONA BEACH TO TOUR

Pro Watercross announced that Round Two of the 2019 Pro Watercross National Tour will be held May 11-12 in Daytona Beach, Florida. Round 1 is May 4-5 in Pensacola Beach, Florida.

Pro Watercross also announced the addition of a new division of races that will take place at each tour stop.

"The addition of Supercourse to our lineup of races is something we are very excited about," said CIO **Jennifer Handler**. "This is something that Pro Watercross and our advisory board have been working to set up and organized, putting rules in place so that we can bring this new, challenging aspect of Pro Watercross to our racers and fans this season."

Supercourse will be using Box Stock rules and will race two motos — one moto on Saturday and one on Sunday. Each moto in the 200 class and the 300 class will be 20 minutes in length. **PSB**



Several Twin Cities-based powersports and marine dealerships, including River Valley Power & Sport, had large booths at the Northwest Sports Show in Minneapolis. Yamaha WaveRunners at the River Valley booth stopped visitors in the aisles. Photos by Dave McMahon/Powersports Business

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Dealership event puts a spin on Daytona Bike Week

Michigan dealership draws riders ahead of busy season

BY ABBY LARSON

■ STAFF REPORTER

Attending Daytona Bike Week is a bucket list item that most people will only get to experience once in their lifetime, if at all. But what if your customers aren't able to make the trek down to Daytona and could instead have a comparable experience at your dealership?

Grand Rapids Harley-Davidson of Hudsonville, Michigan, gave locals a much-needed taste of sunshine by throwing its annual Daytona Bash on March 9. The dealership has been hosting the event for the last 10 years, giving customers a taste of the actual Bike Week through bike displays, tech talks, an audio demonstration and more to emulate the real deal.

"Daytona Bike Week happens in Florida every year, but unfortunately not everyone can go. March in Michigan is a dreary time of year so we try to bring some fun and sunshine into the dealership to brighten everyone's moods," said Alex Foster, events coordinator for Grand Rapids Harley-Davidson. "The Daytona Bash is one of the highlights of our winter season. We want everyone to come in, have a good time and get excited for riding season, even though the weather isn't quite what we want it to be before we get the bikes out."

The Daytona Bash has succeeded for the last decade in bringing joy to local riders and giving them a taste of what's to come as

spring — and riding season — approaches.

"The event was a big success. We offered the first 78 people through the doors a free gift in honor of the 78th year of the actual event, and we ended up with a turnout of around 200 people. We had a lot of riding enthusiasts that came out to see what we were up to. It really helped that the event fell on the first nice day of 2019," Foster told *Powersports Business*. "We put together activities for guests to participate in, including some demonstrations and informational tech talks. We even had Giant Jenga. Everyone seemed to enjoy themselves, and overall it was just a great day."

While the event is far from the real deal, the high attendance number suggests the event generated considerable excitement within the riding community. Guests that came through the doors ranged from riders who have never attended Daytona Bike Week to those that have gone several times throughout their lives. Some were even leaving the very next day to attend the Florida-based event.

"Many people who have attended Bike Week in previous years come to our event simply wanting to relive the good times with us," Foster said. "Others have never been, and we want to show them a fun time and get them excited for the riding season."

Though the event has continued to grow in popularity since its inception, advertising is still an essential tactic in reaching the desired audience. Getting guests in the door, Foster said, was as simple as utilizing social media and the dealership's printer.

"We hung fliers throughout the store and put smaller fliers into customer's bags



Grand Rapids Harley-Davidson in Michigan included a Tech Talk in the service department as part of its Daytona Bash. Photo courtesy of Grand Rapids Harley-Davidson

with their parts and motorclothes purchases leading up to the event. I also utilized our online platforms, sending out the reminder in our weekly e-blasts and posting on Facebook and Instagram. Two weeks

prior to the event, we boosted the event on Facebook for some extra money, just to get that extra push and to ensure as many people as possible knew what we were doing."

See *Daytona Bash*, Page 26

Harley dealers sell after combined 47 years as owners



Ken Lipack (left) recently sold Harley-Davidson of Charlotte in North Carolina to Tim Brown. Photo courtesy of Performance Brokerage Services

Harley-Davidson of Charlotte and Harley-Davidson of Bloomington get new ownership

Ken Lipack, a past elected member and president of Harley-Davidson's Dealer Advisory Council, has sold Harley-Davidson of Charlotte in North Carolina after 26 years of ownership. Tim Brown has purchased the dealership and renamed it Independence Harley-Davidson. It will remain located at 9205 East Independence Boulevard in Matthews, North Carolina.

George Chaconas of Performance Brokerage Group facilitated the transaction.

Lipack, who owned the dealership for 26 years, also served for several years on Harley-Davidson's International Retail 20/20 Dealer Engagement Group and served as a board member of the Carolina's Harley-Davidson Dealer Association.

Brown also owns Chrysler Dodge Jeep Ram of Spartanburg, Lake Keowee Chrysler Dodge Jeep Ram of Seneca, Lake Keowee Ford of Seneca, Quality Chrysler Dodge Jeep Ram of Greenwood, Quality Kia of Greenwood and Quality Nissan of Greenwood. In addition to his extensive experience in the automotive industry, Brown also owns Harley-Davidson of Greenville, South Carolina.

Harley-Davidson of Charlotte was established in the early 1920s. The dealership underwent many ownership changes and relocations until Ken and Ron Lipack acquired it on Feb. 2, 1993.

"George Chaconas was referred to me by a very close Harley-Davidson dealer friend

that he successfully helped sell his dealership," Lipack said. "I was not sure if we could get enough money to retire, so George prepared a complimentary evaluation for us and the numbers worked. I called George, we met for lunch, and I hired him. Within 30-45 days, we had multiple offers and went on to negotiate with a well-qualified and motivated buyer. We had a very successful and smooth closing. I want to thank George Chaconas and Performance Brokerage Services for their professionalism, tenacity, commitment, discipline and perseverance to get this deal done for me and my family. We are very happy and look forward to the next chapter in our lives."

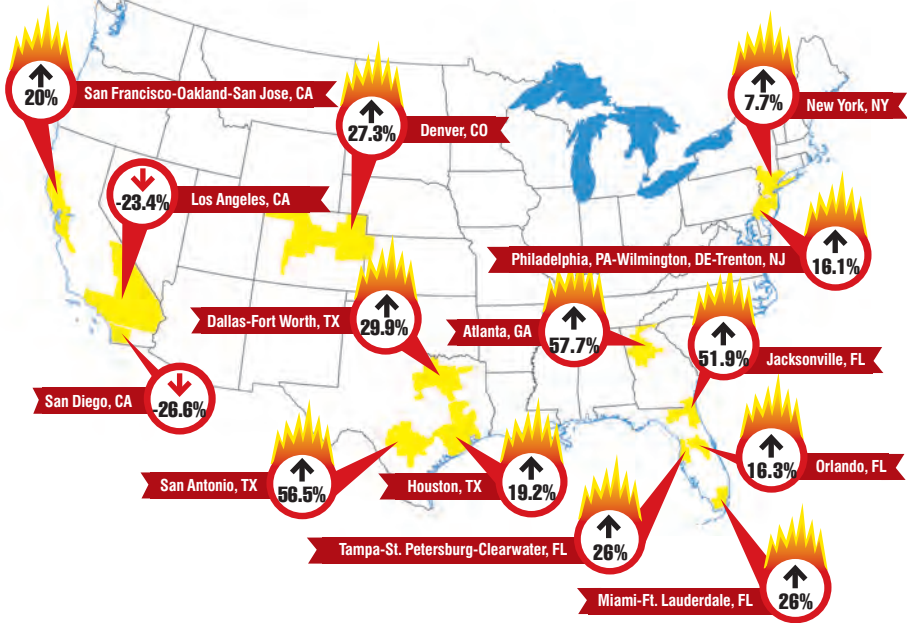
"George Chaconas contacted me about buying another Harley-Davidson dealership in my area," Brown said. "As soon as he mentioned Harley-Davidson of Charlotte, I was very interested and excited to acquire it. I love the brand and the Charlotte market area. As a long-time car guy and a long-time partner with Billy Weaver of Harley-Davidson of Greenville, South Carolina, before buying him out, I really wanted to buy another Harley-Davidson dealership. George made the purchase really simple even though it was a very emotional sale for the Lipack family. I really enjoyed working with George and look forward to buying another store with him."

"I feel privileged to represent such an iconic business with as much history as Harley-Davidson of Charlotte," Chaconas said. "It was a pleasure helping the Lipack family with divesting of their dealership and securing enough money to retire and

See *Dealers*, Page 26

HOT SPOTS

NATIONAL SPORT BIKE DATA - TOP BTA'S (JAN. 2019 YTD)



Source: Statistical Surveys, Inc.

Sport bikes are hot to start 2019 in Atlanta

Statistical Surveys shows registration of sport bikes also strong in Tampa, San Antonio

According to the latest data from Statistical Surveys, Inc., sport bike registrations grew considerably in January, compared to January 2018. Overall, registrations at state motor vehicle agencies increased nationally by 12.3 percent in January.

Looking at the company's Basic Trade Areas, Atlanta-area dealers saw a hefty number of registrations in their BTA, with sport bike registration growth of 57.7 percent compared to January 2018. Tampa-St. Petersburg-Clearwater wasn't far behind, with growth of 56.9 percent in registrations compared to Jan-

uary 2018. San Antonio also had momentous growth, at 56.5 percent, with Jacksonville not far behind (51.9 percent).

It wasn't also rosy, though, to start the new year. Sport bike registrations were down by more than 26 percent in San Diego in January vs. January 2018, and the Los Angeles BTA saw a decrease of 23.4 percent in sport bike registrations for the same period.

Does your dealership sell sport bikes? Does the registration growth in your BTA correlate to the bikes bought by your customers? Or is the dealership down the street creating a better experience for sport bike customers? **PSB**

For information on how your dealership can capitalize on data from Statistical Surveys, Inc., contact Ryan Kloppe at rkloppe@statisticalsurveys.com.



The Yamaha YZF-R6 is part of the sport bike segment that saw impressive gains in January registrations. Photo courtesy of Yamaha

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Harley-Davidson names Grimmer to top brand position

Becomes first to hold
Brand President title



Neil Grimmer has been named Harley-Davidson's first brand president. Photo courtesy of Harley-Davidson

Harley-Davidson announced in April that Neil Grimmer will join the company's leadership team as President, Harley-Davidson Brand.

As Harley's first-ever brand president, Grimmer will evolve the brand to support the company's strategy to build the next generation of Harley-Davidson riders globally. As the company expands into new segments and new geographies and seeks to inspire diverse, new riders around the globe, he will be responsible for all aspects of the Harley-Davidson brand including product planning, marketing, retail, apparel and communications.

Reporting directly to Matt Levatich, President and Chief Executive Officer, Harley-Davidson, Inc., Grimmer brings over 20 years of experience building brands and growing companies. Most recently, he was Founder and CEO of Habit, the world's first personalized nutrition life science company. Grimmer also served in a leadership role at Campbell Soup Company and was co-founder and CEO of Plum Organics, which was acquired by Campbell's in 2013. Grimmer also served as the Vice President of Strategy and Innovation at Clif Bar & Company and Senior Designer at IDEO. He earned an MFA in Product Design from Stanford University and a BFA from California College of the Arts. He is currently a Henry Crown Fellow at the Aspen Institute.

Grimmer will bring together our consumer facing teams around the world who

will together invigorate the Harley-Davidson consumer experience and deliver a global brand force that resonates with new riders and engages today's riders to support our growth going forward.

"Neil's creative instincts, innovation mindset, deep brand and consumer experience and bottom-line orientation is critically important as we lead and inspire our teams and riders," Levatich said. "He is joining us

at a pivotal time, and his leadership qualities and affinity for who we are and what Harley-Davidson is all about will be a spark that ignites people to imagine what is possible for them from Harley-Davidson."

"Harley-Davidson is an iconic American brand recognized around the world as a symbol of personal expression and individual freedom," Grimmer said. "It is nothing short of an honor and a privilege to work with Matt and the amazing team at Harley to bring the strategy to life and excite the next generation of riders, ushering in the next chapter of the storied legacy of Harley-Davidson."

In July 2018, Harley-Davidson announced its More Roads to Harley-Davidson plan to accelerate growth through 2022 and deliver its strategy to build the next generation of riders. The plan provides the products, access and channels to engage more, new consumers and drive growth.

"As we intensify our efforts and with this added leadership talent, the company will more fully engage the power of the brand as a catalyst to help reach the full potential of our strategy and meet our long-term objectives," said Levatich.

"Our leadership team is positioned to intensify our 'More Roads to Harley-Davidson' journey," said Levatich. "The addition of Neil Grimmer to our seasoned group of leaders, enhances our capabilities and will sharpen our focus on strategic and long-term growth opportunities to ensure our future success. We have a clear vision, and the leadership team and organization are aligned and energized around it." **PSB**

DEALERS

■ CONTINUED FROM PAGE 24

capitalize on their many years of hard work. I would like to congratulate Tim Brown and I am very confident that he will see much success with his acquisition. I look forward to helping him continue to grow his portfolio."

HARLEY-DAVIDSON DEALERSHIP OWNER ADDS SIXTH LOCATION

After 21 years of ownership, Carol and Jeff Stevens have sold Harley-Davidson of Bloomington in Indiana to Mark and Michael Forszt.

George Chaconas of Performance Brokerage Services facilitated the transaction.

Owners since 1998, Carol and Jeff Stevens took the Harley-Davidson dealership that had

been there since 1940 and made it their own. Serving the community for over 21 years, they have been a great part of the Harley-Davidson Motor Company's 116-year history.

In 1999, they moved the dealership to its current location at 522 West Gourley Pike, just off the 45 Bypass, where they warmly greeted everyone with a smile and a cup of coffee. They look forward to continuing their love of motorcycles and sharing the joy

with their family in their retirement.

New owners Mark and Michael Forszt also own multiple other dealerships in Indiana, beginning with their first purchase in 1996. Since then, they have grown to have the largest, multi-location Harley-Davidson dealership group in the state of Indiana, which includes Harley-Davidson of Kokomo, Harley-Davidson of Valparaiso, Harley-Davidson Shop of Michigan City, Hunter's Moon Harley-Davidson and Indy West Harley-Davidson.

Harley-Davidson of Bloomington will remain at its location at 522 West Gourley Pike, Bloomington, Indiana for a couple of years, however Forszt plans to open a new facility at a new location in the near future.

"I would like to thank Carol and Jeff Stevens for the opportunity to be of service and to help them retire and spend more time in Florida," Chaconas said. **PSB**

DAYTONA BASH

■ CONTINUED FROM PAGE 24

Throwing the event not only builds upon the growing excitement among the motorcycle community as riding season nears, but also gives the store a boost prior to the busy season.

"Hosting events such as this really helps to build positive relationships with our customer base and increases foot traffic to the store," Foster said. "Inviting people to come out and have lunch while learning various motorcycle-related tips from our service technicians creates a positive relationship between us and our customers, which helps us to continue providing the best service they're looking for from a Harley-Davidson dealership. We want them to continue viewing us as a positive member of the community and — hopefully — a member of their family." **PSB**

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AMA Motorcycle Hall of Fame Spring Bike Night set

KTM demo rides to be offered at May 18 event in Ohio

The AMA Motorcycle Hall of Fame will host its Spring Bike Night, sponsored by Nationwide, from 5 to 8 p.m. May 18 at the campus of the American Motorcyclist Association.

In addition to the bike night that weekend, the AMA campus will be a stop on the KTM North America Ride Orange Street Demo Tour, which will offer demo rides on select models in KTM's street lineup.

The Saturday AMA Motorcycle Hall of Fame Spring Bike Night, sponsored by Nationwide, features an open house at the Hall of Fame museum, which houses the bikes and highlights the achievements of hundreds of Hall of Famers.

Music, vendors, activities and more are part of the evening's offerings.

On Friday, May 17, KTM will offer street and touring model demo rides departing from the AMA campus from 4:30-7 p.m.

On May 18, the demo rides will take place from 10 a.m.-3 p.m., with rides wrapping up prior to the start of the bike night.

The KTM truck and motorcycle models will be on display during the Bike Night festivities, with KTM staff members on hand.

"At Spring Bike Night, you can hang out with fellow motorcyclists while getting acquainted with the AMA and checking out



Following the 1018 AMA Motorcycle Hall of Fame Bike Night in Pickerington, Ohio, the AMA has set its Spring Bike Night for May 18, with the KTM North America Ride Orange Street Demo Tour on hand. Photo courtesy of the American Motorcyclist Association

the AMA Motorcycle Hall of Fame," AMA Recreational Riding manager Heather Wilson said. "This event also will give you a chance to view some of KTM's street and touring motor-

cycles. And come hungry, because food trucks will be onsite selling some delicious meals."

On the main floor of the AMA Motorcycle Hall of Fame, visitors will find a display

of the AMA Motorcycle Hall of Fame Class of 2018: AMA National Enduro Champion Terry Cunningham, stunt rider Gary Davis, flat track and road racing tuner Skip Eaken, MotoGP World Champion Nicky Hayden, flat track racer Clifford "Corky" Keener, and pioneering motorcyclist Mary McGee.

On the museum's lower level is an exhibit honoring the U.S. International Six Days Enduro teams and the Chase for the World Trophy: Celebrating the history of U.S. competition at the FIM ISDE, capped by the 2016 title in the FIM World Trophy Division.

Also on the lower level is a collection of more than 1,000 motorcycle-inspired toys.

All proceeds from Bike Night benefit the AMA Motorcycle Hall of Fame. The nonprofit AMA Motorcycle Hall of Fame was established in 1998 by the American

Motorcycle Heritage Foundation to honor the legends and heroes of American motorcycling and highlight their achievements and contributions to motorcycling. **PSB**

Colorado's Vickery honored by Legends and Heroes

Dealership owner, racing enthusiast honored at Denver Supercross

The Legend and Heroes Tour Traveling Moto Museum, now in its 10th year, honored Colorado powersports dealer and racing enthusiast Bill Vickery during the AMA Denver Supercross race at Broncos Stadium at Mile High.

Vickery is the owner of Vickery Motorsports, a Kawasaki, Polaris, Ski-Doo, and Yamaha dealership in Denver. But his contribution to the sport of motorcycling does not end there. Born in Denver in 1943, he grew up reading about the motorcycle events of the time, like Pikes Peak, Bonneville and Daytona. By the age of 12, he was hooked on motorcycling and got his first motorcycle.

His start in racing was in 1966 on a turbine-powered motorcycle that he built. Drag racing leads to local road and dirt track racing and by 1969 he began road racing a Yamaha TD2. Bonneville was calling, and Bill and his family answered the call where Bill set a land speed record of 191.203 mph on his 750cc in 1975. That record still stands today.

Success and travel followed, with the growth of motorcycle racing in the '70s, Vickery and his family competed in dirt track and flat track racing throughout Colorado and Kansas, often winning along the way. He was the 1971 SRAC Scrambles Pro-State Champion in 1971, the Pike's Peak winner in 1971 and 1974 and the WERA Midwest Roadracing Championship in 1976.

Bill and his wife Shari jumped at the opportunity to buy out an existing dealership in 1972 and Vickery Motorsports was born. His support of local racers and events is unprecedented. Over the years, Vickery Motorsports-supported racers have won

more than 100 Colorado State #1 plates in all forms of racing. Motocross, road racing, flat track, ATV racing and more — Bill and Vickery Motorsports support it all.

His dealership is staffed with powersports enthusiasts and racers, with more than 90 percent of them actively enjoying the powersports lifestyle.

In 2019, the Vickery family was pre-

sented with the J.C. Agajanian Award by the Colorado Motorsports Hall of Fame. This award is given in recognition of contributions to Colorado motorsports by a group or organization. Bill also sits on the Board of Directors of the Colorado Motorsports Hall of Fame.

The Legends and Heroes Tour sponsors are Feld Entertainment, Monster Energy

Supercross, Food for Life Bakery, Dunlop, EZup Shelters, Wossner, Yuasa, Boyesen, Motion Pro, Engine Ice, Acerbis, Kissimmee Motor Sports, Tucker Powersports, Spectro Oil, Rockwell, Bell, KTM, Rich Designs, Moto X Roads, The Early Days of Motocross Museum, RacerX, MX Sports, Brad Whitworth Photography, Retro Moto, Cycle News and Pro Circuit. **PSB**



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The completely renovated retail store is now exclusively dedicated to Ducati motorcycles, accessories and apparel.



Ducati launched its newest exclusive Southern California showroom with the Ducati Newport Beach grand opening.

Ducati VIPs celebrate flagship West Coast dealership

Ducati Newport Beach aims to boost brand's SoCal bike sales

The seaside community of Newport Beach, California, turned into a motorcycle mecca in April as Ducati celebrated the grand opening of its newest exclusive dealership location.

Global CEO Claudio Domenicali as well as North American CEO Jason Chinnock were in attendance for the gathering of hundreds who helped celebrate the grand opening of Ducati Newport Beach, the brand's newest flagship exclusive showroom.

"Southern California is the largest market in the U.S.," Domenicali said. "In a short time, Ducati has grown from only racing motorcycles to a diverse range of sports motorcycles for many types of riders. This breadth of motorcycle segments makes it possible for such an important dealer to make a Ducati-only showroom a profitable business model in Southern California. The opening of Ducati Newport Beach as an exclusive dealer is testament to the evolution of Ducati."

Ducati has extended its reach in recent years, currently with more than 700 dealerships globally. Ducati Newport Beach is located at 1601 Newport Blvd. in Costa Mesa and features Ducati apparel displays, a dedicated Ducati accessories showroom, a customer lounge, and state-of-the-art Ducati service department.

"To have Mr. Domenicali here with us to open the doors to our new flagship dealership is something we're honored to experience," said Michael Guerin, owner of Ducati Newport Beach. "We're fully invested in the Ducati experience, particularly here in Southern California where the population is so enthusiastic about riding. Now that we're able to focus solely on Ducati, we can be an even stronger pillar for the brand, providing the Ducati customers with the best Ducati experience."

On display at the opening were bikes from the 2019 Ducati model lineup, including the new Diavel 1260 power cruiser, which recently won the prestigious "Red Dot: Best of the Best" award for its unmistakable design. Powerful and muscular, the new Diavel 1260 combines the performance of a superbike with the style of a cruiser, integrating a new Testastretta DVT 1262 engine with an impressive 159 horsepower. **PSB**



Ducati's global and North American CEOs were in attendance to celebrate the opening of the brand's flagship West Coast dealership. (From left) Jason Chinnock (CEO of Ducati North America), Mike Guerin (Ducati Newport Beach president), Judy Guerin (Ducati Newport Beach CFO), Claudio Domenicali (Ducati CEO), Francesco Milicia (Ducati VP Global Sales & After Sale), Oliver Stein (Ducati CFO). Photos courtesy of Ducati



Ducati continues to extend its reach, now boasting over 700 dealerships globally.

N.C. dealership honored by Honda for going green

Honda of North Carolina recognized with Platinum Environmental Award



Jeff Carr inside his Honda North Carolina dealership in Granite Falls.

Honda of North Carolina has made an immediate impact on a reduced carbon footprint.

Newly opened in 2018 by owner Jeff Carr and his sons, the Honda Powerhouse dealership — one of only 42 in the U.S. — located in Granite Falls was honored in March by American Honda for its significant energy reduction program with the Platinum Environmental Leadership Award.

Carr and his sons built the dealership from the ground up, focusing on being good stewards of the land and taking steps to reduce their impact on the environment. A video about their efforts can be viewed at <https://honda.us/HondaEcoDealer>.

Honda's overall efforts to help measurably and verifiably reduce the carbon footprint of its independently-owned dealers also have been recognized. Honda was presented with an Innovative Partnership Certificate at the 2019 Climate Leadership Awards for its exemplary leadership in reducing carbon pollution and addressing climate change. The award, presented by The Climate Registry and The Center for Climate and Energy Solutions, acknowledged the results of the Honda Environmental Leadership Program which supports its independently-owned automobile, powersports, and power equipment dealers with tools to evaluate and measurably reduce energy and water use, saving them money while enhancing their environ-

mentally-responsible business operations.

Since the launch of the program in 2012, more than 800 dealerships voluntarily participate in the program and have collectively reduced their CO2 emissions by approximately 59,000 metric tons.

Concurrent with the awards ceremony, the Honda Environmental Leadership Program announced the first Platinum level award for a powersports dealership, honoring the North Carolina dealer for verifiably reducing its energy use by more than 50 percent.

The Climate Leadership Awards take place during the Climate Leadership Conference, which brings together forward-thinking leaders from business, government, academia, and the non-profit community to address climate change through policy, innovation, and business solutions.

"We're thrilled to receive the Climate Leadership Award for Innovative Partnerships on behalf of the Honda Environmental Leadership Program," said Annika

Swenson, Honda Environmental Leadership Program Manager. "This recognition highlights the successful collaboration with our dealers and motivates us to continue our efforts to measurably reduce our impact on the environment."

"The Climate Registry applauds Honda and its dealers for their outstanding dedication to climate action," said Ann McCabe, interim executive director of The Climate Registry. "Honda is part of an incredibly important group of leaders who are accelerating the shift to a more sustainable future. We hope that their ability to bring about change will inspire and empower others to act."

The Honda Environmental Leadership Program awards participating dealers at three levels of achievement based on an independent evaluation of dealership performance in the areas of energy and water efficiency, waste reduction, site attributes, and other sustainable best practices. More than 200 Honda dealers across all product



Honda Corporate Sustainability manager Raminta Jautokas (left) and Honda Environmental Leadership Program manager Annika Swenson accept the Innovative Partnership Certificate at the 2019 Climate Leadership Awards held on March 21 in Baltimore. Photo courtesy of American Honda

lines, including automobile, powersports and power equipment, have received the Honda Environmental Leadership Award, earning Silver, Gold or top-level Platinum designations based on the results of their efforts to reduce energy use. **PSB**

Royal Enfield names Dasari new CEO

Ex-CEO Lal remains managing director at Eicher Motors

Eicher Motors Ltd (EML) in April announced the appointment of Vinod K. Dasari as the Chief Executive Officer of Royal Enfield, a unit of EML. Vinod will also join the Board of Eicher Motors Ltd as an executive director.

Dasari takes over from Siddhartha Lal, who was named CEO of Royal Enfield in 2001. Lal will continue as managing director of Eicher Motors Ltd. At Royal Enfield, Siddhartha will continue to support Vinod and the team on product and brand related areas.

"After a phenomenal success story in the last decade, Royal Enfield is now building the foundations of its next level of growth," Lal said. "As we commence another exciting chapter, I believe, there is no better person than Vinod Dasari to lead Royal Enfield into its next phase of evolution to a global brand. Vinod is a proven leader who combines business vision and people skills. He has been a catalyst in reviving the fortunes of his previous company and re-shaping the dynamics of a hitherto slow moving industry."

"Vinod's fearless entrepreneurial leadership, experience of managing complex businesses globally, deep understanding of customers and his vision of how digital technology will be used and experienced around the world are precisely the qualities that Royal Enfield needs as it aspires to lead and catalyze the global motorcycling industry towards middle weights (250-750cc)."

Prior to joining Royal Enfield, Dasari was the CEO and managing director of Ashok Leyland, a position he held since 2011. He



Longtime Royal Enfield CEO Siddhartha Lal drew throngs of attention while announcing 2019 models at EICMA in Milan. He's now managing director of Eicher Motors Ltd while Vinod Dasari takes over as CEO of Royal Enfield. Photo by Dave McMahon/Powersports Business

joined Ashok Leyland as the chief operating officer in 2005. Dasari has held several leadership positions at Cummins India Limited and Timken Company, where he went on to become the president of its Global Railroad business in the USA. He started his career with General Electric in 1986.

"Royal Enfield is an inspiring story and I am very excited to be part of such a fantastic brand," Dasari said. "Personally for me, working with a consumer brand will be a tremendous learning opportunity, and professionally, I am looking forward to the challenge of creating a global consumer brand from India."

Dasari has also served as the president of the Society of Indian Automobile Manufacturers (SIAM) from 2015-17 and as

president of Automotive Research Association of India (ARAI) from 2013-15. He was named "CEO of the Year" by Business Today and most recently by Business Standard. He has also been honored as the "CV Man of the Year" by the CV Magazine and has won the "Autocar Professional of the Year."

Dasari holds a Masters degree in Engineering Management from the McCormick School of Engineering and a Masters in Business Administration from the Kellogg School of Management. He earned a Bachelor's degree in Engineering from University of Louisville in 1988.

Royal Enfield is the world's oldest motorcycle brand in continuous production, with a start in 1901. **PSB**



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IN MEMORIAM, ARLEN NESS, 1939-2019

A Q&A with Arlen and Cory Ness, circa 2003

Editor's note: *Powersports Business* originally published the following interview with Arlen and Cory Ness by Genevieve Marie Schmitt in 2003.

For the last 30 years, Arlen Ness has been a leader in the custom motorcycle scene with his innovative motorcycle designs. Shortly after he started his business in the early 1970s, Arlen Ness Enterprises began marketing parts and accessories direct to the public so the motorcycle rider, who could not afford a high-priced custom, could at least dress up his or her stock motorcycle with Arlen Ness shiny parts. Business thrived while Ness continued to build one-of-a-kind customs for select clientele.

Fast forward to 2003. Business at Arlen Ness Enterprises is stepping up to the next level, revving at higher rpms so-to-speak. A new 70,000 square-foot headquarters in Dublin, California, located in the east San Francisco Bay Area, a partnership with Victory Motorcycles, and a documentary on The Discovery Channel have fueled a new excitement at the company that can be felt the moment you walk through the front door of the new showroom.

Powersports Business sat down with Arlen Ness and son, Cory, for an inside look at Arlen Ness Enterprises. Presented here is the conversation, edited for brevity and clarity.

At 64, Arlen has no plans for retirement anytime soon and continues to oversee the general direction of the company focusing his efforts on marketing and public relations. Cory oversees the day-to-day operations of the business as well as creating the concept design for all the product the company sells.

PSB: Why did you decide to move your headquarters from San Leandro, California, to Dublin, California, last summer?

ARLEN NESS: Actually, I bought the property five years ago. We needed more room back then. It turned out to be quite a bigger job than we expected. It took quite a long time to build it.

CORY NESS: The new building has given us a lot of room to do more things. We even have room to hire more people. We've increased from 50 or 55 to over 100 employees since we moved in here. We have larger working facilities. We've been able to expand almost every department, from our warehouse space to our assembly department to our boxing areas — even our office space allows for more sales people. It has also put us into one building instead of two buildings.

PSB: You have a museum there, don't you?



Shortly after starting his business in 1970, Arlen Ness began marketing parts and accessories directly to the public so riders could deck out their bikes at an affordable cost.

AN: We have about 4,000 feet or so for a museum with all my stuff from years ago, magazine articles and trophies. I have probably 35 custom bikes in there that I own and have built over the years. It makes a real nice showing. People come from all over to see it.

PSB: So, your shop is a destination for tourists.

AN: Yes, people on vacation from L.A. will rent a car and drive up here to see the place. I've got a lot of good ink and the deal on The Discovery Channel has just brought people from everywhere you could imagine. On a weekend, we probably have 300 people come through here.

PSB: How did The Discovery Channel show come about?

AN: They came to us and wanted to do something. We had a lot of interesting things going on and they just kept coming and taping and taping. It's great advertising. It has worked great for us. We were really pleased.

PSB: Has this show raised awareness of Arlen Ness outside of motorcycling circles?

AN: Oh, absolutely. We have families coming in who saw it and really don't have an interest in owning a motorcycle but they like to look at our stuff. It's amazing the people coming through here nowadays.

PSB: How did you forge a relationship with Victory and how has it paid off for you?

AN: When they first came out with the Victory I was very interested because it was American made and it was a V-twin. I went to their booth at Daytona and talked to a few people with the company and got to know them. They gave me a bike to customize and we got closer and closer and pretty soon we got a contract with them to help with some of the design work, mostly cosmetic stuff. It's working into a real nice project. Victory has been pleased with the stuff that we've done for them, and it's selling motorcycles for them.

CN: It has been a good learning experience. How most aftermarket companies make product and deal with product is at a whole different level than how the large OEMs deal with product. We've learned a lot from it on that end as far as supplying an OEM like Polaris,

and secondly on the design end of things. It has been fun to throw our ideas at a large manufacturer and have them use us because of our years of experience in the industry. We work closely with the Victory design staff; they have some talented people working there. The Vegas is a good example of a bike that looks good and you can take it anywhere you want. And with this new Ness Signature Series, Victory has kind of zoomed up the Vegas, kind of taking that bike to the next level.

PSB: How much were you involved in the design of the Arlen Ness Signature Series?

AN: We did quite a bit of the styling for the Vegas, and for the Signature Series bike we took a Vegas and have added a lot of our custom accessories, wheels and things like that. So we had quite a bit to do with it, actually. We don't build them, of course, but for the design we were pretty well involved.

PSB: It's a challenge designing a bike that will be built on an assembly line versus a one-off custom like you're used to. What did you learn from having to work in that different mode?

AN: It's quite different because when we're building bikes we modify almost everything. On a production bike you just have to do a few things. It's actually quite a bit easier to do something like that. We're making wheels for them through our company and the stuff you have to do for a manufacturer like that — everything is so strict. We're learning a lot. It's helping us in our parts and design and in our own product line. It's good all the way around.

CN: It's really a good fit for both of us. They could use a name like Ness to show that they are custom guys and they are going to push the envelope. On our end, it's nice to work with a large company that recognizes our talents and makes use of them on a mass scale.

PSB: Were you surprised when you initially got involved with Victory that the company was willing to change things? And when you were discussing designs, did you have to be reeled in, or did you have a lot of creative liberties?

CN: We approached them when they got going and we thought their bikes were very conservative. We thought we could add a lot of dimension to them. We pushed and pushed to get them to make a change to the gas tank and change the diameter of the wheels and play with the fenders. It took quite awhile, but when Mark Blackwell came aboard he was able to push it through their system because it's not like turning a key when you're working with a large manufacturer like that. It entails so many people and so many departments. You have to get through all the political stuff. When they got the go and actually said they were going to move forward with our ideas, it happened really quick and we were really happy to see that.

I think some people were surprised to see us working with Polaris because they had a fairly conservative style motorcycle, but we were looking at the long term goal and the

See Ness, Page 31

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■ CONTINUED FROM PAGE 30

Vegas was the first sign of what was to come. The Vegas came out great, but everything else coming out in the future is as good, if not better and more exciting.

PSB: Arlen, are you still building customs?

AN: I've always got at least a half dozen in the works for myself at all times. That's where we get a lot of ideas to make the parts.

PSB: Where do you come up with your ideas?

AN: I've just been doing it so long I'm always trying something different. It has always been easy for me. You'd think you'd get stale and run out of ideas, but it seems to be real easy for me to do. That's why I have so many going.

PSB: Do you sell any of your customs or build a bike on commission?

AN: Once in awhile I'll build a bike for something special. The shop builds several bikes for special people. For me to build one personally for somebody... I'll do that once in awhile for a good friend or if it's a special deal. But most of the time all the bikes I do are for myself and I keep most of them. I probably have close to 75 to 80 bikes now.

PSB: You're 64 years old. Will you retire anytime soon? What does the future hold for you?

AN: Cory has a good handle on things. I could

walk away without a problem, but I'm having so much fun and it's exciting. It's a family business. We all work together; we travel together. We all have the same goals. Gosh, I couldn't think of anything else I'd rather be doing.

PSB: What's hot and new with accessories from Arlen Ness?

CN: We have our Big Sucker air filter kits that we've had a real difficult time keeping in stock. It has really taken off. In fact, we're working on several other designs using our patent to make some other options, too. We've made some other items like the Big Sucker kits that are not real flashy. They're cleaner and have a real good purpose. Some of those things have been nice to sell. You don't have to worry about the plating and other things. They're easy to get in and out the door. We've been real successful with our Y2K Frame kits. We had a rubber-mounted model for a couple years now and this year we added a solid-mount Softail style model and that's doing real well.

We have a nice showroom so we've been actually selling a lot of motorcycles. That's kind of a new thing now.

PSB: That's right; you've been a dealer of Victory motorcycles and other American-made motorcycles for almost two years now. Plus, you recently signed on to be a dealer of American Ironhorse motorcycles.

CN: We have our retail store here and a retail store in Daytona that is a partnership with Bruce Rossmeyer, the owner of Daytona Harley-Davidson. We support it by stocking a lot of Ness product and sell Big Dog and Victories and so on. **PSB**

DIGEST

Harley-Davidson teams dealers, trade schools for custom bike build

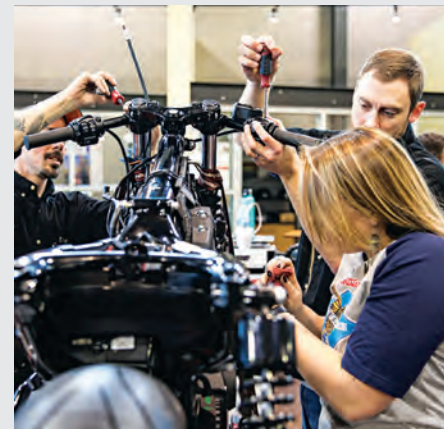
For the first time, local trade school students partnered with **Harley-Davidson** dealers for a unique, real-world training opportunity: helping build the coolest custom motorcycles in the world in the "Battle of the Kings" competition.

The "Battle of the Kings" competition highlights the endless possibilities to personalize Harley-Davidson motorcycles. It's the largest dealer custom build bike competition in the world, showcasing Harley-Davidson's leadership in customization. Since 2015, Battle of the Kings has created more than 500 custom bikes.

This year, U.S. trade school students were invited to join their local Harley-Davidson dealership for the builds, with the goal of inspiring the next generation of skilled tradespeople to join the world of motorcycling.

Under the guidance of experienced Harley-Davidson mechanics, students from across the country were introduced to the creativity, customization prowess and technical precision of motorcycle customization.

"Harley-Davidson's goal is to build the next generation of riders, and those new riders will need service technicians and customization experts to help them along the way," said **Heather Malenshek**, senior vice president of Marketing and Brand. "Introducing trade school students



Harley-Davidson dealerships and trade schools have teamed up for entrants in the Battle of the Kings custom bike build competition. Photo courtesy of Harley-Davidson

to the unlimited possibilities of custom bike building will unlock their creativity and inspire them to think outside the box as they embark on their careers."

TRIUMPH RECALL RELATED TO COOLANT LEAK NEAR REAR TIRE
The **National Highway Traffic Safety Administration** announced that **Triumph Motorcycles America, LTD** is recalling certain 2019 Speed Twin motorcycles.

Improper routing of the coolant hose may cause it to contact the exhaust header pipe, damaging the hose and resulting in a coolant leak near the rear tire. Loss of coolant near the rear tire may cause a loss of traction, increasing the risk of crash.

The potential number of motorcycles affected is 726. **PSB**

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2020 Polaris snowmobile lineup marks 40 years of INDY

Six new models offered for deep snow, crossover and trail riding

The model year 2020 Polaris lineup includes premium snowmobiles for every terrain and every type of rider, including youth, riders developing their skills and confidence, trail performance enthusiasts, deep snow riders, on- and off-trail crossover riders, adventure riders, and riders who need versatile sleds that can tackle big jobs.

The 2020 model year also marks the 40th anniversary of the most legendary model name in snowmobile history: INDY. The 1980 model lineup was the first with production models featuring the Polaris IFS – Independent Front Suspension – that revolutionized snowmobile ride and handling. INDY models established Polaris as the global leader in snowmobile ride and handling, and INDY sleds continue to deliver



The all-new INDY XC 137 brings high-performance riders the ultimate in handling and versatility, along with a premium Walker Evans shock package. Photos courtesy of Polaris

the ultimate riding experiences today.

During Polaris' SnowCheck spring pre-order program, several 2020 models are available with the most powerful Polaris snowmobile engine ever, the Polaris 850 Patriot. It is available in deep snow, crossover and trail performance models.

RMK MODELS DOMINATE IN DEEP SNOW

Polaris RMK models are the world's greatest mountain sleds. They are the lightest, strongest, and most flickable deep snow snowmobiles available, and the 2020 lineup includes the new RMK EVO for beginning deep snow riders, and the RMK KHAOS 155 for riders who want the ultimate in agility.

The RMK EVO is the perfect fit for new off-trail riders. It is designed to put a rider comfortably in control to help them develop skills and confidence. The sled has a 144-inch track for off-trail traction and flotation, and a 550 fan-cooled engine with just the right power for a new rider. An accessory EVOLution Kit is available to increase suspension travel and access more power from the 550 engine as a rider's confidence grows.

The new 2020 RMK KHAOS 155 is a true all-mountain sled for riders looking for the most playful, fun and most agile sled in all riding conditions. With the React Front Suspension, premium Walker Evans shocks and AXYS chassis, it delivers lively and dynamic riding in all riding zones.

The 2020 RMK lineup also includes several best-selling PRO-RMK models with tracks of 155 inches, 163 inches and 174 inches, and versatile SKS models in 146-inch and 155-inch track lengths that are the ultimate deep crossover sleds.

LEGENDARY INDY PERFORMANCE

It's fitting that in the 40th anniversary year of the INDY model name, several outstanding new INDY models make their debut to deliver the legendary performance and ultimate versatility for which the INDY name is known.

For extreme performance trail riders, the 2020 INDY lineup includes the new INDY XCR, a durable, race-proven model with the

See Polaris, Page 35



The new 2020 RMK KHAOS 155 is a true all-mountain sled for riders looking for the most playful, fun and most agile sled in all riding conditions.

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HOT PRODUCTS

DRAG SPECIALTIES SEATS FENDER SKINS



Benefits: The Fender Skins from Drag Specialties offer rear fender protection from boot or saddlebag paint scuffs. Fender skins hug the fender perfectly and are designed to match solo seats from Drag Specialties to maintain a clean, minimalist look. The Fender Skins feature faux exotic centers with leather perimeters and a finished edge.

Specifications: A felt liner runs underneath to protect paint. They include a

black zinc washer and screw to complete the easy-to-do installation and will work with most OEM and accessory seats. Fits 2018-19 Harley-Davidson Softail models.

Suggested Retail Price: \$32.95

Contact: www.seats.dragspecialties.com

SHOW CHROME ACCESSORIES LED DRIVING FOG LIGHT KIT

Benefits: Show Chrome Accessories from Big Bike Parts improved its Driving Fog Light Kit for the Honda GL1500 Gold Wing 1988-2000 models. The new, efficient LEDs include two high-intensity LEDs that increase the candela output from the existing reflector by positioning the LEDs exactly where they need to be in order to maximize brightness.

Specifications: Plug-and-play simplicity easily connects into the existing OEM wiring harness on all Gold Wing GL1500 models, from 1988-2000. Replace the black rubber moldings with Chrome Trim Accents BBP#



52-573 for a custom finish. **Suggested Retail Price:** LED Driving Fog Light Kit for GL1500 1988-2000, Part #52-595LA, MSRP \$149.95; LED Replacement Bulb 6000K, Part #10-2596LA, MSRP \$24.95

Contact: www.bigbikeparts.com

SHOEI X-FOURTEEN HELMET

Benefits: The SHOEI X-Fourteen Helmet has aerodynamic properties that are maximized through extensive wind tunnel testing and professional riders' feedback. The dual-layer multi-density EPS liner enhances impact absorption and ventilation for improved safety and comfort.

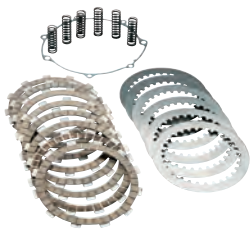
Specifications: The four shell and five EPS liner sizes present increased fit options that help to comfortably fit most head sizes. Safety is further ensured through the impact-absorbing EPS liner throughout the entire chin bar with the Cheek Pad Cooling System. The high-performance fiber materials are combined with extremely elastic organic fibers into shell construction for a structure that is ultra-lightweight, rigid and resilient.

Suggested Retail Price: \$731.99

Contact: www.shoei-helmets.com



MOOSE RACING COMPLETE CLUTCH KIT



Benefits: Available for both dirt bikes and ATVs, the Complete Clutch Kit from Moose Racing includes everything needed to replace clutch plates.

Specifications: Each kit includes ready-to-install friction plates, precise wound clutch springs, steel clutch plates that have a 300 percent longer life than aluminum plates and a clutch cover gasket. **Suggested Retail Price:** \$106.95-\$238.95

Contact: www.mooseracing.com

CORBIN SOLO & PILLION SADDLE

Benefits: The nostalgically styled Classic Solo & Pillion from Corbin is aesthetically pleasing while providing ample rider comfort. Corbin's seating platform conforms to the shape of the rider's body for maximum support and more square inches of body contact. Corbin backrests install easily into hardware concealed inside the saddle for a very clean look.

Specifications: In order to fit a wide range of riders, it is fully angle adjustable. Simply install the backrest into the saddle, lock it in place with a single setscrew and adjust the backrest angle to suit. A variety of backrest styles are available to suit a wide range of preferences and the amount of support desired.

Suggested Retail Price: #HD-ST18-BO-S Classic Solo saddle, 2018-2019 Harley-Davidson Softail Breakout, \$603; #HD-ST18-BO-S-E Classic Solo with HEAT, 2018-2019 Harley-Davidson Softail Breakout, \$723; #HD-ST18-BO-TP Touring Pillion, 2018-2019 Harley-Davidson Softail Breakout, \$393; #02-SB Ovalbac Standard Backrest (each), \$257

Contact: www.corbin.com



SUPERSPROX EDGE SPROCKETS

Benefits: The new Edge Sprockets from Supersprox are designed for popular 300-600cc sport bikes. The sprockets provide the look of the Supersprox Stealth line.

Specifications: They are precision laser cut and black tri-zinc coated to provide a high level of quality. The new product line includes multiple color options for discs. This allows bike owners to easily and inexpensively swap out for a new look.

Suggested Retail Price: \$45.95-\$49.95

Contact: supersproxusa.com



FIREBRAND SMOOTHBORE HEADERS

Benefits: Firebrand recently released its new Smoothbore Headers for Milwaukee-8-equipped Harley-Davidson Touring and Tri-Glide models. Engineered to fit under stock heat shields, the Smoothbore Header's open collector design eliminates the congestion and allows the M-8 to breathe. Designed to increase both airflow and decibel volume, Smoothbore Headers will add power and sound while reducing the heat attributed to stock headpipes.

Specifications: Compatible with 12mm, 18mm and 18mm wideband oxygen sensors. The industrial chrome coating increases durability. Works with 2017 and later stock mufflers or Firebrand Slip-Ons.

Suggested Retail Price: \$399.95

Contact: www.firebrandmotorcycle.com



Z1R WOMEN'S .410 LEATHER JACKET

Benefits: Z1R has introduced its brand-new Women's .410 Leather Jacket. The premium milled, merlot colored leather jacket comes with a custom, soft and silky satin inner liner.

Specifications: With chest, back and arm vents equipped in this jacket, maximum airflow is easily achieved. This jacket also includes one interior conceal and carry pocket as well as two exterior hand-warmer pockets.

Suggested Retail Price: \$199.95-209.95

Contact: www.z1r.com



TCX CLIMA SURROUND GORE-TEX BOOTS



Benefits: The TCX Clima Surround Gore-Tex Boots keep riders dry and comfortable from spring to autumn. The sole is made with a non-slip design, which bonds to a grey rubber midsole that incorporates a polypropylene footbed for guaranteed transversal rigidity. The boot design is distinguished by the presence of micro-injections, which give it movement and character while featuring a seamless structure.

Specifications: The internal panel is made of microfiber, while comfort and flexibility of fit are enhanced by padded front and rear folds.

Closure is quick and safe thanks to an elastic zip, concealed by a discreet Velcro band. This footwear model is reinforced in all sensitive areas (malleolus, shin plate, toe and heel counter) and is fitted with a polyurethane shift pad.

Suggested Retail Price: \$299.99

Contact: ridetxboots.com

SENA SRL2 COMMUNICATION SYSTEM

Benefits: The SRL2 Bluetooth communication system was jointly created by Sena and SHOEI specifically for the new SHOEI GT-Air II helmet. This low-profile device is essentially undetectable from the outside of the helmet to give the rider a sleek look.

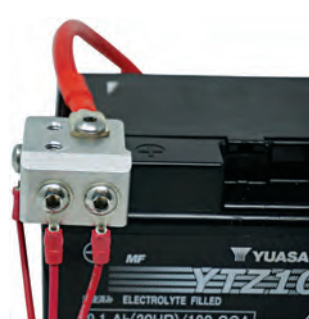
Specifications: The SRL2 is built with functions similar to Sena's top-selling 20S, has a simple three-button control and comes with updated, detachable microphone options. Your dealership's customers can pair their smartphone so they can listen to music, hear GPS directions, talk on the phone and more.

Suggested Retail Price: \$299.99

Contact: www.sena.com



MOOSE UTILITY DIVISION TERMINAL TENDERS



Benefits: Stacking ring terminals or loose wire ends on battery posts can both cause harm to accessories and be dangerous. Moose has your customers covered with the brand's new Terminal Tenders. Specifically designed to safely add up to six different accessories requiring 12-volt power onto the battery, they are excellent for ATVs with added accessories like stereos, GPS, winch, heaters, etc.

Specifications: Made in the USA, they fit any powersports battery with square bolt in posts, dry or wet cell. They're CNC-machined from billet aluminum and they include both positive and negative terminal blocks. **Suggested Retail Price:** \$39.95

Contact: mooseutilities.com

▶ SUBMIT YOUR NEW PRODUCT

Interested in seeing your company's new products on these pages? Simply send a high-resolution photo and description of the product to PSB staff reporter Abby Larson at al Larson@powersportsbusiness.com.

FLY Racing has Formula helmet tested by two facilities

Rotational and linear impacts 'significantly' reduced by new helmet

FLY Racing has released its Formula Helmet test data conducted by two separate test facilities: RHEON LABS, a materials technology business servicing the sports equipment industry, and SATRA Technology, a third-party leading independent research and testing organization based out of the U.K. certified in ECE testing.

FLY Racing spent a considerable amount of time, money and resources to validate and benchmark the Formula against the top nine, "best of the best" helmets on the motocross market ranging from \$500-\$700-plus. To ensure that the Formula stacked up fairly against competitors, FLY Racing purchased six identical premium helmets from each brand for a total of 60 helmets at an estimated retail value of \$30,000.

The 30 helmets were sent to RHEON LABS to record rotational and linear impacts. Each of the 10 helmet models was hit in three different locations and these tests were then repeated on three identical

helmets of each model. A total of 90 individual impacts were recorded.

An additional 30 helmets were sent to SATRA Technology, where three helmets of each model were tested according to ECE standards with impacts in both crown and front-side locations, totaling 60 individual impacts.

All impacts were recorded, plotted, charted, and analyzed by scientists from RHEON LABS and SATRA to ensure that the data was not only accurate, but also unbiased.

FLY Racing took time to review the information and organized it for dealers, customers, and the industry. FLY Racing has chosen not to name the other competitors explicitly in the test.

The purpose of testing is to learn and understand how to improve helmet safety, to know where FLY Racing stands among the best technologies that exist today and what can be done in the future to further evolve impact mitigation.

Results show the FLY Formula helmet is significantly reducing both the linear and rotational accelerations experienced by the headform during front oblique impacts.

A ranking system was developed to rank the 10 leading MX helmets tested. Testing



The FLY Racing Formula helmet was tested by two separate labs against nine other competitive and unnamed models. Photo courtesy of FLY Racing

concluded that the FLY Formula is a very high performance helmet which can significantly reduce linear and rotational accelerations. The FLY Formula is also shown to outperform the competition in an overwhelming majority of cases tested.

The ranking also includes a factor of

weight, as reducing helmet mass is critical to riders. The Carbon Formula is the lightest helmet in this range, beating all nine other leading MX helmets. **PSB**

Dealers can view the data in its entirety at <https://formula.flyracing.com>.

DIGEST

Twin Power launches 4.25-inch M8 Big Bore Cylinders

Twin Power has announced the addition of 4.25-inch Big Bore Cylinders for Milwaukee 8 models to its product line.

Twin Power M8 Big Bore cylinders are factory fitted for the popular Wiseco Black Edition pistons. When combined with Twin



Twin Power's new 4.25-inch Milwaukee 8 Big Bore Cylinders are offered in a factory style black textured powder coat finish with highlighted fins.

Power gaskets, a 107 cubic inch engine can be converted to 124 cubic inches, and a 114 cubic inch to 128 cubic inches. This is strictly a bolt-on kit, as the special gaskets eliminate the need to weld or otherwise modify oil or water passages. Machining of the crankcase is also not required. (Note: It is the engine builder's responsibility to check and verify all clearances before assembling. Engine referenced here was built and tuned by GMR Performance in Fort Worth, Texas.) Gasket kits are available with either .030-inch or .040-inch thick head gaskets based on the builder's preference.

The cylinders are offered in a factory style black textured powder coat finish with highlighted fins. Cast-in iron liners ensure strength, durability, and quiet operation. Cylinders are sold in pairs and include cylinder head dowels.

"The M8 has shown incredible performance potential, and this kit really wakes up your stocker," said James Simonelli, Twin Power brand manager. "On a 107-inch dresser with no headwork, TTS 250 cam and valve springs,

62mm throttle body, a performance intake, and 2:1 exhaust, we achieved 139.63 HP and a whopping 142.65 ft. Lbs. of torque with a tabletop flat torque curve."

MSRPs are as follows: Twin Power 4.25" Big Bore M8 cylinders Part # 48695 – MSRP \$449.95; Twin Power Gasket kit, .040 – Part # 042123 – MSRP \$61.79; Twin Power Gasket kit, .030 – Part # 042124 – MSRP \$61.79; Wiseco Piston Kit, 124" – Part # 162865 – MSRP \$416.00; Wiseco Piston Kit, 128" – Part # 162603 – MSRP \$416.00.

MOOSE UTILITY UNVEILS TURN SIGNAL ROCKER SWITCH

Moose Utility Division has introduced a new turn signal rocker switch. Are your customers in need of making their UTV street legal? Do they need a solution for blinkers? The common-sized rocker switch will fit most panels and also can be flush mounted into the dash. It's also LED back-lit for night-time riding. MSRP is \$19.95.



Moose Utility Division has launched its new turn signal rocker switch for your customers who are looking to make their UTV street legal.

TUCKER TO PROVIDE MOTORCYCLIST TRAINING CENTER WITH GEAR, EQUIPMENT
Tucker has partnered with TEAM Arizona Motorcyclist Training Centers to become its newest 3rd Gear Level Sponsor. Tucker will provide specific TEAM Arizona training sites with riding gear and equipment; as well as contribute products for giveaways throughout 2019.

Specifically, Tucker will highlight the following well-known riding gear brands: Arai Helmets, First Gear, Speed and Strengrt and Answer Racing.

To celebrate the new partnership, TEAM Arizona will give away an Arai DT-X to one person randomly chosen.

TEAM Arizona has a motorcycle safety course to help riders get their motorcycle endorsement and enhance their skills. Motorcycle riders have been coming to TEAM Arizona for lessons since 1989; they've trained more than 135,000 motorcycle and scooter riders, including three-wheel motorcycle riders.

STAR TRON WAKES UP ENGINES AFTER WINTER STORAGE

Now that warm weather is back, it's time to pull the bikes from shop's winter storage program – or your customers' garages – and get them ready for the road.

Fuel quality is the most important factor in making sure that bikes coming out of off-season storage start easily and run smoothly. Engines powered by fuel treated with Star Tron will be good to go in the spring. All fuel in bikes or other equipment in seasonal storage needs to be stabilized.

If fuel isn't stabilized, gums and other debris can form as it ages, clogging carburetors or injectors and making engines difficult to start or run rough. The engine is fine; the fuel is the problem.

Star Tron is engineered to stabilize fuel for up to two years, making it perfect for keeping the gas fresh in bikes put away for the winter. However, unlike traditional fuel treatments, Star Tron is a year-round fuel treatment that does much more than just stabilize. Star Tron's enzymes help improve combustibility by allowing more oxygen to attach to hydrocarbon fuel molecules. **PSB**



Star Tron can be used to ensure that fuel is stabilized for bikes coming out of off-season storage.

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POLARIS

CONTINUED FROM PAGE 32

next-generation PRO-CC Rear Suspension and premium Walker Evans shocks. This new model features numerous race-proven components and is the new choice for riders who want to dominate tough terrain at high speeds. It is available with the 600, 800 or 850 engine.

The all-new INDY XC 137, INDY SP 137 and INDY Adventure 137 bring high-performance riders the ultimate in handling and versatility, along with a premium Walker Evans shock package.

In February, Chris Olds and Mike Morgan rode a pair of 600 INDY XC models to victory in the 1,977-mile-long Iron Dog cross-country race across unforgiving Alaskan terrain. The sleds were so reliable, the racers didn't have to do any service work at the midway point, and at the finish line, Olds said of the sleds, "They're still good to go."

The INDY Adventure 137 models deliver the premium INDY ride and handling along with the added versatility of features such as an overnight bag, mirrors, a heavy-duty front bumper, and accessories such as the Lock & Ride FT2 Passenger Seat that is heated and has heated handgrips. For the first time, Adventure also offers full SnowCheck customization.

The INDY EVO returns as a sled that is just the right size with the right amount of power for new riders, and the 2020 INDY line also includes INDY XC, INDY SP and INDY LXT models with a wide selection of engines, shock packages, and features.

RUSH MODELS RULE THE TRAILS

For trail riders who demand the ultimate cornering and handling, the sleds of choice are the 2020 RUSH PRO-S models. They feature the AXYS Chassis with premium suspension and shocks, unrivaled acceleration and rider-centric comfort. These sleds are available with a choice of engines, including the 600 Cleanfire, the 800 Cleanfire H.O., and exclusively through SnowCheck, the Polaris 850 Patriot.

CROSSOVER MODELS FOR EVERY RIDER

Polaris offers a large selection of 2020 crossover models that provide riders with go-anywhere versatility. Recreational riders choose Switchback models that are the smoothest riding, and most versatile crossovers. They let a rider cover ground quickly on-trail, and freely explore the backcountry.

Polaris TITAN models are the world's most capable crossover sleds as they have 20-inch-wide, high-flotation tracks, impressive cargo and towing capacity to tackle big jobs, electric start, reverse, and a high-performance attitude that makes them incredibly fun to ride.

VOYAGEUR COMFORT & CONVENIENCE

The 2020 Voyageur models present riders with limitless possibilities. Their standard features treat riders to the ultimate in comfort and convenience, and they can be equipped with accessory cargo solutions that make Voyageur models incredibly capable long-distance trail touring sleds.

APPAREL AND ACCESSORIES

Polaris also announced the release of TECH54, a revolutionary new line of apparel this year. TECH54 is made with advanced material technology that offers waterproof breathability and comfort for every rider. In addition to TECH54, Polaris will partner with an industry leader, PIEPS, to bring riders a full assortment of avalanche safety gear. Polaris offers gear and casualwear that meets the unique demands and style of every rider.

A large selection of Polaris Engineered Parts and Accessories are available for 2020 models in every category. There are accessories to enhance rider safety, performance, comfort, protection, and cargo capacity. These accessories were engineered with the sleds by Polaris development teams, so they install properly, fit securely, and deliver outstanding performance. **PSB**



The 2020 model year also marks the 40th anniversary of the most legendary model name in snowmobile history: INDY. INDY Adventure 137 brings high-performance riders the ultimate in handling and versatility. Photos courtesy of Polaris

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