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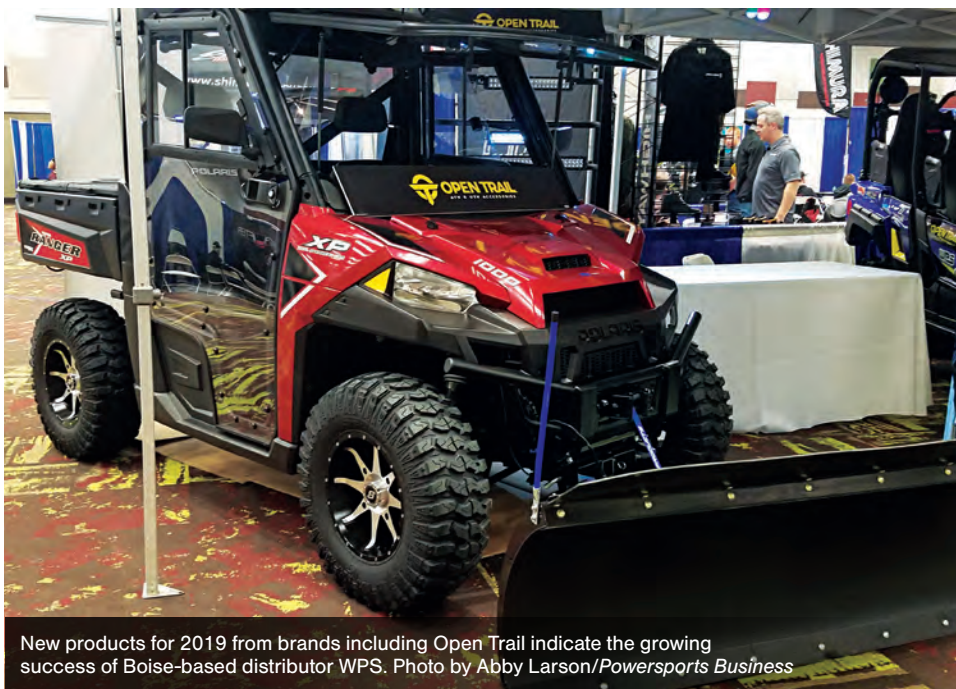
POWERSPORTSBUSINESS

NIFTY50

2019's Top Products and Services!

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New products for 2019 from brands including Open Trail indicate the growing success of Boise-based distributor WPS. Photo by Abby Larson/Powersports Business

WPS California expansion: Stock deeper, deliver faster

New products, expansion talk of 2019 WPS Sales Meeting

BY ABBY LARSON

STAFF REPORTER

The 2019 Western Power Sports Sales Meeting in Boise, Idaho, kicked off with a bang, bringing with it the introduction of countless new products from various vendors. From an array of new helmets from

GMAX and Fly Racing to new gear and apparel from Scorpion EXO, WPS continues to surge forward in the industry.

"This year is looking really exciting," Craig Shoemaker, CEO of WPS, told *Powersports Business* during a respite in the flurry of activity at the Boise Center. "We have a lot of stuff in the works even though it's a new year, and we're excited about all of them. We're just getting started, but we're on the gas going forward."

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Big East Powersports Show changes location, adds space

Consumer show in Syracuse, New York, gets new digs for 26th annual running

BY NICK LONGWORTH

CONTRIBUTING WRITER

For the past two decades, the Big East Powersports Show has been viewed by snowmobile consumers in upstate New York as the unofficial opener of their season. Promoted as the premier indoor snowmobile show in the Northeast, the show offers a one-stop shop for enthusiasts looking for apparel from various dealers, information on new adventure destinations from tourism groups, feedback from OEM reps and displays, new products, informal seminars and more.

But it's about to get bigger and better, with more room for vendors and exhibits.

For its upcoming 26th year, the Big East Powersports Show, set for Sept. 27-29, 2019, will move from its home in the Oncenter in Syracuse, New York, to the Exposition Center at the New York State Fairgrounds, also in Syracuse. The switch is a natural progression of growth, and one that has been contemplated for some time now.

"The Oncenter had limited space in the main auditorium, so we've had exhibitors on two levels. Plus being in a downtown area resulted in challenges related to move-in and move-out for our vendors as well as parking expenses and hassles for our vendors and consumer customers alike," explained John Prusak, Vice President/Snowmobile for EPG Media, the parent company of *Powersports Business* that also produces the Big East Powersports Show and *Snow Goer* magazine. "Those issues all get solved with the move to

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The Syracuse Exposition Center, the new home of the Big East Powersports Show, is just five miles from the old host, the Oncenter facility downtown. Photo courtesy of Syracuse Exposition Center



Odes Industries backs 800cc, 1000cc engines with 60-month/5-year warranty

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Tucker names Potter new VP of sales

During the leadership presentation on the first day of the 2019 Tucker Show, senior vice president of Sales and Marketing Greg Blackwell announced to the Tucker sales team that Jason Potter had been appointed vice president of Sales, effective immediately. The response to Blackwell's announcement was met with a standing ovation from the Tucker sales team and



JASON POTTER

those in attendance.

Potter moves to the Tucker leadership team after spending the last three-and-a-half years as part of the Tucker sales team, first as the Central Area Sales director, then as Western Area director of Sales. Before that, Potter worked primarily in the consumer electronics distribution, repair and manufacturing sectors.

"It has been an awesome journey for the last three-and-a-half years here at Tucker, and I'm very honored and excited to be here," Potter said. "It has always been my goal to lead the sales team here at Tucker,

and with Greg joining us about two-and-a-half months ago, it afforded me the opportunity to work with him directly, share my vision, create a plan, and then be able to convey that plan to the sales force."

Potter continued, "In my mind, it is critically important for us going forward to create a unique customer experience, one that is memorable and recognized by our customers. When a Tucker sales rep walks into a customer's store, we want them to know they're going to get that unique customer experience and there's going to be a value-add to their business." **PSB**

HOTNEWS

BUCHE, VITRANO AMONG LEADERS WHO MET WITH USDA SEC. PERDUE

Recreation took center stage at the **U.S. Department of Agriculture (USDA)** on Jan. 8 as **Outdoor Recreation Roundtable (ORR)** leaders and recreation company CEOs met with **Secretary Sonny Perdue, Under Secretary for Natural Resources and the Environment Jim Hubbard** and other key officials.

Among the participants in the meeting were **Tim Buche**, president and CEO of the **Motorcycle Industry Council**, and **Paul Vitrano**, senior assistant general counsel for Motorcycles, Aftermarket/Parts, Garments & Accessories, Global Adjacent Markets and International divisions at **Polaris**.

The group noted the importance of national forests to many recreational activities, and highlighted the world-class experiences provided to anglers and skiers, hikers, climbers, campers, paddlers, boaters and motorized trail enthusiasts. The recreation leaders underscored the key role national forests play in rural economies across the country and the importance of key provisions in the 2018 Farm Bill that will allow rural economic development grants for recreation infrastructure in rural America.

The Secretary said wildfire costs had impacted the department's recent recreation efforts, and thanked the recreation industry for its role in recent legislation that should control future fire costs at USDA and allow the **U.S. Forest Service (USFS)** and the recreation industry achieve new recreation successes built around partnerships. He told the group about his initiatives for recreation during his tenure as governor of Georgia, boosting boat ramps, fishing programs, state parks and more.

ORR participants referred to positive actions already underway at USDA which are helpful to growing an industry that already accounts for 2.2 percent of the nation's economy and supports 4.6 million jobs. They emphasized the need for an improved recreation permitting process and urged expanded partnerships to improve access to, and enjoyment of, outdoor recreation on lands managed by the U.S. Forest Service. They

described opportunities for immediate progress, including:

- Secretarial visits to sites demonstrating USDA partnerships supporting rural communities and the importance of broadband access in these gateway areas;

- Secretarial support for innovative USFS recreation efforts which capitalize on private investments to expand and enhance recreation infrastructure, including campgrounds;

- Making the www.recreation.gov website — and its potential for providing information on recreation opportunities — more visible;

Perdue said the meeting "has been very helpful," and "We are committed to helping Americans enjoy recreational opportunities in our national forests. I invite you to help by recommending specific priority steps. Let's capitalize on the fact that recreation is agnostic relative to politics, and let's help more Americans enjoy the great outdoors."

"We had an excellent conversation with Secretary Perdue," said **Thom Dammrich**, ORR Chairman and President of the **National Marine Manufacturers Association**. "He made clear that he supports the recreation industry and invites us to grow partnerships on the public lands and waters in the national forest system — 193 million acres, more than 400,000 acres of lakes, 4300 campgrounds and 160,000 miles of trails. He invited our help in identifying specific steps forward and ORR will provide those."

DUCATI DIAVEL 1260 PRODUCTION UNDERWAY

Ducati's Borgo Panigale plant in Italy has begun producing the new Diavel 1260. The first bike rolled off the line in January and, as is the tradition, was greeted by the entire factory with a toast and an official speech by CEO **Claudio Domenicali** and Production Manager **Silvano Fini**.

After its official debut at EICMA 2018, the success of the new power cruiser underscores the high levels of interest and expectation this bike is generating among enthusiasts, **Ducatisti** and non. Unconventional, unique, unmistakable: as soon as it was launched at **EICMA 2010**, the Diavel stunned with its personality, design and sport naked handling.

The Diavel 1260 — the second generation of this unique bike — has more assertive lines and higher performance, is more fun on mixed-road routes and even more comfortable for rider and passenger alike. Its sport naked soul is magnified

by a Testastretta DVT 1262 engine that combines breath-taking acceleration with the smooth low-rev power delivery that's ideal for everyday rides or longer-lasting tours. An upgraded chassis set-up makes the Diavel 1260 surprisingly agile while top-drawer technology and electronics provide braking performance on par with that of a superbike (and does so safely, thanks to **Bosch Cornering ABS**) and user-friendly engine performance control. Comfort levels for rider and passenger remain outstanding thanks to an upright riding position, a large, generously padded seat and another Diavel hallmark, the 17 inch rear wheel with its 240 mm wide tire.



Ducati dealers in the U.S. will be glad to know that production of the Diavel 1260 is underway in Borgo Panigale. Photo courtesy of Ducati Motor Holding

The Diavel 1260 is also available as a sportier S version featuring first-rate **Öhlins** suspension, dedicated wheels, an even higher-performing braking system and Ducati Quick Shift up & down Evo as standard.

The bike will be in North American Ducati dealerships in April, ready to play a pivotal role in the 2019 motorcycling season. The Diavel 1260 will be available in Sandstone Grey, while the Diavel 1260 S will be available in Sandstone Grey or Total Black.

DEALERSHIP'S STAYTONA PROVIDES AN ALTERNATIVE **Southern Thunder Harley-Davidson** in Southaven, Mississippi, recently announced a fundraising event, **Staytona Bike Weekend**, scheduled for March 9-10. The proceeds will benefit **Shriners Hospitals for Children**.

Staytona Bike Weekend was conceived as a nod to **Daytona Bike Week**, which kicks off the same weekend in Florida and draws motorcyclists from across the country. Southern Thunder Harley-Davidson is providing an alternative "staycation" option for those who can't make the trek from the Mid-South region to Daytona.

The beach-themed weekend will feature a variety of entertainment options and activities for motorcycle enthusiasts and

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Dealer optimistic through surprise relocation

Eminent domain forces Mud Motorsports to move amid new interstate construction

BY **ABBY LARSON**

■ STAFF REPORTER

Moving is never easy, especially when it comes up unexpectedly.

Staff at Mud Motorsports of Martinsville, Indiana, are preparing to relocate to a new location in the coming weeks. A new interstate in the area is currently under construction, with the old dealership location falling into the line of fire.

"We unfortunately got into the eminent domain situation, so we don't have much choice in the matter," said Josh Lane, co-owner. "It isn't an ideal situation to have to move from the place we've been at for 12 years, but it is what it is. We'll make the most of it."

The move is bringing with it a new set of challenges, including downsizing in square footage. "Our current building is 8,000 square feet and we're going down to 7,200 square feet at the new location," Lane told *Powersports Business*. "There aren't many buildings around us that would serve as a good replacement that have the square footage we're used to."

Despite the tough situation, Lane and others at the dealership are remaining optimistic. "The new location is a little over a mile down the road, so the moving process won't be too bad. We'll be in a shopping



After 12 years in the same location in Martinsville, Indiana, Mud Motorsports will be relocating to a new building one mile down the street. Photo courtesy of Mud Motorsports

center that has a good amount of foot traffic. Everyone can just pull up, walk in and check us out versus before when we were on the highway where everyone is blowing by us at 65 mph and they have to make a quick decision to come in. Being next to all these restaurants and other stores, I'm confident our walk-in business will increase."

To let their customers know of their upcoming transition, Lane got the news out via banners and social media. "It got a lot more attention than I thought it would," Lane said. "I put the news on social media and it quickly had thousands of views and engagements. We also put up a banner in the dealership to let our customers know about our upcoming move, but most of our regulars knew it was coming. Putting up the banner finalized it and confirmed the date. So far, the reaction has been very positive."

The move has prompted a few changes to the layout of the new dealership. "We've

been doing this for 12 years, so we think we've figured out what we need to improve on as far as layout goes. We're taking this opportunity to improve; we plan to make our showroom a little bigger than before while streamlining the back to where we're making the most of our time and improving our efficiency."

With construction underway and the move-in date fast approaching, Lane says they hope to have the new location up-and-running by the end of February.

"I'm optimistic about where we're going," he said. "We're not in a huge town, but I think the move could have a good impact on our sales. Time will tell how successful the move is for us, but I'm hopeful that it'll be a good transition."

Mud Motorsports does a heavy business in performance parts, accessories and service in the ATV and dirt bike segments. The store's Facebook following exceeds 13,000 and their Google rating is 4.6 stars. **PSB**

HOT NEWS

■ CONTINUED FROM PAGE 3

those simply looking for a weekend escape, the highlight of which will be a free concert on Saturday by **Sounds of Summer: A Beach Boys Tribute**. Based in Indiana, Sounds of Summer: A Beach Boys Tribute tours the U.S. performing dozens of Beach Boys classics and was featured on AXS TV's "World's Greatest Tribute Bands" in 2016.

Admission to all on-site activities is free to the general public, while contest, vendor show and ride participants will be asked to donate a nominal fee, the proceeds of which will go entirely to Shriners Hospitals for Children.

"We are extremely excited to host this

event and free concert for the Mid-South community and are especially pleased that we'll be able to do so while raising funds for Shriners Hospitals for Children, an organization which has touched the lives of so many of our local families," said **Jessica Anderson**, general manager at Southern Thunder Harley-Davidson.

Several local businesses are supporting Staytona Bike Weekend, with **Racks BBQ, Burgers & Brews**, located next to Southern Thunder Harley-Davidson, offering beach-themed food and drink specials all weekend, as well as a live musical performance Saturday night; **The Hollywood Café** on Sunday offers lunch for participants

in Sunday's scenic **Blues Trail** ride; and the **Hampton Inn Memphis/Southaven** offers a special room rate for attendees.

HOUSE OF HARLEY-DAVIDSON OPENING NEW STORE: REPORT

House of Harley-Davidson is expanding with a store opening in Racine County, Wisconsin, according to a report on **CBS58.com**.

The Yorkville location will be located adjacent to I-94, near the new **Foxconn** manufacturing plant.

Owner **Jeff Binkert** was an in-studio guest on the station's **Racine & Me** show. He expects the new dealership to open in early 2020. **PSB**

CALENDAR OF EVENTS

FEBRUARY 2019

- 5-9: King of the Hammers, Johnson Valley, CA
- 7: Triumph Bonneville Icons Tour, Albuquerque, NM
- 7-9: 2020 FXR Dealer Meeting, ERX Motor Park, Elk River, MN
- 8-10: 10th Annual The One Moto Show, Portland, OR
- 8-10: Progressive IMS Tour, Walter E. Washington Convention Center, Washington, D.C.
- 9: Monster Energy Minneapolis Supercross, U.S. Bank Stadium, Minneapolis, MN
- 9: 2020 FXR Dealer Meeting Supercross Pit Party, U.S. Bank Stadium, Minneapolis, MN
- 9: Triumph Bonneville Icons Tour, Phoenix, AZ
- 9-10: Texas Motorcycle Dealers Association Annual Conference, Courtyard Marriott Austin, TX
- 9-10: East Coast Snocross presented by Woody's and FXR, Warrensburg Fairgrounds, Warrensburg, NY
- 9-10: United States X-Country Snowmobile Racing Goodridge Grygla 500, Thief River Falls, MN

- 13: Triumph Bonneville Icons Tour, Chicago, IL
- 13: Ducati Ready for Red Tour, Ducati Sanford, Orlando, FL
- 15: Mama Tried Motorcycle Show, The Rave/Eagles Club, Milwaukee, WI
- 15: Harley-Davidson presents Mama Tried's Flat Out Friday Flat Track Racing, UW-Milwaukee Panther Arena, Milwaukee, WI
- 15: Ducati Ready for Red Tour, Ducati Miami, Miami, FL
- 15-17: Progressive IMS Tour, Donald E. Stephens Convention Center, Chicago, IL
- 15-17: The Motorcycle Show, Toronto, ON
- 16: Country Cat Throwback 200 for 1998 and Older Snowmobiles, Under the Lights, Buffalo River Race Park Ice Oval, Glyndon, MN
- 16: Monster Energy Arlington Supercross, AT&T Stadium, Arlington, TX
- 16-17: Parts Unlimited/Drag Specialties 2019 NVP Product Expo, Kentucky International Convention Center, Louisville, KY

- 19: Triumph Bonneville Icons Tour, St. Basile, PQ
- 19: Ducati Ready for Red Tour, Ducati Austin, Austin, TX
- 21: Ducati Ready for Red Tour, Bayou & Bottle, Houston, TX
- 21-24: Swiss Moto Show, Messe Zurich, Zurich, Switzerland
- 22-23: Seneca Allegany Snocross National, Seneca Allegany Resort & Casino, Salamanca, NY
- 22-23: East Coast Snocross presented by Woody's and FXR, Seneca Allegany Casino, Salamanca, NY
- 22-24: Iceman 500 UTV Ice Race, Paradise Landing, Balsam Lake, WI
- 22-24: The Motorcycle Show, Montreal, QC

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

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2019's Top Products and Services!

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For the 20th consecutive year, Powersports Business has selected 50 aftermarket products and services that we believe will help boost dealership profits in 2019. PSB editors Dave McMahon and Abby Larson select the Nifty 50 winners. The editors' picks are based on information submitted by the companies; no testing of products is done. In addition to niftiness in their respective segments, the products' dealer profit margins are also included in the application process and considered for selection. To be eligible, products must be new or substantially improved from previous years and be ready for delivery in calendar year 2019. In addition to receiving a certificate that honors their 2019 Nifty 50 selection, winners also will be listed in a PSB-produced e-blast to the industry. Winners are listed in no particular order.



GBOOST TECHNOLOGY ▲

GBOOST TECHNOLOGY BAD ASS SNOW BELTS

MSRP: \$169.95

gboosttechnology.com; 218-454-4584

The **Bad Ass Snow Belts** from GBoost Technology are high-temperature and heat-resistant with directional-oriented fibers. They will handle the heat/friction for maximum power transfer through clutches. They are engineered to keep maximum under-cord stiffness across the belt while giving stable cord construction base and allowing the belt to flex for efficiency and cool running temperatures. The cord is a next-generation, ultra-strong Aramid fiber cord. It can handle/carry more than 10,000 pounds of tension without stretching or breaking. It's stronger than OEM and aftermarket drive belts. The top cog is a next-generation cog design; it offers above-cord strength, flexibility and heat resistance. It is a must for today's high-horsepower/ high-torque motor/clutch applications. The fitment listing on the sleeve and a part number on the belt ensures correct application.



SCORPION EXO ▲

SCORPION EXO COVERT TACTICAL VEST

MSRP: \$149.95

scorpionusa.com; 888-672-6774

The **Scorpion EXO Covert Tactical Vest** features an abrasion-resistant 600D chassis and is fully adjustable. Two external access conceal carry pockets are part of the design. It also has an integrated expandable backpack and multiple utility pockets. Your customers can turn their jacket, jersey, or Covert Hoodie into a tactical gear hauler featuring multiple utility pockets, integrated backpack, external access conceal carry pockets and Molle compatible webbing. It's all specifically designed and located to evenly distribute weight across a wider area, resulting in reduced back and shoulder strain plus drastically improved rider mobility.



GREAT DAY INC. ▲

GREAT DAY INC. QUICK DRAW OVERHEAD CASE RACK

MSRP: \$162

greatdayinc.com; 318-574-5003

The **Great Day Inc. Quick Draw Overhead Case Rack** is a multi-model series of overhead case racks for UTVs and is compatible with soft, zippable gun cases. The best method of insuring proper fit of Quick-Draw Overhead Gun Case Racks is to measure the distance between the front and rear roll bars in the top of the UTV.

This case rack is ideal for customers in need of transporting firearms. The cushioned holding clips are designed to hold one firearm enclosed in a soft case. In some states and in Canada, firearms are required to be enclosed in a case when being transported. Be sure to check the laws in your area that apply to transporting firearms.



ITP TIRES ▲

ITP TIRES TWISTER WHEEL

MSRP: \$120

iptires.com; 800-827-1001



SPECTRO PERFORMANCE ▲

With right and left options, the **ITP Twister** wheel mirrors forward motion from both sides of the vehicle. It is the first and only directional wheel in the market to showcase consistent forward facing spokes on all four corners of the vehicle. The Twister directional wheel is available in both black with milled accents or machined face finishes and comes with the exclusive Rock Armor inner wheel lip. Available in 14x7 size with multiple bolt patterns, the Twister wheel is backed by ITP's limited lifetime warranty.

SPECTRO PERFORMANCE ETHANOL FUEL CONDITIONER

MSRP: \$8.99

www.spectro-oils.com/contact

Spectro Ethanol Fuel Conditioner will protect any fuel system components from damage by ethanol, which is present in most fuels. It will also inhibit the build up of gums and prevent corrosion in the fuel delivery system. It extends fuel life and allows for extended, no-maintenance off-season storage. The Ethanol Fuel Conditioner will work with fuel systems in all 2 and 4 stroke vehicles, from yard equipment to classic cars. It has an easy-to-measure, squeeze-to-fill reservoir. For use in any 2 or 4 stroke engine that sits for any extended period of time and will greatly increase life of fuel and fuel system components.



SLASHER PERFORMANCE ▲

SLASHER PERFORMANCE CAN-AM X3 ROOF

MSRP: \$589.99

slasherperformance.com

The **Slasher Performance Can-Am X3 Roof** offers a unique angled steel roof that is extremely durable against the elements while offering an aggressive look to the Can-Am X3. Made in North America, more specifically in Canada.



OLYMPIA MOTORSPORTS ▲

OLYMPIA MOTORSPORTS EXPEDITION II JACKET

MSRP: \$449.99

olympiatorsports.com

The **Expedition II** is a four-season motorcycle-riding jacket that offers unmatched levels of adjustable venting. The combination of premium Cordura fabric and CE level 2 armor provides users with ultimate protection. The three-layer system design allows for easy customization by simply adding or removing appropriate layers that come with the jacket.



ZOX HELMETS ▲

ZOX HELMETS PULSE JUNIOR

MSRP: \$79.99

www.zoxhelmets.com

With an all-new design, the **Pulse Junior Off-Road** helmet is a dedicated lightweight youth helmet with small youth size shell and EPS and is available in 5 different colors.

UCLEAR MOTION INFINITY HELMET COMMUNICATOR

MSRP: \$274.95 Single Kit / \$499.95 Dual Kit

uclardigital.com; 208-590-6710

Supersprox

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LONGER!



**THE BEST FROM EUROPE
NOW AVAILABLE IN THE U.S.A.**

Supersprox has been a world leader in the production of the highest quality performance motorcycle sprockets since 1959. A long-time OEM supplier and technical partner to race teams such as KTM, Husqvarna, Triumph, BMW, and Honda, Supersprox has an established history and tradition of supplying the world's best quality and longest-lasting sprockets available. Europe's best quality sprockets are now available in dealerships across the U.S.

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UCLEAR ▲

Riders, dealers, and industry experts have reported the **UCLEAR Motion Series** to be advanced, easy to use, durable, portable, long-lasting and reliably weatherproof. Its cutting-edge tech is made simple to use, then ruggedized. Enhance your rides with UCLEAR's patented DynaMESH intercom, powerful music, or crystal clear phone calls on any trail, in any weather, on any helmet. The revolutionary USAFE uses an advanced accelerometer to detect and measure hard impacts. If you are unresponsive, USAFE can alert contacts of your situation and GPS location (requires a connected GPS enabled mobile device). Control your Motion Series unit by natural voice connected through Apple Siri or Google Voice. Speech engine accuracy constantly updates through the cloud. Adjust the noise cancellation profile and graphic equalizer based on the combined sound profile of your activity and helmet. Exclusively distributed by WPS in the USA and by Kimpex in Canada.



FLY RACING ▲

FLY RACING TITLE HEATED GLOVE

MSRP: \$159.95

flyracing.com; 208-376-8400

The **FLY Racing Title Heated Glove** is a lightweight, waterproof, light insulation glove meant for all outdoor powersports activities and more. These gloves are great for snowmobiles, snowbikes, adventure bikes, street bikes, ATV/UTV and all cold weather activities. The glove has wrap around fingers for extreme dexterity. A stretchable and durable fabric and 60gr of Thinsulate insulation is on the back of the glove to cut the cold wind and allow for excellent fit, and the palm features no insulation and silicone overlays in the right places for increased grip. A 4-way stretchable expansion gusset in the crotch of the thumb-to-palm connection allows easy stretch, comfort, and long wear around any handlebar. It features a strong adjustable Velcro wrist closure for a custom fit. The heating element features a stainless core that runs the back of the hand and down the fingers and thumb. There is a 3 light push button control that has three settings- high, medium and low-to adjust heat output for any given situation or to run in the off position to avoid overheating. A single lightweight 1100 milliamp lithium-polymer battery per glove is used to run the heating element. A wall charger is included with an optional USB cord charger available.



BUSHING WERKS ▲

BUSHING WERKS GREASABLE SPINDLE/SKI BUSHINGS

MSRP: \$149.95

bushingwerks.com; 608-606-9573

Bushing Werks Greasable Spindle/Ski Bushings are built to last and be serviced. Completely designed, manufactured and assembled in the USA, these spindle/ski bushings have a grease bolt technology that allows you to grease your front spindle bushings so they don't rust or seize. The bushing kit is for both right and left spindles/ski's. Constructed to fit most Polaris snowmobile models from 2006-2019.



MOTORCYCLE DEALER.COM ▲

MOTORCYCLE DEALER.COM PARTS MARKET MAKER

MSRP: N/A

motorcycledealer.com; 217-254-3620

MotorcycleDealer.com has developed a proprietary Parts Market Maker (TM) system that examines millions of part numbers each night for dealer stock levels, sell thru quantity, frequency and item status with manufacturer to identify potential over-stock items. The system then examines participating dealers' sales history and vendor return policies to match clients with overstock items to dealers with return allowances to "Make a Market". The same tool can be utilized by dealer groups to cross-level inventory between stores to maximize inventory turns and reduce restock fees. Having data from multiple sources allows MotorcycleDealer.com to develop nearly unlimited reporting that can be scheduled by the user.

This system offers a unique place in the industry because it is the first time a system leverages another dealer's return allowance (or SRA) to move overstock inventory.



SEIZMIK ▲

SEIZMIK HALO-RA REARVIEW MIRROR

MSRP: \$199.99

919-957-0044

The **Seizmik Halo-RA Rearview Mirror** features a precision milled, 6061 aircraft grade aluminum bezel with an ABS rear housing to create a strong, lightweight, and high



VANCE & HINES ▲

performance mirror. The hard anodized aluminum allows for high performance and durability. The low profile hinged clamp has a design geometry that avoids interference with other accessories and pivots open for easy installation.

Ball stud lock bolts keep ball joints locked into position and hold the mirror where you want it during even the most extreme rides. In the event of an accident, shatter resistant safety glass protects riders. Rust resistant hardware promises a premium look and finish that will stand the test of time.

VANCE & HINES FUELPAK PRO WIDEBAND TUNING KIT

MSRP: \$569.99

vanceandhines.com; 562-921-7461



DX1 ▲

The **Fuelpak Pro Wideband Tuning Kit** is the essential tool for carrying out fast and precise auto tuning sessions with the Fuelpak FP3 on 2007 and later Harley-Davidson models. Once an FP3 is connected to the motorcycle through the Fuelpak Pro Wideband Kit, a whole new set of features are unlocked in the FP3 app software. The AutoTune feature becomes more powerful, collecting four times more data with greater accuracy to enable full mapping sessions to be completed in as little as 15 minutes. Consisting of two 18mm wideband Bosch oxygen sensors and a control module, the Fuelpak Pro Wideband Tuning Kit is a quick plug-and-play setup, installing in-line between an FP3 and motorcycle to add wideband tuning capabilities for FP3 autotuning sessions on the dyno. Every dealer using the Fuelpak Wideband Tuning Kit also receives a private account on the new Fuelpak Pro dealer-exclusive cloud server, where each dyno session can be uploaded, enabling dealers to build up their own private library of FP3 maps accessible through the app or any web browser. Ultimately, Fuelpak Pro is a complete ecosystem for creating, storing and delivering maps to FP3 users worldwide. This next evolution of Fuelpak provides the tools to map any combination of performance parts and engine upgrades.



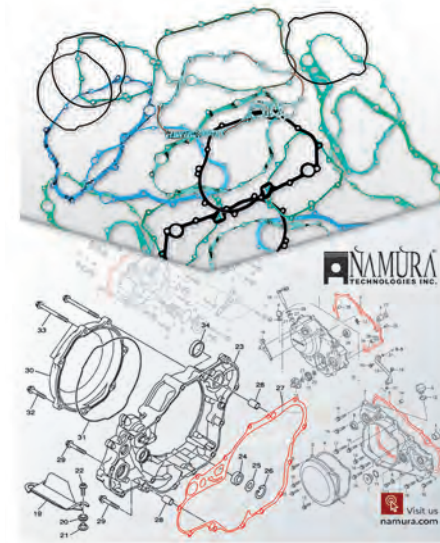
DRAGONFIRE RACING ▲

DX1 SLIDESHOW MANAGEMENT TOOL

MSRP: Feature Enhancement (integral part of all DX1 websites)

dx1app.com; 800-700-4391

The **DX1 Slideshow Management tool** was developed not only to optimize the process for website display and performance, but also to put the fun back into managing images. The new Slideshow Management tool offers improved functionality and new features for slider management including guided image cropping and resizing, optimized processes for website display and performance, scheduling photos for display and expiration, and an auto-include feature for OEM promotional images. No more guesswork when managing your slider images — DX1 lets you set it and forget it.



NAMURA TECHNOLOGIES ▲

DRAGONFIRE RACING QUICK-RELEASE FIRE EXTINGUISHER MOUNT

MSRP: \$99.99

dragonfireracing.com

The **DragonFire Racing Quick-Release Fire Extinguisher Mount** is a necessary safety item for all UTV's. The mount fits round roll cage sizes from 1.5 inch -2 inch, with a new clamp fitment for pro-fit cages (Ranger, General, Defender & Maverick Trail/Sport). New bottle clamp allows for use with lower cost fire extinguishers.

NAMURA TECHNOLOGIES CASE GASKETS

MSRP: \$2-\$40

Namura.com

Whether you need to split the engine cases to swap a belt or service the entire top and bottom end, **Namura** has the cost-saving solution for you. In addition to **Top & Full Gasket Sets**, Namura now offers a wide variety of individual case gaskets.

Included are gaskets for clutch covers, generator/stator covers, v-belt covers, and other engine cover gaskets commonly replaced during routine service jobs.

All Namura Case Gaskets are precision cut for an accurate, tight, and leak-free seal.



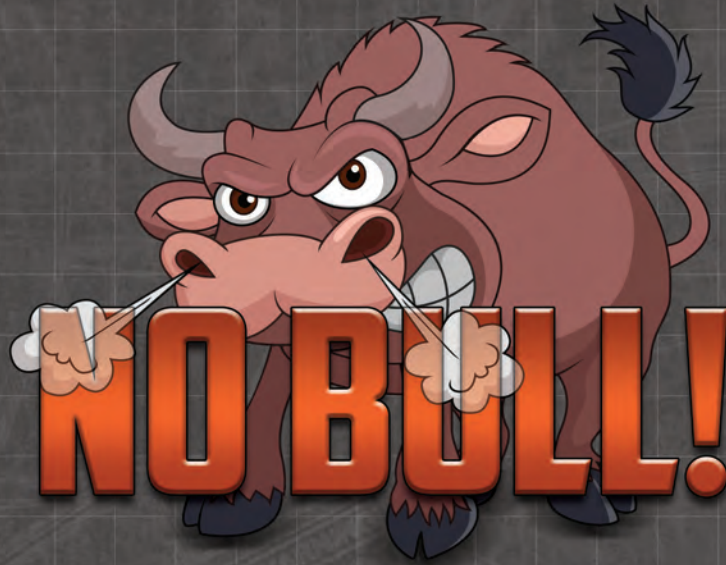
PSYCHIC MX ▲

PSYCHIC MX WATER PUMP SHAFTS/GEARS/IMPELLERS

MSRP: \$30-\$90

The new standard for reliability,
backbone and pure grit, the
WORLD'S BEST BELT
from **GBoost Technology.**

Guaranteed tougher than any
other UTV drive belt on the planet...
and that's



COMING SOON! Exclusively from these Distributor Networks for 2019:



Evolution Power Sports Dealer
Network — evopowersports.com



GBoost Dealer Network —
GBoostTechnology.com



Trinity Racing Dealer Network —
trinityracing.com



BRONCO ATV/UTV ▲



HELMET HOUSE, INC. ▲



FXR RACING ▲



CALIBER INC. ▲



LOTVANTAGE ▲

Psychicmx.com

Dealers are able to get the **Psychic MX Water Pump Shafts/Gears/Impellers** at a more competitive cost with the confidence of knowing that it will meet or exceed OEM quality. They will also be able to save time in their service department while knowing the product is made to spec for direct fitment. All components are made per OEM specs for direct fitment and heat treated for longer seal life. The shafts are all made from high-grade stainless steel and meet or exceed OEM in quality and performance.

BRONCO ATV/UTV DUMP BOX SHOCKS

MSRP: \$40-\$45

Broncoatv.com

The **Bronco ATV/UTV Dump Box Shocks** are an easy upsell for that abused side-by-side currently sitting in the service department. With an installation time of less than 5 minutes, these shocks are ideal for the customer that operates a side-by-side in an agricultural or commercial setting. The black tube and shaft fit right in with any wrap or graphic schemes. Thicker eyelet holes protect against wear that's common on OEM design. These shocks are the perfect example of a replacement part that most side-by-side owners won't think to replace until it's placed in front of them as an inexpensive option to other parts on the market.

HELMET HOUSE, INC. CORTECH THE PRIMARY KEVLAR SINGLE LAYER WOVEN JEAN

MSRP: \$199.99

www.cortech.net; 800-421-7247

The **Primary Kevlar Single Layer Woven Jean** has a single-layer design that increases comfort and maximizes protection with 13.5 oz cotton, nylon, and DuPont Kevlar blend fabric. Eliminates the need for added liners. Offers 150 percent - 350 percent more tensile strength than standard cotton denim. Additional features include 125 percent - 200 percent higher tear strength than standard cotton denim; estimated 500 percent increased abrasion resistance than standard cotton denim; assembled using high strength 3-ply tec-75 nylon thread; triple over-lock safety stitched critical seams and added internal safety stitching; relaxed fit seat and thigh; western style 6-pocket design; internal pockets designed to fit optional SAS-TEC knee and hip armor (armor available separately); adjustable knee armor for a custom fit; hidden reflective tab on bottom hem for increased low-light visibility of the rider; and adjustable knee armor for a custom fit (6+ inches of vertical adjustment in the knee armor ensures proper armor placement for the rider).

FXR RACING PILOT TRANSITION GOGGLES

MSRP: \$220

877-999-9798

Premium optics need to function as well as your eyes. The **Pilot Clearidium Transition Goggle**, with photo chromatic auto-darkening technology, adapts itself to different lighting conditions automatically to help you see and experience more.

Features include auto-darkening photocromatic transition lens with Clearidium anti-fog technology; oversized, impact resistant, pre-curved polycarbonate single lens; premium anti-scratch and UV lens coatings; 3D contoured triple-density face foam; rigid outriggers and soft frame for perfect fit & tension. Spare Clearidium dual anti-fog clear lens included.

CALIBER INC. EDGEGLIDE 2.0

MSRP: \$59.95-\$89.95

952-540-4709

The **Caliber Inc. EdgeGlide** has been a leading product for the loading and unloading of powersports vehicles, and with the **EdgeGlide 2.0**, it will get even better. The **EdgeGlide 2.0** offers 3 different sized kits for varying door sizes, and different mounting applications that range from 4ft., 6ft., and 8ft. Features include an increased size and surface area; integrated new traction knobs into face to provide grip; integrated cut lines that provide the ability to resize for any trailer; an integrated hinge rod with locking pins to significantly reduce assembly time; and lower fastener count to reduce installation time.

LOTVANTAGE FACEBOOK INVENTORY RETARGETING

MSRP: \$150 plus 20 percent of ad budget



ARI NETWORK SERVICES ▲



KLOCK WERKS ▲



HIGHWAY 21 ▲



DP BRAKES AND CLUTCHES ▲

motors.lotvantage.com; 813-470-7094

Over 98 percent of your website traffic leaves without ever giving their contact information. Customers get distracted easily and leave your website, tending to forget what inventory they were looking at and which dealership had it in stock. **LotVantage's Facebook Inventory Retargeting** identifies these customers AND the specific inventory they were looking at on your website, serving them an advertisement in their Facebook feed. This keeps your dealership and the inventory of interest at the top of their mind- and their feed- sending the traffic directly back to the dealer's website, helping sell more inventory. With a one time dealership set up and costs per click at under \$1.00 or 95 percent of dealerships (with some under 25¢ per click with impressions of 10 to 12 times per customer), this deal is simply too good to pass up.

ARI NETWORK SERVICES PARTSMART

MSRP: Included for all PartSmart customers

arinet.com/contact; 877-805-0803

Experience the fast, efficient, and accurate power that the new web-based **PartSmart** delivers to your parts department! As the market leader in electronic parts look-up software, PartSmart gives you the most up-to-date parts information to help you find the right part, the first time - every time. Say goodbye to rummaging through paper catalogs or scouring the web for parts information. Everything necessary to enhance productivity and organization is all in one place: PartSmart.

The new PartSmart is a web-based parts lookup that you can take with you wherever you go - from the counter to the showroom floor! PartSmart gives you real-time access to the latest and most accurate data in the industry, directly from the OEM. Powered by the most advanced search engine in the industry, you can quickly and easily find models, parts, serial numbers, or VINs across all your catalogs. Connect with your dealer management system to control your inventory, pricing, and invoicing conveniently from one place.

KLOCK WERKS FLARE WINDSHIELD FOR TEXTRON WILDCAT XX

MSRP: \$399.95

getklocked.com; 605.996.3700

The **Flare Windshield** for the **Textron Wildcat XX** uses patented Flare Technology to reduce the turbulent air riders and passengers experience while riding behind a half windshield in a UTV. The patented design all but eliminates dust swirl inside the cab of the car while still providing superior air-management compared to other half shields on the market. The shield pushes air up and over the cab along with pushing the air to the right and left of the car, preventing it from impacting the rider and passenger. Made of Polycarbonate and two-sided hard coating for abrasion and impact resistance. Also available for RZR, Ranger General, Defender, and X3 models.

HIGHWAY 21 INDUSTRY HOODIE

MSRP: \$89.95

208-376-8400

The **Highway 21 Industry Hoodie** is constructed from a heavy-duty cotton/polyester blend material for comfort and durability. Inside, the comfort mesh lining wicks sweat and moisture on warmer days to allow for a comfortable ride in varying weather. Innovative features like our Drawstring Tuck System (DTS) keeps hood cords neatly tucked in and not slapping the rider in the neck or face. Upgrades for 2019 include zippered hand warmer pockets, a departure from traditional hoodie hand pockets, and a revised cuff thumb hole designed for improved ergonomics and an internal headphone cord pass-through for anyone not yet on the communication system bandwagon. With a nod to safety, we include removable CE level 1 armor in the elbows and shoulders providing impact protection and a PE foam back pad, easily upgradeable to the FLY Barricade CE Level 1 back protector.

DP BRAKES AND CLUTCHES HARLEY-DAVIDSON FULL CLUTCH KIT

MSRP: \$221.95

716-681-8806

The **DP Brakes** clutch components are designed to provide extended service life along with smooth, fade

TARGETED DIGITAL ADVERTISING

DEALER SPIKE ▲



free power delivery. The components are packaged in the same high quality plastic container used for all DP Brakes clutch lines. The friction plates are ready to go with no need to pre-soak in oil and perform well in a wet or dry clutch. Unlike aluminum plates, the steel drive plates will not swell or fade. The increased weight, versus stock plates, adds flywheel effect, improving starting and traction. Fits all late model Big Twin and XL Models. Complete with Friction Plates and Steel Plates.

DEALER SPIKE TARGETED DIGITAL ADVERTISING

MSRP: Pricing based on impressions - minimum ad spend \$1,000/month
dealerspike.com/~targeted-digital-advertising; 800.288.5917

The **Targeted Digital Advertising** package includes Website Re-Targeting, Behavioral Targeting, GeoFence targeting, and video & OTT/CTV advertising. All four of these components are valuable as stand-alone products, but when used together they are even more effective at targeting the most likely prospects for your dealership. The dealer profit margin is unlimited, as pricing is based on impressions.

All four of these tools allow you to go beyond the search engine with targeted advertisements to likely prospects. Website Re-Targeting allows you to reach customers who have previously visited your website and looked at specific units. Behavioral Targeting allows you to advertise to customers who are conducting searches and reading online content that is relevant to your dealership and the units you sell. Geofence Targeting allows you to advertise to people who visit specific locations - including your competing dealership across down. Video & OTT/CTV Advertising allows you to advertise to people streaming video on Internet-enabled devices like Roku, Apple TV, Google TV, Xbox, and more.

EPI PERFORMANCE ▲



EPI PERFORMANCE CAN-AM X3 CLUTCH KITS

MSRP: \$349.99
EPIPerformance.com; 218-829-6036

The **Can Am Maverick X3** models took the UTV market by storm in 2018. The new Can-Am X3 Clutch Kits from EPI provide outstanding gains in acceleration, backshift and belt heat reduction. The kits are an absolute must to correct the RPM and shift-out problems caused by aftermarket wheels and tires on the X3. Many dealers understand and agree how critical it is to sell an EPI Clutch Kit with every set of aftermarket wheels & tires to provide their customer with a complete, trouble-free performance experience. Every EPI Clutch Kit comes with detailed installation instructions.

SLIPSTREAMER, INC. ▲



SLIPSTREAMER, INC. CUSTOM GARAGE SHIELDS

MSRP: \$129.95-\$329.95
763-780-9757

Slipstreamer offers the ability to custom design bike shields, which they refer to as "a tattoo for your ride." Everything is printed second side for protection from bugs, sand and debris. It is printed with UV stabilized ink, which should not fade or crack for 10+ years.

MOOSE UTILITY ALUMINUM ▲



MOOSE UTILITY ALUMINUM WHEEL SPACERS

MSRP: \$52.95-\$89.95
mooseutilities.com

Built from heavy-duty aluminum, the **Moose Utility Aluminum Wheel Spacers** are lightweight and made to last. The spacers increase wheel stability by moving wheels out 1 1/2 inches, 2 inches or 2 1/2 inches. They eliminate rubbing against shocks, struts and exhaust to make sure your unit performs to its fullest potential.

ALL BALLS RACING FUEL PUMP MODULE

MSRP: \$199.95
allballs racing.com; 515-402-8000

The **All Balls Racing** complete **Fuel Pump Modules** come complete with the module, retaining nut, and gasket for an easy, complete installation. The fuel pump modules are 48 percent-71 percent cheaper than OEM fuel pumps and priced competitively against other aftermarket fuel pumps. Drop-in, plug-n-play, ready-to-use fuel pump modules save time and money. Draws less current than OEM pumps while maintaining the same flow rate and working pressure.

ALL BALLS RACING ▲

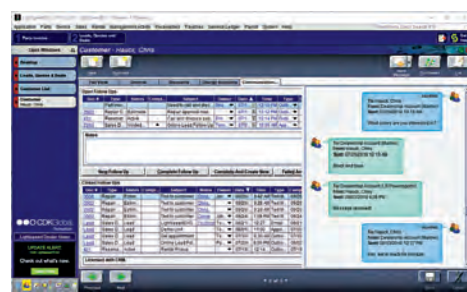


HARDLINE PRODUCTS TIRE WEDGE

MSRP: \$24.99
hardlineproducts.com; 888-413-8315

Tire Wedge Wheel Guide, holder for Motorcycle and Mountain Bikes. The **Hardline Products Tire Wedge** is designed to hold the front tire of a motorcycle in place and prevent it from sliding left or right during transport in a truck or trailer. Rather than drilling permanent holes into the truck bed, the wedge operates with a clamp for easy attachment. The universal design allows the wedge to be used in any model pick-up truck box. Constructed with high-density polypropylene to avoid corrosion and ensure longevity. Can be used on any dirt, street M/C, mountain or BMX bikes. Fits tires up to 6 inches wide.

HARDLINE PRODUCTS ▲



CDK GLOBAL LIGHTSPEED EVO TEXTING

MSRP: Based on the size of the dealership, but is between \$50 and \$100 plus a charge based on the number of texts dealers send
www.cdkglobal.com; 800-521-0309

Customers are calling less and texting more. With **CDK Global's Lightspeed EVO Texting**, dealers can turn text messages into sales drivers. Per industry research, there is a 98 percent text message open rate, compared to picking up a phone call. A total of 95 percent of text messages are read within 3 minutes. A total of 31 percent of dealership employees rarely use voicemail and 50 percent of emails you receive are spam, hence why texting is the new form of preferred communications. You can send and receive text messages right from the DMS (Dealership Management System), text from multiple platforms so your team stays productive at all times, all while managing messages from one place with separate tabs for parts, service, sales and rental. You can provide personalized two-way mobile communication with your customers in real time. Users have the option to display text conversations across all departments for greater transparency. And finally, you are able to communicate with customers effortlessly using pre-formatted text and email templates to save you time.

CDK GLOBAL LIGHTSPEED ▲



PRP SEATS 4.2 HARNESS - DRIVER SIDE WITH SPEED LIMITER CONNECTION

MSRP: \$129
prpseats.com; 951-894-5104

Dealer 25 percent, Distributor 40 percent **PRP's 4.2 Harness** provides great comfort and safety for your UTV, with features that are specifically built for off-roading. The 4.2 Harness has thick sewn-in shoulder pads that stop chaffing on the neck and add extra comfort, especially on long rides. The harness includes all black hardware for cool styling, and EZ adjusters on the shoulders. The EZ adjusters allow you to adjust your shoulder straps quickly, even if they are dirty or muddy. The 4.2 features an automotive style latch on the lap belt, which provides a quick and easy release that anyone can use.

PRP SEATS ▲



CUSTOM DYNAMICS COMPLETE UNIVERSAL PROBEAM LED TURN SIGNALS

MSRP: \$189.95-\$199.95 (pair)
customdynamics.com; 800-382-1388

The **Complete Universal ProBEAM LED Turn Signals** from Custom Dynamics have unique reflector technology that produces brighter light output and wider viewing angle than the original Genesis style LED Turn Signal Inserts from Custom Dynamics. These turn signals offer aluminum bullet housings with Chrome or Gloss Black anodized finish, with DOT/SAE compliant lens included. Optional ProBEAM Bullet Bezels are available (sold separately) for custom, sleek finish. These turn signals are built with high quality OSRAM automotive grade LEDs for maximum light output. Includes detailed instructions for a hassle-free installation.

CUSTOM DYNAMICS ▲



RK EXCEL AMERICA INC. EXCEL SPOKE KITS WITH COLORED NIPPLES

MSRP: \$124.95
760-732-3161

Colored Nipples allow customers to customize their wheels to match their bike's color theme while personaliz-

RK EXCEL AMERICA INC. ▲



WESTERN POWER SPORTS ▲



KURYAKYN ▲



FIND IT NOW USA ▲



Z1R ▲



WORKS CONNECTION ▲

ing the bike. Excel Spoke kits are Stainless Steel Diamond Polished kits with aluminum 6061 T4 spline drive nipples. Kits are 10 percent stronger than OE Steel Spokes and 15 percent stronger than current aftermarket stainless spokes. Nipples are now available in red, blue, black or silver.

WESTERN POWER SPORTS TERRA TREK JACKET

MSRP: \$219.95
208-376-8400

The all-new **FLY Racing Terra Trek Jacket** redefines motorcycle outerwear for the adventure/dual-sport rider. Constructed from an exceptionally soft, lightweight, 450-denier poly fabric -with 600-denier used in high-wear areas, the HydraGuard waterproof and breathable outer shell ensures outstanding abrasion resistance and a super-comfortable fit for long days in the saddle. Water-resistant pocket and vent zippers tame the weather and ingenious front panel chest vents feature a one-hand operated cord lock system to maximize airflow with their hold-open design. Two-way sleeve cuff zippers facilitate controllable air volume throughout the jacket in conjunction with the exhaust vents in back. The vertical orientation of these rear zippered vents allows airflow even while wearing a hydration pack. The double-slider front zipper is protected by a hook & loop secured front flap and internal rain gutter, that effectively seals out the elements. A large, rear envelope pocket provides ample storage for the liner or accessories and its hook & loop closure allows accessibility while wearing gloves. The removable, insulated liner provides additional warmth when you need it and can be safely stowed in the rear pocket.

KURYAKYN TOUR-PAK LID LIGHT

MSRP: \$99.99
kuryakyn.com; 715.247.2184

Dealer Profit Margin (low end): 35 percent (\$35)

Kuryakyn's Tour-Pak Lid Light offers easy plug-&-play into an existing harness, saving the service department time upon installation. The light fits inconspicuously in the recessed space on top of the Tour-Pak lid and features high-intensity L.E.D.'s for additional ultra-bright red run, turn and brake lighting to enhance visibility from the rear. Features a durable, lightweight injection-molded ABS housing offered in chrome or satin black, with hassle-free installation using automotive-grade 3M VHB and plug-&-play wiring. Fits all 2014-later Harley-Davidson King and Chopped Tour-Paks.

FIND IT NOW USA, LLC FIN

MSRP: Dealer Sets Selling Price; Average wholesale price to the dealer is \$300 or less and average retail price across the country has been \$900.
FindItNowUSA.com; 888-811-3883

FIN launched the **First Early Warning GPS Security** for motorcycles and powersports in late 2008. The array of strong features makes FIN one of the strongest motorcycle and powersports security solutions on the market today. The tracking mechanism ensures high security, alerting the owner each time the bike is moved. In the event of theft, the owner and/or the FIN tracking center can immediately track and locate the bike. The reliability of the security alerts has bumped the FIN up to an astonishing 94 percent success rate in recovering stolen vehicles. Consumers will receive a text when installation for FIN is complete, along with a follow-up welcome call from FIN within 24-hours to go over the operation and help the user with any questions or concerns. FIN sends maintenance alerts via text to the consumer and to the service department for follow-up.

Z1R F.I. MX HELMET

MSRP: \$159.95
800-369-1000

The **Z1R F.I. MX Helmet** comes equipped with MIPS technology and a multi density EPS liner for impact absorption. Nine intake and three exhaust vents feed into the internal air channels, providing excellent ventilation for the customer. The unique friction hinge visor is easily adjusted and secure. The extra-large eye port allows for excellent field of vision, ensuring that riders will see everything there is to see throughout every ride. DOT and ECE approved.

WORKS CONNECTION ELITE AXLE BLOCK KIT

MSRP: \$89.95



MOOSE RACING ▲



FLY RACING ▲



S&S CYCLE ▲



NASH POWERSPORTS ▲



PERFORMANCE MACHINE ▲

worksconnection.com; 800-349-1475

Consisting of a pair of **CNC'd Elite** axle blocks, a titanium drive-side receiver and a square removal tool nut, the **Elite Axle Block Kit** converts your stock KTM / Husqvarna rear axle from a fixed design into a floating type. KTM and Husqvarna Factory teams use this same floating type design on their race team bikes to improve traction as well as straight line stability and now those same benefits are available from this kit. Another key component is the integrated receiver post on each axle block that allows the use of a caliper to precisely measure and match the left and right axle block's position. This ensures exact alignment of the chain and sprocket so critical to prolonging chain and sprocket life. Ultra-slim design, simple installation and offered in five vibrant color choices: Blue, Red, Black, Orange and Silver. Designed and manufactured in the USA. Engineered specifically for late model KTM/Husqvarna SX/XC/XC-F/SX-F/TC/FC/TX models and built to exacting specifications from aircraft grade billet aluminum and titanium materials.

MOOSE RACING F.I. SESSION HELMET

MSRP: \$159.95
mooseracing.com; 800-369-1000

Moose Racing is back in the helmet business with the all-new F.I. Session helmet. The DOT and ECE approved F.I. Session helmet is an incredible value for customers by offering the latest MIPS brain protection system technology at \$159.95. Several standout features of the F.I. Session helmet include the friction hinge visor, deep channeled EPS with nine intake and three exhaust vents for excellent airflow, and an extra-large eye port for a wide field of vision.

FLY RACING WORKS STAND

MSRP: \$119.95
208-376-8400

The new **Fly Racing Works Stand** is a dual-purpose stand with side graphic panels that serve as tool/parts trays that can be folded down and closed tightly using high strength magnets when not in use. The two fold down trays keep tools and parts clean, dry and off the ground or floor. It has oversized square aluminum tubing along with steel side panels for strength and durability. The top panel has a large 4-inch drain hole and is reinforced underneath to prevent the top from bending or sagging. The top also has an injection molded gas/oil-resistant rubber mat with recessed rivets providing extra non-slip traction.

S&S CYCLE GRAND NATIONAL 2:2 EXHAUST

MSRP: \$999.95
sscycycle.com; 608-627-1497

The **S&S Cycle Grand National 2:2 Exhaust** is the only system in the Big Twin aftermarket market that uses a two into two layout. This is the only system in the market that is CARB compliant and includes removable dB reducer baffles that let users tune the system to achieve their preferred sound.

NASH POWERSPORTS NASHTY CUSTOMS X3 COOLER RACK

MSRP: \$179
719-313-1108

The **Nash Powersports Nashty Customers X3 Cooler Rack** is a direct fit to Can Am X3's rear bed. This 38 can cooler rack uses the Factory Can Am LinQ quick disconnects. The fitment is universal for many cooler types and keeps the cooler safe and secure on your SXS. Utilizes Factory LinQ mounting for easy install and removal for cleaning. Available in powered coated black or raw aluminum.

PERFORMANCE MACHINE MAX HP AIR CLEANER

MSRP: \$449.95
performancemachine.com; 714-523-3000

The **MAX HP Air Cleaner** from **Performance Machine** isn't just another pretty bolt-on accessory that lacks substance. The newest addition to Performance Machine's air cleaner line-up features an innovative, conical shape for dramatically improved knee clearance, an internal power cone design for smooth, laminar air flow, plus a high flow reusable air filter to give it life.

The lightweight aluminum design and internal rubber
See Nifty 50, Page 14

Tracker Off Road UTVs part of new Textron partnership

Textron to build ATVs, UTVs for storied boat brand; Bass Pro and Cabela's are among the brand's retail outlets

A world leader in technology has united with a world leader in boating to offer breakthrough value, performance and service for off-road vehicles.

More than 40 years after revolutionizing the boating industry, Johnny Morris is aligning with Textron Specialized Vehicles to do the same thing again in the ATV and side-by-side industry.

Tracker in January announced a memorandum of understanding to form a game-changing new partnership with Textron Specialized Vehicles Inc., to introduce Tracker Off Road. This bold new line of high-performance ATVs and side-by-sides will offer breakthrough performance, service and value, the companies said.

The partnership will bring together Tracker, part of Bass Pro's White River Marine Group, with Textron, a global leader in innovation and technology.

"We're extremely excited to extend the Tracker legacy of delivering unmatched breakthrough value and quality for a whole new category of outdoor recreation and fun with Tracker Off Road," said Johnny Morris, noted conservationist and leader of The Great Outdoors Group that includes iconic outdoor brands like Tracker, Ranger, Bass Pro Shops and Cabela's. "These vehicles are designed and manufactured to deliver the industry-leading quality our customers have come to expect from the Tracker brand. Our incredible partners at Textron are forging Tracker Off Road vehicles with the same levels of deep expertise that goes into building state-of-the-art business jets, marine assault vehicles and military helicopters."

Tracker Off Road vehicles will be sold through an independent boat dealer network of select Ranger, Triton and Tracker, and other independent dealers, as well as at Bass Pro Shops and Cabela's locations, which host more than 200 million outdoor lovers annually. Proudly manufactured in the U.S., Tracker Off Road vehicles are now in production and expected to make their debut this spring.

The new models will be designed in partnership with Textron Specialized Vehicles Inc., known worldwide for its brands and products that serve numerous industries. TSV product lines include Arctic Cat snowmobiles, side-by-sides and ATVs; Cushman utility vehicles, E-Z-GO golf cars, Jacobsen professional turf care equipment, and Textron GSE ground support equipment. TSV will manufacture Tracker Off Road vehicles at its facility in Thief River Falls, Minnesota.

"We are thrilled to partner with Johnny Morris and Tracker to launch this amazing new line of products," said Scott Ernest, president and CEO of Textron Specialized Vehicles. "The Tracker brand is renowned and respected by lovers of the outdoors all over the world, and we are proud to design and manufacture this new line of side-by-sides and ATVs that will extend its reach and reputation into the off-road industry. These rugged, reliable and versatile vehicles are worthy of the Tracker brand and wear it with pride."

Tracker Off Road will be marketed to Bass Pro's large database of outdoor sportsmen. To kick off the campaign, the two American icons introduced the new off-road line with high-profile celebrities and sportsmen including NFL Super Bowl champion Peyton Manning,

country music star Luke Bryan, pro bull riding legend "Cool Hand" Luke Snyder and fishing legend Jimmy Houston. They helped to unveil the new vehicles for more than 2,000 team members, dealers, and special guests at Bass Pro Shops headquarters in Springfield, Missouri. The event was broadcast live on Jan. 17 to all Bass Pro and Cabela's stores and more than 600 independent dealers worldwide.

As part of the launch event, NASCAR champion Martin Truex, Jr. made a special appearance to unveil the new No. 19 Bass Pro Shops Toyota Camry paint scheme for the 2019 season as part of Joe Gibbs Racing. Tracker Boats and ATVs will be prominently displayed on the car throughout the 2019

season as part of an ongoing partnership between Bass Pro Shops, Cabela's, Tracker and the avid outdoorsman.

In keeping with Johnny Morris' lifetime commitment to conservation, Tracker Off Road will also help support several of the nation's leading not-for-profit conservation organizations as the Official Off-Road Vehicle of both the National Wild Turkey Federation and the Quality Deer Management Association.

The Tracker Off Road announcement is considered to be among the most significant since the company's historic launch more than 40 years ago. In 1978, avid young angler and Bass Pro Shops founder Johnny Morris revolutionized the marine industry when

he introduced the world's first professionally rigged and nationally marketed boat, motor and trailer packages. The innovative approach suddenly made the joy of fishing and boating more affordably available to millions of families. Tracker Boats quickly became and has remained the No. 1 selling fishing boat brand in America.

Today, the company's marine manufacturing division — now known as White River Marine Group — is the largest manufacturer of boats in the world by volume.

Just days before the Tracker announcement, Textron Off Road announced that the Arctic Cat badge will be returning to the company's 2019 off-road product lineup. **PSB**



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MIC: 8 percent of U.S. households have a motorcycle

Motorcycle Industry Council owner survey reveals more bikes in use

If you've noticed more motorcycles tucked inside garages across the country, or parked out front, you're not imagining things. Eight percent of U.S. households had at least one bike in 2018, the most ever recorded in decades of polling by the Motorcycle Industry Council.

Motorcycle households rose from 6.94 percent in 2014 (the last full survey) to a record 8.02 percent in 2018, an increase of more than 1.5 million homes. The United States Census Bureau's most recent estimate put the number of U.S. households at 126,224,000. The MIC Owner Survey found that 10,124,400 of those homes had a motorcycle.

"The household penetration numbers have

always been among the most important figures to us," said MIC president and CEO Tim Buche. "We're certainly happy to see more homes that have a motorcycle. Riders who talk about motorcycling to friends and neighbors help to inspire people who don't yet ride."

The number of motorcycles owned also reached record levels, according to the survey, jumping to 13,158,100 last year, an increase of more than 2.5 million motorcycles compared to 2014. It is even higher than the previous record from 2009 (11,704,500), which followed a long period of high-volume new-bike sales.

The estimated number of motorcycles in use rose to 12,231,000 in 2018, an increase of more than 2 million since 2014. And that number was more than 1 million better than the record figure from 2009, when 11,015,105 motorcycles were in use.

"Modern motorcycles are high-quality machines, enabling the pre-owned market

to be a key part of the overall growth in the motorcycle and rider population," said Jim Woodruff, secretary/treasurer of the MIC Board of Directors and COO of National Powersport Auctions. "The annual pre-owned market is actually three times larger than the new market. Used bikes appeal to many riders because there are so many options in terms of price and style."

And what about riders who owned more than one motorcycle, or a home that had more than one rider and maybe more than one bike? The 2018 survey revealed that the number of motorcycles per household with a bike stood at 1.30, up slightly compared with 2014 when it was 1.23, but down com-

pared to 1.53 recorded in 2009.

The percentage of motorcycles in running order was down 3 percentage points, from 96.1 percent in 2014 to 93 percent in 2018. But compared to a decade ago (94.1 percent) it was only down one percentage point last year.

"As used units become a larger part of the overall motorcycle population, it's not surprising to see a slight decrease in the percentage of operating units," Woodruff said. "Our research shows that the average age of a pre-owned motorcycle sold in the U.S. is approximately eight years old. Plus, vintage bikes are on trend now and many riders are keeping non-runners as part of their collection." **PSB**



SCOSCHE INDUSTRIES ▲

NIFTY 50

■ CONTINUED FROM PAGE 12

breather tubes help to eliminate oil leakage, and easy installation supports the MAX HP's stunning good looks. Made in the USA in Chrome, Contrast Cut, and Black Ops finishes with gaskets and hardware included.

SCOSCHE INDUSTRIES POWERUP 400 TORCH

MSRP: \$149.99

www.scosche.com; 805-486-4450

The **PowerUp 400 Car Jumper/Powerbank/Flashlight** is the compact, lightweight answer to vehicle emergency situations. This simple to use multi-mode flashlight is UL certified and can safely jumpstart up to a 6-cylinder vehicle AND charge your phone. The spark-free, 6-Point Safety Protection System ensures user safety throughout use. Features an ultra-bright, multi-mode LED flashlight.

Includes: flashlight/powerbank/jump starter, jump start cables, car charger & charging cable, carrying case

WESTERN POWER SPORTS FIREPOWER FEATHERWEIGHT LITHIUM BATTERIES

MSRP: \$88.95-\$289.95

firepowerparts.com; 208-376-8400

The Western Power Sports Fire Power Featherweight Lithium Batteries offer a fast recharge, with the capability of going up to a 90 percent charge within 6 minutes. These batteries are 50-70 percent lighter than lead acid batteries. This lithium battery offers a built in cell-balancing chip, which allows it to balance and charge properly while in use on the bike. Contains no hazardous acid or heavy metals, and is non-explosive and non-combustible. Easily has 6-12 times more life cycles than lead acid. Shipped fully charged and ready to use. Built in LED test gauge. 2-year replacement warranty.

ARCTIVA SUMMIT SNOWMOBILE GEAR

MSRP: \$250

800-369-1000

The **Arctiva Summit Snowmobile Gear** ensures that users will never again be disappointed with unreliable products. The waterproof nylon shell chassis with 750D nylon in critical wear areas ensures durability that will keep your gear in tip-top shape for years to come. Waterproof fabrics, seam sealing, and durable waterproof repellant coating on outer shell provides the ultimate barrier against water, snow, and wind. Multiple zippered vents offer maximum temperature regulation; two front, two side, one back. Other features include: strategically placed retro-reflective graphics; 5 zipper pockets- two hand-warmer, one chest, one back and two interior; soft brushed fabric lined collar; adjustable cuff, collar, and bottom hem designed to keep warmth in and cold and snow out. **PSB**



ARCTIVA ▲



Triumph Seattle was named Dealer of the Year at the Triumph global dealer meeting in London. Photo courtesy of Triumph Motorcycles America

Triumph Seattle named brand's Dealer of the Year

Cascade Moto Triumph honored for Lifetime Achievement

Gathering more than 1,200 dealers from across the world, Triumph Motorcycles recently hosted its Global Dealer Conference in London. Nick Bloor, Triumph Motorcycles CEO, opened the two-day conference titled "Creating Growth Together" first to thank the entire dealer network on delivering market share growth in every global territory and to share the brand's future growth and investment strategies.

Held every three years, the objective of the global dealer conference is to deliver a fully immersive brand experience and openly share with the global dealer network the brand's long-term strategy and future products.

A separate Expo zone included a display of the future motorcycle range, allowing dealers to directly engage with the product engineering teams and to learn about the latest products and emerging technologies. An interactive showcase demonstrated the latest motorcycle production and design processes, alongside a Moto2 test bike demonstration and a virtual reality experience. "Triumph has always done a good job of looking toward the horizon and identifying the types of bikes consumers will be dreaming of," said Chris Clovis, general manager of Triumph of Las Vegas. "This continued

at the recent dealer conference where we saw new product like the Scrambler 1200 and others — filling a unique space no other manufacturer had previously targeted."

Following the main stage presentations, each global market hosted its own breakout dealer meetings to present their trade programs and local market initiatives.

Triumph North America hosted a session with newly appointed General Manager Rod Lopusnak, who along with the Triumph North America management team, presented an entirely new range of dealer programs for the 2019 season.

"This year's Triumph Global Conference was simply a fantastic event," said Tom Hicks, president of Triumph of Southern California in Brea. "The new Triumph motorcycles, apparel and accessories are phenomenal and will make 2019 an incredibly successful year. The programs and policies presented were well thought out and will help us do better as a dealer next year. Triumph is promoting a great team relationship with the dealers making us feel the future is very bright."

"The Global Dealer Conference was excellent. Presentations given by Triumph Management were open and insightful," said Michael Hendry, dealer principal at Northern Colorado Powersports in Fort Collins. "This demonstrated the commitment of the

See Triumph, Page 35

FROM THE EDITOR

Nifty 50 celebrates 20 years of top picks for products, services



DAVE McMAHON

There's no denying that parts sales dollars are harder to attain with each passing year. That's why with the unveiling of the 20th anniversary of the *Powersports Business* Nifty 50, we hope you'll peruse the list and find some can't-miss prospects for your dealership. Of course, many of the service providers we included in the

Nifty 50 can also help you drive profitability at your shop. There are two key factors that landed each of those products and services on the list: 1) Does it help you make money?; and 2) Does it save you time?

We do require that each submission to the Nifty 50 include a dealer profit margin percentage. Call it a tiebreaker of sorts, but due to the volume of entries this year, we turned to that key data point time and again. We know that selling parts isn't what it once was. Determining which products to sell and then how deep to buy are critical to any dealership's success. That's why we want to help you start 2019 off on the right foot by learning more



(From left) Hans Lautem, chief of Parts Europe, and Mike Collins, president and CEO of LeMans Corp, were all smiles at EICMA 2018. The Parts Unlimited/Drag Specialties Spring National Vendor Presentation and Product Expo is set for Feb. 16-17 in Louisville, Kentucky.

about some of the parts and services that we've found intriguing, not only by their niftiness, but also by their dealer profit margin.

Let us know which products are most interesting to you, or which ones stood out on the various distributor show floors to start the year. As you can in this edition, staff reporter Abby Larson made her way out to Boise to get the show season started. The WPS National Sales Meeting in the company's hometown (get to Boise sooner rather than later!) proved once again to be an efficient way to gather vendors and reps. Sales reps were eager to hit the road to share all the new products and catalog additions to their base of dealers. WPS boss Craig Shoemaker continues to keep the company trending upward, and we're eager to see what 2019 brings. The Tucker show was up next on the calendar as this edition of the magazine was being put together, giving dealers their first chance to touch and feel many of the new products for 2019. The first show under the newly rebranded Tucker badge appeared from afar to be well received, with a full report coming in next month's edition of the magazine.

Looking ahead, the Parts Unlimited/Drag Specialties Spring National Vendor Presentation and Product Expo is set for Feb. 16-17 in Louisville, Kentucky. The downtown setting should be an ideal place for getting some business accomplished, both on the show floor and at the plethora of nearby places to gather after show hours. As home to UTV University

at GIE+EXPO for the past three years, Louisville always has plenty to offer. Dealers heading to the Parts/Drag show should expect a warm welcome.

We're continuing to rack up our frequent flier miles here at PSB to start 2019. I recently returned from a trip to the North Carolina Motorcycle Dealers Association meeting in Winston-Salem, and Abby was invited by Roxor Off Road to a VIP ride experience in Nevada. We'll tell some stories from both of those events and more — how about a suite at the NBA's Minnesota Timberwolves alongside the CFMOTO staff? — in the next edition of the magazine. Speaking of both CFMOTO and Louisville, the UTV/ATV OEM has grown so much in recent years that it's adding another regional sales manager, this one based around/near Louisville and covering parts of three states. Drop them a line if you're interested.

A LOOK BACK AT 2018

Before we get too deep into 2019, it's worth pointing out that 2018 was largely a step up on average for dealerships across the U.S. that use the Lightspeed DMS. For this edition of the magazine, we asked our friends at Lightspeed to provide us with data that shows calendar 2018 vs. 2017. You can see the map and the data points on page 16.

Overall sales dollars on average were up 4.1 percent in 2018 vs. 2017. Major unit sales dollars took a step forward with growth of 5.5 percent in 2018 compared to 2017. And service was up also, at 3 percent, vs. 2017. And as most of you have described to me over the last 12 months, parts sales were just not there. Overall, parts dollars in 2018 declined 4.1 percent compared to 2017.

As always, these are averages. The data shows that Major Unit sales dollars increased by 5.5 percent, even though 669 dealerships were up and 763 were down. It's safe to say the "up" dealers were doing some serious business. And that's why it's not surprising to hear

from some dealers that two and even three dealerships in their geographic locale are considered up for sale. Dealership mergers and acquisitions on the Harley-Davidson side were prevalent in 2018. We'll look forward to seeing what 2019 offers.

BUT WE'RE HERE TO HELP

If 2018 didn't end up where you wanted it to be as a dealership owner or general manager, word on the street was that January generally got off to a good start. As you'll see in this edition of the magazine, we think it's starting off great. One of our newest contributors makes his debut with PSB. Many of you know Mark Sheffield as your 20-group moderator with Spader Business Management. He has sat in your seats previously as a dealer principal in Texas, and is looking forward to aligning with the PSB brand to help raise the collective dealership tide.

Like many of you, Mark has been reading PSB for as long as he can remember. And when he couldn't come up with an excuse quickly enough when I asked him to contribute, I took that as a "Yes." His first column on budgeting for your dealership cuts to the chase and tells you what you need to know to be better at what you do. With that in mind, he'll fit in just fine on these pages. **PSB**

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

ONLINE WITH POWERSPORTSBUSINESS.COM

WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. Breaking: All-new Tracker UTVs part of new Textron partnership; to be made in Thief, sold at Bass Pro
2. Analyst: LiveWire too expensive, but pre-orders likely solid
3. Hyundai's four-legged 'Elevate' Walking Car at CES (video)
4. Tucker names new VP of sales
5. House of Harley-Davidson opening new store: report (video)
6. Tracker Off Road Product Launch video released
7. Company's slide-in rescue skid units now fit more UTVs
8. Harley-Davidson's electric LiveWire pricing, range announced
9. UTV trade association OPEI adds golf cars, light transport vehicles
10. Honda reveals pricing for 2019 Talon 100 sport UTV models
11. Tucker Show to include 12 new brand partners exhibiting
12. Diavel 1260 production begins
13. Polaris acquires Larson boat brands: report
14. MOMS Foxboro to host third annual Winter Bash
15. Harley-Davidson-funded UCLA study reveals riding benefits: report

The headlines above belong to the most frequently viewed articles from the three-times-per-week *Powersports Business* Enewsletter during the Jan. 7-Jan. 27 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.



ERIC McMULLEN
Marketing
Coordinator, Team
Winnebagoland

If we only use ten percent of our brains, imagine what percentage we use of our computers. After being the "social media guy" for two years, I have learned many things. There have been countless failures and a handful of successes that have transformed our dealership from a light bulb into The Sun. Web exposure, a streamlined sales funnel, and a complete omni-channel marketing strategy are the three greatest successes I have seen since my start at Team Winnebagoland.



LAUREN LABUNSKY
Public Relations
Manager, Dealer
Spike

There is no better way to assess a prospect's likelihood to buy than to see what actions they take in their customer journey. From a digital standpoint, these actions could be things like opening an email, submitting a lead, or visiting a social media site — actions that can be tracked through tools like marketing automation.



KENSEY EDWARDS
Content Manager,
Cycle Trader

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



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

At the Long Beach Motorcycle Show this year, at least three manufacturers mentioned their new phone apps, which join motorcycles and smart phones. Kawasaki's Rideology app allows riders to use their smart phones to view vehicle information, to map where they have ridden, to log vehicle measurements such as throttle, brake, acceleration and lean angle, and to make adjustments to the motorcycle's ride mode and suspension settings.

Polaris ORV North America retail sales rise in Q4

Side-by-sides, snowmobiles are the brand's Q4 winners as motorcycles slide

Polaris in January released its fourth quarter and full-year 2018 earnings. Reported and adjusted sales for the fourth quarter of 2018 increased 14 percent to 1,627 million.

Fourth quarter reported net income was \$1.47 per diluted share, up 200 percent over the prior year; and adjusted net income for the same period was \$1.83 per diluted share, up 19 percent over the prior year.

Full year 2018 reported net income was \$5.24 per diluted share, up 95 percent, and adjusted net income for the same period was \$6.56 per diluted share, up 29 percent, which was near the high-end of previously issued guidance. Reported and adjusted sales for the full year of 2018 increased 12 percent to \$6.079 billion and \$6.083 billion, respectively.

North American retail sales increased 6 percent for the quarter compared to last year; ORV N.A. retail sales were up low single-digits driven by side-by-side vehicles sales.

Dealer inventory was up 1 percent year-over-year for the fourth quarter 2018, in line with expectations.

“Our strong performance during 2018 demonstrated the dedication and flexibility of our global team, as they drove improved financial and operating results for the year while adapting and executing our strategy to account for tariffs and other external pressures,” Polaris Industries Inc. Chairman and CEO Scott Wine said. “Between sales growth in almost all of our segments, improved operational efficiencies, and a lower tax rate, we more than offset macro-economic and tariff headwinds, generating a 29 percent increase in earnings per share. Growth and market share gains in Off Road Vehicles, and the acquisition of Boat Holdings, further expanded our position as the global leader in Powersports, and established Polaris as a leader in the attractive, profitable and growing pontoon market. We are encouraged by our growth prospects for 2019 and beyond, but keenly aware of, and prepared for, the challenges and uncertainties presented by global trade and economic complications. We are doubling down on our commitment to be a customer-centric, highly efficient growth company, directing our investments and actions towards organic growth and productivity. Our devotion to safety and qual-



SCOTT WINE

ity is never-ending, and provides the solid foundation for our future of innovation and profitable growth. We expect to demonstrate that in the year ahead with further market share gains in both ORV and motorcycles, as we continue to advance our leadership position in Powersports.”

Polaris reported fourth quarter 2018 sales of \$1.627 billion, up 14 percent from \$1.431 billion for the fourth quarter of 2017. Adjusted sales for the fourth quarter of 2018 were \$1.627 billion, up 14 percent from the prior year period.

PRODUCT SEGMENT HIGHLIGHTS

Off-Road Vehicle and Snowmobile segment sales, including PG&A, totaled \$1,060 million for the fourth quarter of 2018, up seven per-

cent over \$994 million for the fourth quarter of 2017 driven by growth in snowmobile sales reflecting a successful SnowCheck pre-order program in 2018. PG&A sales for ORV and Snowmobiles combined increased six percent in the 2018 fourth quarter compared to the fourth quarter last year. Gross profit increased one percent to \$282 million in the fourth quarter of 2018, compared to \$279 million in the fourth quarter of 2017. Gross profit percentage declined during the quarter as increased pricing was more than offset by tariffs, higher logistics and commodity costs and negative product mix.

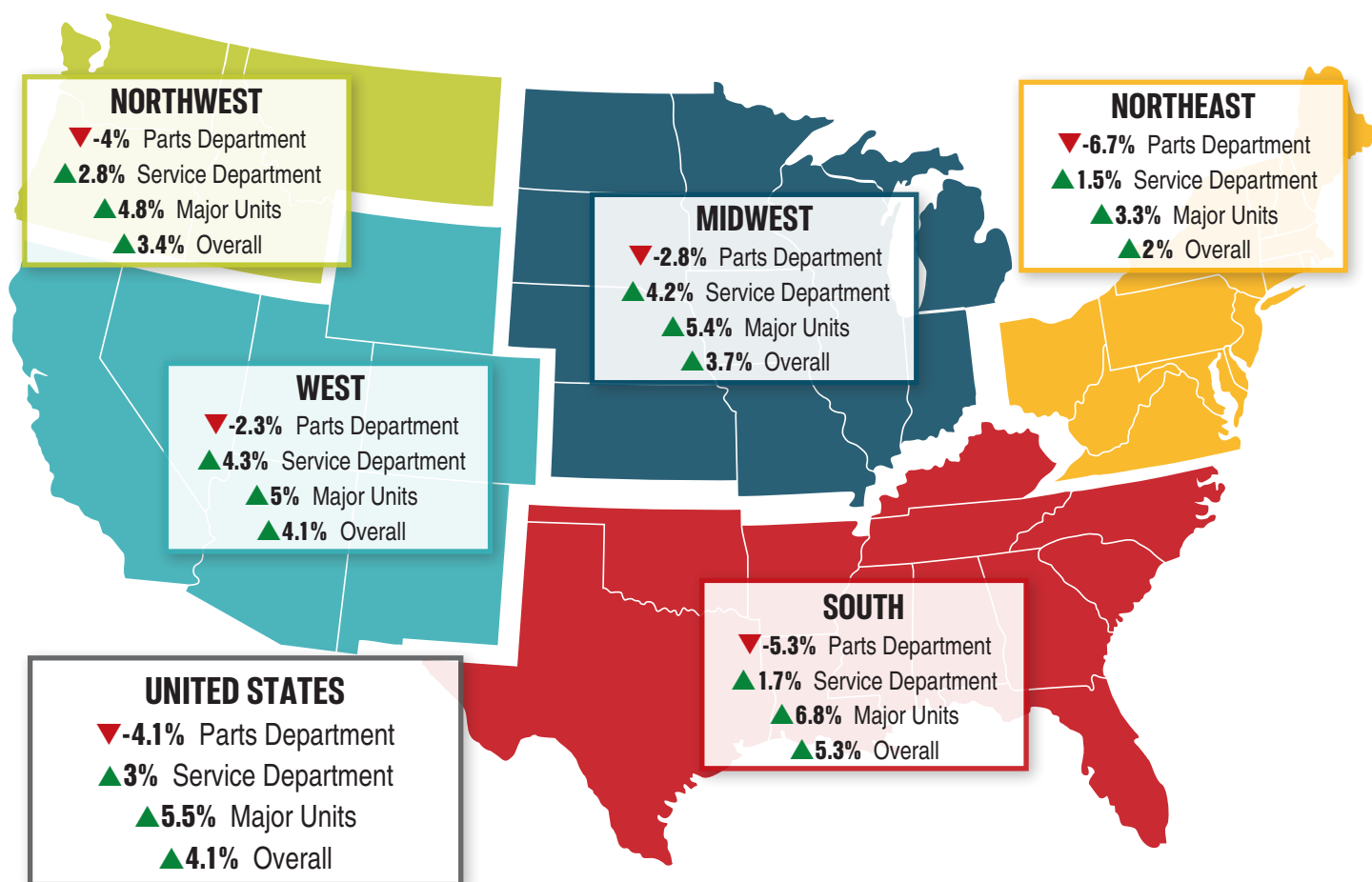
ORV wholegood sales for the fourth quarter of 2018 decreased two percent largely due to a tough comparison versus the prior year period when shipments were accel-

erated to address shortages and demand requirements in the second half of 2017. Polaris North American ORV retail sales increased low-single digits percent for the quarter with side-by-side vehicles up mid-single digits percent, offset somewhat by ATV vehicles down mid-single digits percent. Side-by-sides gained market share during the quarter, while ATV share was flat. The North American ORV industry was down low-single digits percent compared to the fourth quarter last year.

Snowmobile wholegood sales in the fourth quarter of 2018 was \$195 million, up 49 percent compared to \$131 million in the fourth quarter last year. Snowmobile sales were positively impacted in the fourth

See Polaris, Page 17

DEALER FINANCIAL SNAPSHOT



2018 VS. 2017

Calendar 2018 Same Store Sales dollars at more than 1,500 dealerships in the U.S. that use the CDK Lightspeed DMS were up 4.1 percent overall compared to Calendar 2017. Major unit dollars were up 5.5 percent in 2018 vs. 2017, with Service dollars up 3 percent in 2018 vs. 2017. Parts dollars were down 4.1 percent in 2018 compared to 2017.

PARTS SALES

Parts sales dollars were up at 538 dealerships and down at 1,068.

SERVICE SALES

Service dollars increased at 729 dealerships and were down at 841 dealerships.

MAJOR UNIT SALES

A total of 669 dealerships were up; 763 were down.

FOR MORE ON THE SAME STORE SALES DATA

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



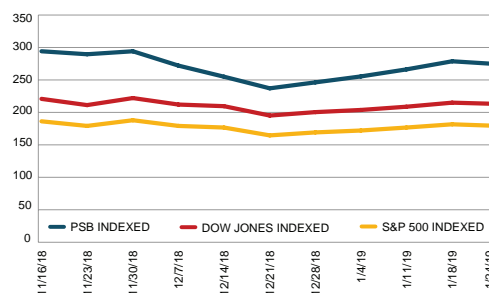
STOCK MARKET WATCH

MARKET WATCH

	01/24/19	Change from 01/04/19	% Change
Powersports Business Index	275.5	19.7	7.71%
Dow Jones Index	213.6	9.8	4.81%
S&P 500 Index	179.8	7.5	4.35%

Source: Wells Fargo Securities LLC

STOCK MARKET ACTIVITY



POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 1/24/19	Percent Change
Spy Inc.	XSPY	\$0.18	48.80%
General Electric Co.	GE	\$8.78	26.90%
Dover Corporation	DOV	\$79.18	19.00%
Polaris Industries, Inc.	PII	\$86.47	18.90%
TCF Financial Corporation	TCF	\$21.49	17.30%
Assurant, Inc.	AIZ	\$96.35	16.60%
Honda Motor Corp. ADR	HMC	\$29.64	16.40%
ArvinMeritor	ARM	\$18.71	16.00%
Carlisle Companies	CSL	\$107.70	15.60%
Brunswick Corp.	BC	\$49.11	15.30%

POLARIS

CONTINUED FROM PAGE 16

quarter due to timing of shipments of pre-season SnowCheck orders, the highest in 17 years, driven by the strength of the new 850 Patriot engine which was available only in a pre-ordered snowmobile.

Motorcycle segment sales, including PG&A, totaled \$87 million, down 15 percent compared to the fourth quarter of 2017. Indian sales increased slightly, but were more than offset by the decline in Slingshot sales. Gross profit for the fourth quarter of 2018 was \$2 million compared to \$5 million in the fourth quarter of 2017. Adjusted for the Victory wind-down costs for both 2018 and 2017 fourth quarters, motorcycle gross profit was \$2 million in the 2018 fourth quarter compared to \$8 million for the 2017 fourth quarter. The decrease in gross profit was the result of negative product mix, along with tariff costs and higher logistics and commodity costs.

North American consumer retail sales for the Polaris motorcycle segment, including both Indian Motorcycle and Slingshot, decreased high-teens during the 2018 fourth quarter. Indian Motorcycle retail sales decreased low double-digits. Slingshot's retail sales were down substantially during the quarter. Motorcycle industry retail sales, 900cc and above, were down low-double digits percent in the 2018 fourth quarter. Indian Motorcycle gained market share for the 2018 fourth quarter on a year-over-year basis.

Global Adjacent Markets segment sales, including PG&A, increased four percent to \$122 million in the 2018 fourth quarter

compared to \$117 million in the 2017 fourth quarter, driven by growth in Aixam and Polaris Adventures. Gross profit increased 12 percent to \$33 million in the fourth quarter of 2018, compared to \$30 million in the fourth quarter of 2017 driven by higher volume.

Aftermarket segment sales decreased three percent to \$212 million in the 2018 fourth quarter compared to \$218 million in the 2017 fourth quarter driven primarily by a decrease in Transamerican Auto Parts (TAP) sales during the fourth quarter. TAP sales in the fourth quarter of 2018 were \$183 million, which was down five percent compared to the fourth quarter of 2017. TAP sales declined due to ongoing soft wholesale sales along with lower e-commerce demand. Gross profit decreased to \$52 million in the fourth quarter of 2018, compared to \$61 million in the fourth quarter of 2017 due to the lower sales volume.

Boats segment sales, which consist of the Boat Holdings acquisition that closed July 2, 2018, were \$145 million in the 2018 fourth quarter, slightly exceeding Company expectations. Gross profit was \$26 million or 17.9% of sales in the fourth quarter of 2018.

Parts, Garments, and Accessories ("PG&A") sales increased six percent for the 2018 fourth quarter primarily driven by growth in Snowmobiles and Side-by-Sides.

International sales to customers outside of North America, including PG&A, totaled \$217 million for the fourth quarter of 2018, up three percent, from the same period in 2017. Foreign exchange movements reduced sales by four percent for the quarter. The increase was driven by growth in the Europe, Middle East and Africa (EMEA) and Latin American regions. **PSB**

POWERSPORTS BUSINESS STOCKS

POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 01/24/19	Price 12/24/18	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$96.35	\$82.65	16.6%	\$111.43	\$82.31
Brunswick Corp.	BC	\$49.11	\$42.61	15.3%	\$69.82	\$41.92
CDK Global	CDK	\$51.70	\$45.00	14.9%	\$74.96	\$44.01
General Electric Co.	GE	\$8.78	\$6.92	26.9%	\$17.36	\$6.66
Harley-Davidson, Inc.	HOG	\$36.50	\$31.91	14.4%	\$56.50	\$31.36
Honda Motor Corp. ADR	HMC	\$29.64	\$25.47	16.4%	\$37.29	\$25.30
Polaris Industries, Inc.	PII	\$86.47	\$72.70	18.9%	\$137.66	\$70.27
TCF Financial Corporation	TCF	\$21.49	\$18.32	17.3%	\$27.34	\$18.17

DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 01/24/19	Price 12/24/18	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$18.71	\$16.13	16.0%	\$29.54	\$15.01
Bridgestone Corp. ADR	BRDCY	\$19.21	\$19.50	-1.5%	\$25.07	\$17.70
Carlisle Companies	CSL	\$107.70	\$93.18	15.6%	\$129.47	\$92.16
Cooper Tire & Rubber	CTB	\$33.75	\$30.58	10.4%	\$40.10	\$22.58
Dover Corporation	DOV	\$79.18	\$66.53	19.0%	\$90.26	\$65.83
Intl. Speedway Corp. Cl. A	ISCA	\$44.03	\$41.45	6.2%	\$49.95	\$35.12
Deere & Company	DE	\$158.43	\$137.38	15.3%	\$175.26	\$128.32
Marinemax, Inc.	HZO	\$18.40	\$17.37	5.9%	\$26.11	\$16.40
Spy Inc.	XSPY	\$0.18	\$0.12	48.8%	\$0.19	\$0.05
Speedway Motorsports, inc.	TRK	\$16.10	\$15.17	6.1%	\$21.15	\$14.66
Universal Technical Institute	UTI	\$3.77	\$3.45	9.3%	\$4.20	\$1.86
TCF Financial Corporation	TCF	\$21.49	\$18.32	17.3%	\$27.34	\$18.17

INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 01/24/19	Price 12/24/18	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	73.12 €	71.93 €	1.7%	96.38 €	68.79 €
BRP, Inc.	DOO-TSE	\$38.33	\$33.25	15.3%	\$74.67	\$32.36
Kawasaki Heavy Industries	7012-TKS	2609 ¥	2336 ¥	11.7%	4615 ¥	2198 ¥
Michelin	ML-PAR	94.44 €	85.38 €	10.6%	130.65 €	82.68 €
NGK Sparkplug	5334-TKS	2154 ¥	2168 ¥	-0.6%	3405 ¥	1958 ¥
Suzuki Motor	7269-TKS	5849 ¥	5565 ¥	5.1%	7680 ¥	5056 ¥
Yamaha Motor	7272-TKS	2323 ¥	2155 ¥	7.8%	3870 ¥	1971 ¥
Yokohama Rubber	5101-TKS	2270 ¥	2100 ¥	8.1%	2899 ¥	1906 ¥

Source: FactSet, Bloomberg, and Wells Fargo Securities, LLC

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McGraw Powersports
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ARGO aims to intrigue dealers with margin, accessories

Amphibious XTV and ATV providing dealers with new options

For over 50 years, ARGO has proudly proclaimed to be able to go “where others can’t.” Among the Canadian company’s goals for 2019 is to continue to help dealers capitalize on the “go anywhere” theme for its lineup of amphibious XTVs and a new line of ATVs. High margins and a low inventory commitment might be just what the doctor ordered at your dealership. *Powersports Business* editor in chief Dave McMahan joined ARGO president Brad Darling for a January lunch in Minnesota to learn more about the brand.

POWERSPORTS BUSINESS: How has ARGO been received at US power sports dealerships? What types of dealerships are going well with the brand? What about OPE dealers — are you doing well with them?

BRAD DARLING: You are correct in identifying power sports and OPE as key categories; we have done well with both! It really is more of an issue of finding the right dealer that really embraces the ARGO brand, understands it and becomes a real advocate for our product. While we see a difference in floor traffic from shops that carry other brands, which definitely helps, our most successful dealers really provide these three things: 1. A brand champion that knows the product; 2. A selection of models on the floor so consumers can have a choice; and 3. A demo area with water to show the “Go Anywhere” capabilities.



BRAD DARLING

PSB: What about the dealership profit margin growth that they can expect with the brand? Explain how dealers can capitalize.

BD: This is where we shine. Our research has shown that ARGO profit margins far exceed what dealers receive by selling competitive products. Only an Argo XTV gives you amphibious extreme terrain capabilities and as an Argo dealer, you’ll have a product line that is truly incremental business and profits. The average powersports dealer would need to sell 86 of our competitor’s ATVs to make the same



ARGO put together a dealer packet complete with an imbedded video player for 2019.

profit dollars as 10 Argo XTVs! And for accessories, our dealers make more than three times the industry average with \$2,978 of genuine accessories at time of vehicle sale. We’re adding several new dealers this year but I promise we will never oversaturate the market with too many dealers. Strong dealers, with an area to grow, that is very profitable. That’s who we are. If a dealer is interested in learning more, they can go to: argoxtv.com/learn-more

PSB: What about the newly launched ATV. How has its reception been at the dealer level?

BD: Our survey showed us that 67 percent of Argo XTV owners also owned an ATV. So we knew we had an owner base that was brand loyal, and we built in the features they would expect from an Argo ATV. The Argo Xplorer 500 and 1000 series both include a 3-Year Warranty and are well equipped with standard features not found on other ATVs, at the right price. Our dealers that added the Argo ATV line are enjoying good success and great margins. We will not chase market share. We want our dealer to be profitable!

PSB: Let’s get into the weeds a bit, too. The new steering technology on the Aurora is something else. Why did you feel it was time to add that package.

BD: You’re talking about APS – Argo Progressive Steering. The steering on a traditional ARGO functions much like a skid steer. Experienced drivers do very well with it but for new drivers, it takes a little practice to get used to it. By adding APS, steering is now effortless and confidence-inspiring, offering improved controllability and the smoothest turning available in an Argo XTV. Now it’s as fun and comfortable to drive as any UTV.



The ARGO Anywhere Tiny Lodge was hit in its debut in northern Wisconsin, selling out to capacity as riders explored the northwoods aboard the company’s amphibious XTVs and ATVs. Photo courtesy of ARGO

PSB: And I can’t overlook another cool and different offering that you’ve launched in the past year — ARGO Anywhere Tiny Lodge. Anyone can rent out this 205 square-foot “Tiny Lodge” and explore northern Wisconsin aboard of fleet of waiting ARGO ATVs and XTVs. And it’s free! That’s my kind of pricing. Who wouldn’t want to take advantage of that?

BD: We believe that an ARGO is an XTV like no other. Our strategy behind ARGO Tiny Lodge was to provide consumers an experience like no other. The goal was to expose users to an ARGO in a beautiful wilderness environment so they could see for themselves everything an ARGO could do and encouraged them to tell about their experiences on social media. By having consumers share their stories, we were able to extend our reach far beyond what our budgets would allow using paid media. **PSB**

Polaris continues growth in marine, buys Larson Boats

Polaris Boats to build latest addition in Indiana

BY ADAM QUANDT
CONTRIBUTING WRITER

In a January letter to dealer partners, Rob Parmentier, president and CEO of Marquis-Larson Boat Group, announced that the Larson Boat Group has been sold to Polaris Industries. “The sale of the company, means production will move and take place at another facility,” Parmentier said in the letter. “The moving of materials and assets will begin, immediately.” The letter also said that Parmentier expects Polaris to begin sharing with dealer partners their business process and procedures, how Larson strategically fits into their marine growth plans, along with the appropriate introductions and sharing of informa-

tion to transition partner’s business into theirs and vice versa.

An email sent to dealers on behalf of Jake Vogel, president of Polaris Boats confirmed the sale of the Larson Boat Group.

“Marquis will no longer be manufacturing the Larson brand of boats. Any future boats manufactured under these brands (Larson, FX, Striper, Escape) will be produced by Polaris Boats,” Vogel said in the email.

The email also stated that the process has already begun to move some of the Larson Boat Group assets to the Polaris production facility in Syracuse, Indiana, where the company currently produces Rinker boats. “This will continue over the next few months as we look to incorporate these assets into our operations and begin production on certain



Polaris continued its growing presence in the marine market with her January acquisition of Larson Boat Group. Photo courtesy of Larson

prioritized models,” Vogel said. Vogel continued in the email to say that

Polaris currently intends to discontinue the Escape line of pontoons and will continue with the other Larson Boat Group brands, prioritizing models based on current demand.

Dealers were informed that Marquis-Larson will currently manage all existing loans with Northpoint and that Polaris is evaluating next steps for each brand to determine a plan for incorporating the respective assets into its operations including financing at this time.

Polaris entered the boating industry in May 2018, when it acquired Boat Holdings, LLC, a boat manufacturer previously owned by the Vogel family, management and Balmoral Funds, in an all-cash transaction valued at a net present value of approximately \$805 million. **PSB**

Adam Quandt is managing editor of Boating Industry, a Powersports Business sibling publication.

Odes sets standard with new 60-month engine warranty

New 5-year approach aims to show confidence in product, echo automotive industry

BY DAVE McMAHON

EDITOR IN CHIEF

In addition to relocating its assembly plant to West Lafayette, Indiana, Odes Industries has added another win for its dealers and consumers.

Odes is now providing a 60-month/5-year engine warranty (unlimited hours and miles) on its 800cc and 1000cc side-by-sides and ATVs. The engine warranty had been two years until a four-warranty was implemented beginning with the 2018 model-year. The new five-year warranty begins with the 2019 model year units.

The extension to 60 months mirrors many automotive brands.

"We believe that quality is based on the manufacturer's faith in their own product," Odes president and CEO Mike Smith said. "Auto manufacturers all do five years and we consider most auto brands to be of quality and high value. We want to mirror the automotive approach. We believe in our products, we have faith in our products. By showing consumers this belief and faith by offering a 5-year engine warranty, I think it will set us apart from the 6- and 12-month warranties that generally exist in powersports. I think it shows Odes is the superior quality brand. Otherwise we would go broke replacing non-quality engines."



The 2019 Odes Dominator X2, with its automotive blue paint, came off the Indiana assembly line. Photos courtesy of Odes Industries

Odes becomes the lone ATV/UTV brand to offer such a warranty. As Smith noted, many offer a 6- or 12-month warranty, with a free 30-month warranty extension also offered.

Data from the 48-month warranty was all that Smith needed to see to add to the timeframe.

"Not to say we didn't have any issues, because sure you're going to have warranty from time to time, but it was very minimal," Smith said. "It was minimal to the point we felt very secure offering a warranty like this without hesitation."

As for the dealer proposition, there's plenty to like about 60 months warranty on the engine.

"No competitor offers a warranty like this," Smith noted. "I compare this to vehicles. If you walked into a Toyota lot and they said, 'Well this vehicle comes with a 6-month warranty or even 12 months,' would you buy it? Probably not, because the theory is when your 5-year warranty is up, this is when the manufacturer says, 'OK, we are done with our guarantee. This is the time you can expect problems and maintenance costs to increase, thus consumers trade in their vehicles for a new

By showing consumers this belief and faith by offering a 5-year engine warranty, I think it will set us apart from the 6- and 12-month warranties that generally exist in powersports.

*Mike Smith, president and CEO,
Odes Industries*

car. So why is powersports treated differently? It makes no sense to me. You are going to invest your hard earned money into something that needs to be traded in every 6-12 months? The engine is the costliest component on any vehicle. We back that up with a quality warranty that reflects a quality brand, just like the automotive sector does. We have already been setting the standard in suspension, technology, USA partnerships and you see companies trailing us now instead of the other way around. We are going to now break the mold again and set what the standard should be for powersports warranty coverage." **PSB**



The 2019 Odes Dominator X4 shines with its automotive red paint.

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2015 Sportman ETX 30HP gains KBB interest

*KBB.com data shows 23 percent
decline in Q4 ATV, UTV views
compared to Q3*

list. This is the first time that an ATV newer than model-year 2008 has been on the list.

SIDE-BY-SIDES

Polaris dominated the top 10 side-by-side vehicles list, taking nine spots.

Only Polaris and Yamaha have ever appeared in Kelley Blue Book's top 10 most-researched utility vehicles list. Perhaps that could change. Honda just missed the top 10, with the 2016 Honda Pioneer 1000-5 Deluxe coming in at No. 11.

Perennial No. 1 2008 Polaris Ranger RZR 800 only bested the No. 2 vehicle on the list by 3 percent, down from 31 percent in Q3 2018.

TOP ATV MANUFACTURERS

Honda and Polaris both received 25 percent of KBB.com traffic for Q4 2018. Yamaha attained the No. 3 most researched ATV manufacturer position with 23 percent of KBB.com traffic for ATVs.

Textron Off-Road and Bad-Boy entered the list of the top 10 smaller ATV manufacturers for Q4 2018, replacing Odes, Linhai and Bennche, which were in the top 10 at the beginning of 2018. **PSB**

BY LISA PELISSIER

■ CONTRIBUTING WRITER

A look at the Q4 2018 web traffic on Kelley Blue Book's KBB.com shows that all powersports segments saw a typical seasonal drop in interest for Q4 compared to Q3 2018.

ATVs and side-by-sides only lost 23 percent of KBB.com web traffic for Q4 over Q3 2018. This is, however, a sharper contrast to the 2017 numbers than motorcycles saw. In 2017, the drop in interest for ATVs and side-by-side was only 14 percent.

Motorcycles saw an overall decline in KBB.com web traffic of 41 percent in Q4 2018 vs. Q3 2018. In 2017, the decline between the two quarters was only 35 percent.

ATV

All of the top 10 utility ATVs over 400cc and the top 10 sport ATVs over 400cc for Q4 2018 were in the top 10 for Q3 2018.

The 2015 Polaris Sportsman ETX 30HP is a newcomer to the top 10 ATVs under 400cc

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

TOP 10 MOST RESEARCHED MOTORCYCLE/POWERSPORT VEHICLES ON KBB.COM: Q4 2018

MOST RESEARCHED SPORT ATVS 400CC & UP

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2005	Honda	TRX450R	down 37%	\$1,880	\$2,785
2	2004	Honda	TRX400EX	down 19%	\$1,435	\$2,150
3	2007	Honda	TRX400EX	down 30%	\$1,720	\$2,550
4	2006	Yamaha	YZF450	down 19%	\$2,080	\$3,065
5	2006	Yamaha	Raptor 700R	down 27%	\$2,210	\$3,250
6	2005	Yamaha	Raptor 660R	down 30%	\$2,145	\$3,155
7	2003	Suzuki	QuadSport Z400	down 23%	\$1,635	\$2,435
8	2008	Kawasaki	KFX450R	down 30%	\$2,255	\$3,310
9	2001	Yamaha	Raptor 660R	down 36%	\$1,675	\$2,485
10	2005	Honda	TRX400EX	down 29%	\$1,535	\$2,295

MOST RESEARCHED UTILITY ATVS 400CC & UP

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2015	Polaris	Sportsman 570	down 11%	\$3,015	\$4,390
2	2005	Polaris	Sportsman 500 4x4	down 22%	\$2,265	\$3,325
3	2004	Polaris	Sportsman 500 4x4	down 32%	\$2,120	\$3,120
4	2006	Yamaha	Grizzly 600 4x4	down 13%	\$2,790	\$4,065
5	2002	Yamaha	Grizzly 600 4x4	down 24%	\$2,125	\$3,130
6	2005	Yamaha	Grizzly 600 4x4	down 30%	\$2,630	\$3,840
7	2012	Polaris	Sportsman 500 HO	down 28%	\$2,880	\$4,195
8	2014	Polaris	Sportsman 570 EFI	down 25%	\$2,900	\$4,225
9	2007	Yamaha	Grizzly 700 4x4	down 19%	\$3,130	\$4,555
10	2013	Polaris	Sportsman 500 HO	down 34%	\$2,900	\$4,225

MOST RESEARCHED ATVS UNDER 400CC

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2006	Honda	Rancher 350 ES 4x4	down 7%	\$2,045	\$3,015
2	2007	Honda	TRX250EX	down 26%	\$1,290	\$1,955
3	2002	Honda	Rancher 350 ES 4x4	down 13%	\$1,620	\$2,410
4	2008	Yamaha	Raptor 250	down 18%	\$1,445	\$2,165
5	1998	Honda	TRX300FW 4x4	down 35%	N/A	N/A
6	2001	Yamaha	Warrior 350	down 17%	\$1,255	\$1,905
7	2015	Polaris	Sportsman ETX 30HP	down 6%	\$2,635	\$3,855
8	1998	Honda	TRX300	down 36%	N/A	N/A
9	2001	Honda	Rancher 350 ES 4x4	up 6%	\$1,500	\$2,240
10	2005	Yamaha	Raptor 350	down 18%	\$1,500	\$2,240

MOST RESEARCHED SIDE-BY-SIDES

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2008	Polaris	Ranger RZR 800	down 30%	\$3,910	\$5,675
2	2006	Yamaha	Rhino 660 4x4	down 11%	\$3,635	\$5,280
3	2015	Polaris	RZR XP 1000 EPS	down 20%	\$8,450	\$11,790
4	2017	Polaris	RZR XP 1000 EPS	down 16%	\$9,760	\$13,375
5	2013	Polaris	RZR S 800	down 33%	\$5,060	\$7,325
6	2015	Polaris	Ranger XP 900 EPS	down 13%	\$6,310	\$9,020
7	2009	Polaris	Ranger RZR 800	down 14%	\$4,115	\$5,975
8	2012	Polaris	Ranger RZR 800	down 26%	\$4,735	\$6,865
9	2016	Polaris	Ranger XP 900 EPS	down 9%	\$6,770	\$9,645
10	2016	Polaris	RZR XP 1000 EPS	down 23%	\$9,100	\$12,590

Source: KBB.com web traffic, October 1 through December 31, 2018

DIGEST

UTV trade association OPEI adds golf cars, light transport vehicles

The **Outdoor Power Equipment Institute (OPEI)** announced that the **International Light Transportation Vehicle Association (ILTVA)** has transferred representation of its member products and respective **ANSI** standards to OPEI effective Jan. 1, 2019.

"OPEI is a natural fit for these products as we actively represent a wide range of utility vehicles currently in the marketplace," says **Kris Kiser**, president of OPEI. "As the association of record in this space, we're a leader in the development of safety standards for UTVs, and have significant experience as it relates to these vehicles with the **U.S. Consumer Product Safety Commission** and other regulators."

OPEI currently represents manufacturers of UTVs for a wide range of end-user applications. ILTVA developed and maintained ANSI standards relating to the design and performance of golf cars and personal transport vehicles. That organization will wind down its operations, and those standards will now be part of OPEI's on-going standards development work.

"As uses and applications of these products have expanded, it made sense for us to partner with OPEI. The association has a demonstrable history in utility vehicle safety and performance standards and representing these products before regulatory authorities, as well as a deep background in market statistics collection, and positions us well as we look toward the industry's future," said **Mark Wagner**, member, OPEI Board of Directors, and President and CEO of **Club Car, LLC, Ingersoll-Rand Industrial Technologies**. "We're excited to work with OPEI on the representation of our products on a going-forward basis."



Moose Utility is now offering its Rigid tires for UTVs in both 26x9Rx12 and 26x11Rx12. Photo courtesy of Moose Utility

MOOSE UTILITY REVEALS NEW SIZES FOR RIGID TIRES

Moose Utility Division has introduced new sizing in its Rigid tire line. Built for the heaviest UTVs on the market, Moose will now offer the Rigid Tire in the following two sizes: 26x9Rx12 and 26x11Rx12.

Features include wide shoulder lugs to protect sidewalls; they're very resistant to punctures; and the tread pattern and wide footprint give exceptional traction.

Also, the Rigid is DOT-rated for limited road use.

New sizes are 6-ply rated and existing larger sizes are 8-ply rated.

MSRP is as follows: 26x9Rx12, \$133.95 and 26x11Rx12, \$154.95.

SYSTEM 3 GETS EXCLUSIVE DISTRIBUTION BY TUCKER

System 3 Off-Road announced that its tires and wheels are distributed directly and exclusively by **Tucker**. System 3 introduced the news to the Tucker sales team heading into the Tucker Show in Ft. Worth, Texas, where System 3 showed products, a new catalog, an in-store display, and promo items to dealers in attendance.

The strategic relationship will help Tucker and its dealers compete in the growing UTV/ATV market. For 2019, System 3 has revised pricing and an aggressive discount structure. System 3 Off-Road also offers direct sales support from its southern California headquarters, serving dealers, Tucker sales reps, and end customers.

BUILD YOUR OWN 2019 YXZ1000R ON YAMAHA'S WEBSITE

Yamaha Motor Corp., USA, launched a new Build Your Own (BYO) function for the 2019 YXZ1000R and YXZ1000R Sport Shift pure-sport side-by-sides. Now owners and shoppers can customize their off-road dream machine online with **Yamaha Genuine Parts and Accessories**, including the new **GYTR** turbo kit, spare tire carrier, Torque Assist Gear (TAG) kit, tire and wheel packages, four-point harness and more.

Yamaha currently offers over 55 accessories on www.ShopYamaha.com for the Pure Sport YXZ, allowing customers a multitude of options to tailor their vehicle to their ideal riding environments and styles. The new BYO feature makes it easy for customers



The GYTR Spare Tire Carrier is refitted for both the new 2019 YXZ1000R bed and cargo box design for easy installation without any modification, while maximizing storage area. Photo courtesy of Yamaha Motor Corp. USA

to shop, envision, construct, and price their ultimate and ideal YXZ1000R, further allowing a simple transaction and process when arriving at a local Yamaha dealer. **PSB**

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i50

HJC's new off-road helmet was designed with the purpose of creating ease and comfort for the rider, so that his or her focus can remain on the obstacles ahead. The i50 is a completely fresh design with drastic improvements to visibility, ventilation, comfort, and convenience. Visit www.hjchelmets.com for more details, as well as a variety of color and graphic options.

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HJC HELMETS

#1 IN THE WORLD

'If the customer isn't first, your business will never grow'

Motorcycle Clinic celebrates 45 years of performance and repair success

How often do you hear of a shop keeping its doors open for nearly five decades? As we all know, it takes a certain something special for a dealership to celebrate such a moment.

The Motorcycle Clinic in Kissimmee, Florida, recently achieved a milestone that few dealerships manage to reach. The performance and service repair shop, which has been in business since 1973, celebrated its 45th anniversary in 2018 after decades of success.

Bryan Montoya, general manager, chatted with *Powersports Business* staff reporter Abby Larson to share his thoughts about the ongoing success of the store.

POWERSPORTS BUSINESS: What has been the key to your success for the last 45 years?

BRYAN MONTOYA: The owner of Motorcycle Clinic, Brian Dady, has been driven to the customer service element since the company began in 1973. Part of giving the best customer service possible is having educated personnel. Not having that knowledge necessary to give to the customer or educate them means, quite frankly, that you have nothing. That's one of the things I believe has made us a staple for so long; Dady has always been understanding, with knowledge of the components and parts and engines that we work on. Having an owner that understands the customer and has the knowledge to help them with anything they need is what has kept us on the map for so long.

PSB: How do you educate your employees to give customers the best experience possible?

BM: We're always trying to stay up-to-date on all products that we get from our purveyors. We do everything from holding management meetings to discussing industry news. We look at what's happening within the industry and make sure we know when it's strong and when it's slow, along with keeping track of sales and such.



General manager Bryan Montoya (left) and owner Brian Dady of the Motorcycle Clinic in Kissimmee, Florida, celebrated 45 years in operation in 2018. Photo courtesy of the Motorcycle Clinic.

Having an educated team really helps us to provide great service overall.

PSB: On your website, it says you always "go the extra mile." Can you explain how you do that?

BM: We get a lot of customers from other dealerships, and one of their main complaints is that there are no real, hard decisions being made to take care of them. We've been getting a lot of women riders lately and the biggest concern is that these other shops don't take them as seriously. With us, our goal is to educate them and help them make better decisions based on the machine they're riding while taking the extra time to make sure they're 100 percent set on their decision. A lot of these other shops don't take the time to educate the customer, and that's why they're empty right now and we're not. Some of them are simply trying to flip

the customers for commission and that's not what it's about. It's supposed to be about more than the numbers. I think that some people forget who the customer is, and that without them, you have nothing.

PSB: What has been a big learning curve for the company?

BM: I think that the industry still has a lot of growing to do in terms of education. There are so many changes and ups and downs. If you don't apply yourself to being educated, it doesn't come easily. This is definitely an industry where you have to seek out and gather the information you can on all these different products and diverse software, all these new things that are coming into play. The biggest learning curve for me was learning to seek things out and find the answers. You must have the drive to learn as much as you can.

PSB: Why should people shop with you versus other dealerships in the area?

BM: The biggest reason is the experience every customer has when they walk through the door. Having the industry knowledge and the low turnover rate makes us a tight-knit family. When vehicles come in for repairs, there is a much shorter turnaround time than with other dealers. They may have young tech students who just graduated, but I would say that we're much more seasoned with an owner who has worked for so many years with Harley-Davidson and all these other makes and models. He has learned so much of what to look for and we've learned how to find things much faster. You'll have less diagnostic time and a smaller build because you don't have a technician spending two hours on something we can find in half an hour.

See 45 years, Page 24

Ducati's motorcycle sales in U.S. declines 11 percent in 2018

Italian OEM eclipses 50,000 bikes retailed for fourth year in a row

Ducati Motor Holding closed 2018 with more than 53,000 motorcycles delivered to customers worldwide. That means the 50,000-bike threshold, first reached by Ducati in 2015, has now been achieved four years running.

Bike deliveries in the U.S. — historically Ducati's No. 1 market — totalled 7,843, the drop in sales reflecting a 9 percent downturn across the U.S. sector of motorcycles over 500cc. In 2017, Ducati's U.S. bike sales were 8,898.

A significant contribution to the worldwide results came from the success of the Panigale family, which accounted for the sale of 9,700 bikes (a 70 percent increase from 2017), making Ducati, for the first time, the leader of the superbike segment with a market share of over 26 percent. In 2018, one superbike out of every four sold



Claudio Domenicali, CEO of Ducati Motor Holding, in 2018 saw the brand's Panigale family of motorcycles become the leader in the superbike segment, with market share of more than 26 percent. Photo courtesy of Ducati Motor Holding

worldwide was a Ducati Panigale. The undisputed flagship of the Panigale

family is the V4, the first production Ducati motorcycle which mounts a four-cylinder

engine. In just 12 months it has set a new standard for style, technology and performance, with over 6,100 motorcycles delivered across the globe.

Equally successful was the Multistrada family that in 2018 scored 11,829 motorcycles sold. The family saw the addition of the new Multistrada 1260, thanks to which sales soared by 25 percent compared to 2017, with 6,569 bikes sold.

Compared to data sales in 2017 (55,871 bikes), Ducati experienced a slight drop of 5 percent against the backdrop of an over 500cc motorcycle market that shrank by some 3 percent. Yet thanks to the Panigale and Multistrada families, last year saw the Bologna-based bike manufacturer reinforce its position on the high-end market.

"While 2018 was challenging for the big motorcycles market, with slowdowns in important countries like the US, Ducati had, by the end of the year, delivered over 53,000 bikes to customers worldwide, consolidating the growth achieved in recent years,"

See Ducati, Page 23

McGrath family acquires Harley-Davidson dealership

Iowa footprint grows to four stores with latest addition

George C. Chaconas of Performance Brokerage Services reports that Michael McGrath, part of the McGrath family that owns and operates three dealerships in Iowa, has increased the family footprint to four dealerships with the acquisition of Wiebler's Quad Cities Harley-Davidson in Davenport, Iowa, from Bob Wiebler.

The dealership opened for business last week under McGrath's ownership. The dealership name will change to McGrath Quad City Harley-Davidson and will remain at the current location of 5320 Corporate Park Drive in Davenport, Iowa 52807.

The McGrath family also owns auto dealerships Lexus of Chicago, Honda of Chicago, Acura of Chicago, Lexus of Westmont, Ford Hyundai of Cedar Rapids, and many more. McGrath also is the owner and operator of McGrath Harley-Davidson in Dubuque, McGrath Hawkeye Harley-Davidson in Coralville and McGrath Powersports of Cedar Rapids, all in Iowa.

"It brings me great pleasure to have assisted the Wiebler family with passing the torch to the McGrath family," said Chaconas, the exclusive agent for this transaction and the head of the National Harley-Davidson and Powersports Division for Performance Brokerage Ser-

vices. "I wish Bob and his wife, Tracy Wiebler an enjoyable retirement and thank them for the opportunity to earn their business."

Wayne Wiebler, Bob Wiebler and Stephen Wiebler established Wiebler's Quad-Cities Harley-Davidson in 1990. In 1951, Wayne started in the motorcycle business in Peoria, Illinois, for the Walters family. In 1965, Bob joined the Walters Brothers dealership in the parts department. Wayne's son, Stephen, joined them both in 1980. After many years at the Walters Brothers dealership, the Wiebler family acquired an existing Harley-Davidson dealership in Bettendorf, Iowa.

In 1999, Stephen and Bob relocated the dealership to Davenport and celebrated a grand opening of their new facility on Janu-

It was very difficult and emotional for me to retire as this is all I have done since I was a teenager.

Bob Wiebler, recently retired owner of Wiebler's Quad Cities Harley-Davidson

ary 22, 2000, 49 years after Wayne Wiebler started his career in the motorcycle industry.

This was a lifelong dream come true for the Wiebler family. The dealership has remained in the same location ever since.

After 28 years of ownership, the Wiebler family decided it was time to retire from the business and hired Chaconas to assist them with selling Wiebler's Quad-Cities Harley-Davidson.

Following the sale, Bob Wiebler commented: "I had been negotiating with a local Harley-Davidson dealer that wanted to buy my store for years. When I hired George, he immediately negotiated a fair offer and helped guide me throughout the process from start to finish. He kept me informed, engaged and levelheaded. It was very difficult and emotional for me to retire as this is all I have done since I was a teenager." **PSB**

DUCATI

CONTINUED FROM PAGE 22

said Claudio Domenicali, CEO of Ducati Motor Holding. "In 2018 we achieved stability and the year was positive both in terms of business and racing. We won numerous MotoGP races and developed an exceptional bike. In short, the solidity of the company remains undisputed, as does our penchant for driving ahead with innovation and product development so we can, over the coming years, continue offering customers new icons of style and technology."

"To rise to new market challenges," added Francesco Milicia, Global Sales Director, "we're working to make our sales network more efficient than ever. For 2019 we've also overhauled the Scrambler 800 range — which, among other things, has received a major active safety boost in the form of cornering ABS — and launched new products such as the Diavel 1260 and Hypermotard 950. The Multistrada family saw the arrival of the 1260 Enduro and 950 S, giving customers a wider choice than ever. Lastly, we've introduced the V4 R, the most powerful, highest-tech superbike ever built by Ducati to provide a foundation for renewed competitiveness in the WorldSBK championship. Needless to say, it has already proved to be a big hit with Ducatisti. In total, we're talking about nine new models that allow us to look to the future with confidence."

In Italy, growth proved to be solid, (+4.5 percent) reaching 9,200 bikes and allowing the country to return to being Ducati's largest market.

Spain also performed strongly with 2,444 motorcycles sold (+8 percent), with further growth observed in Japan with 1,941 bikes (+2 percent) and Switzerland with 1,276 bikes (+2.2 percent).

On Asian markets, Ducati continues to ride the upward trend, especially in China (+29 percent) where a new direct branch has been established and the sales network has expanded from 19 to 23 dealerships. **PSB**

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TOP 10 MOST RESEARCHED MOTORCYCLE/POWERSPORT VEHICLES ON KBB.COM: Q4 2018

MOST RESEARCHED CRUISER & TOURING BIKES

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value
1	2014	Harley-Davidson FLHX Street Glide Special	down 40%	\$13,175	\$16,390
2	2012	Harley-Davidson FLHX Street Glide	down 43%	\$10,525	\$14,210
3	2014	Harley-Davidson FLHTK Electra Glide Ultra Limited	down 40%	\$12,600	\$16,760
4	2013	Harley-Davidson FLHX Street Glide	down 44%	\$11,175	\$15,035
5	2014	Harley-Davidson FLHX Street Glide	down 44%	\$12,025	\$16,075
6	2016	Harley-Davidson FLHX Street Glide Special	down 35%	\$15,300	\$18,895
7	2015	Harley-Davidson FLHX Street Glide Special	down 40%	\$14,125	\$17,530
8	2007	Harley-Davidson FLHTCU Electra Glide Ultra Classic	down 46%	\$7,700	\$10,500
9	2017	Harley-Davidson FLHX Street Glide Special	down 38%	\$16,550	\$20,380
10	2009	Harley-Davidson FLHX Street Glide	down 46%	\$8,770	\$11,940

MOST RESEARCHED CRUISER & TOURING BIKES (NON H-D)

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value
1	2006	Honda VTX1300C	down 47%	\$2,575	\$3,765
2	2007	Honda Shadow 750 Spirit	down 49%	\$2,075	\$3,055
3	2007	Yamaha V Star 650 Classic	down 54%	\$2,035	\$3,005
4	2004	Honda VTX1300C	down 45%	\$2,245	\$3,300
5	2003	Honda VTX1800C	down 45%	\$2,720	\$3,970
6	2003	Honda Shadow 750 Spirit	down 54%	\$1,775	\$2,630
7	2007	Honda VTX1300C	down 48%	\$2,790	\$4,065
8	2002	Honda VTX1800C	down 45%	\$2,575	\$3,765
9	2006	Suzuki C50	down 51%	\$2,255	\$3,310
10	2003	Honda Gold Wing	down 47%	\$4,780	\$7,520

Source: Kelley Blue Book

Q4 interest in pre-owned shows typical seasonal drop

KBB.com data shows 41 percent Q4 decline in web traffic to motorcycles vs. Q3 2018

BY LISA PELISSIER
CONTRIBUTING WRITER

A look at the Q4 2018 web traffic on Kelley Blue Book's KBB.com shows that all powersports segments saw a typical seasonal drop in interest for the quarter compared to Q3 2018.

Motorcycles saw an overall decline in KBB.com web traffic of 41 percent in Q4 2018 vs. Q3 2018. In 2017, the decline between the two quarters was only 35 percent.

ATVs and side-by-sides only lost 23 percent of KBB.com web traffic for Q4 over Q3 2018. This is, however, a sharper contrast to the 2017 numbers than motorcycles saw. In

2017, the drop in interest for ATVs and side-by-side was only 14 percent.

CRUISER & TOURING MOTORCYCLES

The top 10 cruiser and touring motorcycles are all Harley-Davidson touring bikes. Eight of these are from the Street Glide series.

Only two of the top 10 cruiser and touring motorcycles for Q4 2018 are more than 10 years old.

By contrast, the top 10 non-Harley-Davidson cruiser and touring motorcycles are from the street segment and are older. The newest bike on the list is from model-year 2007.

Honda dominated the top 10 non-Harley-Davidson cruiser and touring motorcycles list, ceding only two spots to other manufacturers.

SPORT MOTORCYCLES

For the second quarter in a row, no 250-300cc

motorcycles appear in the top 10. All top 10 sport motorcycles are in the 600-700cc range.

Coming in at No. 11, the 2015 Yamaha YZF-R3 was the top 250-300cc sport motorcycle. The 2012 Honda CBR250R was No. 16.

The Yamaha FZ-07, which joined the top 10 for the first time in Q3 2018 with its model-year 2016 edition, is joined by the 2015 version for Q4 2018.

OFF-ROAD MOTORCYCLES

Motocross bikes once again took most of the spots in the top 10 most researched off-road motorcycles list.

The single dirt bike to appear on the list, the 2003 Honda XR100R, claimed the No. 2 spot, its highest ranking since it joined the top 10 in Q2 2018. It garnered 29 per-



The 2014 Honda CRF250L was the most-viewed dual sport motorcycle on KBB.com during Q4. Photo courtesy of American Honda

cent more KBB.com web traffic than Q4's No. 2 dirt bike.

The 2016 Kawasaki KX450F is the only bike in the top 10 that is less than 10 years old. See KBB, Page 25

Analyst: LiveWire's price is too high at \$30,000

BMO Capital Markets analyst Gerrick Johnson provided a research note to Powersports Business following Harley-Davidson's release of details about its LiveWire electric motorcycle, revealed in January at the CES show in Las Vegas. The motorcycle is expected to be delivered to dealers in August.

Johnson reports that the "biggest concern we have is the \$30,000 price tag for the base model, which puts it beyond the reach of younger consumers (who we think would be

most interested in an electric motorcycle). "The motorcycle's styling is attractive and performance and range specs are comparable to other electric motorcycles. But the biggest hurdle for LiveWire will be its base price of \$29,799. The 'out the door' MSRP will end up being well over \$30,000 when options are factored in.

"A complaint we often hear from dealers is that HOG's motorcycles are too expensive. See LiveWire, Page 25

45 YEARS

CONTINUED FROM PAGE 22

I've found that this is a dying breed of an establishment. We have a machine shop, which is in-house, and the owner is trained to use it. His skills are incredible. We're all very involved. We also build high-performance engines, and you don't see that much anymore. We use some vendors for body repair and paint, but you don't see many places that are — literally — a one-stop shop like we are.

PSB: What are your plans for the next 45 years?

BM: Dady recently sat us down for a meeting, and he has set his sights on growing the website. We did dabble with opening an online shop in the past, but we found other companies that would partner with us who have more experience in the powersports industry where we can now take our 45 years of experience into going national

and selling parts via the website. We're also looking into the off-road market with side-by-sides. It's an exploding market right now, and there are many people who have a higher budget that are spending more in off-road.

PSB: Do you have any advice for other shops like yours that are trying to hit the 45-year mark?

BM: If the customer isn't first, your business will never grow. It is more than the bottom line. At Motorcycle Clinic, money doesn't drive us; the customer drives us. So many shops are so money-driven that they forget about the people they're supposed to be helping.

Without having that customer come back after that first visit, especially local customers, you've got nothing. Eventually the poor service will run out all your local customers, and then who will you have to come in? Taking care of the customer and making them feel welcome is more important than anything. **PSB**

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**TOP 10 MOST RESEARCHED MOTORCYCLE/POWERSPORT VEHICLES
ON KBB.COM: Q4 2018**
MOST RESEARCHED SPORT BIKES

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2007	Suzuki	GSX-R600	down 44%	\$3,265	\$4,750
2	2006	Suzuki	GSX-R600	down 41%	\$3,085	\$4,490
3	2007	Yamaha	YZF-R6	down 36%	\$3,840	\$5,575
4	2007	Honda	CBR600RR	down 43%	\$3,540	\$5,150
5	2006	Honda	CBR600RR	down 41%	\$3,315	\$4,820
6	2016	Yamaha	FZ-07	down 35%	\$3,795	\$5,510
7	2008	Honda	CBR600RR	down 50%	\$3,750	\$5,445
8	2015	Yamaha	FZ-07	down 35%	\$3,610	\$5,245
9	2006	Yamaha	YZF-R6	down 44%	\$3,680	\$5,345
10	2007	Suzuki	GSX-R750	down 41%	\$3,540	\$5,150

MOST RESEARCHED OFF-ROAD MOTORCYCLES

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2005	Honda	CRF450R	down 24%	\$2,075	\$3,055
2	2003	Honda	XR100R	down 14%	\$845	\$1,330
3	2007	Honda	CRF250R	down 31%	\$1,910	\$2,820
4	2006	Honda	CRF250R	down 33%	\$1,825	\$2,705
5	2006	Honda	CRF450R	down 28%	\$2,165	\$3,185
6	2016	Kawasaki	KX450F	down 14%	\$3,700	\$5,380
7	2008	Yamaha	YZ450F	down 12%	\$2,200	\$3,235
8	2004	Honda	CRF250R	down 18%	\$1,690	\$2,510
9	2004	Honda	CRF450R	down 27%	\$1,990	\$2,940
10	2005	Honda	CRF250R	down 32%	\$1,755	\$2,605

MOST RESEARCHED SCOOTERS

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2013	Honda	PCX150	down 56%	\$1,455	\$2,175
2	2007	Vespa	LX 150	down 36%	\$1,680	\$2,500
3	2009	Yamaha	Zuma 125	down 48%	\$1,120	\$1,715
4	2015	Honda	NPS50 Ruckus	down 49%	\$1,320	\$1,995
5	2009	Vespa	LX 150	down 43%	\$1,865	\$2,755
6	2008	Yamaha	Zuma 50	down 51%	\$810	\$1,290
7	2005	Yamaha	Zuma 50	down 63%	\$715	\$1,155
8	2006	Yamaha	Vino 125	down 59%	\$800	\$1,270
9	2006	Suzuki	Burgman 650	down 39%	\$2,000	\$2,950
9	2009	Vespa	GTS 250	down 45%	\$2,300	\$3,375

MOST RESEARCHED ON/OFF-ROAD MOTORCYCLES

Year	Make	Model	Change from Q3 2018	KBB Trade-In Value	KBB Suggested Retail Value	
1	2014	Honda	CRF250L	down 35%	\$2,630	\$3,840
2	2008	Kawasaki	KLR650	down 40%	\$2,445	\$3,585
3	2009	Kawasaki	KLR650	down 46%	\$2,580	\$3,775
4	2015	Honda	CRF250L	down 25%	\$2,720	\$3,970
5	2009	Kawasaki	KLX250S	down 33%	\$2,045	\$3,015
6	2017	Honda	CRF250L	down 28%	\$2,970	\$4,325
7	2013	Honda	CRF250L	down 39%	\$2,555	\$3,740
8	2016	Honda	CRF250L	down 32%	\$2,835	\$4,130
9	2015	Kawasaki	KLR650	down 33%	\$3,425	\$4,985
10	2007	Kawasaki	KLR650	down 44%	\$2,320	\$3,400

Source: Kelley Blue Book



The 2016 Harley-Davidson Street Glide Special brings a \$15,300 trade-in value, according to the latest Kelley Blue Book data. Photo courtesy of Harley-Davidson Motor Co.

LIVEWIRE
CONTINUED FROM PAGE 24

LiveWire seems like a different chapter of the same story, and is likely too expensive to attract new riders.

"We've also heard that the cost for dealers to install the required charging stations as well other service changes (retraining technicians, new tools, etc) is prohibitive, running into six figures.

"Nevertheless, we expect pre-orders to be solid. We think there are enough high-earning Harley enthusiasts who will spend the \$30,000 for the novelty or to be the first to have the newest toy. But we do not expect significant follow-through after the shine wears off.

"We have difficulty seeing the endeavor scaling to a profitable level. For example, based on data provided by Polk, Zero Motorcycles, the leader in electric motorcycles, sold only



The Harley-Davidson LiveWire will bring a base price of \$29,799 when it arrives at dealerships in August. Photo courtesy of Harley-Davidson Motor Co.

750 bikes in the US over the last 12 months.

"HOG also announced two additional new electric prototypes; a dirt bike and a moped (available in 2022). These new models may help absorb development and overhead, but they also move HOG into segments in which it has no expertise or proper distribution channels to support." **PSB**

KBB
CONTINUED FROM PAGE 24
ON/OFF-ROAD MOTORCYCLES

The top 10 on/off-road motorcycles list is split equally between Honda and Kawasaki.

Nine of the top 10 were in the top 10 for Q3 2018.

No. 1 2014 Honda CRF250L received 37 percent more KBB.com traffic than the No. 2 motorcycle on the list.

On/off-road motorcycles that just missed the list include 2012 Yamaha Super Tenere at No. 11 and the 2016 BMW R1200GS Adventure at No. 12.

SCOOTERS

The top 10 scooters list is eclectic, with four different manufacturers, a range from 50cc to 650cc, and a wide span of ages, from model-year 2005 to 2015.

No. 1 2013 Honda PCX150 received 54 percent more KBB.com traffic than the No. 2 scooter on the list.

While this is impressive, it is a significant drop from the 80 percent lead it had over the No. 2 scooter in Q3 2018. **PSB**

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

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Use a solid budgeting process to identify weaknesses

Back in 2009 when I joined my first Spader 20-Group as a client, John Spader made me aware of how important the budgeting process is. A solid budget can help to identify weakness in the operation, it provides monthly benchmarks for management, and it works in tandem with your inventory management plan. When most dealers are asked to build a budget, they look at what they did last year, add some random percentage (hopefully positive) to those numbers, and that's the budget. But if your prior year wasn't a very profitable one, then all you are doing is magnifying problems, and increasing your risk factor should we see another economic downturn.



MARK SHEFFIELD

There is a better way. Instead of a top-down budget that isn't "owned" by the departments, what if your managers were responsible for building the budgets for their own departments, and they were held accountable to them? What if your budget helped to determine how much new unit and parts inventory you need? Wouldn't it be great if your budget defined your staffing requirements for the coming year, as well as compensation packages? It's possible, and it's not that hard.

Let's look at a simple process for the four main departments. For each one of these you are going to want to make a spreadsheet with a column for each month of the year. We'll also need access to historical data for the last few years (if it's available).

SALES AND F&I DEPARTMENTS

In the sales department, we want to outline how many new and used units we are going to sell each month. The historical data is going to

provide some guidance, and then we'll need to factor in the availability of new product from our vendors. In most industries, prices increase about 2 to 4 percent each year, so account for that when determining what the average sales price is going to be during each month. We can also use the historical data to determine our monthly margins, and what we expect those to be for the coming year. If the margins are going to increase, then now is a good time to ask the questions about what we are going to do to make that happen. Will it be a different product mix, more training or something else? In no time at all we've come up with our top line sales budget.

The sales department budget also defines what we'll do in the F&I department. Based on the number of units we plan to sell, multiply the F&I PUS (Per Unit Sold) goal by the unit count to determine your monthly goals. Or, you can calculate F&I as a percentage of the sales volume to generate monthly targets.

SERVICE DEPARTMENT

Some labor sales are going to be a direct reflection of what we planned for in the sales department (prep, PDI, rigging, accessorization and warranty), and the balance of the service income is going to be customer pay. Take your spreadsheet and do the math to see how much labor the sales department will drive each month, and then use your historical data to see what you've done in the past for customer pay work. If we are shooting for an increase in the coming year, then is that coming from additional techs, efficiency



Putting managers in charge of their own department's budget will help to determine how much new unit and parts inventory you need. Photo by Dave McMahon/Powersports Business

increases or an increase in the labor rate? Service top line, done!

PARTS DEPARTMENT

Our sales and service budgets become the foundation for our parts department budget. Depending on product type and mix, and the strength of our sales and parts associates, we'll sell a certain dollar amount in parts and accessories with each unit. We should also sell approximately \$1 of parts for each dollar of labor. Now we just need to figure out the over-the-counter sales for the coming year (history helps with this), identify the margins for each category of sales, and that's our top line budget for the parts department.

OTHER DEPARTMENTS

If you have other departments in your deal-

ership, such as rental, storage, or a body shop, then use the same methodology.

EXPENSES

Depending on the structure and size of the dealership, your managers may or may not have control over expenses. Regardless of responsibility, it's good to budget for those items. Except for fixed costs (rent and utilities), most expenses are going to be easy to calculate as they will be a percentage of your gross margin (not gross sales) in each department. Look at your historical data for the last three years, and you will see what I am talking about. If you are a member of a Spader 20-Group, you already know what those guidelines are for your industry, and for the top 20 percent of the most profitable dealers in the industry.

INVENTORY

Since we have calculated our sales and margins for the sales/parts departments, all that's left is to select our targeted turn ratios and then we have our monthly inventory targets. Now that each department has monthly goals (and assuming we have a rough idea of what each employee is capable of), it's the perfect time to see if we have enough (or, in some cases, too many) staff members to achieve our goals.

For the most part, that's it. In a day, most dealers can build a budget/profit plan that will be a road map to success for the coming year. If you aren't happy with the bottom line, there's no better time than now to make an adjustment. There are three options for improving net profit: increase sales, improve margins or reduce costs. You can either be proactive and go into the coming year with a plan to be profitable, or you can do an autopsy when the year is over to determine why you didn't make any money. The ball is in your court. **PSB**

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

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RETAIL REMEDIES

Top 3 best practices for a better PG&A department

As you know, your parts, garments and accessories inventory represents a huge opportunity for gross profit for your dealership. The gross profit from this department should be able to absorb the major share of your dealership's overhead. Your sales department depends on accessories for add-on sales or new unit customizing that can help close sales (or lose them if they aren't available). In addition, how you stock and merchandize the department significantly influences your ability to retain your customers and capture their repeat business.



STEVE JONES

Here, I'll recap three current best business practices that the top dealers are using to grow their PG&A business and related unit sales.

1. Implement a continuous inventory counting system. Called cycle counting, this process requires that you count a selection of inventory each and every day. Often, dealers will base the counts on numbered bin locations of hard parts or selected categories of clothing or accessories, such as helmets or men's boots, etc.

How many times has a parts person told a customer that a part or accessory is in stock (according to the computer) and the customer travels to your store only to find

it didn't exist? Inaccurate inventory also wreaks havoc with your service customers when a tech gets the unit on the rack only to find that the parts were actually not in stock. Of course, inaccuracies could point out shrinkage (theft) issues as well. The goal is to maintain 97 percent accuracy of your inventory. This dramatically increases customer satisfaction.

The section of inventory to be counted is chosen by the parts manager and should be sized to take no more than one hour of time to count. Anyone in the parts department can work on the count during the day — 5 minutes here, 10 minutes there — until the part numbers have been counted. The selected page(s) of inventory will include part numbers, but not on-hand quantities.

2. Focus on stocking high-turn inventory. This is vital to ensure you are not out of key products when you need them, but also to increase the profits of the department. Number of turns is a profitability measurement. The minimum goal for the PG&A department overall is at least four turns. The calculation starts with adding up your ending inventory at cost every month for 12 months. Then divide this total by 12 to get an average. Finally, divide that number into the total sales at cost for the entire period.

In general, hard parts should turn over at least six times, while accessories and clothing will likely be notably less. However, if you find that your OVERALL inventory turns are exceeding 8, you may be losing

sales because you are constantly running short and re-ordering.

The most accurate method of increasing turns is by using an open-to-buy system, where you stock high-turn products for the period when they sell the most. It is somewhat labor-intensive to manage, but it is the best way. However, you can do a decent job by monitoring reports of turns by part number on a quarterly basis. Start weeding out the slow sellers that only turn 1-2 times per year while increasing your stock of PG&A inventory that turns the best.

In the end, you will have happier customers and make considerably more profit while reducing costly obsolescence. Some studies show that, on average, inventory that doesn't turn one time per year (obsolescence) increases in cost as much 30 percent due to taxes, cost of money, labor (counting and administration), rent and lost opportunities to reinvest in high-turn inventory.

3. Follow basic merchandising rules. Create exciting displays, rotate products and keep them clean and neat. Proper displays include things like using the merchandising aids supplied by your vendors. Generally, these branded fixtures are well-thought and will help you sell more merchandise. Accessorize more units on the floor and create lifestyle displays that help the customers visualize themselves using the product. Helping a customer move from a rational buying decision to an emotional one creates "mental ownership," which vastly increases the potential for sales.

Examples would include accessorized snowmobiles posed on "rocket launcher" type stands (mountain riding) with cotton batting simulating snow and a posed rider dressed in current, top-selling riding gear. Hunting season displays with an ATV or side-by-side in a hunting camp setting (rocks, tent, and simulated campfire) with hunting accessories installed such as gun scabbards, winches, luggage racks/boxes, gun racks, etc., and riders in camo gear. PWC scenes with simulated beach and/or water with accessories and family-sized riders in suits and PFDs also work well.

In the farmlands, we used seasonal displays with seeder-spreaders, sprayers, plows and other high-use items. ATVs or side-by-sides with plows and winches are a must for fall displays if you are in an area that gets significant snow.

Mannequins are a key ingredient. How much easier is it to create that mental image when there is a mannequin to reinforce the image? If you want to increase sales of clothing and accessories — use mannequins.

I hope these proven ideas for increasing sales, profits and customer satisfaction encourage you to step it up a notch in your store in 2019. **PSB**

Steve Jones is 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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BIG EAST

■ CONTINUED FROM THE COVER

“Those issues all get solved with the move to the expansive new Exposition Center on the New York State Fairgrounds, plus the new building is located just 5 miles from the Oncenter facility, so it will be an easy transition for both vendors and consumers.”

“One of the important goals of a show like this is to create excitement for the sport. We are always looking for ways for people to have a great experience and leave more excited than when they arrived,” said Big East Powersports Show National Sales Director Mark Rosacker. “We all have a vested interest in the growth of snowmobiling and powersports in general, and shows are a great way to help fuel that excitement.”

Snow Goer had a display at national-level indoor snowmobile shows held throughout the Upper Midwest, but noticed a lack of similar shows in the Northeast upon creating the Big East Powersports Show in 1994.

“Indoor shows have always had a different atmosphere than outdoor events like grass drags and swap meets, thanks to the booths from manufacturers, professional displays from countless vendors, the ability to shop for gear and accessories in a comfortable setting and the ability to bring the whole industry together in one climate-controlled, refined environment. We wanted to bring that experience to the Northeast,” Prusak said.

The move will result in 110,000 square feet of additional space to allow for a 30 percent expansion of all vendors and consumers on one floor level. Previously unavailable outdoor space for possible powersports demonstrations or displays will also be available.

“In recent years we’ve had several current vendors ask for more exhibit space, and other vendors contact us each year looking for large chunks of show floor,” Prusak said. “We’ll now be able to accommodate their needs. In addition, we’ll have more room to invite in other powersports-related products, from ATVs and side-by-sides/UTVs to an expanded presence for trailers, performance parts and accessories.”

“The move is a great opportunity to expand the show with some more UTV/ATV elements as well as more consumer attractions,” Rosacker said. “We hope to give consumers more reasons to attend as well as more reasons to spend more time at the show.”

The logistics of vendor move-in and out will also be eased given the large onsite parking lot that will also provide free parking for consumers (an issue that has long fielded complaints).

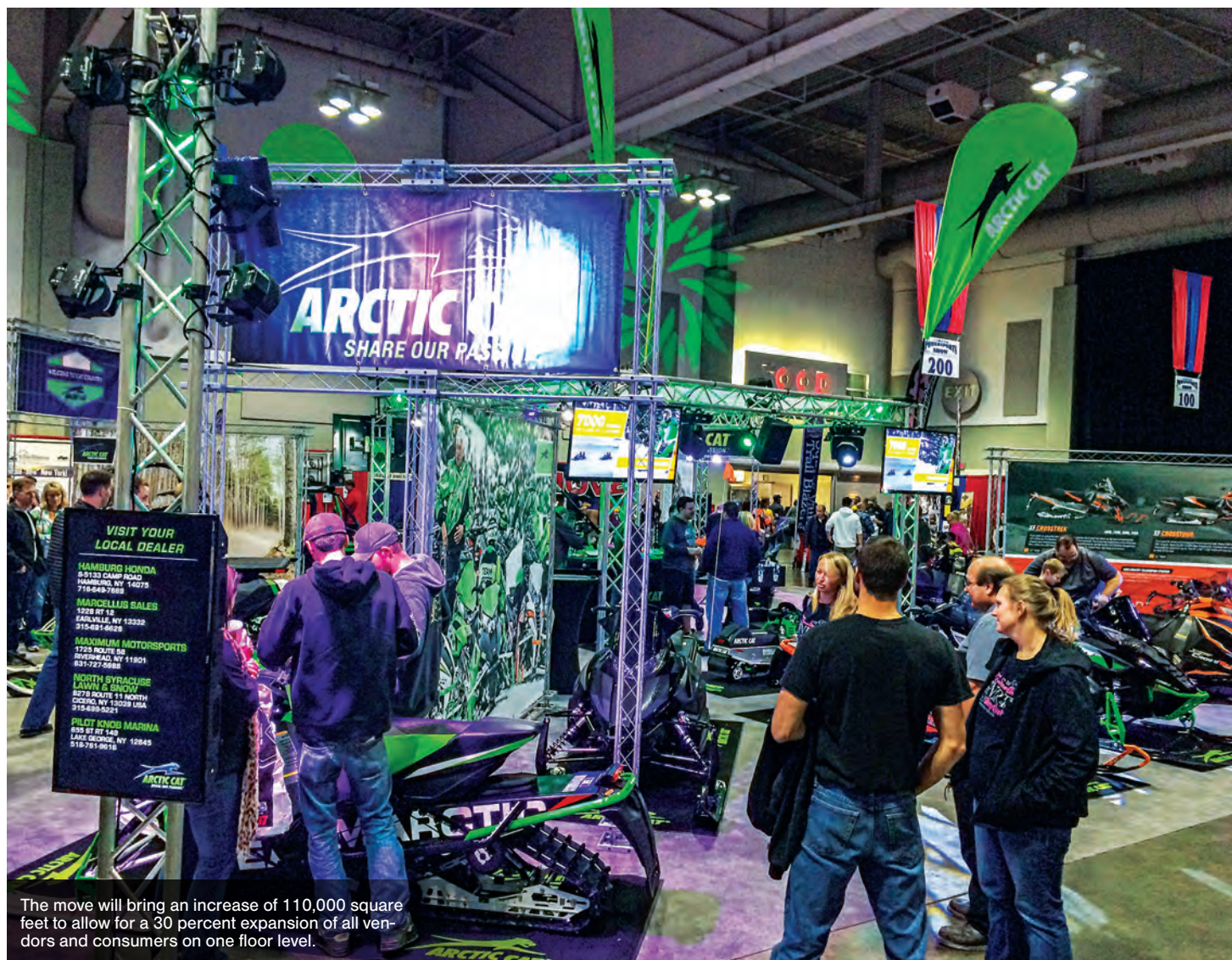
“As exciting as the new indoor space is, we’re also excited about the opportunities that present themselves by being on the New York State Fairgrounds lands. There are opportunities for related outdoor facilities outside the front door — from competitive events and exhibits to displays or large groomers, race trailers, RVs and more,” Prusak said.

The idea of moving to the fairgrounds was something that consumers directly familiar with the area had suggested for several seasons. In short, customers spoke about what they wanted from the show, and the Big East Powersports Show listened.

“The move to the new facility is an incredible opportunity to grow the show and create a better experience for everybody involved. Vendors will find move-in, setup and move-out to be significantly easier, and the high ceiling and expanded space will allow them to be more creative with their displays,” Prusak said. “Also beneficial to the vendors is we’re confident we can grow overall attendance at the new facility — as hassles related



Moving to the Exposition Center at the New York State Fairgrounds will give vendors and customers a much-needed increase in space.



The move will bring an increase of 110,000 square feet to allow for a 30 percent expansion of all vendors and consumers on one floor level.

to parking, traffic and the general aura of being downtown are alleviated by moving.”

“The show has had a very loyal vendor following, and seeing them have a good show every year is very rewarding,” Rosacker said. “We know the vendors are an integral part of the show’s success each year and we certainly appreciate their involvement and loyalty.”

Although every idea involved in the expansion

process might not be implemented during its inaugural season at the fairgrounds, it’s safe to say the sky is the limit for the show in its new space — something that consumers have seemingly taken note of.

The show has a lot of momentum, but for 2019 it gets renewed with this larger, brand new facility that is sure to bring in larger crowds and more vendors.

“At the end of the day, the Big East Powersports Show is about bringing together businesses in the snowmobile and powersports industries with passionate consumers who want to spend money on their favorite sport, in a fun, festive atmosphere that builds enthusiasm,” Prusak said.

Let the countdown to the fall snow show season begin. **PSB**

Future of snocross on display at FXR's Learn 2 Ride Clinic

FXR Racing clinic brings together young racers and pros

More than 40 youth snocross riders and 15 of today's most respected and fastest professional racers came together for the FXR Learn 2 Ride Clinic at ERX Motor Park in Elk River, Minnesota, during the 2018 holiday break.

The FXR clinic plays an instrumental role in the future of snowmobile racing and the sport in general as students learn how to become better racers on and off the track from their peers and heroes.

This year marked the 10th anniversary of the clinic, and many of the coaches were former students of the program, illustrating the event's ongoing success. This year's coaches included current national racers Kyle Pallin, Evan Daudt, Ryley Bester and Taven Woodie.

"Another great clinic," said FXR Marketing and Special Projects manager Doug Rust. "FXR is blessed to be working with such great athletes who are willing to take time out of their schedules during the holidays to give back to this sport. It's an

incredibly rewarding experience and we're honored to be a part of it."

The FXR Learn 2 Ride Clinic features a day dedicated to 120/200 riders and another for older riders on full-size snowmobiles. Participants are given one-on-one coaching to further refine their skills for different aspects of the track including cornering, jumps and starts. In addition, the coaches and other industry experts share tips and lessons on sportsmanship, promotion, and set-up during brief classroom sessions.

"The clinic was awesome," said Shawn Peterson, who had two children participating. "We loved how many pro riders were there. They gave great coaching and it was very well organized."

The clinic also plays an important role ensuring the future vitality of the sport, a message echoed by ERX Motor Park co-owner Chris Carlson.

"FXR gets it," Carlson said. "They truly care about the future of this sport and it's evident by the amount of time and resources they invest into events like this. Their vision



FXR Racing's Learn 2 Ride Clinic at ERX Motor Park in Elk River, Minnesota, attracted more than 40 youth snocross riders and 15 pros. Photo courtesy of ERX

and the passion of their riders is what makes the FXR Learn 2 Ride Clinic work."

FXR and ERX pointed out the event's coaches and volunteers: Tausha Lange, Cierra Beckerleg, Taven Woodie, Kaden

Woodie, Beau Tibbetts, Johan Lidman, Nisse Kjellström, Brittani Robinson, MaKenna Klieman, Taylor Cole, Andrew Lindholm, Andrew Carlson, Evan Daudt, Kyle Pallin, Dylan Jansen and Ryley Bester. **PSB**

DIGEST

Cuomo: \$4.2 million for N.Y. snowmobile trails

New York Gov. Andrew M. Cuomo in December announced \$4.2 million for snowmobile trail maintenance and grooming

across New York State this winter.

"New York is unrivaled in its natural beauty in all four seasons and offers a vast recreational trail system for snowmobilers to enjoy our stunning winter landscape," Cuomo said. "By providing the funding

to keep the trails in good condition and encouraging more tourists to visit our state for the free snowmobile weekend, we are helping grow our upstate tourism economy and maintaining our outdoor trails for generations to come."

The \$4.2 million for snowmobile trail maintenance to local communities in New York is a 5 percent increase from last year. The trail grants support 10,400 miles of designated trails across the state for snowmobilers to safely enjoy. **PSB**

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Michigan's Brave the Wave event joins Pro Watercross

Lake Orion event is latest addition to PWC schedule

Pro Watercross, in the midst of the most active expansion campaign for personal watercraft events has seen in several decades, announced that the Michigan Wave Makers group has joined the Pro Watercross family with its Brave the Wave event held in August on Lake Orion in Michigan.

Michigan Wave Makers LLC, has brought a surge in interest and participation in competitive personal watercraft racing in the Great Lakes region over the past two years with the popularity of the Brave the Wave race and freestyle competition.

"We are excited about Michigan Wave Makers joining with us in our mission to grow the sport and the PWC community in 2019," said Pro Watercross CIO Jennifer

Handler. "Ryan Kulka, along with his business partner Terri Nallamotheu, will be bringing the annual Brave the Wave under the Pro Watercross banner in 2019, and we are proud to be a part of this great event."

"We started Michigan Wave Makers LLC to help promote the jet ski sport in the state of Michigan," co-owner Terri Nallamotheu said. "Since we are the 'Great Lakes state,' we figured what better place to promote people using jet skis to enjoy their lake life a little more each year."

Boasting not only a perfectly-situated venue and well-organized competition for freestylers and ski-class racers, but some of the largest prize money in the region, Brave the Wave continues to gain attention, and Ryan is expecting 2019 to be the largest turnout yet. The Third Annual Brave the Wave will take place on Aug. 10 on Lake Orion. **PSB**



Stand-up Jet Skis figure to be a heavy part of the action at the Brave the Wave PWC event this summer on Lake Orion, Michigan. Photo courtesy of Kawasaki

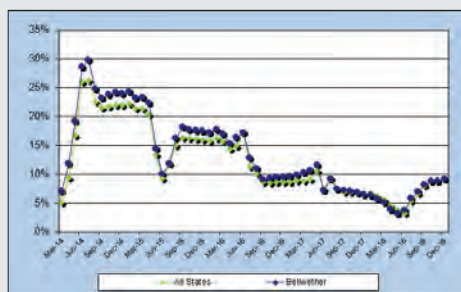
DIGEST

Info-Link: PWC sales up 8 percent in December

Sales of personal watercraft increased by 8 percent through the month of December, according to the latest **Info-Link Bellwether** report.

The Bellwether report tracks sales of powerboats across the country based on new U.S. boat registrations on a rolling 12-month basis.

Bellwether states are geographically dispersed states representing roughly half of



Source: Info-Link Technologies

the U.S. boat market (varies by market segment and time of year).

PRO WATERCROSS ADDS KOONGE TO STAFF

Kenny Koonge has been named National Recreational Ambassador for the **2019 Pro Watercross National Recreational Tour**.

A familiar figure within the recreational segment of the personal watercraft community, Koonge is known for his passion,

forward thinking and willingness to support his fellow riders.

"The new Pro Watercross Recreational Tour is generating a lot of excitement and enthusiasm in the PWC community, among both racers and



KENNY KOONGE

See Digest, Page 35

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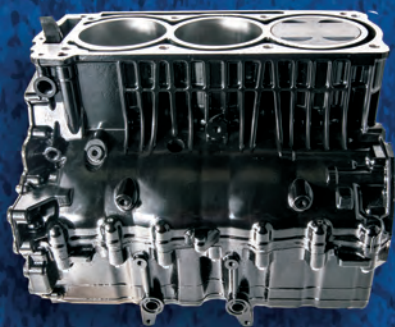


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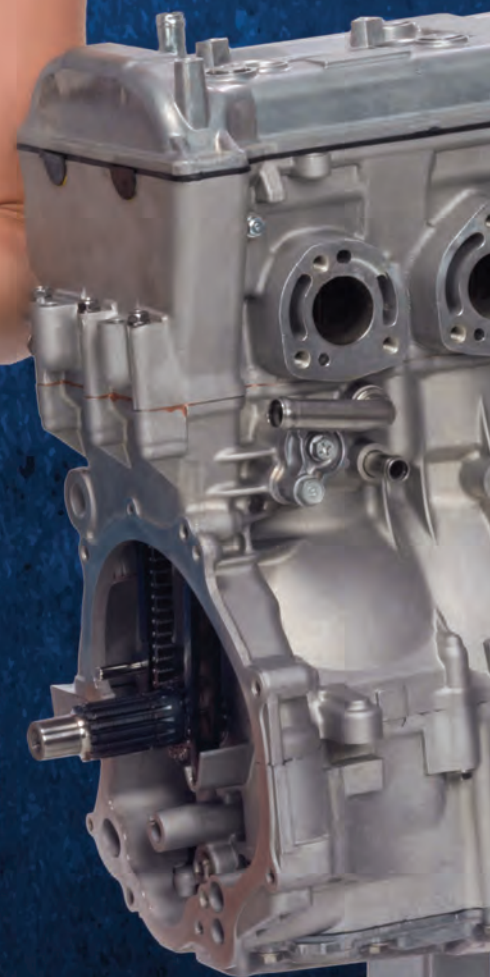


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Scorpion EXO reveals Covert Tactical Vest at WPS Show

Distributor's new brand shows off 2019 lineup in Boise

BY **ABBY LARSON**
STAFF REPORTER

This is already shaping up to be a big year for Scorpion EXO.

After releasing 16 new items for its 2019 Spring Collection, Scorpion EXO has started the year off with a bang. The WPS Sales Meeting in Boise, Idaho, was the perfect place to showcase some of these new items to reps coming in from around the country. WPS employees were enthusiastic to give *Powersports Business* the low-down on some of the hot new Scorpion products they are most excited to share with the industry this year.

The Covert Tactical Vest stood out as an interesting piece of apparel that doubles as a backpack. The multi-purpose vest can hold up to 30 pounds in the internal sleeve, accommodating anything from a laptop to

a hydration bladder. With even weight distribution, the vest can be used while riding a variety of powersports vehicles. The product's slick design and engineering will stop your dealership's customers in their tracks.

The 1400ST Helmet is another Scorpion EXO product that figures to add to dealer profitability in 2019. The helmet offers an aggressive yet lightweight construction, boasting as one of the lightest helmets in its class. The drop-down inner sun shield offers advanced sun protection, and the smoked and clear shield is ideal for those overcast riding days.

The Vortex Air Jacket, retailing at \$169.95, offers abrasion-resistant rhino mesh that offers heightened protection for riders. The rhino mesh construction keeps the jacket breathable and lightweight. Available in three colors, the jacket is geared at riders looking for an ideal combination of safety while keeping cool. **PSB**



The vest doubles as a backpack and can hold up to 30 pounds in the internal sleeve.



The Covert Tactical Vest is one of 16 new products from Scorpion EXO. Photos by Abby Larson/Powersports Business



The 1400ST Helmet's lightweight construction makes it one of the lightest helmets in its class.

▶ **See it on video**

Scorpion Brand sales manager Tony Colella even used the new Covert Tactical Vest on a recent snowmobiling trip. In a video available for viewing on the *Powersports Business* YouTube channel, Colella showed viewers everything he packed for his trip in the Covert Tactical Vest.



FLY Racing's complete 2019 product lineup was on display in Boise at the WPS National Sales Meeting. Photos by Abby Larson/Powersports Business

WPS
CONTINUED FROM THE COVER

The Sales Meeting marked the beginning of another successful year for the aftermarket parts and accessories distributor. Their earned success, Shoemaker asserts, comes from an array of factors.

"We work very hard at maintaining good customer service, fill rates, relationships, and overall just trying to make

things make sense. If we make a mistake or put out something that we look at later and decide that it wasn't our best work, we'll fix it.

"We're not too proud to say we made a mistake in the first place, but we'll do what we need to do. We like to make sure things make sense for everyone and everyone's happy."

For this New Year, Shoemaker predicts that while he hopes all segments of powersports will see growth, one in

See WPS, Page 33



Sedona Tire and Wheel sales have been boosted by the continued popularity of the side-by-side segment.

DIGEST

Tucker, Strider partner to get bikes in schools

Tucker announced a new program with Strider Sports that will bring an exciting experience to children in the communities where Tucker operates through the Strider Adopt-A-School program.

The goal of this partnership is to strengthen the bond between the powersports business and education communities.

Tucker revealed five schools that have been chosen as recipients of Strider bikes, Tucker apparel and support from Tucker's local employee base. Each school is located near one of the five Tucker distribution centers.



Tucker and Strider bikes have teamed up for partnership that will bring Strider bikes to schools near Tucker's distribution centers. Photo courtesy of Tucker

The five schools tentatively chosen to receive support include:

- Cannon Elementary School – Grapevine, Texas
- RideOut Elementary School – Middleburg, Florida
- Houston Elementary School – Visalia, California
- Mid-Valley Elementary Center – Throop, Pennsylvania
- Liberty Elementary School – Bolingbrook, Illinois

In addition to the support from Tucker, each adopted school will receive the following support from Strider:

- Strider Education Foundation Kindergarten PE Curriculum

- Staff training and certification for unlimited staff
- 2-in-1 Strider 14x Sport Bikes to use with the Kindergarten PE Curriculum
- Continuing support from the Strider Education Foundation

Together, with Strider, Tucker seeks to inspire, motivate and support the next generation of riders.

TUCKER NOW DISTRIBUTING SENA TECHNOLOGIES PRODUCTS

Tucker announced that it has added Sena Technologies to its brand partner portfolio and is distributing the brand's communication devices, action cameras and smart helmets.

Leveraging longstanding design and development expertise, Sena has partnered with many manufacturers to bring Bluetooth communication to a wide variety of brands and retailers.

MOOSE RACING UNVEILS UNIVERSAL METRIC AND SAE 270 PIECE O-RING ASSORTMENT

Unable to finish your bike rebuild because of a missing O-ring? The Moose Racing Universal Metric and SAE 270 Piece O-ring



The Moose Racing Universal Metric and SAE O-ring assortment box features 270 of the most common sizes of O-rings. Photo courtesy of Moose Racing

assortment is just what the doctor ordered.

Perfect for the professional service shop, the Universal Metric and SAE O-ring assortment features 270 of the most common sizes of O-rings used to seal oil lines, fuel system components and coolant passages on motorcycles, ATVs, UTVs, PWC and snowmobiles.

Each O-ring is oil-, gas-, coolant- and chemical-resistant to 700 degrees Fahrenheit. The suggested retail price \$21.95.

PARTS UNLIMITED DISTRIBUTING REKLUSE PRODUCTS

Parts Unlimited and Drag Specialties have announced a distribution partnership with Rekluse.

Rekluse clutches are trusted worldwide, from weekend warriors to world champions in multiple riding disciplines. Rekluse proudly engineers, develops and manufactures in-house in Boise, Idaho.

"This partnership will broaden awareness for our expanding product lines while we continue building momentum for the Rekluse brand," said Sean Brown, president of Rekluse. "We look forward to teaming up with their network and talented rep force to deliver our innovative products to more customers."

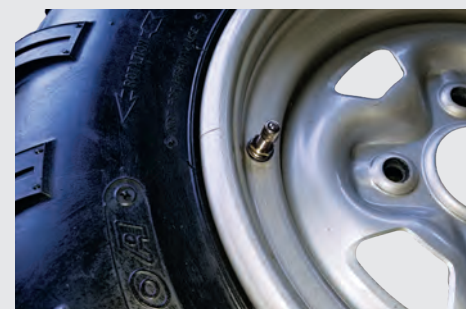
HARDLINE LAUNCHES NEW TIRE VALVE STEM SYSTEM

The new QuickStem Push-In Tire Valve Stem from Hardline is designed to quickly replace torn, damaged or leaking tire stems. Just push-in, tighten nut and inflate.

Breaking the bead or removing the tire from the rim is not necessary.

It's for use on tires that are used on side-by-sides, ATVs, motorcycles, trailers, trucks, automobiles and lawn mowers.

When you insert the QuikStem into a rim and tighten down the nut, the rubber grommet expands to more than a third of the size of the rim hole, creating a seal.



The QuickStem Push-In Tire Valve Stem System brings a potential new line to parts department.

The seal also goes around any small irregularities or imperfections the stem hole might have. The skirt of the grommet seals down tight and expands on the outside of the tire to complete a three-way seal on the rim and tire.

It works on any tubeless rim and is rated up to 200 psi. It fits .453-inch rim holes, which are the most popular size in powersports. It's about a 60-second install and is sold in pairs with a \$29.99 MSRP. **PSB**

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WPS

CONTINUED FROM PAGE 32

particular may run away in the market.

"I think at the end of the day, the UTV market will show a lot of growth. The off-road market is a mature industry that can be really tight with weather, but we're encouraging that market.

"The V-twin market is a softer but giant market, and we're gaining ground there every week so I think that'll be good for us. We're seeing good growth and momentum in that market."

Much of the future success of WPS will be assisted by the recent expansion of the company's Fresno facility in southern California. The distribution center will give WPS an extra 80,000 square feet for overstock and receiving. With construction completed, the company and its dealer partners already are enjoying the 180,000 square-foot space.

"Our biggest goal with the new expansion is to cut down on handling so we can get better service to our dealers in that overnight shipping world," Shoemaker said. "We want to stock deeper and deliver faster."

After yet another successful year with double-digit growth in 2018, Shoemaker is already planning beyond 2019.

"I'm working on a lot of things that are meant for 2019, and a few that I'm envisioning down the road in 2020. We're always paying attention to how the industry is looking and we want to keep it going in the right direction," he said. **PSB**



Vendors at the WPS National Sales Meeting enjoyed the time spent with the WPS sales rep staff. Photo by Abby Larson/Powersports Business

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Lake Shore Harley-Davidson finds ways to attract young audience to dealership

BY ABBY LARSON

■ STAFF REPORTER

With the first month of the New Year already drawing to a close, think about your dealership's marketing strategy. What goals did you set to make 2019 the best year for your business? Did any of them involve improving your marketing and social media presence? What about strengthening customer service?

Putting in place a solid advertising plan and maintaining close relationships with customers is a sure-fire way to embark on the road to success during 2019. If you are asking yourself how or why you should do that, just look to one of our recent *Powersports Business* Power 50 recipients.

Lake Shore Harley-Davidson of Libertyville, Illinois — named No. 3 Power 50 dealership in 2017 and No. 2 in 2018 — has its marketing plans and ideas down to a science. From maintaining an active social media presence to earning an impressive rating on Google reviews, the staff at the suburban Chicago dealership makes it look easy to draw in customers and keep them coming back, time and time again.

"I think it's a must to have an online



Maintaining a strong online presence has helped spread the word about Lake Shore Harley-Davidson. Photos courtesy of Lake Shore Harley-Davidson

one without their nose in a smartphone. Social media and the internet in general have an abundance of opportunities."

Taking advantage of those opportunities, Giltner says, is simple enough. "For us, I think focus is key. We have social media key performance indicators that we review monthly to make sure we're staying up-to-date on today's trends to keep guests engaged. Part of this process that keeps our network appealing to the masses is that we require each department to create a certain number of posts each week. We have multiple people embedded in the dealership that know the brand and the vision. They have different personalities, different

visions, and I think that creates a better picture for the overall dealership image."

That image is one reason of many for the dealership's respectable reputation. On Google alone, the dealership has accumulated an impressive 4.7 star rating from over 360 reviews.

Engaging the audience is as simple as asking their own employees what they would like to see on social media. "With having each department post a certain number of times each week, it ensures that it's not just one individual handling all social media platforms. It keeps the content new and fresh with the different personalities and visions behind each post."

Audience engagement goes much further than social media. Hosting dealership events is not a new idea in the powersports world, but Giltner and his team wanted to go above and beyond to appeal to a vast audience.



Honesty and old-fashioned values create a welcoming environment for new and recurring customers.

The desire to change things up sparked an idea: Why not partner with someone looking for exposure that might be having a difficult time getting it?

"We wanted to find someone who needed some exposure and who still does what they do for fun, not for money. So that's why we came up with the idea of bringing in some high school rock bands," Giltner said.

Bringing in the bands proved to be a massive success, bringing in a wide range of people. "The nice thing is they bring a crowd of not only their high school friends, but you have anybody they know coming to the gig. They bring mom, dad, aunts, uncles, and they spread the word to their friends so you have an entire generation of people coming to the event to see the band play. A lot of people who wouldn't normally venture into a motorcycle dealership and who have never been involved in the industry ended up coming by and we were able to let them see the dealership and what it's all about."

While social media marketing and popu-

lar events draw customers to the store, Giltner and staff at Lake Shore Harley-Davidson hope that the reason customers stay is the environment in the dealership and the treatment they receive.

"Being truthful is extremely important to us," said Giltner. "I wish more people could have honest conversations without all the back and forth, where a handshake is equivalent to a deal. Day to day, there's a lot of gimmicks and bad reputations out there when it comes to buying anything with a motor. Being riders ourselves, we're passionate about the brand and we want to get other riders on our motorcycles so we can share that passion with as many people as possible."

For Giltner, working at the dealership is more than just a paycheck. "There's a right way to do business, and there's a wrong way. The only right way is to be honest, take care of your customers, admit when you're wrong, and keep them coming back. At the end of the day, the most important thing is that riders are just being truthful to other riders." **PSB**



The Libertyville, Illinois, dealership currently has an impressive 4.7 star rating on Google reviews.

presence if you plan on earning people's time and attention in today's world," Zach Giltner, general manager of Lake Shore H-D, told *Powersports Business*. "I don't know of anywhere, especially downtown Chicago, where you can walk and see any-

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DIGEST

■ CONTINUED FROM PAGE 15

enthusiasts," said Pro Watercross CIO, **Jennifer Handler**. "We felt that it was extremely important to find an individual with the right qualifications, dedication and attitude to help guide the growth of Pro Watercross' recreational division, and to serve as a liaison for the public, for PWC enthusiasts, and for Rec Tour promoters. We have every faith that Kenny is the right choice for this important role."

"This new role with Pro Watercross will encompass a wide variety of tasks and projects, but my main mission, at each and every Rec Tour stop, will be to work with the participants of the event to make sure that they are happy with the event itself," Koonge said.

Koonge has long had a passion for adrenaline-fueled watersports. Joining forces with other PWC enthusiasts with a similar mission-focused drive, he became the ride director for **Take Point Now**. Take Point Now was formed to raise awareness for wounded veterans and to support its recently-formed research foundation in its effort to assist veterans returning from active duty. When asked to participate with the Take Point Now organization, he recognized the opportunity.

Koonge plans to attend every 2019 National Recreational Tour event.

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NEW PWC REGISTRATIONS UP 8.4 PERCENT THROUGH NOVEMBER: NMMA

According to the **National Marine Manufacturers Association's** New Powerboat Registrations Report, preliminary data for November 2018 shows registrations of new personal watercraft were up 8.4 percent on a rolling 12-month year-over-year (R12M YOY) basis. Registrations of new powerboats increased for all segments on a rolling 12-month YOY basis through November.

Personal watercraft saw the highest rolling three-month YOY growth rate ending in November, up 22.2 percent. **PSB**

TRIUMPH

■ CONTINUED FROM PAGE 14

Triumph management, the frank interchange and the future direction explained gives me a lot of confidence. The announcement of Rod Lopusnak as the new general manager was very well received. He quickly demonstrated by the openness in his presentations and his new approach to the 2019 programs that he really understands the dealer environment and is working for our success in this market. We are excited to be part of the Triumph team."

Dealers joined an evening Gala dinner hosted by Lord Digby Jones, which was used to recognize dealers for their strong retail performance and delivery of an exceptional customer experience.

Triumph Seattle was awarded the coveted Dealer of the Year 2018 for outstanding sales performance and exceptional levels of customer service.

"I was completely surprised and honored to be chosen as Dealer of the Year. It is very appreciated and something that motivates our team to keep pushing for bigger and better things in the future," said Garrett Johnson, general manager of Triumph of Seattle.

Cascade Moto Triumph of Beaverton, Oregon, won a special Lifetime Achievement Award in recognition of its longstanding service toward Triumph Motorcycles and for creating a premium customer experience and consistent above target retail sales.

"It was a pleasure to be invited to the beautiful new factory visitor experience in Hinckley in honor of Kelly & Janice McCarthy's lifetime achievement award," said Wayne Monahan, general manager at Cascade Moto Triumph. "Speaking with CEO Nick Bloor, as well as being able to network with such a fine

group of dealers from all parts of the globe was a fun and memorable experience."

As an end cap to the Global Dealer Conference, Triumph dealers were treated to an exclusive VIP event to witness the globally streamed unveiling of the New Scrambler 1200. This high energy event saw one of the Expo halls filled with 90 tons of fresh dirt to create an indoor "Scrambling" course where teams of international press and VIPs



Award recipients at the Triumph global dealer meeting gather on stage in London. Photo courtesy of Triumph Motorcycles America

competed against each other. Former boxing world champion Carl Froch and skateboard legend Bob Burnquist rode the New Scrambler 1200 onto the main stage.

"The Triumph Global Dealer Conference was a fantastic event, we saw the portfolio that is coming which energized the whole dealer network even further," said Martin Chirottarrab, president of Triumph San Jose, also a 2018 Powersports Business Power 50 dealership. "We had the opportunity to speak with the Triumph teams, such as Marketing, Finance and Clothing that we don't get to see very often, as well as meeting with other global dealers. The relationships we built in London will help us increase our collaboration. It was cool to learn about all the new brand projects beyond new product launches. Overall a great event, very well organized and showing us plenty of opportunities for 2019 for Triumph dealer partners." **PSB**

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