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After 1911 opening, growth continues

Irv Seaver BMW booming well into its second century with new showroom

BY ABBY LARSON

■ STAFF REPORTER

Age has never looked so good for one California dealership.

Over a century has passed since Irv Seaver BMW of Orange, California, first opened its doors in 1911. As you can probably imagine, many changes have occurred at the storefront over the years. Now, a new product line has prompted an expansion that will grow the dealership's space, along with its offerings.

For general manager David Diaz, the change represents far more than a new product line coming into the store.

"As every business must grow to survive, we, too, are growing. Our sales are increasing year after year, and with the new product line coming from BMW, we just didn't have enough space in our existing showroom to fit everything and do it in a nice way," Diaz explained. "Sure, we can jam them in handlebar to handlebar, but that's not doing it right."

The expansion, however, won't be built off the main building.

"Since we had already owned a 4,000 square-foot building across the street that is the same architecture as our existing building, they tie in together. It was a great opportunity to create our new 'Make Life a Ride' showroom with a totally different customer experience than what is typical of BMW corporate identity."

While the company has been around for the last century, implementing updates and keeping up with the changing times has never been an issue, with plans being that the new addition will follow a more modern template. Diaz said the building will feature an open showroom with a large coffee bar, along with a workshop element where motorcycles will be accessorized.

"The goal is to have an overall casual atmosphere, like a nightclub or new House of Machines feel. What we're looking for is a no-pressure, comfortable selling environment that involves the customer in the design of their bike through all the accessories and aftersales products that BMW offers."

The design of the new showroom is meant to provide an all-inclusive experience for the customer throughout the entire process.

"We want to have a place where the customer can be involved right there in the workshop. We won't be doing oil changes over there or anything like that, but it's



The new 'Make Life a Ride' showroom is designed to provide an all-inclusive experience for the customer throughout the entire process. Photos courtesy of Irv Seaver BMW

mainly for having a better touch for the customer of their buying experience in our showroom from choosing the motorcycle to accessorizing and having a hand in the installation process by watching it happen."

The new showroom will feature the Heritage lineup.

See Seaver BMW, Page 25

Arctic Cat alters its ways in snow

Changing industry leads to innovation, new sales and distribution strategies

BY NICK LONGWORTH

■ SNOWMOBILE EDITOR

At the annual "unofficial kick-off" to the snowmobiling season this past September at Haydays in North Branch, Minnesota, Arctic Cat officials pulled media members into a closed-trailer meeting on its lot, and had an honest conversation.

They admitted that the company had heard the rumors during the past few seasons from consumers questioning its commitment to the industry (especially after being purchased by manufacturing giant Textron a few years earlier). They knew people were wondering about the future of Cat, and for many fans of Team Green, the company's eventual demise appeared to be the only writing that was on the wall.

But we were there, and that day Arctic Cat vice president Craig Kennedy told a different story.

See Arctic Cat, Page 26



A new product line from BMW has prompted Irv Seaver BMW of Orange, California, to expand its overall footprint as well. "As every business must grow to survive, we, too, are growing," said general manager David Diaz.



Vice president Craig Kennedy has high hopes for Arctic Cat's snowmobile business. Photo courtesy of Arctic Cat



Kawasaki Jet Ski STX160 brings waves of fun at San Diego press intro

See page 27

Thank You!



From our Dealers and Vendors to our Sales Force and Team – thank you for making the 2020 Spring NVP Product Expo in Louisville, KY another record-setter! The Expo exceeded 2019 numbers making it the largest U.S. Distributor Show with the highest attendee numbers ever! Enthusiasm and optimism filled the show floor along with the best products and industry knowledge available anywhere.



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CEO Levatich steps down after quarter-century with Harley-Davidson

Levatich helmed company 'through a period of significant industry change'

Harley-Davidson, Inc. announced in February that Matthew Levatich has stepped down as president and CEO and as a member of the Board of Directors. The Board of Directors has appointed current Board member Jochen Zeitz as acting president and CEO. A committee of the Board will be formed, and the company will use an external search firm to undertake a search for a new CEO. A further announcement will be made at a later date. Levatich will assist with the transition through the end of March.



MATTHEW LEVATICH

As part of this leadership change, Jochen Zeitz has also been named Chairman of the Board and will remain Chairman once a new CEO is appointed. Current Chairman

of the Board, Michael Cave, is now Presiding Director.

Zeitz said, "The Board and Matt mutually agreed that now is the time for new leadership at Harley-Davidson. Matt was instrumental in defining the More Roads to Harley-Davidson accelerated plan for growth, and we will look to new leadership to recharge our business. On behalf of the Board, I would like to thank Matt for his 26 years of service to Harley-Davidson. He has worked tirelessly to navigate the company through a period of significant industry change while ensuring the preservation of one of the most iconic brands in the world."

"The Harley-Davidson Board and leadership team will continue to work closely together as we search for a new CEO. We have confidence that our combined leadership experience and deep understanding of Harley-Davidson will ensure an effective transition. As a passionate Board member of Harley-Davidson, I look forward to continuing to work with my colleagues and other Harley-Davidson stakeholders to advance and deliver the company's strategy and execution during this important time."

Levatich said, "I am very fortunate to have spent many years with a company as revered as Harley-Davidson. The grit and determination of the employees and dealers and their passion for bringing our brand of freedom to people around the world has always been inspiring. I am proud of what we have achieved during my time as CEO, in one of the most challenging periods in our history, and I am confident that the progress we have made on the More Roads plan will position Harley-Davidson for long-term success."

Zeitz has been a member of the Harley-Davidson Board of Directors since 2007 and established the company's Brand and Sustainability Committee. He served as chairman and CEO of the sporting goods company PUMA from 1993-2011. He was also PUMA's CFO from 1993-2005. Zeitz served as a director of luxury goods company Kering (formerly PPR) from 2012-2016. He was a member of Kering's Executive Committee and CEO of its Sport & Lifestyle division from 2010-2012. Zeitz is also a Board member of the Cranemere Group Limited and is on the Board of The B Team, which he co-founded with Sir Richard Branson. **PSB**

State's largest dealership gets new owner

Auto dealer acquires Redline Motorsports in South Carolina

A self-described entrepreneur who created his own motor vehicle fix-and-flip operation as a 16-year-old has acquired a Honda, Yamaha, Polaris, BRP, Can-Am, Sea-Doo, Spyder, Kawasaki and Suzuki dealership — Redline Powersports of Myrtle Beach, South Carolina.

The state's largest dealership is now under the ownership of Jonathan Waters. The sale was brokered by Tom Macatee, CEO of Powersports Listings M&A.

Waters also has experience in Quality Control Management at Briggs and Stratton; Finance Management, Sales Management and General Management roles across retail dealership brands including Honda, Yamaha, Kawasaki, Polaris, Suzuki, Chrysler, Jeep, Dodge Ram, and most recently Toyota. His entrepreneurial knack for fix-and-flip graduated into residential real estate outside of normal business hours.

Waters purchased the 51,500 square-foot flagship Honda, Yamaha, Polaris, BRP-Can-Am, Sea-Doo, Spyder, Kawasaki and Suzuki dealership from industry veteran Larry Brooks. Brooks still owns and operates Commonwealth Powersports, a Honda, Yamaha, Polaris-Slingshot, Kawasaki and Suzuki dealership in the Richmond, Virginia area.

After 33 years in the industry and operating two large dealerships 300 miles apart for more than a decade, Brooks' professional schedule had him spending much of his time in Virginia and had expanded into additional business interests outside of powersports. This logistical challenge eventually compelled Brooks to sell his Myrtle Beach operation. Industry references recommended that he hire Powersports Listings M&A (PLMA) to manage his sale and Brooks followed that recommendation.

PLMA worked diligently for nearly two years to find the right candidate for the purchase. Jerry Szopinski, PLMA's President of Sales, said, "It often takes more time to find a buyer for the larger multi-line dealer-

ships, and our portfolio of over 30 correlated dealership listings provides the necessary pipeline to make those deals happen."

Waters nearly purchased two Atlanta-area dealerships through PLMA in early 2019. Even though that transaction did not come to fruition, his positive experience with the PLMA team motivated him to stay in the pipeline for another powersports dealership opportunity. Once the introduction was made with Brooks in late 2019, the buy-sell transaction was on a rock-solid path to closing with PLMA's guidance.

"PLMA's expertise was incredible in providing the support I needed from the deal negotiation, legal and accounting references, OEM applications, business plans, and the list goes on," Waters said.

"In working with PLMA for nearly two years, I fully appreciate their tenacity and the fact that they saw everything through to the final hour of closing," Brooks said. "They even hosted a celebration dinner. Job well done." **PSB**

HOTNEWS

GO AZ SCOTTSDALE ANNOUNCES CLOSURE FROM MARCH 18-31

GO AZ Motorcycles in Scottsdale, Arizona, announced that it would be closed from March 18-31.

The dealership was one of the first in the nation to implement a voluntary closure to deal with the escalating health crisis presented by the coronavirus (COVID-19).

Here's part of the dealership's message to its nearly 12,000 **Facebook** followers: "Specifically, we have made the decision to act in the manner we believe will best serve to protect our valued customers and staff, that being to close our dealership effective close of business, Wednesday, March 18th through Tuesday, March 31st. As of now, our plan is to re-open Wednesday, April 1st.

"We want you to know that we greatly

appreciate your patronage and look forward to serving you once the imminent crisis facing our community and country have passed. If you currently have a vehicle in our Service Department, someone will be reaching out to you."

A dedicated email line for customers to use during the closure period also was provided.

It didn't take long for a dealership in Missouri to decide that closing its doors temporarily is the best remedy for the current trend of retailing.

On March 17, owner Beth Ernst tells *Powersports Business* that she has decided to close the 65-year-old Doc's Harley-Davidson in St. Louis until April 1.

"This was a hard decision but I was concerned for my team and for my customers," Ernst said. "I told my staff that they will be paid and they did not have to take their sick days or use their vacation pay. This is a people business but we have to take care of our staff first. Somehow, I know we will all get through

this uncertain time, God willing. Be safe out there everyone."

The dealership's 17,000 Facebook followers were unanimous in support of the decision immediately following the post.

The same day, **St. Boni and Minneapolis Motorsports** announced the temporary closure to the public of both dealership locations. Both shops are scheduled to be closed until March 31. The dealerships will be available via phone, website and Facebook.

A post on the dealership's website reads: "We are committed to the health and safety of our customers and staff, we can't wait to have you back in our stores."

On March 20, **RideNow Powersports** announced to customers at its 35 dealership locations that it is open for business (fewer than 50 people in the store at once). No dealership events, but the promotions for the events remain available.

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FXR kicks off silver anniversary product year

Heated lens Maverick goggle also launched at 2021 dealer meeting

FXR got its 25th anniversary year started on the throttle by hosting a well-attended 2021 product dealer meeting in Minneapolis. The company announced a number of new products, styles and logos, as well as a new line that propels FXR into the ski and snowboard market called the "Ride-X Collection."

The collection includes a number of new outerwear items that appeal to customers who aren't necessarily into motorsports, but still are outdoor enthusiasts in winter activities, whether that's on the ski hills, in the backcountry or everyday use.

The Ride-X Collection includes a new summit helmet, a new spherical goggle with a magnetic snap-on lens, and a variety of jackets, pants, gloves and boots.

On top of an entire new line, there are plenty of updates to the existing products, such as the Renegade Crossover jacket with added Floatation Assist Safety Technology (F.A.S.T.). New updates to the boots, new boots including a new dual BOA helium boot and a handful of new gloves including the Transfer Pro Cuff Heated glove, also were revealed.

FXR also unveiled a thinner heated glove, with three heat settings to make the ride more enjoyable on bitter cold days or while shoveling snow.

The new Maverick Electric Cordless gog-



(From left) FXR owner Milt Reimer, Cycle North Powersports owner Kourtney Lloyd and FXR rep Ron Peters celebrate the Fastest Growing Dealership Award, which went to the Prince George, B.C., shop. Photos courtesy of FXR

gle was also introduced. It's equipped with a heated lens that can also be tethered to the snowmobile. The goggle and gloves use the same lithium-polymer battery and chargers as previous gloves.

On the technology side, due to the success of OMNI-Stretch, FXR introduced M-Series (mechanical) Omni-Stretch that will be implemented into more pieces of gear to give customers a more premium feel for the gear across the board.

As a nod to the company's tremendous

growth, FXR staff surprised owner Milt Reimer with a special award for being independently owned for 25 years.

FXR's newly established partnership with 6D Helmets was a huge hit last year, selling out of many 6D ATR-2 models — that's a rare feat in the industry on such an expensive product. New designs and further development with the partnership will continue into 2021. On top of that, FXR announced limited edition (LE) MX 2020.5 that will be released throughout the 2020 season. **PSB**



FXR's F.A.S.T. Floatation technology is becoming a must-have addition to the product lineup for many snowmobilers.



It's silver anniversary time for FXR founder Milt Reimer.



There's nothing like a little Showtime for FXR brand ambassador Jesse Kirchmeyer, showing off the 6D helmet partnership.



The fashion show allowed dealers to see how the 2021 FXR gear paired with some smiling faces.

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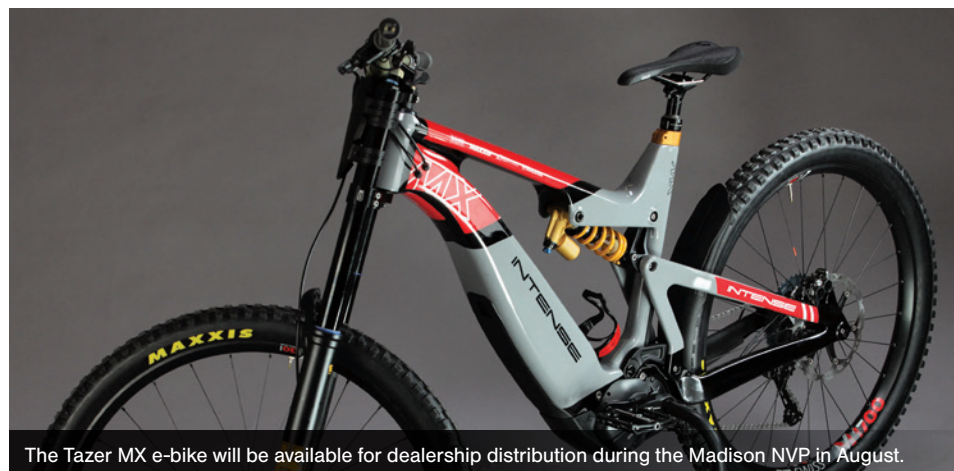
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INTENSE LLC showcased its concept electric mountain bike at the Parts Unlimited NVP in Louisville. Photos courtesy of Parts Unlimited.



The Tazer MX e-bike will be available for dealership distribution during the Madison NVP in August.

Parts Unlimited to distribute e-bikes, e-bike PG&A

At its recent 2020 NVP Product Expo in Louisville, LeMans Corporation, parent company of Parts Unlimited and Drag Specialties, brought in renowned high-end mountain bike innovator INTENSE LLC to showcase the company's new moto-inspired concept electric mountain bike.

A forum was provided for dealers and vendors to share their experience with and opinions on this emerging market. The INTENSE Tazer MX e-bike was met with great interest and sparked many discussions on and off the Expo floor, as the e-mobility category starts to gain a foothold in powersports dealerships across the country.

"Pedal-assist bicycles are quickly becoming a significant segment in our industry," said Jeff Derge, VP of Sales for LeMans. "Many of the motorcycle OEMs are now selling e-bikes in Europe and the USA and offering models that cover many riding styles. E-MTB, Road, Gravel, Commuter and Urban are some of most popular styles that are interesting for the powersports channel.

"Mark your calendars, we will be launching the INTENSE Tazer MX and an initial line of PG&A at our 2020 Fall NVP Expo in Madison, Wisconsin, on Aug. 22 and 23. We'll have products and experts on hand to speak with you about this new category, and like always we will have the top brands, and manufacturer representatives showing their new and top-selling products from every category in powersports and American V-twin."



INTENSE has always engaged in and been inspired by motorsports with motocross and off-road motorcycling closely tied to our company's history...

Jeff Steber, CEO
INTENSE LLC



"INTENSE has always engaged in and been inspired by motorsports with motocross and off-road motorcycling closely tied to our company's history and products," said INTENSE CEO Jeff Steber. "With the development of the Tazer, we created a true E-performance category in bicycling — innovating how E-MTB's ride and perform while elevating the overall performance of the entire segment. With our new partnership with Parts Unlimited, we will be able to deliver a powersports-industry specific Tazer model to motorsports dealerships that's made just for them."

Powersports Business Industry Intelligence shows that as of Q4 2019, about 8-9 percent of franchised dealerships currently carry at least one electric bicycle brand. **PSB**

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GUEST COLUMN

Dealers should know their Ground Truth

Normally you see a problem coming at you, but COVID-19 swooped in from the periphery and it's catching many dealers unprepared. Scientists have long predicted a global pandemic, but like most other agencies, they had to make do with the funding they were given. There's only so much money to go around.



MARK J. SHEFFIELD

Mixed messaging from Washington, D.C., has placed a bigger burden on elected officials in each state, and this means that there's not one piece of global advice that works for everyone. When I served in the U.S. Army, we often talked about the Ground Truth. This phrase refers to knowing what's going on around you based on your own observations and then making decisions off that data.

COVID-19 is here and it's going to be hanging out for a while. As business owners, what can we do? While we at Spader

Business Management are in the process of working on a comprehensive list, here's some things to get you started.

- Be a leader — Panic benefits no one. With your employees, be honest with them that these are uncertain times, but project optimism about the future. Communication really is key. Talk to your employees. America is a great country and we will adapt and overcome.

- Be a resource — Social media has some positive traits, but during an emergency it allows the rapid spread of falsehoods and panic. Meet with your teams and pass on legitimate data from authorities on the current situation. COVID-19 has only been active for about 90 days. There is still much to learn. It's doubtful your Facebook friends know more than the CDC.

- Know the rules of the game — Congress has yet to finalize the first aid package to help deal with this situation, but it should provide needed relief to many small business with the inclusion of business tax credits for sick pay, expanded unemployment insurance and other benefits. This is a fast-moving landscape and the bill is written in legal language. Reach out to your industry organizations as they

have the legal expertise to explain what the final legislation will mean to you.

- Optimize your cash position — Draw down lines of credits before bank lending tightens up. File those outstanding warranty claims. Submit all outstanding finance contracts. Talk to your floorplan lenders about limiting curtailments. Reach out to the OEMs about free floorplan extensions. Attempt to collect on all outstanding receivables.

- Review outstanding orders — Business is going to slow down, but it's not going to stop. Look at any outstanding vehicle orders you might have and determine if you really need them. Cut back on stocking orders for parts and accessories.

- Have a written fall back plan — If your business must close for 30 days, what will you do (and can you operate at partial staffing levels)? How long will you maintain employee payrolls before you move staff to unemployment. What changes at 60 days, 90 days? Map out these plans and be ready to act before those times arrive. Without a written plan, you are more likely to adjust based on the news of the day, while ignoring the bigger picture.

Even at this time of great uncertainty,

not a day goes by where I don't hear from 20 Group members who tell me that business continues to remain strong. Every generation must deal with a crisis — 9/11, the Great Recession and now COVID-19.

Most of us have dealt with these problems and come through the other side. The biggest concern for most dealers is the uncertainty about the future, but looking back we had the same concerns about prior issues.

Each of us will soon be tasked with making critical moral and ethical decisions that may not be easy. Not every dealer is going to survive, but the ones who do will be the ones that prepared for the worst and hoped for the best. As the owner or GM of a dealership, it's important to recognize that your employees look at you for leadership and guidance. Know the Ground Truth, make rational and thought out decisions, be a leader. **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.

Harley-Davidson temporarily suspending U.S. production

Facilities in Wisconsin, Pennsylvania on hiatus until March 29

Since late January, Harley-Davidson, Inc. has been assessing the coronavirus (COVID-19) situation and taking proactive measures in the interest of health and safety of its employees, dealers and consumers.

Its most recent measures include temporarily suspending the majority of production at its U.S. manufacturing facilities (beginning March 18) through March 29 to help support employee health and further bolster coronavirus containment

efforts. Facilities temporarily suspending production are York Vehicle Operations in Pennsylvania and Wisconsin facilities Tomahawk Operations and Pilgrim Road Powertrain Operations.

"We recognize the unprecedented nature of this global crisis. In order to best support our employees and following the social distancing guidance issued by public health authorities, we are temporarily suspending the majority of production at our U.S. manufacturing facilities," said Jochen Zeitz, acting CEO and president, Harley-Davidson. "We will continue to monitor the situation and take necessary steps to prioritize employee health and safety."

Harley-Davidson will continue monitoring the situation closely and make additional adjustments as necessary in accordance with World Health Organization (WHO) and Center for Disease Control and Prevention (CDC) guidelines. The majority of its U.S. production employees will be on temporary layoff with medical benefits. The company will use this time to continue deep cleaning and disinfecting its production areas and common areas to further protect workers upon their return.

Harley-Davidson closed its Pilgrim Road Powertrain Operations facility after an employee tested positive for the COVID-19 coronavirus and is thoroughly cleaning and

disinfecting the building, per the company's coronavirus response protocol.

Harley-Davidson asked employees at its Milwaukee-area headquarters and Product Development Center, except those business-critical roles that must be done onsite, to work remotely through at least the end of March. Additionally, the company is proactively working with its dealers to assess individual impacts and is encouraging dealers to follow the public health guidelines in their communities for the safety of its consumers. In accordance with social distance guidelines, all Harley-Davidson sponsored events have been cancelled until mid-April. **PSB**

HOT NEWS

■ CONTINUED FROM PAGE 3

GP Motorcycles of San Diego announced in an e-newsletter to customers that the store is open for business.

"As of March 17, 2020, we are open for business and will remain so, as long as it is safe to do so. We are taking all possible precautions to limit the exposure to and spread of the coronavirus (COVID-19), while we continue to provide the highest level of service to our customers.

"To help ensure the safety and health of both our clients and our staff, GP Motorcycles has implemented the following effective immediately:

- We are cleaning and disinfecting all common areas
- We have suspended all apparel try-ons, especially helmets
- We're practicing social distancing — don't be offended if we show/explain bike features from 6 feet away
- If you would like to sit on a bike, please bring gloves
- We are also limiting our shop and showroom capacity to 10 guests

- Our service department is open and scheduling services as we prepare for spring
- If you would like to purchase a bike, but are uneasy about visiting GP, we have you covered. We can do paperwork for a bike purchase via internet, email and phone

"GP Motorcycles was opened 27 years ago with the intent to fill a cultural void in downtown San Diego — a "cool place" to hang out, eat, sleep, and breathe European motorcycles, and we intend to still the coolest place to hang out in downtown San Diego when this crisis is over. We will get through this with the support of our customers and the efforts of our hard-working team."

Auburn Extreme Powersports in Auburn, California, notified customers that its temporary hours are now 10 a.m.-2 p.m. Tuesday through Friday. Phone sales only for sales, parts and service. No customers will be allowed into the store. Transactions will be handled by phone or outside.

HARLEY-DAVIDSON DEALERSHIP LAUNCHES ONLINE STORE

The largest **Harley-Davidson** dealership in Texas has launched a new online store,

with free shipping on purchases over \$100. Customers can shop for men's and women's apparel as well as dealership-exclusive items like coozies and caps.

It's all available at **Shopify**-powered www.shoptexasaharley.com, the online store for Bedford-based **Texas Harley-Davidson**.

Cleaning products, grips, mirrors and levers, ride bells and luggage also are available for purchase on the site.

LONGTIME DEALERSHIP SERVICE TECH PASSES AWAY

Chaparral Motorsports in California announced the passing of longtime service tech **Mike Daro**. Daro, who had been with the dealership for nine years, passed away on Sunday while participating in his passion — riding dirt bikes. His family includes his wife and six children.

RETAIL FINANCING PARTNERSHIP FORMED

A financial company that has financed more than \$26 billion in loans since its founding in 1992 — and currently services more than 15,000 powersports, trailer and outdoor

power equipment dealers — has formed a partnership with a leading motorcycle brand.

Sheffield Financial and Triumph Motorcycles (America) Limited have agreed to a multi-year financing services agreement.

The agreement allows Sheffield to provide lending services to Triumph customers through the Triumph dealer network. The contract covers installment financing for Triumph's family of motorcycles.

Jeff McKay, Sheffield Financial president, said, "We are excited to announce Sheffield's new partnership with Triumph, an iconic British motorcycle manufacturer. Triumph's deep heritage and strong dealer network, coupled with Sheffield's industry leading retail financing is a strong partnership."

"We are excited to partner with Sheffield Financial to bring competitive and convenient installment financing to Triumph dealers and customers," said **Rod Lopusnak**, general manager, Triumph. "Sheffield Financial is a proven leader in the industry and this new partnership nicely complements our commitment to dealers, customers and continued growth of Triumph." **PSB**



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BRP reports 30 percent side-by-side growth in quarter

Fiscal Q4 results show 15 percent retail sales growth in North America

“We concluded another record year in FY20. Our 15 percent increase in retail sales in a flattish North American industry, proves our strong position in the market and allowed us to deliver our Challenge 2020 five-year plan one year in advance by exceeding our \$6 billion revenue and \$3.50 EPS targets.

“During this time, our thoughts are with all those who have been affected by the COVID-19 virus and we are putting in place different measures to ensure the health and safety of our employees across the world. In this current global uncertainty, we are proactively implementing measures to protect our financial flexibility and are monitoring closely the situation to assess its potential impact on our business. In this context, we will not issue a full-year guidance for FY21 at this time.

“Our diversified manufacturing footprint, product portfolio, market presence and our experienced Management Team provide us with a solid base to navigate through this period of uncertainty while preserving our industry leadership position.”

That’s how BRP president and CEO José Boisjoli summed up the company’s financial results for the three- and twelve-month periods ended Jan. 31, 2020. All financial information is in Canadian dollars unless otherwise noted.



JOSÉ BOISJOLI

or 14.6 percent, to \$383.7 million for the three-month period ended Jan. 31, compared with \$334.9 million for the corresponding period ended Jan. 31, 2019. The gross profit increase includes an unfavorable foreign exchange rate variation of \$26 million. Gross profit margin percentage increased by 150 basis points to 23.7 percent from 22.2 percent for the three-month period ended Jan. 31, 2019. The increase of 150 basis points was primarily due to favorable pricing and sales programs variation, lower warranty costs and a higher volume of products sold, partially offset by an unfavorable foreign exchange rate variation.

Operating expenses decreased by \$22.1

million, or 10.6 percent, to \$186.3 million for the three-month period ended Jan. 31, compared with \$208.4 million for the three-month period ended Jan. 31, 2019. This decrease was mainly attributable to the reversal of expenses related to a favorable litigation decision, partially offset by higher general and administrative expenses for continued product investments.

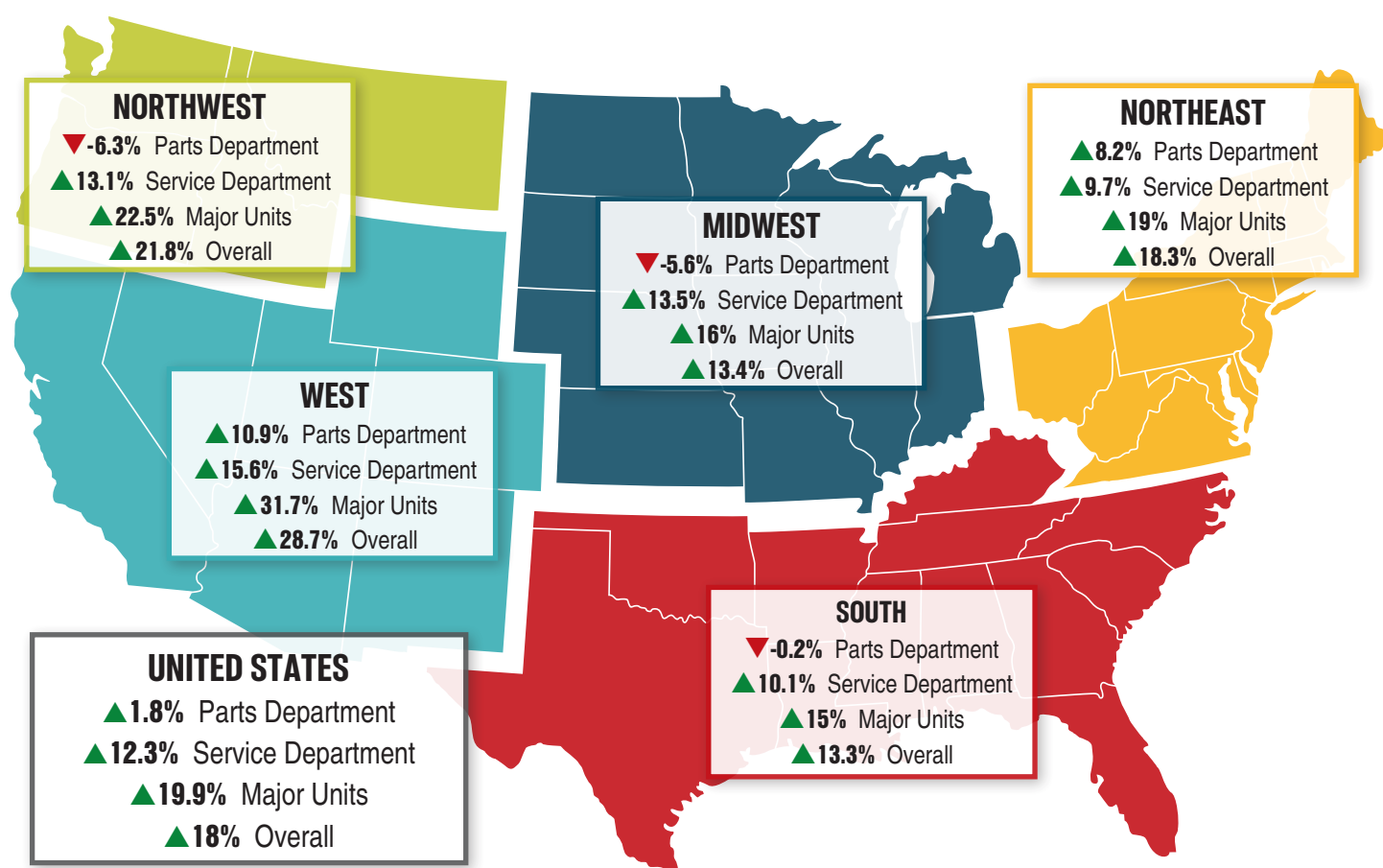
Revenues increased by \$808.9 million, or 15.4 percent, to \$6.05 billion for the twelve-month period ended Jan. 31, compared with \$5.24 billion for the corresponding period ended Jan. 31, 2019. The revenue increase was primarily attributable to higher wholesale of Year-Round Products.

The company’s North American retail sales for powersports vehicles and outboard engines increased by 12 percent for the twelve-month period ended Jan. 31, compared with the twelve-month period ended Jan. 31, 2019, mainly due to an increase in Year-Round Products.

Gross profit increased by \$200.6 million, or 16.0 percent, to \$1.45 billion for the twelve-month period ended Jan. 31, compared with \$1.25 billion for the corresponding period ended Jan. 31, 2019. Gross profit margin percentage increased by 10 basis points to 24.0 percent from 23.9 percent for the twelve-month period ended Jan. 31, 2019.

See BRP, Page 12

DEALER FINANCIAL SNAPSHOT



FEBRUARY 2020

Same Store Sales revenue at 1,708 dealerships in the U.S. that use the CDK Lightspeed DMS increased 18 percent overall compared to February 2019. Revenue from new and pre-owned major unit sales increased 19.9 percent vs. February 2019, while Service department revenue showed a gain of 12.3 percent. Parts department revenue also contributed to the bang-up month, up 1.8 percent vs. February 2019. A tip of the hat to dealers in the West (major unit revenue up 31.7 percent) and the Northwest (major unit revenue up 22.5 percent).

PARTS SALES

Parts sales revenue was up at 969 dealerships and down at 739 dealerships.

SERVICE SALES

Service revenue increased at 1,030 dealerships and decreased at 627 dealerships.

MAJOR UNIT SALES

A total of 999 dealership were up and 521 were down.

FOR MORE ON THE SAME STORE SALES DATA

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



HIGHLIGHTS FOR THE THREE- AND TWELVE-MONTH PERIODS ENDED JANUARY 31, 2020

Revenues increased by \$110.0 million, or 7.3 percent, to \$1.61 billion for the three-month period ended Jan. 31, compared with \$1.50 billion for the corresponding period ended Jan. 31, 2019. The revenue increase was mainly due to higher wholesale of Year-Round Products, partially offset by an unfavorable foreign exchange rate variation of \$27 million.

The company’s North American retail sales for powersports vehicles and outboard engines increased by 12 percent for the three-month period ended Jan. 31, compared with the three-month period ended Jan. 31, 2019. The increase was driven by Year-Round Products and snowmobile.

Gross profit increased by \$48.8 million,

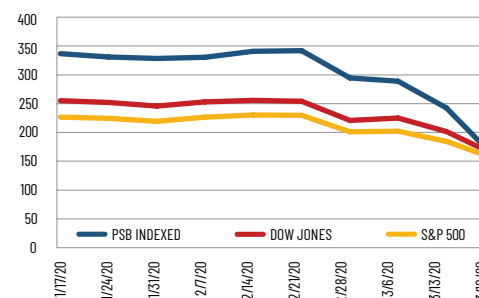
STOCK MARKET WATCH

MARKET WATCH

	3/18/20	Change from 2/21/20	% Change
Powersports Business Index	182	-159.8	-46.7
Dow Jones Index	173.1	-81.1	-31.9
S&P 500 Index	163.2	-66.4	-28.9

Source: Wells Fargo Securities LLC

STOCK MARKET ACTIVITY



POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 3/18/20	Percent Change
Bridgestone Corp. ADR	BRDCY	\$13.79	-22.40%
Honda Motor Corp. ADR	HMC	\$20.97	-22.50%
Carlisle Companies	CSL	\$123.52	-24.20%
Deere & Company	DE	\$114.21	-31.30%
CDK Global	CDK	\$31.01	-40.80%
Harley-Davidson, Inc.	HOG	\$20.16	-41.70%
Dover Corporation	DOV	\$69.86	-41.70%
Assurant, Inc.	AIZ	\$80.41	-43.30%
Cooper Tire & Rubber	CTB	\$14.61	-46.30%
Polaris Industries, Inc.	PII	\$50.12	-46.60%



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✓ **BUILD CUSTOMER LOYALTY THROUGH SERVICE**

✓ **START EARNING TODAY**

BRP

CONTINUED FROM PAGE 10

The increase was primarily due to higher volume of Year-Round Products sold and favorable pricing and sales programs variation, partially offset by higher commodity, production and distribution costs.

Operating expenses increased by \$68.9 million, or 8.8 percent, to \$849.7 million for the twelve-month period ended Jan. 31, compared with \$780.8 million for the twelve-month period ended Jan. 31, 2019. The increase was mainly attributable to expenses incurred in connection with the launch of various products, continued product investments, costs related to the modernization of information systems and additional operating expenses resulting from acquisition of boat companies in the Marine segment, partially offset by the reversal of expenses related to the favorable litigation decision.

QUARTERLY REVIEW BY SEGMENT

Powersports

Year-Round Products

Revenues from Year-Round Products increased by \$107.5 million, or 18.0 percent, to \$705.1 million for the three-month period ended Jan. 31, compared with \$597.6 million for the corresponding period ended Jan. 31, 2019. The increase resulted mainly from a higher volume of side-by-side vehicles sold, partially offset by an unfavorable foreign exchange rate variation of \$11 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, 2019.

Seasonal Products

Revenues from Seasonal Products decreased by \$34.9 million, or 6.0 percent, to \$542.7 million for the three-month period ended Jan. 31, compared with \$577.6 million for the corresponding period ended Jan. 31, 2019. The decrease was driven by a lower volume of PWC sold and an unfavorable foreign exchange rate variation of \$10 million, partially offset by a favorable product mix and price increase in snowmobile and PWC.

North American Seasonal Products retail sales increased on a percentage basis by high-single digits compared with the three-month period ended Jan. 31, 2019.

Powersports PA&A and OEM Engines

Revenues from Powersports PA&A and OEM Engines increased by \$11.4 million, or 5.6 percent, to \$215.6 million for the three-month period ended Jan. 31, compared with \$204.2 million for the corresponding period ended Jan. 31, 2019. The increase was mainly attributable to a higher volume of Year-Round Products parts and accessories.

Marine

Revenues from the Marine segment increased by \$23.8 million, or 17.8 percent, to \$157.4 million for the three-month period ended Jan. 31, compared with \$133.6 million for the corresponding period ended Jan. 31, 2019. The increase was mainly due to the additional revenues following the acquisition of Telwater and a higher volume of outboard engines sold.

North American outboard engine retail sales decreased on a percentage basis by low-single digits compared with the three-month period ended Jan. 31, 2019. **PSB**

POWERSPORTS BUSINESS STOCKS

POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 03/18/20	Price 02/18/20	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$80.41	\$141.80	-43.3%	\$142.61	\$77.30
Brunswick Corp.	BC	\$28.20	\$64.91	-56.6%	\$66.32	\$26.18
CDK Global	CDK	\$31.01	\$52.37	-40.8%	\$63.90	\$29.12
General Electric Co.	GE	\$6.60	\$12.75	-48.2%	\$13.26	\$5.90
Harley-Davidson, Inc.	HOG	\$20.16	\$34.57	-41.7%	\$41.40	\$17.20
Honda Motor Corp. ADR	HMC	\$20.97	\$27.05	-22.5%	\$29.44	\$19.97
Polaris Industries, Inc.	PII	\$50.12	\$93.86	-46.6%	\$104.37	\$45.60
TCF Financial Corporation	TCF	\$18.35	\$42.33	-56.7%	\$47.46	\$16.96

DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 03/18/20	Price 02/18/20	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$12.11	\$25.65	-52.8%	\$27.18	\$10.93
Bridgestone Corp. ADR	BRDCY	\$13.79	\$17.77	-22.4%	\$21.27	\$13.50
Carlisle Companies	CSL	\$123.52	\$162.89	-24.2%	\$169.86	\$114.61
Cooper Tire & Rubber	CTB	\$14.61	\$27.20	-46.3%	\$33.35	\$13.82
Dover Corporation	DOV	\$69.86	\$119.92	-41.7%	\$120.26	\$66.26
Deere & Company	DE	\$114.21	\$166.30	-31.3%	\$181.99	\$106.14
Marinemax, Inc.	HZO	\$8.19	\$21.10	-61.2%	\$23.15	\$7.24
Universal Technical Institute	UTI	\$3.61	\$8.53	-57.7%	\$9.76	\$2.75
TCF Financial Corporation	TCF	\$18.35	\$42.33	-56.7%	\$47.46	\$16.96

INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 03/18/20	Price 02/18/20	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	39.14 €	65.20 €	-40.0%	78.30 €	36.60 €
BRP, Inc.	DOO-TSE	\$22.10	\$74.64	-70.4%	\$75.37	\$18.87
Kawasaki Heavy Industries	7012-TKS	1459 ¥	2223 ¥	-34.4%	2880 ¥	1347 ¥
Michelin	ML-PAR	71.50 €	110.70 €	-35.4%	119.50 €	68.00 €
NGK Sparkplug	5334-TKS	1262 ¥	1920 ¥	-34.3%	2343 ¥	1249 ¥
Suzuki Motor	7269-TKS	2866 ¥	4930 ¥	-41.9%	5501 ¥	2438 ¥
Yamaha Motor	7272-TKS	1215 ¥	1924 ¥	-36.9%	2507 ¥	1121 ¥
Yokohama Rubber	5101-TKS	1188 ¥	2011 ¥	-40.9%	2529 ¥	1112 ¥

Source: Wells Fargo Securities LLC

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FROM THE EDITOR

COVID-19 finds dealerships facing laundry list of issues



DAVE McMAHON

“My things have changed in the world since we last ran into each other in ...”

You can fill in the blank with any number of places — Charlotte, DFW, Louisville, San Diego. Even Hawaii for all you lucky Honda Powerhouse dealers. It’s an email greeting that I’ve received from dealers and industry

folks countless times since COVID-19 took over our lives in March.

Then the emails started taking a more dire turn. On March 17, typically reserved in my neck of the woods for momentous St. Patrick’s Day celebrations, we got word from Mosites Motorsports in North Versailles, Pennsylvania, that the dealership would be closed until further notice per direction given by Pennsylvania Gov. Tom Wolf regarding the closure of non-essential business.

Later that day, owner Beth Ernst let us know that she had decided to close 65-year-old Doc’s Harley-Davidson in St. Louis until April 1.

“This was a hard decision but I was concerned for my team and for my customers,” Ernst said. “I told my staff that they will be paid and they did not have to take their sick days or use their vacation pay. This is a people business but we have to take care of our staff first. Somehow, I know we will all get through this uncertain time, God willing. Be safe out there everyone.”

A Facebook post from the dealership sharing the news generated 427 likes. In mere hours, dealerships from Minnesota to West Virginia to Arizona were announcing their temporary closures. One dealership had a bit of conundrum on its hands when a customer replied to the post that he was scheduled to fly in to pick up his bike in the coming days. He was wondering how to plan to make the delivery. I was wondering what kind of plan his local dealer had for him that was so unappealing as to make him want to hop on an airplane and buy a bike from a dealer several states away! But that’s a post-COVID-19 topic for some other day.

What’s a dealership owner to do? That was the seemingly unanswerable question heading into the final days of March. Here’s how one dealer put it in an email to me:

“I’m a very concerned over dealerships completely closing their stores because of the COVID-19 virus matter. Our governor has decreed a 14-day shelter in place. However, he did exclude many professions and businesses he deemed necessary. The motorcycle parts and repair facilities was one of those listed.

“If we consider the broad spectrum of users, we’ll find that many of our customers need their motorcycles and ATV/UTVs for transportation, for businesses, and for work — both public and private.

“Many dealers in our state are trying to decide what to do. Short of closing the entire store, dealers should consider keeping parts and service open and staffed accordingly. Traffic control and security are key elements in managing this type of hybrid operation. It requires creative thinking and strong management control to offer customer service in a safe manner for both customers and staff — it can be done and is being done right now. Further, even if it is ‘only’ the parts and service open, would you refuse a vehicle sale by appointment? We can do this and we will get through it — just have to be smart.”

For now, we want to let the dealers have their say about how COVID-19 has impacted their business operations. Here’s a sampling from the hundreds of replies we received.

- “People are afraid to go out.”
 - “Massive slowdown.”
 - “At first I was confident we would sail through COVID-19 since powersports is a great way to self isolate. But running out of staff to keep the doors open (they’re scared to work) and even I am losing my nerve. Seriously considering temporarily shutting down for a week or three. Maybe longer.”
 - “We are closed.”
 - “Door swings.”
 - “Less floor traffic.”
 - “Offshore oil workers being laid off, backed out of deals.”
 - “We are basically almost closed down. Limited hours and staff. But traffic, phone calls, business as a whole is way down in the last week since the virus epidemic.”
 - “Las Vegas 100% closed, every casino, every hotel, every business. By order of the gov with penalties and license revocation threatened.”
 - “Drop in retail sales.”
 - “Closed.”
 - “It’s terrible. I was forced to lay everyone off and close up completely. Here we are going into our busiest month and we are closed. I’m concerned for my employees!”
 - “Doors closed.”
 - “We have been told to close for at least 30 days.”
 - “With our state enforcing a stay-at-home order we are seeing a significant reduction in floor traffic. Also local factories have shut down and laid off workers so they are filing for unemployment and have no income.”
 - “Online sales are strong, but it has killed floor traffic and unit sales.”
 - “We are quarantined — people are only allowed to leave their house for essentials.”
 - “Shortened hours.”
 - “The factories and the floorplan banks will continue to thrive while the dealers go broke.”
 - “Showroom is closed to the public. They call us from the paring lot and we run the parts out to them. 50% of the staff are too scared to come to work.”
 - “Dramatically — sales off 54%.”
 - “Decrease in traffic.”
 - “Showroom shut down by state government.”
 - “I’m concerned with the overall shutdown of the economy that we will be suffering the effects this summer.”
 - “Down to my power equipment segment and service.”
 - “We are shut down now.”
 - “Low floor traffic.”
 - “Shut down.”
 - “Sales team is closed, can’t sell.”
 - “State mandatory showroom closure.”
 - “Since beginning of March, no calls, no customers, have been shut down by county health officials until April 3.”
 - “Reduced operations due to lockdown.”
 - “Floor traffic and phone traffic is down significantly.”
 - “The powersports industry will limp through this season but our problem comes next winter when I don’t have the normal cash reserve.”
 - “Shut downs will kill the industry.”
- And on the replies go. It’s not hard to guess what the hundreds of additional replies look like. This one, however, might have hit the nail on the head:
- “Currently there are only unknowns. We are hunkering down.”

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. State’s largest dealership gets new owner
2. CEO Levatich steps down after quarter-century with Harley-Davidson
3. Polaris launches 2021 snowmobile lineup in Texas
4. New mid-year 2020 Harley-Davidson Softail Standard launches
5. Longtime dealership service tech passes away
6. Harley-Davidson dealership launches online store
7. KTM launches nationwide Ride Orange Street Demo Tour
8. Record dealer attendance at Parts NVP in Louisville
9. At Bike Week, coronavirus a ‘bunch of boo-ha-ha’: report
10. Retail financing partnership formed
11. FOX introduces Roland Sands Design Signature Series for V-twins
12. E-bikes to get grand opening event at dealership
13. Dealership to celebrate grand opening on leap day
14. Parts Unlimited to distribute e-bikes, e-bike PG&A
15. Dealer removes all bikes from floor for classic bike show

The headlines above belong to the most frequently viewed articles from the three-times-per week Powersports Business Enewsletter during the Feb. 25-March 17 period. The number is based on the percentage of e-news viewers who clicked on the article’s headline.

POWERSPORTS BUSINESS BLOG

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



LAUREN LABUNSKY
Public Relations
Manager, Dealer
Spike

The holidays are a busy time for everyone. For businesses, it’s also a time of year to maximize the opportunity to draw in holiday shoppers. Are online ads for your dealership making as much of an impact as they could be? If your digital advertising strategy is limited to search engine ads, the answer is no. Targeted Digital Advertising can help your business capture more ad impressions and conversions on additional online platforms.



FORREST FLINN
Managing Partner,
Powersports
Managements
Concepts

The field of leadership is the number one researched topic by management scholars today. Specifically, the concepts of transformative and transactional leadership styles are the current topics studied. This month’s blog will focus on these current trends in leadership and how they apply to today’s complex powersports business, not just at the dealership level but at the department level as well.



FRAN O'HAGAN
President & CEO,
Pied Piper
Management
Company LLC

“You can ride anytime, anywhere, on any bike. This is essentially like having a bike in your suitcase.” That’s what EagleRider co-founder and CEO Chris McIntyre said over the weekend at the Long Beach IMS. McIntyre was talking about his company’s new subscription-based service, “Club EagleRider.” Pay a monthly fee, and ride the motorcycle you choose, departing from 149 different locations throughout the U.S.



ERIC MCMULLEN
Marketing
Coordinator, Team
Winnebagoland

Consumers have more distractions and less time to consume your content than ever before. Video is a great way to get in front of this because it can offer more information in less time than words or images... so if you are still reading, let’s look at what gives a video its best chance for success on each social media platform.

Full-time driver part of shop's customer outreach

Top CFMOTO dealer gets 2020 started with record January sales

BY ABBY LARSON

■ STAFF REPORTER

While in the neighborhood for the WPS National Sales Meeting in January, *Powersports Business* made a pit stop at Birds of Prey Motorsports outside of Boise to get an update on how CFMOTO's No. 1 dealership in retail sales is faring, and what the future holds.

Owner and general manager Mike Gallina had plenty of reason to believe 2020 is heading in the right direction.

"Last year was decent. Even though our retail sales were down, we still managed to snag that No. 1 spot with CFMOTO for the fourth year in a row. We had a record January this year, which is the best we've had since we opened in 2012, so 2020 is going great so far."

For Gallina, that success hasn't come as effortlessly as it may seem. Since the company's start, Gallina and his team have been on the gas with their continued efforts of drawing in customers to the dealership. From hosting in-house events with big giveaways to setting up booths at shows around the area, Gallina and his team are going to all lengths to reach more customers.

"Driving out here to Caldwell is almost like driving into the abyss. There isn't much out here, so we knew when we opened we would have to go out into the public," Gallina explained. "I went out and bought all the signage and banners, and we do any show that's out there. If I think it can generate business, we're there. We'll send salesmen, finance guys, any of our staff members willing to represent us and bring in more customers. It's really a store within a show."



Birds of Prey Motorsports owner Mike Gallina has seen great success in recent years with the dealership near Boise in Caldwell, Idaho. Photos by Abby Larson/*Powersports Business*

Dealerships can either sink or swim in a constantly changing business landscape. Gallina said that the changes he has seen within the industry since the dealership opened in 2012 — especially regarding the growth of technology — have required much adaptability on the dealership's end. Despite the difficulties of implementing big changes at the storefront, Gallina and his crew have found ways to thrive.

"The way people shop has changed drastically," he explained. "We now do a lot of business online, through texting or emails, or over the phone versus people coming in. We'll even take paperwork to people's houses and deliver machines to them. We're trying to take that Amazon approach, where if someone can't make it into the store, we'll go directly to them. We have a full-time driver who does all of that."

Despite the adjustments the dealership has seen over the years, some things never change.

"One thing that has remained the same since day one is our focus, which is that 'We sell fun.' We have the attitude going into each deal that it has to be fun for both the customer and us. When it becomes not fun, then it becomes a job, and no customer wants to sit through something that isn't fun, especially in this type of industry."

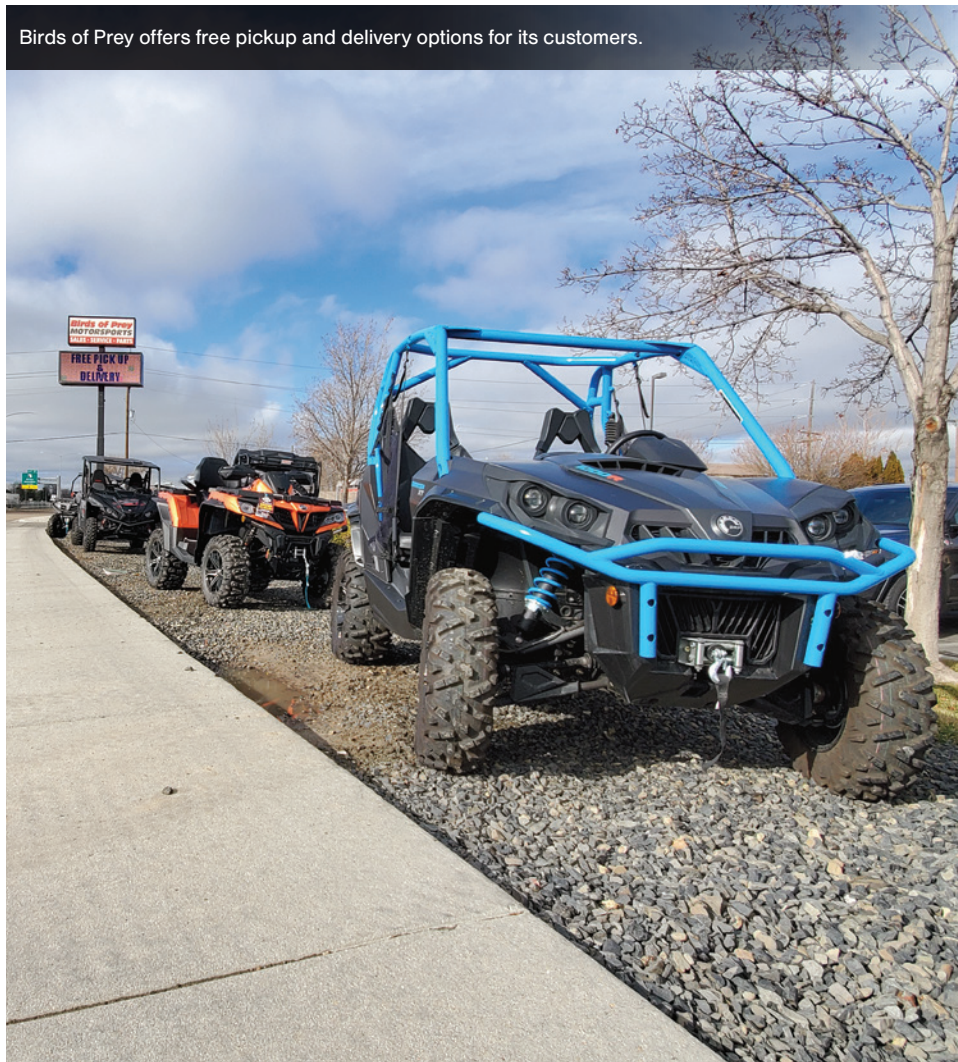
Going along with the ability to adapt, Gallina has been looking back at some of the dealership's early successes and considering returning to old business practices.

"When we first opened, we were heavy in used bikes. We used to have hundreds of used machines. When we became an OEM dealer in 2011, pre-owned inventory took a back seat and now we have maybe around 100 units. Moving forward, I'd like to get back to where we were. We've seen a lot of success in pre-owned in the past, so we're trying to get back into the used game."

No matter what the business landscape looks like moving through 2020, at the end of the day, the dealership's main priority will be listening to what customers want.

"We'll be concentrating on what sells. Each dealership has a niche, and if you focus on that, business takes care of itself." **PSB**

Birds of Prey offers free pickup and delivery options for its customers.



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New General 1000 Sport part of Polaris 2020 lineup

All-new Outlaw 70 EFI also part of latest reveal

Polaris has expanded its 2020 General and youth ATV lineups with the introduction of the new General 1000 Sport and all-new Outlaw 70 EFI. Both models add to Polaris' industry-leading product portfolio and reinforce its continued commitment to grow the sport of off-road riding. With this introduction, Polaris is making the General lineup more accessible while innovating its youth ATV offering with added safety features and benefits that grow with youth riders.

For riders looking to elevate their off-road adventure, the new General 1000 Sport is their ticket into the off-road's premier sport-utility side-by-side lineup. Built to take on back-forty jobs and backcountry trails, the new Sport model delivers all the class-leading capability, comfort and style that General is known for. Polaris took everything riders know and love from the General 1000 base model and added a new exterior color, eye-catching graphics, color-matched springs and trail-ready, 12-inch aluminum wheels — all for a new starting price of \$15,999.

The all-new Polaris Outlaw 70 EFI sets the new standard for the next generation of

riders. The kid-friendly ATV is equipped with industry-leading safety features for parents' peace-of-mind, while the larger, ergonomic design allows the machine to grow with its rider. All-new accessory options provide added convenience and protection for the next generation of off-road riders. The Outlaw 70 EFI also features electronic fuel injection (EFI), which offers improved cold starts — a benefit both kids and parents will love.

"Polaris is committed to growing the off-road community, and it starts with putting the customer at the center of everything we do. This has never been more evident than in the release of these new models," said Steven Menneto, president of Off Road, Polaris. "The General 1000 Sport makes off-road adventure more accessible with a new starting price while delivering more value with enhanced features. The Outlaw 70 EFI brings innovative safety features in a youth ATV that is designed to accommodate next-generation riders as they grow, providing peace of mind and long-term value that parents will appreciate."

2020 GENERAL 1000 SPORT — STARTING AT \$15,999 U.S. MSRP

Whether trail riding with friends and family, tackling the next task on the property or



The new Polaris General 1000 Sport adds a new exterior color, graphics, color-matched springs and trail-ready, 12-inch aluminum wheels — all for a new starting price of \$15,999. Photos courtesy of Polaris

trekking to a favorite camp site, the General 1000 Sport is factory-equipped to elevate any adventure. True on-demand all-wheel drive and a class-leading 100hp ProStar 1000 engine provide sure-footed traction and ample power to confidently take on any trail and have fun along the way. A class-leading 12-inches of suspension travel and 12-inches of ground clearance ensure the ride is smooth even when the terrain is not, while bolstered bucket seats and standard half doors further enhance rider comfort. For adventures requiring more gear, riders can haul up to 600-lbs in the dumping cargo box and tow up to 1,500 lbs.

The General 1000 Sport adds to this impressive list of standard features with new eye-catching, action-inspired graphics, color-matched springs and trail-ready, 12-inch aluminum wheels. With more than 300 Polaris-engineered accessory options, riders can further customize the vehicle to make the most of every adventure. Available at a new, lower price, General 1000 Sport delivers more value while offering a more accessible entry point to the off-road's premier sport-utility lineup.

The General 1000 Sport is available in

Avalanche Gray and will begin arriving in dealerships in April.

2020 OUTLAW 70 EFI - STARTING AT \$2,299 U.S. MSRP

The all-new Outlaw 70 EFI is designed for riders six-years-old and up. It is the latest addition to the industry's largest youth vehicle lineup and replaces the best-selling Outlaw 50. Safety is at the forefront of the Outlaw 70 EFI, which delivers easy-to-use single-lever disc brakes, an enclosed engine, a parent-adjustable speed limiter and an industry-exclusive safety kit featuring a helmet, safety tether, training DVD and whip flag.

Its 70cc engine suits a wider range of youth skill levels and is complemented with a larger ergonomic design, which allows riders to continue to enjoy the machine as they grow. All-new styling and accessories include LED lights for improved rider visibility as well as front-and-rear bumpers, a storage bag, windshield and a decal kit that allows kids to customize the machine and make it their own. The Outlaw 70 EFI is available in White/Red or White/Pink graphic options and will be available in dealerships beginning in April. **PSB**

The all-new 2020 Polaris Outlaw 70 EFI replaces the best-selling Outlaw 50.



UTV transaction as Massimo Motor Sports acquires Odes Industries

Texas-based UTV company seeks to expand into sport, rec segment

Massimo Motor Sports announced in March that it has acquired ODES Industries. Massimo, based in Garland, Texas, will acquire Fort Worth-based ODES Industries assets including all trademarks and design patents. ODES Industries will operate as ODES division under Massimo Motor Sports ownership. Both companies produce side-by-sides, among other products.

"Acquiring ODES Industries is an exciting opportunity for us to expand our product line and technology for our powersports division," said David Shan, founder and CEO of Massimo Motor Sports. "Bringing ODES products into our portfolio and network will allow us to provide more options to our customers. Our focus has been the farm and ranch market and the acquisition of ODES allows us to expand into higher performance UTVs for sport and leisure. Their revolutionary designs and patents in suspension will help support our future growth."



The ODES Industries product lineup will help Massimo expand into the sport and recreation side-by-side segments.

Massimo also obtained an ownership stake in ODES China. These acquisitions establish a deeper foothold in Massimo's manufacturing capabilities.

Massimo Motor Sports currently works with thousands of dealers and retail partners across the U.S. with a focus on farm and ranch equipment. The addition of ODES allows Massimo to expand into the side-by-



Massimo Motor Sports will incorporate assembly of the ODES product into its facility in Garland, Texas.

side sport and recreation markets.

Massimo will be managing the ODES division at their headquarters in Garland, Texas. Massimo expected to have completed the transfer of ODES Industries goods by March 27.

Massimo has launched new projects in the RV and boat industries with two new companies — Massimo Marine and Custom Van Living. Mike Smith, former CEO of ODES

Industries, has joined the team for the development of these new projects.

Massimo Marine has developed a new 17-foot aluminum fishing boat with Mercury Marine as its engine and component supplier. Massimo Marine also developed a 22-foot pontoon luxury boat to compete directly against the luxury boat manufacturers.

See Massimo, Page 22



CARRY THE BRAND THAT ALWAYS PULLS ITS WEIGHT.

THE BEST VALUE IN OFF-ROAD POWERSPORTS IS A COMPANY EVERYBODY IS GOING TO BE TALKING ABOUT.

Dealers love what this brand is doing for their business. Our global scale means they can deliver a high-quality ATV or side-by-side at a price more buyers can afford.

Who is CFMOTO? An international manufacturing powerhouse distributing 300,000 units a year in over 80 countries worldwide.

Why become a CFMOTO dealer? The profit margins are massive like our company. The largest in the industry. Plus, the customer-satisfaction factor is off the charts.

Is this a smart decision? New dealers love what this brand is doing for their business. Sign up before somebody else grabs your prized territory.

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- Industry leading profit margins
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ADVENTURE BY DESIGN

CONGRATULATIONS TO ALL BRP DEALERS THAT HAVE ACHIEVED PLATINUM STATUS IN THE LAST QUARTER OF THE 2019 BRP CERTIFICATION PROGRAM!

UNITED STATES

2BROTHERS POWERSPORTS ONALASKA, WI
A.D.S. MOTORSPORTS WEST HAVEN, UT
A.J.'S OUTDOOR POWER EQUIPMENT MANSFIELD, PA
ACTION CYCLES N SLEDS LLC TWIN FALLS, ID
ACTION KAWASAKI YAMAHA BRADENTON, FL
ADRENALIN MOTORSPORTS LLC CASA GRANDE, AZ
ADRENALINE CYCLES LONDON, KY
ADVENTURE ATV WEST POINT, MS
AIRTEC SPORTS INC. HUDSON, WI
AJAX MOTORSPORTS OF OKC OKLAHOMA CITY, OK
ALASKA MINING & DIVING SUPPLY INC. ANCHORAGE, AK
ALCOA GOOD TIMES INC. LOUISVILLE, TN
ALL TERRAIN MOTORSPORTS INC. GRAND JUNCTION, CO
ANDRE & SON POWER SPORTS LLC MONTROSE, PA
AQUATIC CENTER INC. MC HENRY, MD
ARCTIC ADVENTURES ROSENDALE, NY
ATLANTIC CITY CYCLE CENTER LLC HAMMONTON, NJ
ATV ZONE LLC ROSELAND, LA
BANGOR MOTORSPORTS BANGOR, ME
BARGERON POWERSPORTS JESUP, GA
BARNEY'S MOTORCYCLE SALES INC. SAINT PETERSBURG, FL
BARNEY'S OF BRANDON TAMPA, FL
BEESLEY'S POINT SEA-DOO MARMORA, NJ
BEMIDJI SPORTS CENTRE BEMIDJI, MN
BIBBENS SALES AND SERVICE WEEDSPORT, NY
BICKFORD'S SPORT CENTER EPSOM, NH
BIG #1 MOTORSPORTS BIRMINGHAM, AL
BIG 4 CYCLE & MARINE EVANSVILLE, IN
BILLERICA MOTORSPORTS NORTH BILLERICA, MA
BLACKMANS CYCLE CENTER EMMAUS, PA
BLUE RIDGE POWERSPORTS HARRISONBURG, VA
BOB'S SKI-DOO & POWER CENTER NORTH EASTON, MA
BOSS POWER EQUIPMENT RANGELEY, ME
BRADFORD MARINE & ATV NORTH LITTLE ROCK, AR
BRADFORD MARINE & ATV TEXARKANA, TX
BRADFORD MARINE & ATV HOT SPRINGS, AR
BREWER CYCLES INC. HENDERSON, NC
BRINSON POWERSPORTS OF CORSICANA CORSICANA, TX
BROADWAY POWERSPORTS TYLER, TX
BROOKS POWERSPORTS INC. GRANTVILLE, PA
BROWARD MOTORSPORTS OF PALM BEACH WEST PALM BEACH, FL
BRUNKAN EQUIPMENT WORTHINGTON, IA
BRYCE MARINE INC. ROCHESTER, NY
BUCKS MOTORSPORTS INC. AKRON, NY
BURT LAKE MARINA INC. INDIAN RIVER, MI
BYRON POWERSPORTS BYRON, GA
C & S FUN CENTER HENRIETTA, TX
CAL COAST MOTORSPORTS VENTURA, CA
CASWELL CYCLE MORA, MN
CEDAR CREEK MOTORSPORTS CEDARBURG, WI
CELLI'S CYCLE CENTER SCOTTSBLUFF, NE
CENTRAL FLORIDA POWERSPORTS INC. KISSIMMEE, FL

CENTRAL VERMONT MOTORCYCLES RUTLAND, VT
CENTRE POWERSPORTS & RECREATION SAUK CENTRE, MN
CHARLESTON POWERSPORTS NORTH CHARLESTON, SC
CHASE TOYS INC. UNITY, ME
COLDWATER LAKE MARINA COLDWATER, MI
COLUMBIA POWERSPORTS CENTER COLUMBIA, SC
COMPEAU'S INC. FAIRBANKS, AK
CONCORD POLARIS & TRAILER WORLD CONCORD, CA
CONNECTICUT POWER AND SPORT WALLINGFORD, CT
CORONA MOTORSPORTS CORONA, CA
CORPUS CHRISTI CYCLE PLAZA CORPUS CHRISTI, TX
COWTOWN POWER SPORTS FORT WORTH, TX
COWTOWN USA INC. CUBA, MO
COYNE POWERSPORTS EL CENTRO, CA
COYOTE POWERSPORTS BOERNE, TX
CROSSBAY HONDA-SUZUKI HOWARD BEACH, NY
CURRY BROS. MOTORSPORTS COLUMBUS, NE
CYCLE SPECIALTIES MODESTO, CA
CYCLE SPRINGS POWERSPORTS CLEARWATER, FL
CYCLE ZONE POWERSPORTS TOPEKA, KS
DAL-KAWA HPS HENDERSONVILLE, NC
DALTON MOUNTAIN MOTOR SPORTS LANCASTER, NH
DALTON MOUNTAIN MOTOR SPORTS BERLIN, NH
DANNER LANDSCAPING AND SALES INC. INVER GROVE HEIGHTS, MN
DASILVA-GELORMINI MOTORSPORTS HAMPSTEAD, NH
DAVID'S SPORT CENTER INC. OKLAHOMA CITY, OK
DEE'S MARINE INC. CLINTON TOWNSHIP, MI
DELTA POWERSPORTS DELTA JUNCTION, AK
DENNIS DILLON RV AND MARINE BOISE, ID
DICK LANES OF GRAND LAKE AFTON, OK
DOCKSIDE MARINE WILMINGTON, IL
DON & ROY'S MOTORSPORTS BROOKFIELD, WI
DON GEORGE'S SPORT CENTRE CLARENCE, NY
DONAHUE SUPER SPORTS WISCONSIN RAPIDS, WI
DOUG'S POWERSPORTS UNLIMITED CORTLAND, NY
DUTCHESS RECREATIONAL VEHICLES INC. POUGHKEEPSIE, NY
EAST BAY MOTORSPORTS INC. HAYWARD, CA
EAST COAST CYCLE CENTER BENSALEM, PA
EAST DOVER MARINA INC. TOMS RIVER, NJ
EAST TEXAS POWERSPORTS - LUFKIN LUFKIN, TX
EASTLAND MOTOR SPORTS INC. LANARK, IL
ECKLUND MOTORSPORTS APPLETON, WI
ELEVATED POWERSPORTS BILLINGS, MT
ELK GROVE POWER SPORTS INC. ELK GROVE, CA
ENGELHART MOTORSPORTS MADISON, WI
EXTREME POWER SPORTS GAYLORD, MI
EXTREME PROPULSION INC. CARTERSVILLE, GA
EXTREME WORK & PLAY POTEAU, OK
F&T VALLEY MOTOR SPORTS LLC PHARR, TX
FAMILY POWERSPORTS SAN ANGELO SAN ANGELO, TX
FILERS POWERSPORTS LLC MACEDON, NY
FLAMINGO MOTOR SPORTS INC. PALMER, MA
FLAT OUT MOTORSPORTS INDIANAPOLIS, IN

FORT KENT POWERSPORTS FORT KENT, ME
FOX POWERSPORTS WYOMING, MI
FRANK MAY SKI-DOO LLC HONEYVILLE, UT
FRECETTE SALES & SERVICE WILTON, ME
FRED CUMMINGS MOTOSPORTS BAKERSFIELD, CA
FREEDOM POWERSPORTS DALLAS DALLAS, TX
FREEDOM POWERSPORTS DECATUR DECATUR, TX
FREEDOM POWERSPORTS DENTON DENTON, TX
FREEDOM POWERSPORTS JOHNSON COUNTY CLEBURNE, TX
FREEDOM POWERSPORTS MCKINNEY MCKINNEY, TX
FREEDOM POWERSPORTS OF LEWISVILLE LEWISVILLE, TX
FREEDOM POWERSPORTS WEATHERFORD HUDSON OAKS, TX
FREMONT MOTORSPORTS FLORENCE, CO
FRS POWERSPORTS INC. MEMPHIS, TN
FULL THROTTLE POWERSPORTS DUBOIS, WY
FUN BIKE CENTER SAN DIEGO, CA
FUN CENTER DURANGO, CO
GARNEAU'S GARAGE INC. TWIN MOUNTAIN, NH
GATOR POWERSPORTS & MARINE LLC MANDEVILLE, LA
GHETTOWORKS MARINE & MORE HEBER SPRINGS, AR
GO AZ MOTORCYCLES FLAGSTAFF FLAGSTAFF, AZ
GRACE PERFORMANCE KIMBALL, MI
GREENVILLE MOTOR SPORTS LELAND, MS
GULL BOATS & RV MISSOULA, MT
HARDING'S PARK CYCLE CANTON, OH
HAYWARD POWER SPORTS INC. HAYWARD, WI
HEBELER SALES & SERVICE LOCKPORT, NY
HEXCO MOTORSPORTS OSHKOSH, WI
HICKLIN POWER SPORTS LLC GRIMES, IA
HIDDEN POWER CYCLE CLINIC INC. PASO ROBLES, CA
HIGH ADVENTURE POWERSPORTS & MARINE LLC SALT LAKE CITY, UT
HIGHLAND LAKES WATERCRAFT INC. KINGSLAND, TX
HILLSIDE POWERSPORTS MARINE LAKEPORT, CA
HOLLAND MOTORSPORTS DOTHAN, AL
HONDA OF FORREST CITY FORREST CITY, AR
HONDA OF WINSTON-SALEM WINSTON SALEM, NC
HONDA POWER SPORTS FORT SMITH, AR
HOUGHTON POWERSPORTS ATLANTIC MINE, MI
HUFF FOREST PRODUCTS INC. DETROIT, MI
HUNTERS POOL CENTER INC. YALESVILLE, CT
I-90 MOTORSPORTS ISSAQUAH, WA
IMOTORSPORTS INC. ELMHURST, IL
INDEPENDENCE COUNTY OFFROAD INC. BATESVILLE, AR
INGLES PERFORMANCE INC. PHOENIX, NY
ISLAND PARK ADVENTURES LLC ISLAND PARK, ID
J & J POWERSPORTS WILMINGTON, DE
J & J SALES HURON, OH
JACKMAN POWER SPORTS JACKMAN, ME
JACKSONVILLE POWERSPORTS JACKSONVILLE, FL
JAY'S POWER CENTER REEDSBURG, WI
JAYCOX POWERSPORTS WORTHINGTON, MN
JERRY'S ENTERPRISES INC. WEST YELLOWSTONE, MT

JESCO MARINE AND POWER SPORTS KALISPELL, MT
JET WORLD POWERSPORTS CASTAIC, CA
JETSPOK KAWASAKI HUNTINGTON STATION, NY
JOHNNY K'S POWERSPORTS NILES, OH
JOHNNY K'S POWERSPORTS BURBANK, OH
JOHNNY K'S POWERSPORTS OF CLEVELAND ELYRIA, OH
JOLLY ROGER MARINA BRIGANTINE, NJ
JONES OFFROAD ATV & CYCLE SALES JONES, OK
JONES POWERSPORTS DURANT, OK
JONESBORO CYCLE & ATV JONESBORO, AR
K & W CYCLE INC. UTICA, MI
KEN'S SERVICE & SALES ELMA, NY
KRUPP'S POWER SPORTS INC. EDWARDSBURG, MI
KURTZ MOTORSPORTS ALLENWOOD, PA
LAKE CUMBERLAND MARINE SOMERSET, KY
LAKE NORMAN POWERSPORTS CORNELIUS, NC
LAKE REGION REPAIR INC. MINERAL, VA
LAKELAND POWERSPORTS WOODRUFF, WI
LAKES & TRAILS POWER SPORTS LLC KALKASKA, MI
LAKES AREA POWERSPORTS WALKER, MN
LAKESIDE MOTOR SPORTS INC. MECOSTA, MI
LAND AIR ESSEX JUNCTION, VT
LAND N SEA POWER SPORTS WATERBURY, CT
LAND O' LAKES RECREATION CO. LAND O LAKES, WI
LAS CRUCES MOTORSPORTS LAS CRUCES, NM
LEADERS RPM KALAMAZOO, MI
LEDGEWOOD POWERSPORTS INC. LEDGEWOOD, NJ
LEISURE LIFE SPORTS OMAHA, NE
LEISURE TIME HONDA SUZUKI CORRY, PA
LEMIEUX GARAGE INC. COLEBROOK, NH
LEN EBERT & SONS CLINTONVILLE, WI
LEO'S SOUTH LAKEVILLE, MN
LET'S RIDE HEYBURN, ID
LIFESTYLES RECREATIONAL PRODUCTS MOUNT VERNON, WA
LINCOLN POWERSPORTS LINCOLN, ME
LIPSCOMB POWERSPORTS LLC WICHITA FALLS, TX
LITHGOW MOTOR SPORTS HOOPESTON, IL
LONE STAR POWERSPORTS AMARILLO, TX
LOS LUNAS MOTORSPORTS LOS LUNAS, NM
LOUIS POWERSPORTS GREENVILLE, TX
LOVES PARK MOTORSPORTS INC. ROSCOE, IL
LYNCHBURG KAWASAKI YAMAHA LYNCHBURG, VA
MAD CITY POWER SPORTS INC. DE FOREST, WI
MAIN CHANNEL MARINA SYRACUSE, IN
MANKATO MOTORSPORTS MANKATO, MN
MARK'S MOTORSPORTS ENFIELD, CT
MARQUETTE POWERSPORTS NEGAUNEE, MI
MAVERICK MOTORSPORTS LLC SAFFORD, AZ
MCCOY MOTOR SPORTS PIKEVILLE, KY
MEGA MOTORSPORTS LLC WEST PLAINS, MO
METRO CAN-AM CEDAR RAPIDS, IA
MICHAEL'S RENO POWERSPORTS RENO, NV
MID-SOUTH MOTOPLEX CLARKSVILLE, TN

MIDDLETOWN CYCLE FRANKLIN, OH
MIDWEST PERFORMANCE & POWER KEOKUK, IA
MIDWEST SPORTS CENTER INC. FARMINGTON, MO
MIES OUTLAND WATKINS, MN
MIKES GOLF CARTS DOUGLAS, GA
MILE HIGH POWERSPORTS MCCALL, ID
MILLER SELLNER IMPLEMENT INC. SLEEPY EYE, MN
MINNEAPOLIS MOTOR SPORTS MINNEAPOLIS, MN
MONDAX SPORTS WILLISTON, ND
MONROE POWERSPORTS INC. MONROE, WI
MONTROSE IMPLEMENT & MOTORSPORTS MONTROSE, CO
MOOSEHEAD MOTORSPORTS GREENVILLE JUNCTION, ME
MORITZ SPORT AND MARINE MANDAN, ND
MORRIS MOTORSPORTS CHICKASHA, OK
MOSITES MOTORSPORTS NORTH VERSAILLES, PA
MOTO UNITED LA HABRA, CA
MOTO ZOO POWERSPORTS SAINT GEORGE, UT
MOTORCYCLE MALL INC. BELLEVILLE, NJ
MOTORCYCLE SPORT MUNFORD, AL
MOTORSPORTS OF WILLMAR WILLMAR, MN
MOTOSPORT ROANOKE ROANOKE, VA
MOTOSPORTS CYCLE SHOP INC. HANOVER, PA
MOUNT HELENA MOTOR SPORTS HELENA, MT
MOUNTAIN EXTREME INC. ROCKTON, PA
MOUNTAIN MOTORSPORTS KODAK, TN
MOUNTAIN MOTORSPORTS BUFORD, GA
MOUNTAIN MOTORSPORTS MARIETTA, GA
MOUNTAIN MOTORSPORTS ONTARIO, CA
NASH POWERSPORTS MESA MESA, AZ
NASH POWERSPORTS PHOENIX PHOENIX, AZ
NASH POWERSPORTS SCOTTSDALE SCOTTSDALE, AZ
NATHE'S MARINE & SPORTS CENTER INC. PAYNESVILLE, MN
NEXTGEN POWERSPORTS WEBB LAKE, WI
NICK'S POWERSPORTS LLC DICKEYVILLE, WI
NIELSEN ENTERPRISES INC. LAKE VILLA, IL
NO LIMIT POWERSPORTS BARTLESVILLE, OK
NORCAL POWERSPORTS AND MARINE SANTA ROSA, CA
OCTANE OUTLET OF EASTGATE BATAVIA, OH
OFFROAD EXPRESS WATERFORD, PA
OLIVE BRANCH SUZUKI YAMAHA POLARIS OLIVE BRANCH, MS
OLLIE'S SERVICE INC. ALEXANDRIA, MN
ORION MOTORSPORTS TALLAHASSEE, FL
OUTDOOR POWERHOUSE DENHAM SPRINGS, LA
OUTERLIMIT POWERSPORTS LLC DYERSBURG, TN
PAULSON'S INC. LACEY, WA
PENSACOLA MOTORSPORTS PENSACOLA, FL
PIONEER MOTORSPORT INC. CHAFFEE, NY
PITBULL POWERSPORTS SPRINGFIELD, MO
PITBULL POWERSPORTS BOLIVAR, MO
PLATINUM MOTOR SPORTS DICKINSON, ND
POLARIS WORLD MESQUITE, NV
POLK COUNTY TRACTOR LIVINGSTON, TX
POWER LODGE RAMSEY, MN

**A PLATINUM CERTIFIED DEALER CONSISTENTLY EXCEEDS
THE HIGHEST LEVELS OF CUSTOMER SATISFACTION
AND ENHANCES THE OWNERSHIP EXPERIENCE.**



POWER LODGE
ONAMIA, MN
POWER MOTORSPORTS
SUBLIMITY, OR
POWER WORLD LLC
GRANBY, CO
POWERSPORTS OF GREENVILLE LLC
GREENVILLE, SC
POWERSPORTS PLUS LLC
AMERICUS, GA
PRESTON EQUIPMENT COMPANY INC.
PRESTON, MN
PRIME POWER SPORTS
SHAWANO, WI
PRO CALIBER MOTORSPORTS INC.
VANCOUVER, WA
PRO SHOP MOTORSPORTS & MARINE
HENDERSON, NV
PROGRESSIVE MOTORSPORTS INC.
HUDSON FALLS, NY
PROGRESSIVE POWERSPORTS
GRANBURY, TX
R & S KAWASAKI/KTM/SEA-DOO/SU
ALBUQUERQUE, NM
R & S WEST-MOTORCYCLE/ATV/MARINE
ALBUQUERQUE, NM
R-EQUIPMENT
SYCAMORE, IL
RAY C'S CYCLE & SPORTS INC.
LAPEER, MI
RAY'S SPORT & CYCLE
GRAND RAPIDS, MN
RC CONGEL BOATS NORTH
ALEXANDRIA BAY, NY
REAL PERFORMANCE MOTORSPORTS
FLORENCE, SC
REDDING YAMAHA SEA-DOO
REDDING, CA
RENO'S POWERSPORTS KC
KANSAS CITY, MO
REXBURG MOTOR SPORTS
REXBURG, ID
RICE'S RAPID MOTORSPORTS
RAPID CITY, SD
RICHARDSON'S BOAT YARD
WINDHAM, ME
RIDE ON POWERSPORTS
DIXON, CA
RIDENOW AUSTIN
AUSTIN, TX
RIDENOW POWERSPORTS CHANDLER
CHANDLER, AZ
RIDENOW POWERSPORTS FORNEY
FORNEY, TX
RIDENOW POWERSPORTS GOODYEAR
GOODYEAR, AZ
RIDENOW POWERSPORTS Ocala
OCALA, FL
RIDENOW POWERSPORTS ON CRAIG
NORTH LAS VEGAS, NV
RIDENOW POWERSPORTS ON RANCHO
LAS VEGAS, NV
RIDENOW POWERSPORTS PEORIA
PEORIA, AZ
RIDENOW POWERSPORTS PHOENIX
PHOENIX, AZ
RIDENOW POWERSPORTS SURPRISE
SURPRISE, AZ
RIDENOW POWERSPORTS TUCSON
TUCSON, AZ
RIFLE PERFORMANCE MOTORSPORTS LLC
RIFLE, CO
RIO GRANDE MOTORSPORTS
TAOS, NM
RIVA MOTORSPORTS
POMPANO BEACH, FL
RIVAL MOTOR SPORTS
THORNVILLE, OH
RIVER RAISIN POWERSPORTS
MONROE, MI
ROAD TRACK & TRAIL CYCLES INC.
MUSKOGEE, OK
ROB'S PERFORMANCE MOTORSPORTS LLC
JOHNSON CREEK, WI
ROBERTS SPORTS LLC.
SARANAC, NY
ROBERTSON'S POWER & SPORT
SANFORD, ME
ROBINSON BROTHERS OFFROAD
HOLDENVILLE, OK
ROCK HILL POWERSPORTS
ROCK HILL, SC
ROCKY MOUNTAIN POWERSPORTS
ROCK SPRINGS, WY
ROELOFSEN IMPLEMENT INC.
TORONTO, SD
ROGER'S SPORT CENTER
CODY, WY
RONNIE'S CYCLE SALES OF BENNINGTON
BENNINGTON, VT
ROUTE 1 MOTORSPORTS
MALABAR, FL
RPM CYCLES INC.
ALBEMARLE, NC

RUSSELL MARINE
ALEXANDER CITY, AL
RUSTY PALMER INC.
HONESDALE, PA
S & S SPORTS
RONAN, MT
S&N MOTORSPORTS
PORT CHARLOTTE, FL
SANTA TERESA MOTORSPORTS
SANTA TERESA, NM
SCHAEFFER'S MOTORSPORTS
ORWIGSBURG, PA
SCHRONCE POWERSPORTS INC.
TAYLORSVILLE, NC
SEMINOLE POWERSPORTS NORTH
EUSTIS, FL
SEYMOUR'S MOTORIZED SPORTS INC.
COHOES, NY
SHERWOOD GROVES POWERSPORTS
TOWANDA, PA
SHOW LOW MOTORSPORTS INC.
SHOW LOW, AZ
SIERRA CYCLES
SIERRA VISTA, AZ
SIMONAR SPORTS INC.
LUXEMBURG, WI
SK NORTHWEST INC.
PORTLAND, OR
SMITH MARINE
NEW BRITAIN, PA
SMITH MARINE
OLD FORGE, NY
SOUHEGAN VALLEY MOTORSPORTS
MILFORD, NH
SPECIALTY RECREATION & MARINE LLC
COEUR D'ALENE, ID
SPICER'S BOAT CITY OF HOUGHTON LAKE
HOUGHTON LAKE, MI
SPORTSMAN'S CHOICE MARINE INC.
LONGS, SC
ST BONI MOTOR SPORTS
SAINT BONIFACIUS, MN
STEAMBOAT POWERSPORTS
STEAMBOAT SPRINGS, CO
STILLWATER POWERSPORTS
STILLWATER, OK
SUMMIT MOTOR SPORTS
BOZEMAN, MT
SUN ENTERPRISES INC.
THORNTON, CO
SURF CITY MARINA INC.
SURF CITY, NJ
SWAMPFOX MOTORSPORTS OF W. VIRGINIA
BECKLEY, WV
T & T POWERSPORTS
ELKADER, IA
TALBOT POWER SPORTS
EASTON, MD
TAMPA BAY POWERSPORTS
TAMPA, FL
TAWAS BAY MARINE AND CYCLE
EAST TAWAS, MI
TEAM CC
EAGLE RIVER, AK
TEAM MANCUSO POWERSPORTS GULF FWY
HOUSTON, TX
TEXAS ADVENTURE POWERSPORTS
RICHARDSON, TX
TIMBERLINE SPORTS
BERGLAND, MI
TIMS FORD POWERSPORTS II LLC
WINCHESTER, TN
TNT MOTORSPORTS
LARAMIE, WY
TOM'S SNOWMOBILE & SERVICE
SIERRA CITY, CA
TRACK SIDE
EAGLE RIVER, WI
TRACY MOTORSPORTS
TRACY, CA
TRI-COUNTY POWERSPORTS
MOORPARK, CA
TROY POWERSPORTS
TROY, NH
TRUEMAN-WELTERS INC.
BUFFALO, MN
TULSA POWERSPORTS
TULSA, OK
UTAH VALLEY POWERSPORTS
SPRINGVILLE, UT
VALDOSTA POWERSPORTS
VALDOSTA, GA
VALLEY CC
WASILLA, AK
VALLEY MOTOR HONDA
SHERIDAN, WY
VALLEY POWERSPORTS LLC
EUGENE, OR
VELOCITY POWERSPORTS
VICTORIA, TX
VETESNIK POWER SPORTS INC.
RICHLAND CENTER, WI
VICARS POWERSPORTS
MCALESTER, OK

WALT'S SALES & SERVICE INC.
DERBY, VT
WATER WORLD BOAT & POWERSPORT
MEDFORD, OR
WELLER RECREATION INC.
KAMAS, UT
WEST COAST POWERSPORTS
CLEARWATER, FL
WILMINGTON POWERSPORTS
WILMINGTON, NC
WOODS CYCLE COUNTRY
NEW BRAUNFELS, TX
YAMAHA CAN-AM SEADOO OF LAS VEGAS
LAS VEGAS, NV

CANADA

ACCENT PLEIN AIR INC.
AMOS, QC
ADRÉNALINE SPORTS
ANCIENNE-LORETTE, QC
ADRÉNALINE SPORTS MONTMAGNY
MONTMAGNY, QC
ADRÉNALINE SPORTS SAINT-GEORGES
ST-GEORGES DE BEAUCE, QC
ADVENTURE MOTORS
NEW GLASGOW, NS
ALGONQUIN EQUIPMENT
LIVELY, ON
ANDRÉ HALLÉ & FILS LTÉE
AMQUI, QC
ANDRÉ HALLÉ & FILS LTÉE
MATANE, QC
ATELIER DE RÉPARATION LAFORGE INC.
SEPT-ÎLES, QC
BADIUK POWERSPORTS
FORT FRANCES, ON
BANCROFT SPORT & MARINE LTD
BANCROFT, ON
BANNER RECREATION AND MARINE
GOLDEN, BC
BANNER RECREATION AND MARINE
VERNON, BC
BANNER RECREATION AND MARINE
KELOWNA, BC
BAY MARINE
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DIGEST

CPSC REPORT SHOWS CONTINUING DECLINE IN ATV INJURIES

The U.S. Consumer Product Safety Commission's (CPSC) 2018 Annual Report of ATV-Related Deaths and Injuries, released in February 2020, confirms that injuries related to all-terrain vehicles continue to decline.

Assessing a 10-year period (2009–2018), CPSC staff cited a statistically significant overall decrease of 38 percent in ATV-related emergency department-treated injury estimates. The decrease of 13 percent in the estimated number of ATV-related emergency department-treated injuries from 2017 to 2018 also was found to be statistically significant.

“The commitment to safety education and training by the member companies of the **ATV Safety Institute** and the CPSC is clearly contributing to the decline in ATV injuries,” said **Erik Pritchard**, ATV Safety Institute chief executive officer. “The ATV Safety Institute aggressively reaches out to new ATV owners to urge them to take our free hands-on training and our e-Courses to learn and practice our eight Golden Rules for ATV Safety.”

“And we continue to plan our seventh annual ATV Safety Week, currently slated for June, when anyone who owns an ATV can get free hands-on training from ASI licensed instructors at locations throughout the country.”



Travis Pastrana, shown here with his Can-Am Maverick X3, joins the roster of Can-Am Off-Road ambassadors. Photo by Brian Nevins

PASTRANA JOINS THE CAN-AM OFF-ROAD FAMILY

BRP announced that **Travis Pastrana** has joined the **Can-Am Off-Road** roster of motorsports legends.

Pastrana has accumulated 17 **X Games** medals, including 11 gold medals, plus five golds from the **Gravity Games**, as well as more wins at other events, including **Dew Tour** and **Red Bull X-Fighters**. At the 2006 X Games, he redefined what was possible with his groundbreaking double backflip on a motorcycle. He's raced everything from Rally, **NASCAR**, **FMX** and side-by-side vehicles.

“Can-Am makes the fastest and most durable side-by-side vehicles on the market,” said Pastrana. “After some coaxing by my good friend and mechanic (Hubert Roland) who is always putting my broken vehicles back together, I gave a Can-Am Maverick X3 a shot on a 1,200-mile New Year's trip in Baja. I was sold, and I'm happy to now be with a company that's as excited as I am to push their vehicles to the limit. Since the switch we haven't changed a single belt or axel at Pastranaland.”



NEW SIDE-BY-SIDE, ATV DRIVE BELTS LAUNCHED

Tucker's QuadBoss brand has a new line of drive belts that are a direct OEM replacement and have been engineered and designed for performance and reliability. Specially formulated rubber compounds and aramid cord provide strength and durability.

Retail prices range from \$59.99 to \$109.99 with extensive fitment options. Among the product highlights:



QuadBoss has launched a new line of drive belts that are a direct OEM replacement. Photo courtesy of Tucker

- OEM replacement belt for ATV and UTV vehicles
- Each belt has been engineered for use on specific applications
- Designed for performance and reliability
- Specially formulated rubber compounds that work best for specific applications
- Aramid cord provides strength and durability
- One-year limited manufacturer's warranty
- Made in the USA

POLARIS RZR TURBO S WINS MINT 400 BY 12 MINUTES

Polaris RZR Factory Racing repeated their dominance at the **BF Goodrich Mint 400** race in Las Vegas, taking home one win and four podiums overall. RZR factory racers **Branden Sims** and **Jake Carver** finished first and second in the Pro Turbo class, marking the fifth year in a row that RZR Racing clinches an overall win at the Mint 400.

As the 2016 winner, Sims went into the Mint 400 looking to reclaim the title. Sims started the race on the front row in his RZR Turbo S and set a pace that was untouchable by the competition, leading wire-to-wire and ultimately crossing the finish line nearly 12 minutes ahead of the other racers.

Coming off a third-place podium at the **Parker 250**, Carver secured his best finish at the Mint 400 placing second in his RZR Turbo S. Carver and defending champion and RZR teammate **Mitch Guthrie Jr.** battled all day and night swapping positions on the course and on corrected time, finish-

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Polaris RZR Factory Racing's Branden Sims drove his Turbo S to victory at the Mint 400 in Las Vegas. Photo by Harlen Foley

ing second and fifth respectively.

"The course is notoriously challenging at the Mint 400 and Branden was able to command the lead early on and never look back," said **Brett Carpenter**, Team RZR race manager. "We're excited to see Carver take a piece of the action as well and we look forward to seeing the Factory RZR team continue to push ahead in the upcoming **WORCS** race."

Polaris RZR also dominated the youth Mint 400 races with over 45 entries among all classes and **Dallas Gonzalez** claiming the Youth 1000 victory.

CAN-AM MAVERICK X3 SWEEPS PODIUM AT HAMMERS

Can-Am vehicles swept the podium and took eight of the top 10 positions at the **2020 King of the Hammers** in Johnson Valley, California.

Known as the world's toughest one-day race, King of the Hammers is a 143-mile challenge that includes a desert loop with high-speed lakebeds, as well as tight, twisty ridgelines, and numerous rock-strewn chutes. It's so difficult that only 33 of 131 entries crossed the finish line in the allotted time. As you can imagine, only the best racers with the toughest, best-performing, and most reliable vehicles have a chance at the glory.

"It's the absolute hardest race I've ever done in my entire life and I could not make it through without my co-pilot **Chad Hughes** and the best vehicle out there, Can-Am," said **Hunter Miller**, who won the race in his Can-Am Maverick X3 X rc Turbo RR. "I've been racing for 25 years now, and I've never experienced anything like this. Next to the day my wife said 'yes,' this is the best day of my life."

The dominating performance by Can-Am comes on the heels of winning the renowned **Dakar Rally** — the world's toughest race — in January. The Dakar Rally was a grueling 9,000-kilometer (5,592-mile), 12-day competition through the Saudi Arabian desert, and Can-Am vehicles crossed the finish line in every one of the top-20 positions, with American **Casey Currie** taking home the top spot.

"Can-Am has firmly planted its flag as the vehicle of choice for performance



Can-Am racer Hunter Miller and co-pilot Chad Hughes celebrate on the podium after winning the 2020 Can-Am King of the Hammers UTV race in their Can-Am Maverick X3 X rc Turbo RR side-by-side vehicle. Photo courtesy of BRP

enthusiasts," said **Marc R. Lacroix**, marketing director for Can-Am Off-Road and BRP Sports Marketing. "It doesn't matter if you're a weekend driver, a pro racer, or a landowner who needs a vehicle that works as hard you do. Our lineup is built to face the toughest challenges and win."

ORACLE LIGHTING ANNOUNCES



Oracle Lighting's new LED Halo kits for Polaris RZR are now available. Photo courtesy of Oracle Lighting

NEW UTV LED HALO KITS FOR POLARIS AND CAN-AM

Metairie, Louisiana-based **Oracle Lighting** has launched its new LED Halo kits for multiple side-by-side models, including the **Polaris Ranger** (2014-2019), **Polaris RZR** (570 and 800; 2008-2019), **Polaris RZR** (900 and 1000; 2015-2019) and **Can-Am Maverick X3** (2017-2020). All kits are now available.

"We are proud to follow up a tremendously successful 2019 **SEMA Show** with the announcement of these unique LED Halo kits for the UTV market," said **Justin Hartenstein**, Oracle Lighting director of development. "These complete kits include everything you need to install and operate the halos on your rig, including surface mount DIY installation capability, Dynamic ColorSHIFT effects, plug-and-play wiring, plus a true white DRL LED function."

The new ORACLE Lighting Dynamic ColorSHIFT Halos feature individually addressable LEDs. The Dynamic features allow the user to run multiple moving color patterns through the LEDs, creating a vivid eye-catching lighting effect. The RGBW Halos feature Oracle's traditional RGB ColorSHIFT technology along with the addition of a Pure White circuit. It allows for truer white tones, a crisp white DRL color option and the ability to instantly switch over to DRL mode.

Additional features include:

- **App Control:** Through the app you can easily make standard white colors as well as any static colors using the LED color wheel. What makes these DYNAMIC Halos more unique is that you can also display a variety of moving patterns within the app. With more than 200 different patterns, there is something to fit every color scheme imaginable.

- **Installation:** ORACLE's surface-mount Halos are encased in a special polymer resin, making them completely waterproof (can actually be submerged underwater) and easily install by attaching around the headlight lens using a patent-pending system. This makes installation simple for anyone and cuts down installation time from hours to just minutes.

- **Wiring:** User-friendly installation features plug-and-play connectors for the halos and controller. Simply plug the Halos into the LED driver plug the LED driver into the controller. The power cables include ring terminals that simply attach to the easy-to-access power lugs. Then simply open the app in your smartphone to control the lights.

- **MSRPs** — Polaris Ranger (2014-2019): \$289.95; Polaris RZR (570 and 800; 2008-2019): \$249.95; Polaris RZR (900 and 1000; 2015-2019): \$249.95; Can-Am Maverick X3 (2017-2020): \$249.95. **PSB**

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Dealer principal Frank Serpa (right) and Stefano Serpa (left), vice president, cut the ribbon marking the launch of the new Serpa Motorsports Suzuki and Yamaha dealership in Aurora, Ontario. (CNW Group/Serpa Automobile Group)



Automotive dealer starts Yamaha, Suzuki powersports shop

*Ontario dealer brings 25 years
on auto side to new store*

A 25-year-old auto dealership has decided to add a pair of powersports brands to its flagship car shop, taking on Yamaha and Suzuki motorcycles and ORVs.

Toronto-based Serpa Automotive Group (SAG) has launched the new Serpa Motorsports dealership on Yonge St. in Aurora, Ontario. The new shop will feature new and pre-owned models, as well as pre-owned Honda and Harley-Davidson bikes.

"The Yamaha and Suzuki powersports brands are the perfect complement to our existing Serpa Automotive Boutique at the same location, which features luxury and high-end vehicles," said SAG vice president Stefano Serpa. "When customers purchase a luxury or sports model, the chances are excellent that they also might need off-road or water vehicles for cottages, ski chalets, second homes or hunting lodges. In addition, we also feature Jeep vehicles and RAM trucks in our Serpa Chrysler dealership, which also adds to the choices possible in one stop."

Current inventory includes Yamaha ATVs such as the Grizzly, Kodiak and Raptor mod-

els along with Suzuki KingQuads and QuadSports. The Yamaha motorcycle line includes Sport, Sport Heritage, Adventure, Touring, Off-Road Competition and Recreation models. Suzuki models include Adventure, Cruiser, Dual Sport, Motocross, Off Road and Sport bikes. All new vehicle purchases carry exclusive additional AirMiles bonus rewards.

"The new Serpa Motorsports dealership will feature the same brand of dedicated superior customer service that is principle No. 1 at all Serpa Automotive businesses," said Frank Serpa, dealer principal. "Our motto of Motorsports, Live. Love. Ride, adds to our original Respect. Trust. Enjoy identity and means that whatever the customer needs related to a vehicle purchase, the Serpa group will make sure it happens to the buyer's ultimate satisfaction. Now celebrating our 25th anniversary, we have rapidly become the go-to place for 'any car, anytime, anywhere.' This concept is what we have building since we launched our first store in 1995.

"At Serpa Motorsports, we value the opportunity to create a long-term relationship with our customers, and we do that by making sure to exceed their expectations at all times, no matter what." **PSB**



Serpa Motorsports on Yonge St. in Aurora, Ontario, features Suzuki and Yamaha motorcycles, snowmobiles, WaveRunners and ATVs. (CNW Group/Serpa Automobile Group)

MASSIMO

■ CONTINUED FROM PAGE 16

Custom Van Living is a Class B RV manufacturer focusing on new development and design to the custom van industry. Custom Van Living has developed five patent-pending new features and designs to the industry in an effort to propel RV technology forward under Shan's vision and direction. The new companies expect to solidify distribution channels by end of this year.

Massimo currently imports Kandi Electric Vehicles for publicly traded company Kandi Technologies and distributes through its partner group SC Auto Sports. Massimo

also has stepped into the industry of small appliances and outdoor gear to provide high quality and advanced frontier products to its valued customers.

"This industry is evolving daily. If you cannot evolve and expand your offerings, you are falling behind," Shan said. "We are diversifying for stability and growth. While others are cutting back, we are investing into the future. The current world situation will be solved as it always has, COVID-19 will end as the last 18 have. Oil will stabilize as it always has, and we will be prepared. We have confidence that dealers will trust the vision and history and choose to invest with us. This is the biggest chance anyone has ever had." **PSB**

Device streams music, makes calls — and saves lives

UClear Digital offers life-saving measures with audio device

BY ABBY LARSON

■ STAFF REPORTER

Having the ability to communicate while on the road is a must for travelers, especially those on two wheels. While a cell phone would suffice for those in a vehicle needing to make a call in case of emergency, that isn't always an option for motorcycle riders. Luckily, there is a device on the market that can connect riders with emergency services even when they're not able to make the call themselves.

UClear Digital is a helmet communication system that has been created for both powersports and snowmobiling. Though still growing, the audio company is bringing an interesting take to the powersports market that could get some eyes on the Boise-based brand.

Though the product comes with everything users could want in an audio system — such as a motion sensor, a gesture sensor and adjustable volume controls that are easy to use — UClear has included some new features that are unique both to the brand and to the market itself.

Powersports Business had the opportunity to connect with David Kuck, brand manager for UClear, at the recent WPS National Sales Meeting about the latest offerings from the WPS-exclusive brand, and to get the inside scoop on what the market can expect.

"Right now we're a small company, but we're growing," Kuck said. "We've reduced

our distributorship so we're exclusive with WPS and remain in Boise with them, which has increased our sales significantly. They have more buy-in with an increased interest in the product, the desire to learn about it, and that has bought us more in line with our distribution partner in a way that wasn't the case even when we had multiple distribution partners."

Perhaps one of the biggest drawing points to the brand is the unique crash detection feature that sends out an alert when a rider has been in a potentially serious accident.

"This has a sensitive chip that can detect crashes," Kuck explained. "It is always measuring distance and movement, and it understands when the bike is decelerating and how much it has decelerated."

If a rider finds himself or herself in an accident, UClear is built to provide immediate assistance.

"If a rider has this on and gets in an accident where they likely could've sustained a head injury, the device will go off and talk to the rider for 30 seconds and ask if they want to disable the alarm. If the rider is unable to follow basic cognitive commands within that 30-second window, three emergency contacts that the rider has already installed into the system will receive a phone call, a text message and an email that gives them an exact GPS location with a map, along with a list of nearby hospitals, which the riders can voluntarily put in when they first purchase the product. If the rider is unconscious, all of this information will be sent out immediately, and the emergency contacts can get the riders the help they need quickly while knowing exactly



David Kuck, UClear brand manager, showed off the product's highlights to WPS sales reps in Boise. Photo by Abby Larson/Powersports Business

where they are. There's no subscription fee, no extra payments — it's included in the initial purchase. We're always adding updates with the more feedback we get, so it's always being upgraded to be the best it can be."

The unique features of the audio system have earned some points for the growing brand.

"We've had a good reception in all the places we've expanded to, and part of that is because our price points are different and our feature sets are different," Kuck explained. "Our units are some of the most affordable

on the market, and we're not manufactured in China, so we don't have the issue of tariffs. UClear also has a background in audio engineering, and that engineering had a military component for many years. That tech is patented, so we have some things that we own that allow us to own all of our own designs. There's no licensing."

While at the WPS National Sales Meeting, Kuck had a microphone on-hand for Powersports Business to test out. While we

See UClear Digital, Page 34

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California V-twin dealerships average 90 bikes sold per year

Nearly 2 out of 3 American V-twins sold at dealerships in 2019 were pre-owned

An exclusive study for Powersports Business by CDK Global Recreation's Light-speed DMS division pulls some intriguing data from the sale of 88,000 Harley-Davidson and Indian motorcycles that were sold in 2019.

Chart A represents the percentage of units sold that were new vs. pre-owned. In this study of dealerships that use the Light-speed DMS, 58 percent of Harley-Davidson and Indian bikes that were pre-owned, with 42 percent of them being new bikes.

Chart B focuses on the average number of Harley-Davidson and Indian units sold per year by each dealer in each region.

At 106 units per dealer, dealers in the West sold the highest average number of units per dealer. California dealers averaged 90 Harley-Davidson and Indian units per dealer. Dealerships in the Midwest averaged



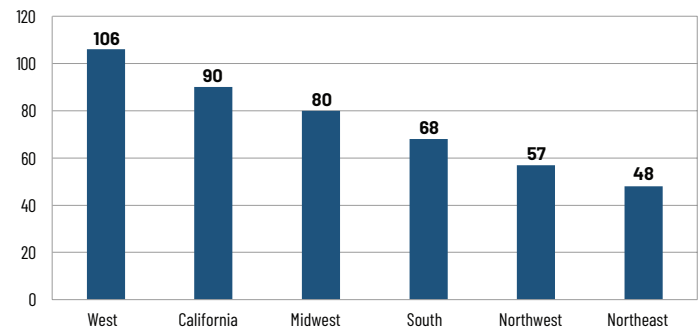
The 2019 Harley-Davidson Softail Heritage Classic features the re-invented Softail frame and suspension. Photo courtesy of Harley-Davidson

80 units sold per dealership.

Dealerships in the South sold an average of 68 units per dealer. In the Northwest and Northeast, dealers averaged 57

AVERAGE UNIT COUNT SOLD PER YEAR BY DEALER BY REGION IN 2019

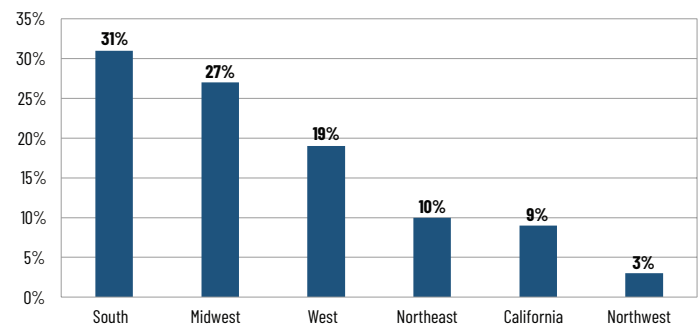
Chart B



Source: CDK Global Recreation

PERCENT OF TOTAL UNIT SALES BY REGION IN 2019

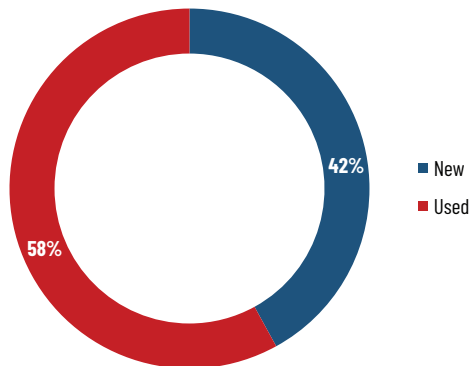
Chart C



Source: CDK Global Recreation

UNITS PURCHASED – PERCENT NEW VS. PRE-OWNED
88,000 UNITS SOLD IN 2019

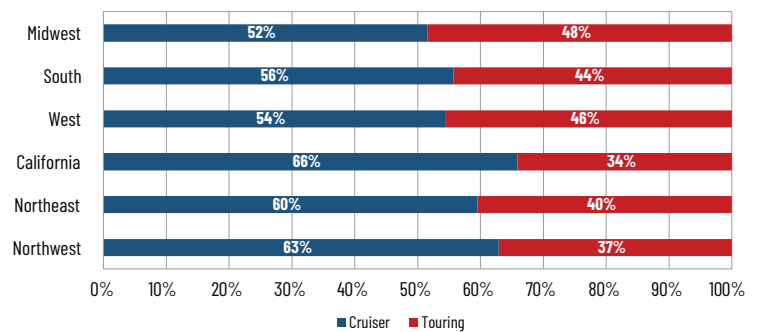
Chart A



Source: CDK Global Recreation

PERCENT OF UNITS SOLD BY SEGMENT AND REGION IN 2019

Chart D



Source: CDK Global Recreation



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and 48 Harley-Davidson and Indian bike sales, respectively.

Chart C represents the percentage of total Harley-Davidson and Indian bikes sold by region.

Dealerships in the South ranked at the top for the percentage of total Harley-Davidson and Indian sales, with 31 percent of H-D and Indian bikes sold in this study being sold in the South. Next was the Midwest, which sold 27 percent of the total Harley-Davidson and Indian units. A total of 19 percent of the Harley-Davidson and Indian sales were in the West. All of the remaining regions sold 10 percent or less of the total units sold.

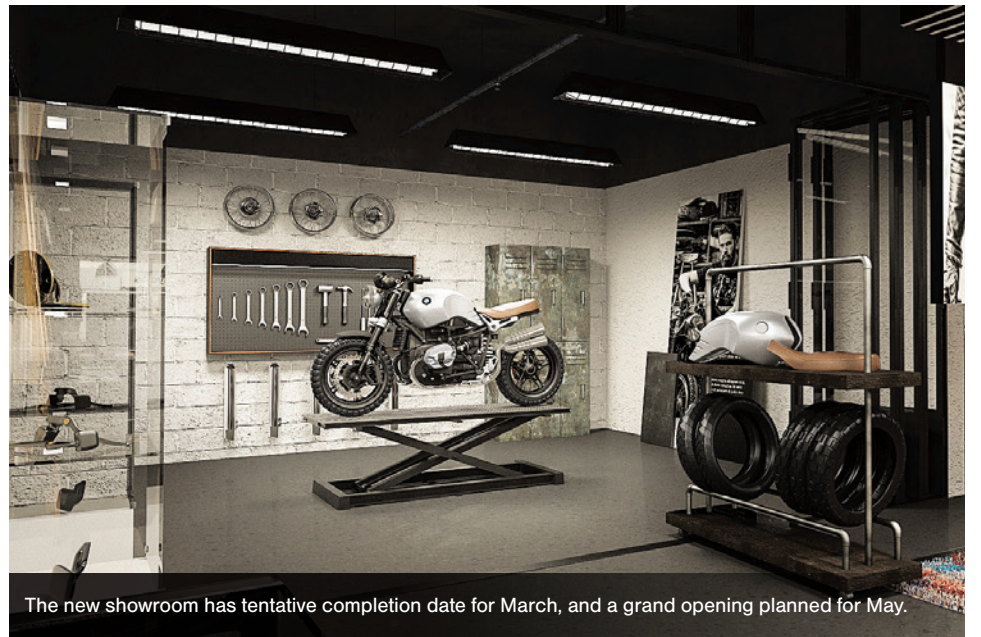
Chart D represents the percentage of units purchase by V-twin segment and by region.

The cruiser segment ranks on top, with 56 percent of the units sold in this study being a cruiser. A total of 44 percent of units sold in this study were touring models.

While the cruiser segment is the segment of choice in all regions, it is especially true in California, where 66 percent of the units sold were a cruiser. In both the Northeast and Northwest, cruiser sales were 60 percent or higher of the share when compared to touring units. The region with the narrowest share split is the Midwest, where there is only a 2 percent difference between the cruiser and touring segments. **PSB**



Couches and shag carpet are some of the creature comforts of the new Irv Seaver BMW showroom. Photos courtesy of Irv Seaver BMW



The new showroom has tentative completion date for March, and a grand opening planned for May.

SEAVER BMW

CONTINUED FROM THE COVER

“The way we’ll set it up will warrant a nice, more spacious showroom that is more comfortable, complete with couches and shag carpeting versus clean white desks and sterile offices. It will mainly be a reminder of the rest of the segments that BMW offers in our main showroom.”

While the new showroom is under construction, another unrelated plan is currently in the pipeline for the California-based shop. A 29-year veteran of Irv Seaver, Diaz says that the shop has always received

frequent inquiries from tourists looking to rent a bike for a day.

“We’re so close to Disneyland that we often get phone calls from parents visiting with their families who want to spend some time alone by getting on a motorcycle and taking to the Pacific Coast Highway for a day. We don’t have a rental service, so there wasn’t much we could do.”

Now, the shop is planning to take action and answer those calls by starting up Irv Seaver’s first motorcycle rental program.

“We haven’t sealed the deal with any large companies yet to get the rental program going, but if we can’t find a deal that works well for us, we’ll create our own. We receive a

fair amount of calls asking about rentals, and we know we can fulfill those requests.”

For Diaz, the changing landscape of business is nothing new. Over his 29-year tenure, he has seen countless changes that have forced him and the dealership to change the way they do business on a consistent basis.

“We could talk for days about the increase of motorcycle technology,” Diaz said of the changes he has seen over the last three decades in the powersports industry. “More significant is the change in business over the years that we’ve had to adapt to. Business is very different today than it was 25 years ago — it’s much harder to get the numbers we need to survive.

With that in mind, we have to adapt and change our ways, and see how the new buyer is buying. The buying experience is different with the Internet.”

With a tentative completion date for the new showroom sitting sometime in March, along with a grand opening planned for May, Diaz and the rest of the Irv Seaver crew are looking to the future — though the past will always remain a big part of the dealership.

“We started in 1910 selling motorcycles in Orange, and our current owner, Evan Bell, is the third owner of the business since it opened. We’re very proud to be one of the oldest motorcycle dealerships still operating, if not the oldest.” **PSB**

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ARCTIC CAT

■ CONTINUED FROM THE COVER

The company knew it had to make innovative changes to adapt with a changing marketplace, or risk losing its consumer base entirely. Kennedy said the company was committed to remaining successful, and carving a path forward, while reiterating that media outlets and dealerships would begin to see the change in company culture with increased communication and brand consistency. According to Kennedy, they had heard the complaints and things were going to change.

It was the beginning of a new age for Arctic Cat.

SNOWMAGEDDON

It wasn't long until the company followed suit and began making positive news of its own for the public.

In October Arctic Cat offered an unprecedented early unveiling, previewing 24 of its model year 2021 lineup to the public — allowing access to sleds and specs that historically hasn't been available until months later, near the end of the season. As further enticement for consumers, the company offered discounts on accessory packages for deposits that were placed before Dec. 31.

The shift in sales strategy was noticed immediately throughout the industry, and left numerous dealerships and consumers wondering.

"If you looked at the standard rotation of the industry, it was set up to offer a spring program with a measured amount of success, and then we would allow a certain amount of wholesale goods to be available in-season," explained Kennedy. "The product being available in-season created risk from a business standpoint, which is where all the heavy discounting comes from — if you predict too much extra inventory to be available in-season, suddenly there might be so much that discounts need to extend to inventory that is now three and four years old; you're spending thousands of dollars a year just to get product out the door. You can imagine what that does to the value of your product in general; you're not only hurting the product as far as devaluing new goods, but you're also devaluing the trade-in value of the used product as well. We decided we needed to go about this in a different way."

According to Cat the "way less traveled" was met with success. Consumers can now only order new Arctic Cat models through the spring-only "Snowmageddon" program offered exclusively through Cat dealerships. Despite some growing pains during the ini-

tial introduction phase, the program will become a mainstay moving forward.

"We had a very successful first year. We far over-achieved what our expectations were for the year. It was very successful and although we were teaching the dealer network about this new technique after 20 or 30 years of doing it the same way, we were very pleased with its success all around considering we went through such big changes all at one time," Kennedy said. "At the beginning [of the switch] there was a lot of trepidation — there was a lot of concern about what was going to happen and how this would work. You run into the scenario where people are just learning it for the first time, and now that they understand how this is played they are prepared for the future. Many dealers are extremely excited... We're all very excited for model year 2021."

While outwardly Snowmageddon seems to limit the window of purchasing opportunity for a consumer on the surface, it follows a strategic supply and demand model to allow each machine to retain its value when maintained properly, which in turn keeps customers happy in the long run.

"Consumers really like the value proposition we're able to offer. Those that turn vehicles over every two years are really liking this because they're actually able to see the value of their used product increasing at the same time — they'll have more value going forward," Kennedy said.

ONLINE ORDERING

The company also began to adopt new ways in which consumers could order the machines themselves. From your own home and phone, you can seemingly purchase almost anything these days — why not a snowmobile?

Following cues from the automotive industry and services such as Amazon, this season Cat has instituted online ordering through its website to allow consumers to avoid the physical trip to the dealership, if they prefer.

"It's not hard to look at what's happening, which is a new way of going about business using online shopping. We see that as the future," Kennedy said. "We were already headed down that avenue, and this was just the natural progression for us — to have somebody be able to sit on their couch watching a football game and press the 'go' button on a new snowmobile. The consumer now has the convenience of not needing to travel 50 miles or whatever it might be to a dealer. They can get their down payments in without ever having to leave the comforts of home."

But that's not to say the dealership is being cut out of the process. When a consumer places a deposit it generates an order



Arctic Cat's new lineup of Blast snowmobiles have an MSRP beginning at \$7,695 — offering a competitive price point for new consumers.

with a reference number for Arctic Cat, the consumer and a dealership. The consumer has the ability to define which dealership the order is assigned to if a previous relationship has already been established, otherwise the nearest geographically located dealership is selected by Cat.

The dealer then accepts the order and begins the communication process with the customer. Instead of relying on salesmanship, the dealership is now allowed more time for customer service and retention — a pivotal component of repeat business sometimes neglected during a busy "selling season."

"We were a little skeptical at first, but if the consumer feels more confident buying the sled online, and it makes it easier for them, then we are all for it," said PJ Wanderscheid, general manager of Country Cat in Sauk Centre, Minnesota. "It might spur some new interest if the buyer does not have a dealer close to them."

"There's positives on both sides of this — the dealerships see the opportunity that allows them to take in additional business while freeing time. But the consumers also love this idea and it makes a lot of sense. Especially those that spend time buying online at any of the millions of stores that are out there," Kennedy said. "We all know people are busy, and they no longer have to make the trip into their dealer to make their purchase. It really shortens the span of time and necessity for a consumer to physically come into the dealership. This is an Amazon world. Having that online convenience is a critical part of where the physique of the new world order is."

INTRODUCING A BLAST

In addition to new ways to order its products, Cat has also been introducing new technology itself to continue to offer consumers new options and stay at the forefront of the positive news cycle.

In 2018 the company released the iACT interactive adjustable suspension in a partnership with Yamaha, which released the same suspension technology under the moniker iQS (or interactive Quick Switch). In 2019 it introduced the Alpha One for mountain riders, a single-beam rear suspension that many reviewers claim has essentially been a game-changer for versatility when side-hilling and traversing mountainsides.

For 2021 the company has continued its innovation within the market, offering a new lineup of 7/8-sized chassis "tweener" market sleds under the Blast lineup, among with its

continued mountain, crossover, trail, touring and utility market offerings.

"The message we've put out by being troublemakers in the industry resonates for not only the products we're offering, but the way we go about our business," Kennedy said. "We don't plan to stay stationary. We plan to make sure that we are challenging the status quo."

After a substantial amount of customer research to understand what consumers are looking for, Kennedy noted the company was looking to recapture some of what made the business so competitive throughout the 1980s and 90s.

"Something that came back to us was that these snowmobiles are growing in cost every year. We needed to provide a vehicle that was accessible to the average consumer, but also had capabilities so it wasn't taking any shortcuts and could actually provide an all-day vehicle that was meant for everyone. That was the idea behind the Blast," Kennedy said.

Although aimed at three distinct trail riding, utility and mountain riding segments, a new 397cc, liquid-cooled, fuel-injected single cylinder engine named the "CTEC-2 4000" will propel all three Blast variations, which come with an official MSRP beginning at \$7,695 (Blast ZR 4000 during Snowmageddon), and \$8,095 (Blast LT 4000 and Blast M 4000).

"The response has been crazy excited. Several dealers have been able to ride the sled and the response has been incredible — they truly had a blast on the Blast. I think it will surprise a lot of consumers — it's a fun ride and lighter than the average-sized snowmobile; its agility is greater than what you would have for a full-sized snowmobile," Kennedy said. "This is going to bring people back to what other machines felt like as far as size and agility, with a much more advanced suspension. We feel there is a big priority to bring access to a greater percentage of people. With this Blast model we're doing our part to make sure we allow people the opportunity to get back into the sport or have a product that is much more suitable for a member of the family."

Far from preparing an exit strategy from the industry, Kennedy says Team Green has its eyes toward the future.

"We intend to be around for a long time; for many, many more years. Just because we're changing the way we do business, does not mean we have any thoughts of exiting it," Kennedy said. "We have a strong brand and following. We intend to continue to grow the snowmobile business." **PSB**

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Extreme testing conditions bring waves of fun

Jet Ski STX160 press intro in San Diego shows off range of features

BY ABBY LARSON

■ STAFF REPORTER

Powersports Business was thrilled to accept a media invitation to Kawasaki's press launch in San Diego for its latest personal watercraft offering — the 2020 Jet Ski STX160. Media members were invited to the beautiful Paradise Point resort to get a first-hand look, where an introductory presentation gave everyone the inside scoop on the craft's latest updates and new capabilities.

About a dozen skis were lined up and ready to go along the docks at the resort for media members and Kawasaki employees. As riders suited up in their wetsuits while applying plenty of sunscreen, we were given the option to test out one of the brand-new features on the machine: the JETSOUND Integrated Audio System, connectable via Bluetooth, USB or AUX.

Within minutes, each rider's preferred music (or, in my case, a podcast) was optimized to his or her individual audio system before the engine was even running. The introduction to the audio system gave users

a look at the large LCD display. Along with allowing users to modify the volume on their system, the LCD display also shows the speedometer, fuel gauge, fuel consumption, hour meter, external temperature meter, maximum speed history and the economic riding indicator. The position of the instrument panel and the design of the cockpit visor have been constructed to give users excellent visibility throughout each ride.

With a variety of music genres filling the bay in the early morning, we cruised along the water while utilizing another new feature: the One-Touch 5mph Mode. The no-wake-zone-friendly mode proved to be a convenient and easy-to-use feature as riders rode through the bay, and with one touch of a button kept each ski cruising along at a well-maintained speed while avoiding wake and keeping pace with the rest of the group.

The true capabilities of the machines immediately became clear the moment we hit the open ocean. Within seconds, all 12 machines were shooting out of the bay and into the open ocean, driven forward by the high-speed jet pump's much-enthusiased-about acceleration. The STX160 nearly shot out from under me as I hit the gas, leaping forward and hitting the first wave head-on. My speedometer quickly moved up and beyond 40mph, driven by the powerful force behind the machine's oval-edged three-blade cast



The 2020 Kawasaki Jet Ski STX160 press intro in San Diego allowed the craft to showcase its abilities in a variety of conditions. Photos courtesy of Kawasaki Motors Corp., U.S.A.



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stainless steel impeller. The familiar adrenaline rush translated to the simple need for speed.

As someone who grew up occasionally riding watercraft on the rather docile waters of various Minnesota lakes, to say the open ocean offers a different experience is quite an understatement. Even half a mile out from shore, the waves rolled beneath the machine, which at first glance appeared as obstacles for a novice ocean rider. However, the power behind the newly upgraded engine allowed for even the rookie to grab hold of the machine and drive it forward until I reached a speed that allowed me to skip over the waves. The unrelenting power bubbling below the surface was no match for the strength of the engine driving the STX160 forward, skipping over the waves with ease.

The roughly 20-mile ride took riders from Mission Bay, around Point Loma and to the North San Diego Bay, where we were greeted by a massive Navy submarine as it was escorted out to sea by escort ships gliding alongside the vessel. The group rode through the bay, taking in San Diego's massive Navy presence as we rode underneath the famous Coronado Bridge, with the hazy mountains of Mexico serving as a distant backdrop. We got so close to the Mexican border, in fact, that certain cell phone providers sent text messages to several riders welcoming them to Mexico.

After a lunch overlooking the beautiful North San Diego Bay (no, lunch was not hosted in Mexico), riders took to the waters once more for the return trip back to Mission Bay. By this time it was early afternoon, and a wall of fog loomed in the distance, giving riders a sense of urgency to make haste in the 20-mile trip back to the resort.

The return trip is where the capabilities of the STX160 truly came to light. While the North San Diego Bay had been fairly calm upon our entry, now it was as if someone had picked up the entire bay, shaken it angrily and set it back down, leaving us to navigate the frantic waves coming in from all sides. By the time we made it out to the open ocean, I was grateful for the ample leg room on



Jon Rall (seated), Kawasaki Jet Ski's senior media relations coordinator, points out some of the features of the STX160. Photos courtesy of Kawasaki Motors Corp., U.S.A.

the ski that allowed me to stand and sit as I tried to find the most comfortable position for navigating the harsh ocean waters. I was impressed by how well the STX160 absorbed each hit as the machine slapped on the water from time to time. Even through the roughest waves the steering was effortless, with the handlebars giving me complete control as I did my best to navigate the harsh conditions.

By the time our machines were back in the One-Touch 5pmh Mode and we had returned to calmer waters, only one hour had passed versus the two it took to reach the North San Diego Bay, showing the sheer power behind these units when riders need them to move quick, even through strong ocean waters.

Kawasaki's Jet Ski STX160 made ocean riding simple even for a novice rider. The improved comfort and handling made the rough waters easy to navigate while retaining a comfortable ride and ensuring the smiles never wavered.

Navigating the unpredictable waves of the Pacific exemplified the capabilities of the STX160 to the fullest. The thrill of conquering the small waves of my Minnesota lakes is nothing compared to the euphoria that came with looking out at the horizon where the water meets the sky, and hearing the wind scream in my ears as the ocean tried her best to throw me off the back of the ski. While the ocean waves battered the hull of the machine, there was no denying the absolute thrill that came from the constant onslaught of the salty sea spray as the machine glided effortlessly over the swells, proving that "let the good times roll" certainly isn't exclusive to machines with wheels. **PSB**



The Jet Ski STX160 features Kawasaki Smart Steering.



The sights were plentiful for those in attendance in San Diego for the Jet Ski STX160 press intro.



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RETAIL REMEDIES

How to save the world and become a millionaire

Consultants and trainers often use attention-getting titles for articles or seminars that promise to reveal ways to help you increase sales, profits, customer satisfaction and/or customer retention (and start your car for you on cold mornings).



STEVE JONES

In fact, the following article does address these things (except for starting your car) since it deals with the results you can achieve by faithfully following all the steps of a good customer satisfaction sales process.

On average, I visit 3 to 5 dealerships every month. During these visits, I try to spend some time observing what the employees do when customers come into the dealership and listen to the word tracks they use in their conversations.

Lately, I've noticed a disturbing trend. It seems many of the dealers — even some of the larger ones — have lost focus on some key steps in the sales process. I'm not sure what has changed or why this is happening, but I've been seeing a tendency to move quickly from a "Can I help you?" (worst greeting ever) to a product presentation without a lot of "stuff" in between.

As a result, I feel obligated to review these two steps in some detail. The first step in nearly every written sales process is the greeting. This is often considered the most important step of the entire process. After all, it provides your customers with their first impression of your dealership. It opens the door for building a relationship with the salesperson. It sets the tone for the probing process we will discuss later. Obviously, there are phone greetings and electronic greetings, but I'm talking about the live, in-person, face-to-face stuff here.

To properly set the stage for the entire sales process, every customer HAS to be acknowledged with some sort of verbal greeting fairly soon after they enter your store. It is best if your store has a greeting policy that includes guidelines for such as "Every customer will be greeted within 15 seconds of entering our store." It is important to go to them — don't make them come to you. At the same time, don't appear "pushy" — customers are turned off if they feel you are a "shark" circling the showroom.

I might start my greeting with a simple hello and welcome them to our store. If possible, I prefer to involve them in a friendly discussion off the topic of sales as a part of the greeting. I try to find common ground by keying off of something like what they drove/rode in ("Hey, I really

like the light bar on your truck. I've been thinking about doing that to my truck. Did you buy that locally?"); or maybe they have a sports team hat or jacket on ("Did you catch the game last weekend? Wasn't that awesome?"). I may talk about the weather, or I may simply thank them for coming and ask what they think of our store.

If it is man/woman couple, I always try to address her first. All too often the woman is ignored (my wife calls it being "little woman-ed"). The lady may well be the purchaser — at the least she will almost certainly have a significant influence on the purchase. The goal here is to get them involved in a casual conversation, get them talking and relaxed, open them up.

After this bit of talking, if I haven't already, I welcome them to our store, introduce myself, try to capture their name, and ask something like; "So, what can I help you with today?" This begins the probing process.

If it seems like this is moving slowly, it should. Oh, that's not to say that you won't have the aggressive buyer who wants to blow off the casual conversation and "cut to the chase." We all have them. You have to go with the flow, but, if you can slow down the process, you will close more sales! It is called the "Inverted Triangle" method. If you spend more time up front building a relationship and probing for wants and needs, the closing is easier and more satisfying to the customer.

This also helps build customer retention.

Probing is simply a system of asking open-ended questions (that begin with who, what, where, when, why or how). Typical ones include "What type of riding do you prefer?" or "Where do you like to ride?" or "How will you be using your side-by-side?" These drive the customer to provide more information rather than simply answering "yes" or "no." The customer will generally tell you about their needs, but is often more important to find out about their wants.

Wants are the key, emotion-based desires that will provide you with the hot-buttons you will reaffirm in the product presentation that follows. Move the customer into an emotional state of mind by incorporating his or her wants in your presentation. This helps create mental ownership. In the powersports business we primarily sell FUN, not commodities. If you satisfy their needs, but not their wants, the customers will seldom be satisfied.

Once you have the proper details, you can proceed with presenting a product that truly satisfies your customer. Do this properly and you may create a customer-for-life. **PSB**

Steve Jones is the founder and president of SJ Consulting, Inc. He has worked in the powersports industry for more than 30 years, for dealerships and manufacturers, as a consultant and trainer. Contact him at stevejonesconsults@gmail.com.

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DIGITAL CORNER

Using digital marketing to offset our changing times

Does your dealership's digital marketing play a role during a pandemic? Of course it does! The coronavirus, also known as COVID-19, is causing chaos and panic across the world. Global events are affecting you, your business and your customers daily. The ever-changing landscape means you need to alter your digital marketing strategy, at least temporarily.

Sales and appointments may eventually decrease due to the pandemic and economic anxiety, so it's essential to act now to preserve relationships. COVID-19 is a virus unlike anything we've seen before, and it may not go away for a while. But ignoring the outbreak and communicating with your followers like you normally do won't make the outbreak disappear and will make you look tone-deaf and out of touch. Instead, focus on adapting your strategy to keep people engaged during uncertain times.

SLOW YOUR ROLL

No matter how COVID-19 affects your digital strategy, the goal should always be to communicate responsibly and to build healthy communities. Treat your social media updates and your overall digital messaging with care. Provide value by staying relevant.

Promoting events at your dealership (if still allowed by your local or state government) will make you look careless at best. Use Facebook and YouTube Live to bring aspects of your dealership events to the cloud. Have your audience interact with you while raffling prizes, then send winners their goodies in the mail.



JOE IRIBARREN

NO ZOMBIES IN SIGHT

As cruise lines and air travel become more restricted and confinement periods continue to grow, the public will be desperate for outdoor activities that require little human interaction. Riding and boating do not require assembling. Be sure to let your audience know they can still safely enjoy the outdoors without encountering the walking dead — provided that they follow their local laws.

Appropriately delivering that message is key to connecting with potential customers. Rather than just trying to sell products, you should aim to show customers you care about their health and the health of the community. Stop thinking in terms of B2C marketing (business to consumer) and start thinking in terms of H2H: human to human.

IF YOU HAVE NOTHING NICE TO SAY...

To maintain relationships with customers, communicate responsibly, and be careful about touching the already frayed nerves of your audience. Pausing your posting may be smart if you don't know the right things to say, but if you're confident and genuinely feel like encouraging folks, this is a great time to do so.

Remain particularly cautious about automation and status updates that aren't appropriate for publishing now. Create holding categories on your software to keep posts from going live until the timing is right. Be extra careful about making jokes, and how you participate in conversations. If a joke needs any context, don't make it. And if you're going to join heated (or any relevant) conversation online, be sure to have all the facts first.

If you feel you have struck the perfect COVID-19 post, you'll know it if the interaction is there. Set aside a budget to promote it to a broader audience. If you read my last

article, you'll know that Facebook will distribute your organic posts to only a portion of your followers. Promoting your post will allow you to reach a more significant number of people and to amplify your current audience pool.

BUY, DON'T SELL

Be sure that your current advertising and organic marketing strategies align. Hundreds of thousands of people will be spending more time at home in front of their computers and mobile devices, so it's crucial to continue spending on digital marketing. These are critical times for your dealership to gain more considerable brand equity. Here are some excellent ways to do so:

- Write blog posts outlining outdoor activities that don't require people to assemble
- Use Facebook and YouTube Live to bring aspects of your events to your customers' living rooms
- Raffle prizes live and send winners their awards in the mail
- Teach your sales staff to show units using video conferencing tools such as Zoom
- Create a local COVID-19 Facebook support group

When strategies change in our business, we sometimes lose sight of the overall goal. So don't lose sight of your business goals, but consider ways to alter your strategy and show up as a leader for your community. Digital marketing does not require face-to-face interaction. Digital marketing is also highly measurable. Use this to your advantage.

Here are several other valuable things you can do to make the best out of the current situation:

- Remarket (appropriate content) to those who have visited your website
- Run "Likes" campaigns on Facebook to grow your organic audience
- Promote your email list by offering relevant and entertaining (free) content

Your customers and prospects follow you because they trust you. Be sure to continue to treat your online followers as real people, not "likes". Talk to your audience about what currently resonates with them. These are challenging times, but with a delicate approach, you can implement a strategy that will pay off in the long run. **PSB**

Joe Iribarren is owner and founder of Beyond Creative Growth Agency. A husband, father to four, biker and retired DJ, Joe can be found wakeboarding, fishing, or boating at any given time. He has 15 years of experience in internet marketing and started his career at a prominent dealership in South Florida. Contact him at joe@gobeyondcreative.com.

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Woman rider CONSUMER PANEL

20% of Bike Riders are Female with annual spending over \$1 Billion*.

Their needs are unique, yet remain underserved by much of the industry.

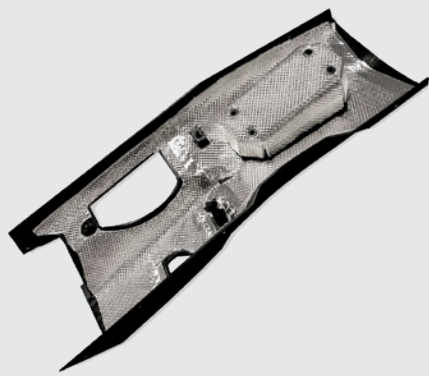
Gain exclusive insights into this dynamic marketplace by becoming a sponsor member of the Woman Rider Consumer Panel.

For more information contact:

Michael Kula mkula@epgmediallc.com (763) 383-4440
Kurt Eisinger keisinger@epgmediallc.com (763) 383-4420

*U.S. Census reports 126,224,000 U.S. Households in 2018. MIC reports 8.02% of households are motorcyclists, with women representing 20% of all riders. MIC reports average female expenditures of \$574 on maintenance, accessories and modification.

DIGEST



The DEI Heat Control Kit for the Maverick Sport XC two-seater provides for a more comfortable ride. Photo courtesy of DEI

DEI INTRODUCES ITS CAN-AM MAVERICK SPORT XC KITS

The DEI Heat Control Kits are now available for 2014-18 Can-Am Maverick Sport XC two-seater applications.

The Maverick Heat Control Kits (Part #902491) reduce the radiant heat coming through the seats, console, cupholders and driver's right leg area while operating the popular side-by-side. At only 3/16-inches thick, the material is 10-mil dimpled aluminum with a glass fiber layer and an aggressive self-adhesive backing, allowing for a quick, clean installation.

"UTVs have cockpit heat issues, including the Can-Am Maverick. DEI Powersports offers a great solution with a CNC-cut Heat Control Kit," said Tom Miller of Design Engineering Inc. "The material will withstand 1,750 degrees Fahrenheit of continuous radiant heat while increasing the comfort of you and your whole crew."

DEI Powersports' adhesive-backed, precision-cut thermal barrier material blocks heat build-up in the UTV cockpit area while reducing engine noise and vibration. The kits are shipped with all components clearly labeled for a straightforward installation in 2014-18 Maverick Sport XC two-seat models with no modifications required. MSRP is \$263.59.

PARTS UNLIMITED GROWS RACER REWARDS PROGRAM

Parts Unlimited has teamed up with NESC Motocross as part of the We Support the Sport Racer Rewards Program.

NESC offers amateur motocross racing throughout New England with classes for everyone. It includes both a Spring and Fall series to give racers a chance at running a championship series without having to race every weekend, all season long. The Spring series gets underway April 5 at Southwick and goes through July 12. The Fall series begins July 19 at Crow Hill MS Park and runs through Oct. 25.

UNLIMITED We Support The Sport RACER REWARDS

The Parts Unlimited We Support the Sport Contingency Program will reward qualified riders with parts, accessories and apparel, across a multitude of series, through its dedicated dealer network to support amateur riders nationwide.

Parts Unlimited sells to over 12,000 dealerships worldwide.

TUCKER OFFERING ENHANCED DROP SHIP PROGRAM



During a time of continued uncertainty, it's always nice to know exactly where your business partnerships stand. In a move that offers transparency, Tucker has provided an open letter to its dealer partners about the current state of business.

In a letter addressed "Dear Valued Tucker Dealer," the company detailed its plan to support its dealers by:

- Enhanced drop-ship program to incentivize customers limiting their store visits
- Turnkey social media assets that help you deliver the message to your customers
- Continued messaging to the market about the power of powersports

Declaring itself "open for business" for the time being, the message ended by saying, "United by powersports, we're in this together, and we look forward to riding this through jointly with you. We thank you for your trust in Tucker Powersports and for your business."

FIND IT NOW GPS ANNOUNCED AS RIDE EVENT SPONSOR

Find It Now GPS, producer of the original Early Warning GPS Security System, continues to expand its consumer reach after being announced as an official Suffragists Centennial Motorcycle Ride (SCMR2020) sponsor, according to Women's Motorcycle Tours.

"My reason for supporting the SCMR2020 is simple; I think what Alisa Clickenger and Women's Motorcycle Tours is doing by encouraging women riders is important for many reasons not least of which is new riders to our industry. New ridership is of paramount importance for our industry to continue to grow," said Mike Connors, founder and CEO of Find It Now GPS (FIN).

A rugged, shock- and water-resistant device, the FIN can be used on motorcycles and powersports vehicles of any kind to send an alert via text and email. It also tracks and interfaces with any police department for quick recovery.

The company is offering a special SCMR2020 price to all event participants, plus will contribute a \$25 donation for each sale to Final Salute, Inc. — the SCMR2020 official charity. The company will also assist in obtaining installation for riders and will arrange — at no additional cost — for each rider to be able to track their movements and share in real-time with friends and family.

"Personal security is an important issue for female motorcyclists, and our bike's security is of paramount importance to all motorcycle riders," said Clickenger. "As an event organizer I am deeply concerned about ensuring the safety of everyone's motorcycle during the event, and I am thrilled that Find it Now GPS is supporting us and offering a very special price for their devices to our audience. The synergy between our event charity being Final Salute, Inc., which supports homeless

female veterans, and Find it Now GPS being veteran owned and operated makes them a sponsor particularly aligned with everything we stand for at Women's Motorcycle Tours and on the SCMR2020."

6D HELMETS, BEAUBIER FORM PARTNERSHIP

6D Helmets LLC has announced a multi-year partnership with four-time MotoAmerica Superbike Champion Cameron Beaubier.

With the goal of expanding the brand's reach into the street community, Beaubier will be instrumental in helping to drive awareness of the brand and its unique Omni-Directional Suspension technology.



Cameron Beaubier is now a partner with 6D Helmets. Photo courtesy of 6D Helmets

"With our ever-increasing commitment to improving safety for motorcyclists in all genres of the sport, we're really excited to have Cameron join our team of professional athletes to help increase exposure of our new and improved ATS-1R street motorcycle helmet," said Bob Weber, co-founder and CEO of 6D Helmets. "6D's ATS-1R was recently introduced with our new advanced ODS technology which provides improved safety benefits unmatched by any other helmet, or helmet technology in the marketplace."

"I cannot express how excited I am to be working with 6D for 2020 and helping to grow the awareness of this brand. I have taken the time to study these new technologies and new helmet designs and I'm super impressed with the 6D. I'm confident this helmet will be there for me as I race to defend my Superbike title this year," Beaubier said. **PSB**

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<https://www.ubcobikes.com/us/become-a-dealer/>

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HOT PRODUCTS

**QUADBOSS UTV/ATV DRIVE BELT**

Benefits: A new line of drive belts from QuadBoss are a direct OEM replacement and have been engineered and designed for performance and reliability.

Specifications: They offer specially formulated rubber compounds that work best for specific applications, with Aramid cord that provides strength and durability. They come with a one-year limited manufacturer's warranty.

Suggested Retail Price: \$59.99-\$109.99

Contact: www.quadboss.com

MOOSE UTILITY DIVISION UTV COVERS

Benefits: Your customers can save space in the garage and park their UTV outside with the Moose Utility UTV Cover. A new design includes a large driver-side zipper for entry access to the vehicle when covered, and a snug elastic hem that secures the cover to UTV tightly.

Specifications: Innovative UltraMax polyester material offers a durable water-resistant coating, which helps protect against rain, dust and dirt. A Perma-vent system minimizes condensation and allows for additional airflow with high UV protection. It includes a multi-use carry bag for compact storage.

Suggested Retail Price: \$115.95-\$134.95

Contact: www.mooseutilities.com

**Z1R JAYROD JACKET**

Benefits: The Jayrod combines the comfort of a sweatshirt and the strength of heavyweight canvas material in a durable jacket that can be worn year-round.

Specifications: Back shoulder gussets offer increased mobility. It also features metal snap and concealed zipper front closures along with interior back, shoulder and elbow pouches (armor not included). Two concealed carry pockets, and a fleece lined removable hood also are part of the package. It's available in sizes SM-5X.

Suggested Retail Price: \$119.95

Contact: www.z1r.com

DRAG SPECIALTIES GLOSS BLACK KICKSTANDS

Benefits: Add high-strength convenience to your customers' Harley-Davidson Touring models. Fitments include 1984-2006 FLHT/FLHR/FLHX/FLTR models.

Specifications: The kickstands have an E-coated primer and a powder-coated gloss black finish. They're available in three sizes: 11-inch stock length is a direct OEM replacement; 1-inch under stock length 10 inches for bikes with lowered suspension; and 1-inch over stock length of 12 inches.

Suggested Retail Price: \$52.95

Contact: www.dragspecialties.com

**TWIN POWER REPLACEMENT CLUTCH KIT**

Benefits: The clutch kit for Harley-Davidson 2017-present Milwaukee-Eight models offers smooth engagement, a stock-like fit and increased service life at a great price point.

Specifications: Each M8 high-performance kit includes 10 friction plates, nine steel plates and three zero-collapse coil springs. Race-proven friction material, tempered steel drive plates and pre-measured stack height are used for excellent drivability and long service life.

Suggested Retail Price: \$204.95

Contact: www.twinpower-USA.com

**BOSS AUDIO PHANTOM SKULL SPEAKERS**

Benefits: The new Phantom Series speakers showcase BOSS Audio Systems' innovation, creativity and commitment by offering affordable yet powerful speakers with great sound quality that look as great as they perform.

Specifications: The 6.5-inch SK653B offers 90dB sensitivity, poly injection woofer cone and illuminated red eyes that pulse to the music with three-way full range and 350 max watts. The 6- by 9-inch SK693 offers 92db sensitivity, with the same specs as the SK653B, but 600 max watts instead.

Suggested Retail Price: \$29.99-\$49.99

Contact: www.bossaudio.com

**S&S PERFORMANCE GNX 4.5-INCH SLIP-ON MUFFLER**

Benefits: The team at S&S has created the GNX with one thing in mind — to belt-out the song of the American V-twin engine.

Specifications: A 4.5-inch shell with a tuned baffle and race-inspired tip includes a removable dB reducer that lets a rider tune sound to taste. Made and chromed in America, but also available in a new Guardian Black finish; relieved for shocks up to 13.5 inches.

Suggested Retail Price: \$474.95-\$589.95

Contact: www.sscycle.com

Z1R WARRANT HELMET

Benefits: The Warrant full-face helmet offers both intake and exhaust vents for optimal temperature regulation and includes a drop-down sun visor that makes the helmet versatile in all lighting conditions.

Specifications: It features an injection-molded polycarbonate shell with a removable polyester moisture wicking liner and cheek pads. It's available in sizes XS-2X.

Suggested Retail Price: \$99.95

Contact: www.z1r.com

**MOOSE RACING MR-1 BIKE STAND**

Benefits: Your customers can make wrenching on their bike easier with this lightweight yet durable stand. The open-top design allows the bike to be repositioned multiple ways and allows easy access for oil changes.

Specifications: It's constructed from powder-coated aluminum. Its welded side panels add strength.

Suggested Retail Price: \$99.95

Contact: www.mooseracing.com

**DRAG SPECIALTIES SEATS PREDATOR III**

Benefits: Offering maximum comfort and style, this uniquely styled seat features a 6-inch tall driver support that gently slopes down to the passenger seat area. It's also designed narrower at the front for better leg clearance.

Specifications: It's constructed with high-quality automotive-grade vinyl covers and molded polyurethane foam. The 3/16-inch thermoformed ABS seat base gives the perfect fit, while the carpeted bottom and rubber bumpers protect the bike's paint. They're available in smooth or double-diamond stitch with black, silver or red thread. The seat fits with most sissy bars and includes all mounting hardware.

Suggested Retail Price: \$299.95

Contact: www.dragspecialties.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 editor Dave McMahon at dmcmahon@powersportsbusiness.com.

MARKETPLACE

GUEST COLUMN

What's your dealership's cash conservation strategy?

If your parents were like mine, they told you to always keep enough money in the bank to cover six months' worth of expenses. For years, I have told the dealers I work with the same thing. Now we are finding out who listened (and it's obvious that most of this country's large corporations didn't) and who didn't.



MARK J. SHEFFIELD

Not every dealer is going to survive the sudden and dramatic impacts of the COVID-19 pandemic, but those who do will be the ones who came into this with low debt, strong inventory management skills, a solid team, decent cash reserves and a plan to weather a downturn.

In the dozens of calls I've had with dealers over the last few weeks, one of the items I've consistently emphasized is dealers having a Cash Conservation Strategy (CCS) — how to generate cash on short notice, and to stretch out your current war chest for as long as possible.

Before you do anything else, turn off the news. Listen to some relaxing music or hard rock (I don't care which one you choose). Anything but the news.

Then, here are some key steps to take:

KNOW YOUR CURRENT CASH POSITION

- How much cash do we have in the bank?
- Before lending tightens up, can we draw down our business loans?
- If the dealership runs short on cash, are we willing and able to put money back into the business?

REDUCE CASH BURN

- Management approval of all parts/accessory orders for stocking items
- Audit all outstanding vehicle orders and cancel unneeded orders
- Used vehicle acquisition
 - Continue to take used vehicles on trade (and if so at what value)?
 - Continue to buy used vehicles outright?
- Reduce or eliminate dealership services (advertising, satellite TV, shop chemical servicing programs, security, etc.)
- Reach out to OEMs and floor plan lenders to absorb current and future floor plan expenses (they are the ones who pushed most of dealers into their overstock situations and their current borrowing costs are close to 0%)
- Negotiate with lenders for forbearance on loan payments, forgiveness for interest payments, deferral of curtailments, and ask for payment plans on outstanding debts

GENERATE FREE CASH

- Sales and specials to move as much parts and accessory inventory as possible (no better time than the present to sell that old stuff on eBay)
- Service and sell through used inventory (retail/auction/low margin deals)
- File all outstanding warranty claims
- Submit all contracts in transit
- Send out statements for all Accounts Receivable (and instantly place a hold on or terminate all AR accounts)

IDENTIFY SUPPORT PROGRAMS

- Is my business eligible for a small business

loan, and what are the conditions on these emergency loans?

- The first round of legislation passed by Congress kicks in on April 2nd, but it only offers tax credits, not direct payments. Is our business in a position to front these payments to employees?
- Should employees be furloughed or laid off? What are the ongoing benefits to the staff and the ongoing costs to the dealership (health care, unemployment, insurance costs, etc.) along with ongoing liabilities?
- What will future legislation provide, and with what restrictions and conditions?

PERSONNEL EXPENSES

- Identify critical staff. Ignore friendships and personal relationships, and instead focus on those who employees who are team players, have a history of performance, and are willing to do whatever it takes to help the dealership survive.
- Identify non-essential staff. This will be the hardest decision most dealers have to make, but it's important to recognize that continuation of payroll expenses without commensurate revenues will quickly drive a dealership into bankruptcy. Make sure that layoffs evenly impact the business, trimming positions all the way from entry level to management. Managers will typically protect their own positions at all costs, even when they have no one left to manage.
- Pay and benefit adjustments. Staff who remain should be willing to take temporary reductions in pay.

NUCLEAR OPTIONS

- Call floor plan lenders and reduce outstanding lines of credit
- Cancel all company credit cards
- Terminate franchises
- Temporarily shut the doors

There is lots of fake news and conjecture about future legislation. The last thing we should be doing right now is burning time and energy thinking about breaking news that may either be false or that might not come to fruition. Now isn't the time for partisanship. The only things that currently matter are the Ground Truth and legislation that has passed.

If you are set up as a PEO (professional employer organization), then work with your business partner to identify what you can and can't do during this emergency. If you aren't part of a PEO, then reach out to the State dealer association that supports your industry and ask them for guidance.

COVID-19 will forever change this country and our industry. There is a high probability that the dealer count on the other side of this pandemic will be significantly reduced. A manager isn't defined by the easy problems that he/she solves, it's by how the difficult ones are addressed and how those messages are conveyed to the team. Your survival during these trying times may ultimately be predicated not only by your cash reserves, but also by your willingness to take swift and decisive actions. **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.

UCLEAR DIGITAL

■ CONTINUED FROM PAGE 23

played with the tech and streamed music straight from our Pandora app to the device, he went through all of the specifications that dealers will want to know about for their customers.

"We have a dual microphone array. We have tiny little microphones that aren't visible in the helmet," Kuck explained. "The specialized software allows users to adjust the noise cancellation, so when they're on a loud Harley-Davidson with aftermarket pipes, they can turn up the music in their app to drown out that sound. Mounting is a universal fit and can be worn on any helmet you wear, including hard hats. It's not just motorcyclists that can wear these; you can go on ski hills, mountains, and people will be wearing these in bike helmets and snow helmets. Even sky divers have used them."

With new features always being added and driving up interest in the market, UCLEAR has been adamant about keeping things fair for the dealer network.

"There is no advertised discounting out-

side brick-and-mortar stores allowed; we don't even do holiday sales or Black Friday. That way, brick-and-mortar stores and the online retailers are all on a level playing field. We offer the same opportunity for the same margin, and we're not giving online stores the chance to sell at a price that brick-and-mortar dealers can't compete with. We are at the same price point we've been at for years, and we want the entire industry to be healthy."

For Kuck, being at shows such as the WPS National Sales Meeting allows him and the UCLEAR team to form invaluable connections that will benefit everyone, down to the dealers themselves.

"When we have the reps come by the booth, they're learning how to understand the product so they can help dealers understand how to help the customers," he explained. "When we go to these shows, the reps are there to learn. We form those relationships and keep in touch with them so we can help with any issues they might have down the road. It's not about favoring any brand; it's about categories and what's right for the dealer. These events bring everyone together for information sharing, and that's really what it's all about." **PSB**

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Congratulations to the 2019 Council of Excellence Recipients

Honda Financial ServicesSM is pleased to celebrate the following winners of the **Council of Excellence** award. This esteemed honor is solely for the Honda powersports dealerships that exhibit financial sharpness and outstanding customer service skills. Honda Financial Services recognizes their leadership and wishes them continued success in 2020!

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Champions Honda
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Power Store**
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Cowboy Honda
Beaumont, TX

Honda of Sanford
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**Gables Motorsports
Wesley Chapel**
Wesley Chapel, FL

Gages Honda
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**Generation 3
Powersports**
Florence, SC

**Genthe Honda
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H&W Powersports
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Honda Sports Center
Hattiesburg, MS

Iron Horse Motorcycles
Monroe, NC

Jackson Honda
Andalusia, AL

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Bloomsburg, PA

JM Honda of Miami
Miami, FL

John's Honda
Hot Springs, AR

Ken & Joe's
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Bardstown, KY

Kiser Motorcycles
Kailua Kona, HI

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Kosciusko, MS

Lapeer Honda
Lapeer, MI

**Leadbelt
Powersports, LLC**
Park Hills, MO

Lost River Powersports
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M&S Cycles
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Maxim Honda
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Honda**
Winter Haven, FL

McKinney Honda
Ruston, LA

McMahons Cycle Sales
Beaver Falls, PA

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MotoNation
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Motorsports Nation
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