

# POWERSPORTS BUSINESS

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## For dealers, it's a Texas toast to the Talon-4



Tim Kelly, owner of Southern Honda Powersports in Chattanooga, Tennessee, and Richard Genthe, owner of Genthe Honda Powersport in Southgate, Michigan.



Bernie Nichols, general sales manager, and Zach Wilson, sales, from Timbrook Honda Powerhouse.



Dan Duchanin, general sales manager of Strictly Powersports in Pueblo West, Colorado. Photos by Dave McMahon/Powersports Business



The Heartland Honda Powerhouse crew out of Springdale, Arkansas, (from left) Brett Hester, Greg Donahoe and Jerrod Davidson.

### Honda reveals 4-seat sport side-by-sides at Power Lab

BY DAVE McMAHON

■ EDITOR IN CHIEF

Honda dealers have watched their customers patiently wait for a 4-seat sport side-by-side.

After the manufacturer revealed a pair of all-new four-seat sport side-by-sides at Power Lab 2019 at TexPlex in Midlothian, Texas, Honda dealers were largely ready to get back to the shop and start selling — but only after some demo rides on the impressive TexPlex tracks.

While the Talon 1000X-4 and 1000X-4 FOX Live Valve took center stage in Texas, Honda Powerhouse dealers who got the exclusive first-look were also intrigued by the prospects by the remainder of the 2020 side-by-side and ATV lineup that was revealed to much hoopla.

“Kudos to Honda for providing and hosting Honda dealers to ride and experience the Honda Talon,” said Robert Hintz, vice president and general manager at Engelhart Motorsports in Madison, Wisconsin. “I had a hoot riding the Talon R on the trophy truck track. The new Talon-4 will be a hit with the Honda customers who have been waiting

See Power Lab, Page 6

## Expansions, acquisitions, remodels — let's GO!

### GO AZ Motorcycles expands to enhance customer experience

BY ABBY LARSON

■ STAFF REPORTER

When it comes to providing the best in customer service, GO AZ Motorcycles is pulling out all the stops.

New locations, line acquisitions and ongoing expansion projects are just a few of the latest endeavors for the multi-line dealership. GO AZ Motorcycles, which has locations in Scottsdale, Peoria, and a recently announced location in Cottonwood, has long been a hub for motorcycle enthusiasts in the Phoenix area, supplying customers with a variety of model lineups.

For two locations, GO AZ in Scottsdale and Peoria, expansions and remodeling projects promise an exciting future for each dealership. While expansions can be a necessary

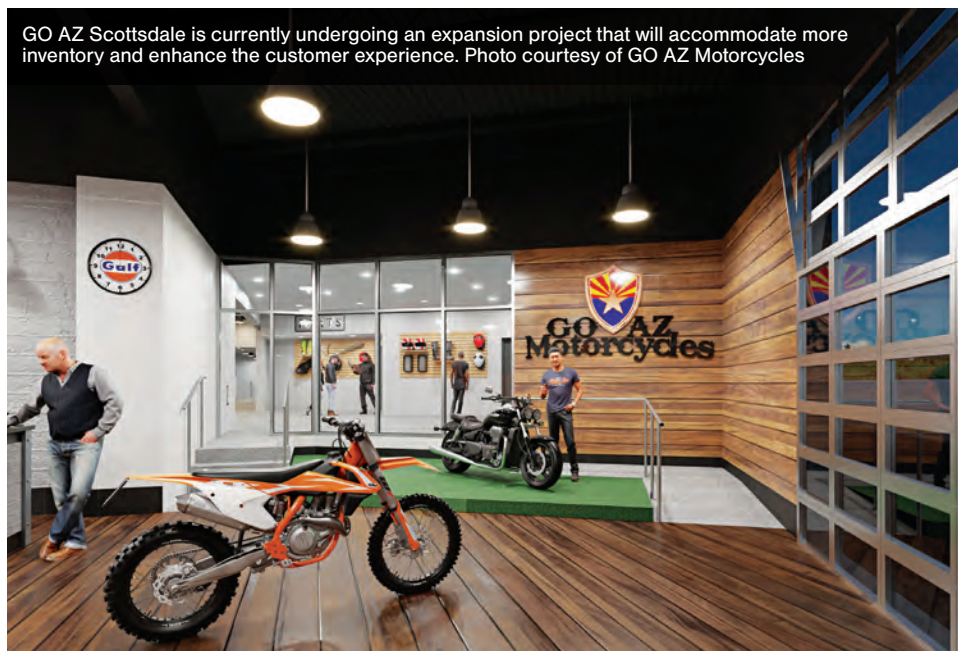
endeavor for dealerships, continuing operations as usual while under construction can be a difficult undertaking. At the Scottsdale and Peoria locations, however, conducting business as usual has been a smooth process.

“We really haven't skipped a beat,” Gina Marra, VP of the Powersports Division at YAM Worldwide, described to *Powersports Business* about the flow of business throughout the construction process. “We recently completed the expansion at Peoria and we're still working on Scottsdale. I really thought we would be more impacted than we have been. Our customers have been very gracious through it all, and they seem excited to see the completed work.”

As the flagship store, GO AZ Scottsdale is expanding to accommodate more inventory while enhancing the experience for its loyal customers in a way uncommon to the powersports industry.

See GO AZ, Page 10

GO AZ Scottsdale is currently undergoing an expansion project that will accommodate more inventory and enhance the customer experience. Photo courtesy of GO AZ Motorcycles



### Snowmobile dealers bring optimism into 2019-20 season after spring sales.

See page 30.



2020



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# Coaching association names new leader

## U.S. Motorcycle Coaching Association selects LaCurelle

The U.S. Motorcycle Coaching Association Board of Directors announced that board member and corporate secretary Christy LaCurelle has been appointed as the USMCA's next Executive Director, succeeding Scott Miller.

Miller, a (retired) longtime executive of Harley-Davidson Motor Co., served as executive director during 2018, an important time in the growth and evolution of the organization.

"We are grateful to Scott for his exceptional leadership at such a critical point," said Jon

Erik Bureson, USMCA co-founder and current chairman. "Scott's exceptional organizational skills helped as we laid the groundwork to become a more sustainable organization."

"Christy is well-known and trusted by our coaches and the motorcycle sport community," added Mark Blackwell, co-founder and acting president. "She is the perfect person to succeed Scott since she has been with the USMCA since its inception, was an early Board Member, and has amazing drive and



CHRISTY LACURELLE

determination to ensure the sustainability and success of this important initiative to Grow The Sport of motorcycling."

"We are both fortunate and thrilled to have Christy step into this important role," said co-founder and board member Jeff Emig. "She has already had a huge impact as we accelerated the certification of our coaches to reach the critical milestone of our first 100."

LaCurelle, a resident of Temecula, California, served for many years as Motorsports Marketing manager at KTM North America and has subsequently gained significant experience in software sales and strategic consulting. **PSB**

## HOTNEWS

### CEO CHARVAT DEPARTS MAG

**Motorsports Aftermarket Group** CEO **Hugh Charvat** announced to employees that he, along with chief financial officer **Tony Vacchiano**, would be leaving MAG — the parent company of businesses such as **Tucker**, **DragonFire Racing**, **Kuryakyn**, **Progressive Suspension**, **QuadBoss**, **Vance & Hines** and **J&P Cycles** — at the end of June.

Charvat landed as CEO of MAG in 2018, following MAG's filing for Chapter 11 bankruptcy in 2017.

Charvat noted that five weeks ago, MAG announced that it is treating its six business units as independent businesses. As part of that strategy, Charvat and Vacchiano will be departing.

"This is not a surprise for Tony and me, it is a natural progression of the plan that we set in motion with the 'Unwind' strategy," Charvat noted.

Following Charvat's departure, MAG business unit leaders **Chris Lindstrom**, **Greg Heichelbech**, **Mike Kennedy**, **Sebastian Bretschneider** and **Zach Parham** will report directly to the MAG Board of Directors.



HUGH CHARVAT

### SYNCHRONY AND SUZUKI EXTEND PARTNERSHIP

**Synchrony** announced it has renewed a multi-year financing agreement with **Suzuki Motor of America Inc.** Since 2008, Synchrony has provided qualified Suzuki buyers with special financing options and exclusive offers throughout Suzuki's extensive U.S. dealer network. Synchrony provides Suzuki powersports dealers with access to a variety of flexible promotional offers to help their customers with financing needs and achieve their ambitions.

Enrolled Suzuki dealers have access 24/7 to Synchrony's innovative, mobile-responsive Business Center technology for enhanced consumer credit decisions and contract preparation and a detailed business dashboard with insights to help them manage their installment loan applications. In addition, they also have access to customized powersports and marine marketing collateral and a Learning Center, which is designed to provide useful, industry-specific training information in a modern, easy-to-use format.

"We look forward to continuing this long-term and valuable powersports and marine partnership with Suzuki," said **Neeraj Mehta**, chief executive officer, Payment Solutions, Synchrony. "We are dedicated to providing excellent service to their U.S. dealers with the availability of flexible financing solutions to support their continued growth in the industry."

"For more than 10 years, this mutually successful relationship has provided our customers with the flexibility they need to support their excitement and passion for Suzuki products," said **Chris Coons**, national manager, Sales Planning and Administration, Suzuki Motor of America Inc. "Our dealers know they can count on Synchrony to help their business succeed while providing excellent financing options and service to their customers."

### MOTORCYCLE LEASING COMPANY NAMES NEW CEO

**Rick Collins**, an automotive finance executive, has been appointed chief executive officer of **Fuel Capital Group**.

"On behalf of the Fuel Capital Board of Directors, we are very pleased Rick has joined our team of professionals to put our unique business on an exponential trajectory," said **Peter Wasmer**, co-founder and member of the Fuel Capital Group Board of Directors. "Rick's exceptional leadership and experience in the automotive finance sector is well-known. He is very well respected, and has the necessary skillset to grow the team and the systems that will be the backbone of our fast growth company."

According to Wasmer, a search for a new leader was based upon stronger growth prospects of the company that the board sees developing over the next three to five years. The company's early success in the pre-owned powersports business opens up the potential for additional avenues to pursue and necessitates experience to lead the firm through those growth channels. As a significant shareholder, Wasmer will continue to serve on the board of directors and serve in an advisory capacity.

"I would like to thank Peter and the board of directors for this incredible opportunity to build a powerhouse brand," said Collins. "Together with the firm commitment from our partners, we will apply the extraordinary technology platform that was built by the Fuel team and employ it across multiple sectors, resulting in quick and profitable growth."

Since 2013, Collins has served as the CEO of **Encore Automotive Acceptance Corp.**,

an automotive finance company servicing 1,200 dealers. He also has startup experience with **Peak Acceptance, LLC**, where he was CEO. In addition, Collins has held positions with **Bank One Credit Company**, **Sovereign Bank**, **CitiMortgage, Inc.** and **CitiFinancial Auto**. Fuel Capital Group offers an authentic 24-, 36- or 48-month lease on pre-owned **Harley-Davidson** and **Indian** motorcycles.



Eddie Lawson trains aboard a Giant Trance E+ 1 Pro electric bicycle. Photo courtesy of Giant Bicycle USA

### LAWSON TEAMS UP WITH GIANT BICYCLE USA

**Giant Bicycle USA** recently collaborated with four-time motorcycle Grand Prix world champion **Eddie Lawson** for a video project featuring a Giant E-bike. A lifelong mountain bike rider, Lawson climbed aboard a Giant Trance E+ 1 Pro and was immediately impressed.

"A friend of mine had one and he let me try it and I was hooked. I had to have one," said Lawson, who rides daily in the rugged desert terrain in Arizona where he lives. "It used to be I'd get up in the morning and say 'I should go train on my mountain bike.' Now I get up and can't wait to go for a ride. That's the difference."

The Trance E+ 1 Pro is a full suspension E-mountain bike that offers a whole new way to tackle technical single-track trails. The SyncDrive Pro motor gives the Trance E+ Pro rider a massive 80Nm of torque and 360 percent of tuneable support. That means the rider can dial his or her E-bike with full pedal assist power or tune it less aggressively.

"Eddie is the best athlete ambassador E-biking can have," said **John "JT" Thompson**, general manager of Giant Bicycle USA. "He knows superior technology and craftsmanship, and he certainly knows how to put a two-wheeled machine to the test. Eddie is the perfect rider to help spread the joy of E-bikes."

"The great thing about E-bikes is you can work as hard or as easy as you want," Lawson said.

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# Harley-Davidson lands partner in China

*Benelli parent Qianjiang to build 338cc motorcycles*

Harley-Davidson, Inc. announced another step in its strategy to build more riders globally by expanding access into Asia through a collaboration with Qianjiang Motorcycle Company Limited. The collaboration comes with the launch of a smaller, more accessible Harley-Davidson motorcycle for sale in Harley-Davidson dealerships in China by the end of 2020.

This collaboration joins Harley-Davidson's global motorcycle leadership with the capabilities of Qianjiang to co-develop a premium 338cc displacement Harley-Davidson motorcycle for sale first in the China market with additional Asian markets to follow. Harley-Davidson selected Qianjiang based on its experience developing premium small displacement motorcycles, established supply base, proven capabilities in emerging markets, and ability to meet consumer requirements.

"Harley-Davidson has always been about inspiring riders around the world. Our More Roads plan is all about bringing our brand of freedom to more people, in more places, in more ways," said Matt Levatich, president and CEO of Harley-Davidson. "We're excited about this opportunity to build more Harley riders in China, one of the world's largest motorcycle markets, by creating new pathways to our brand."

This collaboration marks significant progress toward another major milestone in the More Roads to Harley-Davidson accelerated plan for growth. It is intended to expand access to the Harley-Davidson brand to more riders to drive incremental sales — both of the new small displacement motorcycle and also of traditional Harley-Davidson products currently offered in Asia. Continuing to capitalize on growth opportunities in Asia is key to the com-



An artist's rendering of a prototype Harley-Davidson model that will be built for the China market. Photo courtesy of Harley-Davidson

pany achieving its 2027 objective to grow its international business to 50 percent of annual volume.

Like all Harley-Davidson products, this new model will embody a distinctive look, sound and feel that will spark powerful connections with riders. The new Harley-Davidson motorcycle and engine will be produced in a Qianjiang facility in China and adhere to the rigorous quality standards and testing processes followed for all Harley-Davidson products.

"We are pleased to collaborate with Harley-Davidson," said Mr. Dongshao Guo, general manager of Qianjiang. "We have proven manufacturing capability and experience in China, and we are committed to improving the experience of motorcycling for riders in Asia."

With its expanding middle class and increased consumer spending on discretionary, premium products, China is a key growth market for Harley-Davidson. Since it announced its More Roads plan in July 2018, Harley-Davidson has continued to advance its efforts to grow riders in China

by expanding its dealer network in China and investing in marketing, eCommerce and product availability. Harley-Davidson retail sales in China grew 27 percent in 2018 compared to 2017.

Zhejiang Qianjiang Motorcycle Co., Ltd, founded in 1985, is a subsidiary of Geely Technology Group specializing in the research and development, manufacturing and sales of motorcycles and engines as well as key components. The company was listed on the Shenzhen Stock Exchange in 1999.

In 2005, the company acquired Benelli, the Italian motorcycle manufacturing company with a 100-year history.

Qianjiang's products include all series of motorcycles from 50cc to 1130cc, and are exported to more than 130 countries and regions globally.

The company is one of the few enterprises in the Chinese motorcycle industry that can manufacture high-end, large-displacement motorcycles. It has led the market in China for seven consecutive years and continues to lead the trend of large-displacement motorcycles in China. **PSB**

**POWERSPORTS**  
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## CALENDAR OF EVENTS

**POWERSPORTS**  
BUSINESS

### JULY 2019

- 4-7: Hollister Rally, Hollister, CA
- 4-7: MidAmerica Outdoors Firecracker Blowout, Jay, OK
- 5-7: AMA Vintage Motorcycle Days, Lexington, OH
- 5-7: 3rd Annual Jack Daniel's Heritage Freedom Rally, Heritage Indian Motorcycle of Northwest Arkansas, Rogers, AR
- 6: Lucas Oil Pro Motocross Championship RedBud National, Buchanan, MI
- 6: Strong Island Poker Run, New York, NY
- 6-7: Kawasaki Good Times Demo Tour, Maximum Motorsports Kawasaki, Riverhead, NJ
- 9: 2019 Drag Specialties Exclusive Dealer Training Tour, Milwaukee, WI
- 9: ATV Big Air Tour, Boone County Fair, Albion, NE
- 11: 2019 Drag Specialties Exclusive Dealer Training Tour, Chicago, IL
- 11-14: Gettysburg Bike Week, Battlefield Harley-Davidson, Gettysburg, PA
- 12-13: Kawasaki Good Times Demo Tour, Motorcycle Mall, Belleville, NJ
- 12-13: 4th Annual ERX Off-Road National, ERX Motor Park, Elk River, MN
- 12-14: MotoAmerica WeatherTech Raceway Laguna Seca, Monterey, CA

- 12-14: Panguitch Old Skool Motorcycle Rally, Triple C Arena, Panguitch, UT
- 13: KTM Street Demo, Charlotte Motor Speedway, Charlotte, NC
- 13: American Flat Track New York Short Track, Weedsport Speedway, Weedsport, NY
- 13: Hamilton Harley-Davidson 12th Anniversary Celebration, Sturgis, MI
- 14: Tampa MX Top Gun Dealer Cup Round 3, Tampa, FL
- 17-21: Roar on the Shore Bike Week, Lake Erie Speedway, Erie, PA
- 19-20: Kawasaki Good Times Demo Tour, Cycle Motion Kawasaki, Middletown, NY
- 20: Lucas Oil Pro Motocross Championship Spring Creek National, Millville, MN
- 20: Royal Enfield Demo Day, Foothills Motorcycles, Lakewood, CO
- 22-23: KTM Street Demo, The Boat House Bar and Grill, Lake Geneva, WI
- 23: 2019 Drag Specialties Exclusive Dealer Training Tour, Indianapolis, IN
- 23-24: 24th Annual DAA Northwest Rock & Roll Sale, Spokane, WA
- 25: 2019 Drag Specialties Exclusive Dealer Training Tour, Columbus, OH
- 25-28: Mountainfest Motorcycle Rally, Morgantown, WV
- 26-27: Kawasaki Good Times Demo Tour, Dutchess Recreational Kawasaki, Poughkeepsie, NY

- 27: Lucas Oil Pro Motocross Championship Washougal National, Washougal, WA
- 27: KTM Street Demo, Motorex USA, Minneapolis, MN
- 27: ATV Big Air Tour, Anoka County Fair, Anoka, MN
- 29-30: Polaris Dealer Meeting, Minneapolis, MN
- 29-Aug. 3: Rocky Mountain ATV/MC AMA Amateur National Motocross Championship, Loretta Lynn Ranch, Hurricane Mills, TN

**POWERSPORTS**  
BUSINESS

### AUGUST 2019

- 1: ATV Big Air Tour, Meeker County Fair, Litchfield, MN
- 2: ATV Big Air Tour, St. Louis County Fair, Chisholm, MN
- 2-11: Sturgis Motorcycle Rally, Sturgis, SD
- 2-3: 10th Anniversary Jericho ATV Festival, Berlin, NH
- 2-3: ATV Big Air Tour, 10th Anniversary Jericho ATV Festival, Berlin, NH
- 2-3: Kawasaki Good Times Demo Tour, Cross Bay Motor Sports Kawasaki, Bay Shore, NY
- 2-4: WORCS Racing Motorcycle WORCS Week, FL

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

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**BPA**  
WORLDWIDE



# Jackson Racing reveals turbocharger system for Talon

*\$5,799 MSRP for power gain of over 60 percent*

Forced induction experts Jackson Racing announced during Honda's Power Lab 2019 at TexPlex in Midlothian, Texas, that the company is offering a turbocharger system for the Honda Talon side-by-sides.

It's the Chino, California-based company's entry into the side-by-side market after 40 years of racing experience. Jackson Racing built the turbocharger system from the ground up for both peak performance and long-term dependability.

The Jackson Racing Talon SXS Turbocharger System delivers a 60-plus percent increase in horsepower over stock, all through a completely stock Honda drivetrain. Jackson Racing turned to Garrett Motion to build a turbocharger to the specifications required in the performance side-by-side market. It's designed with robust OEM technologies and has been engineered for the abuse of a performance side-by-side, the company said.

A key feature to the Jackson Racing turbocharger system is the seamless performance.

"We didn't want to take away the great riding experience already built into the Talon,

we wanted to enhance it," said Oscar Jackson Sr., president and chief engineer. "The Jackson Racing turbocharger system delivers a factory feel that fits the Talon perfectly."

To reach that goal, Jackson Racing worked tirelessly to develop the factory ECU and Dual Clutch Transmission (DCT) to support the turbo system. The result is an ECU reflash that takes care of all tuning parameters via an included Jackson Racing ECU tuning tool. For the engine, precise tuning is done for proper boosted performance and reliability using minimum 91 octane fuel. With the DCT, shift schedules have been optimized to match turbo feel and performance, giving the Jackson Rac-

ing turbocharged Talon an advantage on trails and the race course. The DCT drivability is unmatched, with no hiccups or hesitations, allowing the turbo and DCT to work in unison.

Installation, maintenance and durability are all elements built directly into each system. Installation is painless, with no fabrication, no welding and no engine internals required. It's a true bolt-on, proven with thousands of miles of durability testing.

"Drivability and durability are both critically important, and we got it right here," said Oscar Jackson, Jr., COO and multi-time national road racing champion. "This is the turbo Talon you dreamed about." **PSB**

## \$55K in fraud reported by dealership

*Brewer Cycles in North Carolina duped by identity theft, credit card fraud purchases*

Chris Brewer, owner of Brewer Cycles in Henderson, North Carolina, and president of the North Carolina Motorcycle Dealers Association, has reported an identity theft fraud alert to *Powersports Business*.

Brewer reported that individuals are going to businesses and presenting fake driver's licenses, credit cards and credit information. The individuals that Brewer Cycles encountered were all young African-American males. They looked to be from 20 to 35 years old.

At Brewer Cycles on May 22, the subject got approval online. He came into Brewer Cycles, presented a driver's license and signed all documents to purchase a Polaris Slingshot. He called and purchased insurance as well.

Five days later, the dealership learned that the driver's license is fake and all credit is someone else's. The loss on that transaction was \$35,000.

On May 9, an individual came in to Brewer Cycles and purchased two off-road vehicles with two credit cards that were manually entered into the system as there was no chip and the magnetic strip did not work, but they were approved in this method of entry.

A driver's license was presented as well that matched the names on the credit cards. The individual picked up the two units with a U-Haul. Surveillance cameras helped to identify the U-Haul license plate number.

The U-Haul the individual was using was found to be registered as stolen. The loss on that transaction was \$20,000.

The identity theft information is as follows: Justin Baine Deeter, 3735 N. Rasberry Dr., Wilson, NC 27896. Vin#: 57XAAR-FAOK8134038 - 2019 Polaris Slingshot.

Jaylin Khalil Boyd, 152 Cheyenne Trl, Apt. A, Portsmouth, VA 23701. Vin #: 5Y4AM7432KA102572 - 2019 Raptor 700. Vin #: JYACJ2534KA000567 - 2019 WR450FK.

Brewer Cycles is offering a \$500 reward for each instance that leads to the arrest of the suspects. **PSB**

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# Honda reveals that Talon 1000R will go racing in 2020

## Dealers learn of race plans at Power Lab

On the opening evening of Power Lab 2019, Honda's dealer experiential event at TexPlex Park, American Honda announced Team Honda Talon Racing, a new professional off-road racing effort to promote the Talon 1000R sport side-by-side.

With direct technical and engineering support from American Honda's Powersports Division, Team Honda Talon Racing is managed by Proctor Racing Group. Proctor also operates and drives Honda's Baja Off Road Ridgeline, which has won its first three races of 2019, including the 2019 SCORE International Baja 500. To develop turbo technology for this project, Proctor is collaborating with Jackson Racing, the Oscar Jackson-owned firm that is a world leader in high-performance products for the sport-compact automotive market.

Team Honda Talon Racing will devote the remainder of this year to designing, engineering and testing the Talon 1000R

before launching a two-vehicle race effort in selected events beginning 2020. Although no drivers have yet been named, planned events include:

- Ultra4 Racing King of the Hammers
- Mint 400
- UTV World Championship
- Best in the Desert Vegas to Reno
- SCORE International Baja 500
- SCORE International Baja 1000

In addition to its racing activities, Team Honda Talon Racing will provide trackside support for Talon drivers at non-SCORE events it campaigns.

Released in March, the Talon introduced technology like a Dual Clutch Transmission and I-4WD to the sport side-by-side market.

"As a team owner, I'm humbled to have the opportunity to represent Honda's Powersports Division with the new Talon," said Proctor Racing Group team principal Jeff Proctor. "Honda has a rich racing heritage, particularly in Baja, and I'm thrilled to build this side-by-side racing program and take it to the top."



The Honda Talon 1000R will begin racing in select events in 2020. Photo courtesy of American Honda

"It's exciting to kick off the Team Honda Talon Racing side-by-side racing program," said Brandon Wilson, Advertising & Motorcycle Sports manager at American Honda. "The Talon has been a big hit in media evaluations and on showroom floors, and it deserves

a quality racing project. Considering Proctor Racing's history with Honda's Automotive Division, and the success of their Ridgeline racing program, they're a great choice as a partner for this project. We're looking forward to seeing the Talon in competition." **PSB**



The all-new Honda Talon 1000X-4 FOX Live Valve brought a smile to Ray Saeini, district service manager for the Northeast at American Honda. Photo by Dave McMahon/Powersports Business

## POWER LAB

■ CONTINUED FROM THE COVER

patiently for this rig to get released."

Honda certainly caught many dealers by surprise with the release of the four-seaters, coming just six months after the Talon 1000X and Talon 1000R two-seat models were announced, and only three months since dealers have had those models on their show floor.

The Power Lab event, which featured a four-wheel-powersports focus, also saw Honda confirm the 2020 model-year return of the two-seat Talon 1000X and Talon 1000R, as well as the popular multipurpose side-by-side family: the flagship Pioneer 1000, middleweight Pioneer 700 and entry Pioneer 500.

"Since the two-seat Talon models hit the market a few months ago, it's been fun to see how ready customers were for a sport side-by-side touting Honda's legendary refinement, durability and performance," said Chris Cox, American Honda's manager of Experiential Marketing/Public Relations. "By far the most common request we've heard in that time is for the capability to carry additional passengers, so it's gratifying to bring the Talon 1000X-4 and Talon

1000X-4 FOX Live Valve to market so quickly. Like their two-seater siblings, these models introduce new technology to their category, and we're confident that they'll set new standards as well."

Here, we'll take a look at some of the returning side-by-side models that were shared with dealers in attendance.

### TALON 1000X

The sport side-by-side that took the powersports world by storm is back for 2020. Built to excel in situations where precise changes of direction are paramount, the Talon 1000X employs 2.0-inch body FOX Podium Quick Switch 3 shocks actuated via double-wishbone front suspension and a 3-link rear-suspension system to deliver 14.6 and 15.1 inches of front and rear travel, respectively.

Also returning are the 999cc parallel-twin, four-valve Unicam engine paired with a Dual Clutch Transmission that delivers the exhilaration of running through the gears — in one of two automatic modes, manually, or a combination (driving in automatic and using the steering-column-mounted paddles to override). In four-wheel drive, I-4WD — a Honda exclusive in powersports

— uses the braking system to deliver more power to the front wheel that has traction.

### TALON 1000R

Sharing the same engine, frame and body as the two-seat 1000X, the Talon 1000R uses larger, 2.5-inch body FOX QS3 shocks; a 4-link rear-suspension system and longer travel (17.7 and 20.1 inches front and rear, respectively), which combine with the wider footprint to deliver superb handling when driving through rough terrain at higher speeds. Like all Talon models, the 1000R was designed in Ohio and built in South Carolina, and it boasts legendary Honda durability, quality and reliability.

### PIONEER 1000

Honda's excellent multipurpose side-by-side family returns for 2020, including the category-benchmark Pioneer 1000, which has the best engine, drivetrain and chassis, as well as a high-tech automatic six-speed Dual Clutch Transmission (DCT) — a Honda exclusive in powersports.

Three-person and convertible five-person versions are each available in standard and Deluxe variations, and a Limited Edition five-person model offers handy features like hill-start assist, Electronic Brakeforce Distribution (EBD) and the I-4WD traction-management system, another powersports exclusive that is a direct result of Honda's automotive-engineering expertise. All trim levels get electric power steering.

### PIONEER 700

Comfortable, reliable and versatile, the Pioneer 700 has always been in demand in the midsize multipurpose side-by-side market, and it's no wonder: this important category puts a premium on versatility. **PSB**



Dealers were eager to get the paperwork completed in order to ride the Honda off-road models at the TexPlex track.

### ► Honda Powerhouse Dealers

The following Honda Powerhouse dealers were invited to the premier night events at 2019 Power Lab at TexPlex in Midlothian, Texas:

- Al Lamb's Dallas Honda, Dallas, TX
- Big Valley Honda, Reno, NV
- Brookhaven Honda, Brookhaven, MS
- Carolina Honda, Columbia, SC
- DeSoto Honda, Olive Branch, MS
- DFW Honda, Grapevine, TX
- G & C Honda, Shreveport, LA
- Genthe Honda Powersports, Southgate, MI
- Hawkeye Motorworks, Davenport, IA
- Heartland Honda, Springdale, AR
- Honda Marysville Motorsports, Marysville, OH
- Honda of Cool Springs, Franklin, TN
- Honda of Covington Powersports, Covington, LA
- Honda of Houston, Houston, TX
- Honda of Lafayette, Lafayette, LA
- Honda of Lake Charles, Lake Charles, LA
- Honda of Melbourne, Melbourne, FL
- Honda of North Carolina, Granite Falls, NC
- Honda of Russellville, Russellville, AR
- Honda of South Georgia, Tifton, GA
- Honda of The Ozarks, Springfield, MO
- Honda Powersports of Troy, Troy, OH
- Honda World, Salt Lake City, UT
- Huntington Honda, Huntington Beach, CA
- JM Honda of Miami, Miami, FL
- John Hinderer Honda Power Store, Heath, OH
- Just for Fun Honda, Middlefield, OH
- Kendalville Powersports, Inc., Kendalville, IN
- Mavrix Motorsports, Middletown, NY
- McKibben Powersport Honda, Winter Haven, FL
- Monarch Honda, Orem, UT
- Open Road Honda, Mandan, ND
- Peak Honda World, Littleton, CO
- Rainbow Honda, Rogers, AR
- RC Hill Honda of Deland, Deland, FL
- Rod's Power Sports, Roca, NE
- Roseville Honda Motorsports, Roseville, CA
- SoCal Honda Powersports, Carson, CA
- Timbrook Honda, Cumberland, MD
- Timbrook Honda of Winchester, Winchester, VA



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  - King Pin Kits
  - Polaris Strut Bearing Kits
  - Showa Front Strut Upper Ball Joint
  - Tie Rod End Kits
  - Tie Rod Upgrade Kits
  - Tie Rod End Kit Outer Only
  - Hub Bearing Conversion Kits – ATV
  - Strut Bearing Kit – Front
  - King Pin Kits
  - Polaris Strut Bearing Kits
  - Showa Front Strut Upper Ball Joint
  - Tie Rod End Kits
  - Tie Rod Upgrade Kits
  - Tie Rod End Kit Outer Only
  - A-Arm - Front A-Arm Repair Kits
  - A-Arm - Kawasaki Brute Force Upgrade Kit
  - A-Arm Kits – Front/Rear, Upper/Lower
  - Shock Thrust Bearing Kit - Sport ATV
  - Lower Steering Bearing & Seal Kits
  - Steering Stem Bearing Kits
  - Stealth Drive Prop Shaft
  - U-Joint & Yoke Assemblies
  - Brake Master Cylinder Rebuild Kits
  - Control Cables
  - Fuel Pump Rebuild Kit
  - Fuel Tap Rebuild Kits
  - Fuel Tap Diaphragm Only Kits
  - Hot Start Plunger Kit
  - Countershaft Bushing and Seal Kit
  - Crankshaft Bearing Kits
  - One Way Clutch Bearing Kit – Can Am
  - Starters
  - Starter Clutch Assemblies
  - Starter
  - Starter Drive
  - Stator Coil
  - Cylinders
  - Cylinder Kit - Standard, Hi-Comp, and Big Bore
  - Top End Gasket Kits
  - Fuel Valve Kit
  - Hose Kit
  - Stainless Valves
  - Cams
  - Cam Chain
  - Shim Kits
  - Shim Refill Kit
  - Bottom End Kits
  - Connecting Rods
  - Counter Balance Bearing Kit
  - Crank Pin Bearings
  - Crank Pins
  - Crankshafts – Stock and Stroker
  - Main Bearing and Seal Kit
  - Plain Bearings – Rod/Crank
  - Transmission Bearing Kit
  - Water Pump Repair Kit
  - Water Pump Shaft Kit
  - Wrist Pin Bearing
  - Countershaft Sprockets
  - 2 and 4 Stroke Piston
  - Top End Piston Kit
  - Piston Rings
  - Wrist Pin
  - Individual Gaskets and Complete Gasket Kits
  - Complete Gasket Kit with Oil Seals
  - Engine Oil Seal Kits
  - Exhaust Gasket Kit
  - Top End Gasket Kit
  - Valve Cover Gasket
  - Water Pump Rebuild Kit
  - Complete Engine Kit
  - Sensor Kits
  - Carburetor Repair kits
  - Extended Fuel Mixture Screw
  - Carburetor Mid Body Gasket Kit
  - Extended Fuel Mixture Screw
  - Replacement Ignition Coil
  - Linkage Repair Kits
  - Swing Arm Repair Kits
  - Swing Arm Repair Kits
  - Linkage Rebuild Kit
  - Swingarm Kits
  - Solenoid Assembly
  - CDI
  - Regulator/Rectifier
  - Starter Solenoids
  - Rear Shock Bearing Assemblies
  - A-Arm IRS Bushing Only Kit
  - A-Arm IRS - Repair Kits
  - Shock Absorber Bearing Kits
  - Shock Repair Kit
  - Brake Caliper Bolt/Retaining Pin Kit
  - Brake Caliper Repair Kits
  - Brake Drum Seals
  - Wheel Bearing & Seal Kits
  - Wheel Bearings
  - 6 Ball Heavy Duty Axle
  - 8 Ball Extreme Duty Axle
  - OEM Spec Axle
  - CV Boot Kits – 6/8-Ball Replacement
  - CV Boot Kits – OEM Replacement
  - Differential Bearing & Seal Kits
  - Differential Seal Kits
  - EZ Trail Boot & Tool
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# A closer look at the Talon 1000 4-seat models

*1000X-4 and FOX Live Valve are newest Honda side-by-sides*

Coming less than a year after the groundbreaking launch of the Talon 1000X and Talon 1000R two-seat models, the Honda Talon 1000X-4 and Talon 1000X-4 FOX Live Valve advance off-road driving technology while opening the sport side-by-side experience to additional family and friends.

Through superior engineering, thorough testing and exclusive collaborations with industry leaders, these two new four-seat models boast the durability, quality, reliability and refinement for which Honda is known, and deliver a thrilling drive experience in a wide range of conditions.

Ideal for adventurers and thrill seekers, the two X-4 models are based on the extremely popular Talon 1000X — for which they share an 88-percent commonality rate with — but with two additional seats, and they provide the amazing high-speed, rough terrain tractability that come with a longer wheelbase.

Thanks to a new working arrangement with FOX and Bosch, the Talon 1000X-4 FOX Live Valve features high-tech electronic suspension that literally adjusts itself to terrain and driving input on the fly, for an incredible ride and unmatched handling. This vehicle also comes standard with electronic Launch Mode for lightning-quick getaways from a dead stop. Of course, favorite Talon elements are carried over to the four-seat models, including Dual Clutch Transmission (DCT), multiple shifting modes, a full sub-transmission, I-4WD traction-aiding technology and Electronic Brakeforce Distribution (EBD).

## DESIGN

Like the two-seat Talon models, the X-4 versions were designed in Honda R&D America's Torrance, California, office, and are inspired by the CRF Performance line of dirt bikes, with a high bodyline and a body side that has a continuous flow from front to rear. Aggressive-looking, stylish fenders add to the visual appeal and protect occupants from dirt, mud and water spray, and the lightweight body panels are painted to ensure long-lasting, high-quality good looks. LED headlights provide durability and a bright, uniform spread of illumination.

The headlights are LED for long life and bright, uniform illumination, and feature high and low beam. The door handles are inset for a tactile reference point, and the X-4 models come standard with full side nets front and rear that feature rigidly mounted buckles to make latching simple and quick, even with one hand. For a positive owner experience, the lids on the hood, bed cover, battery cover



The Talon 1000X-4 models feature stadium seating and rear ingress/egress that allows for easy passenger maneuvering.



The 2020 Honda Talon 1000X-4 FOX Live Valve gets elevated performance with advanced electronic suspension. Photos courtesy of American Honda



Honda's DCT allows drivers to select between two fully automatic modes — Drive and Sport.

and fuse box can all be opened without tools, simplifying checks and service.

## INTERIOR

A great deal of engineering went into integrating rear passengers in the riding experience. Considerations for rear ingress/egress include an opening that is wide enough even while wearing bulky winter gear, free of sharp edges or protrusions that could snag clothing, and grab points are provided.

Both Talon 1000X-4 models elevate the level of performance, refinement, comfort and quality, thanks to a "stadium seating" layout that offsets the rear seats 50mm inboard and 75mm higher compared to the front seats, giving rear passengers improved visibility and a more engaged experience and situating them away from tire spray. The backs of the front seats slope so as to provide rear passengers with best-in-class legroom and knee space, and there's a full-length rear-

grab bar that has an incorporated guard to protect fingers from pinches by the rear of the front seat. Rear drink holders, an accessory power socket and inboard door handles are provided as well.

The driver and front passenger get the innovative cockpit-style interior first presented in the two-seat Talon models, including fully adjustable, wide, weather-resistant sport seats separated by a full center console. The driver has a steering wheel that is infinitely adjustable for tilt, while the front passenger has a rattle-free grab handle with quick-release telescoping adjustment, plus a floor with foot platforms to brace against during aggressive driving.

The standard roof completely covers the full driver-passenger area, and a front lip prevents water from pouring onto occupants, even under braking in heavy rain. Standard front and rear side nets provide protection, and all seats include three-point seat belts and come ready to accept four-point restraints.

## CHASSIS

In adapting the Talon chassis to a four-seat application, Honda retained its high-performance characteristics and — in the case of the Talon 1000X-4 FOX Live Valve — introduced high-tech electronic suspension to the Talon family. The result of a new collaboration between category leaders FOX and Bosch, with significant input from Honda's Powersports and Automotive divisions, the system is the most advanced on the sport side-by-side market, producing a dramatically improved, never-before-possible, no-compromise, thrill-ride experience.

## FRAME

Like the two-seat Talons, the four-seat models' one-piece frame was developed incorporating knowhow and technology from Honda's automotive division. Although it is 28.6 inches longer, the frame still features a one-piece construction with

optimum rigidity characteristics — attributes that result in exceptional handling in high-speed, rough terrain.

## SUSPENSION

The Talon 1000X-4 and 1000X-4 FOX Live Valve feature double-wishbone front suspension with 14.6 and 14.4 inches of travel, respectively, while rear suspension comprises Honda's 3 Link system, which incorporates a trailing arm for maximum ground clearance while providing 15.0 inches of wheel travel. Shock bodies are 2.5 inches front and rear on the Talon 1000X-4 FOX Live Valve, whereas the Talon 1000X-4 has 2.0-inch shock bodies on the front.

For the ultimate off-road ride, the Talon 1000X-4 FOX Live Valve features advanced electronic suspension that incorporates all facets of the driving experience into a unified system that elevates performance. The system constantly monitors variables including compression speed, steering, braking, throttle position, rpm, vehicle weight, selected gear, vehicle speed and vehicle orientation (via a five-axis Inertial Measurement Unit, or IMU). Leveraging advanced algorithms and a sophisticated IMU with offering class-



The 1000X-4 models use the same engine and drivetrain that are used on the Africa Twin and Pioneer 1000.

leading communication speed through enhanced signal quality, the system electronically adjusts the individual shocks accordingly, delivering optimal handling and performance that is appropriate for the selected drive mode. **PSB**





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# NEWS

## GO AZ

■ CONTINUED FROM THE COVER

“We’re building Scottsdale to be a ride-up service,” Marra said. “It will be a modern design following the auto industry. It will have a roll up door where you pull up and the service greeter is there to greet you and do a walk-around in an air-conditioned environment. From there, they’ll be able to dispatch the motorcycles to the technicians. It will be more of a luxury experience, really.”

While Scottsdale is currently under con-

struction, projects at the Peoria dealership, which opened in 2015, were recently completed. With an additional 11,000 square feet now ready for use, the store will have more space to showcase a slew of new brands that were recently added, including KTM, Zero, Royal Enfield, Vespa, Moto Guzzi and Aprilia.

“We’ve continued to grow year over year in Peoria, even during the expansion phase,” Marra said. “The construction did not affect us whatsoever.”

While the extra square footage will be used to accommodate the service area, the new look will also be a big drawing point for

customers. With a tentative completion date of September for the Scottsdale location, the new happenings at each location are the start of a new experience for customers.

“We’re really trying to enhance the customer experience,” Marra said. “We’re excited to add the new brands and to showcase them properly in each of the stores. I thought construction would hinder us more than it has, and our customers have been very gracious. We have a lot of renderings around the dealership to keep everybody positive. In the meantime, we’re asking them to pardon the dust while we grow and make their experience better.”

Meanwhile, GO AZ in June announced it had acquired Cottonwood Motorsports and renamed it GO AZ Motorcycles in Cottonwood. The acquisition gives GO AZ its first entry into the Polaris off-road vehicle and Slingshot lineup, in addition to having another Kawasaki dealership point.

Weeks later, the GO AZ acquisition train chugged onward, this time purchasing Northland Motorsports in Flagstaff, Arizona. Now named GO AZ Motorcycles in Flagstaff, the newest location carries Honda, Kawasaki, KTM, Suzuki, Yamaha, Can-Am and Polaris. **PSB**

GO AZ Motorcycles of Scottsdale in Arizona provided *Powersports Business* with renderings of the dealership’s enticing new layout and design. Here’s the Parts Department and Call Center.



The GO AZ Motorcycles Service Department will include a ride-up service in an air-conditioned environment.



As with the rest of the renovations at GO AZ Motorcycles of Scottsdale, there’s a lot to like about the lounge area.



What’s your favorite part of the GO AZ Motorcycles renovations?



## HOTNEWS

■ CONTINUED FROM PAGE 3

**HARDDRIVE ANNOUNCES FULL DISTRIBUTION OF TBR V-TWIN LINE**

**HardDrive**, the American V-twin parts distributor, announced the expansion of its partnership with **TBR** and will now be offering the brand's V-twin exhaust and accessory line.

"I'm excited about the opportunity to have HardDrive on board. All the members of the HardDrive team have been pushing hard to bring quality brands to the dealer, and the effort is paying off. I feel TBR will be represented very well with this new partnership," said **Mark Jacobs**, president of Two Bros Racing.

"HardDrive is committed to furthering our relationship with TBR by distributing their V-Twin line through our warehouses," national sales manager **Ronnie Wehr** explained. "TBR is a trusted brand that aligns perfectly with HardDrive."

**EUROPE: ELECTRIC MOTORCYCLE MANUFACTURER'S STAND-ALONE STORE IS FIRST OF ITS KIND**

**Zero Motorcycles EMEA** announced the opening of the first Zero Motorcycles store and showroom in Europe. The Zero Motorcycles store is located on Calle Corsega 218 in the center of Barcelona, outfitted with motorcycles, accessories and apparel from the brand.

Zero Motorcycles' partner in this venture is **Clevermob SL**, the Zero Motorcycles distributor for Catalonia, the Balearic Islands and Andorra.

**Ismael Castellá**, Clevermob's founder, says he chose to open the Zero store because he considers Zero the brand of reference in the electric motorcycle market.

"Zero Motorcycles represents the best in the market today, that's why these bikes deserve to be exhibited and presented in the best possible way," Castellá said.

"We are thrilled to establish the first European Zero Motorcycles store in Barcelona, a city that is on the vanguard of electric mobility," said **Umberto Uccelli**, managing director of Zero Motorcycles EMEA. "Spain is at the forefront of Europe in the use of electric vehicles not only for personal use but also as an intelligent and sustainable alternative for public entities. This store in Barcelona represents a milestone in our distribution network development and strategy. We could not be happier to be present in Barcelona with this showroom."

**MORGAN TO TAKES REINS OF CHIP'S STURGIS RIDER DAILY**

Longtime journalist and motorcycle aficionado **Felicia Morgan** has signed on to lead the annual *Sturgis Rider Daily* publication. The daily rally print publication produced by the **Sturgis Buffalo Chip** in partnership with the *Rapid City (S.D.) Journal* is entering its sixth year of production. Founding editor **Marilyn Stemp** will remain on board in an advisory role.

The *Sturgis Rider Daily* offers up-to-date information on **Sturgis Motorcycle Rally** happenings, Buffalo Chip concerts, races, bike shows and events, as well as advice for rally goers. Copies of the special newspaper are delivered each morning Saturday to Friday to convenient locations throughout the Black Hills and are available at the **Buffalo Chip's Sturgis Rally Information Center** at the free-access **CrossRoads**.

"We are very happy to welcome Felicia as the editor of the *Sturgis Rider Daily*," said

**Rod Woodruff**, Sturgis Buffalo Chip president. "Her extensive journalism experience and first-hand knowledge of the industry as a die-hard motorcycle rider make her the perfect choice to lead efforts to produce a first-class publication full of useful information for people attending the rally."

Morgan has been an avid motorcyclist for many years and has been riding a motorcycle exclusively since 2005. She attends nearly every biker-related event in America, and her work has appeared in numerous magazines includ-



FELICIA MORGAN

ing *Thunder Press*, *Easyriders*, *In the Wind*, *Wrench*, *Biker*, *V-Twin*, *American Iron*, *Road Iron*, *Cycle Source* and *Wide Open*, as well as several motorcycle-related books. She is a pivotal staffer and chronicler of the **Motorcycle Cannonball** Cross-country biennial vintage motorcycle odyssey, and in 2010 she photographed the entire 2,392-mile marathon from the side-hack of a 1956 **Harley-Davidson** Panhead.

The *Sturgis Rider Daily* will be available each morning Saturday, Aug. 3 through Friday, Aug. 9 at no charge.

The Buffalo Chip's motorcycle and music festival will open with a pre-rally party July 29 to Aug. 1, with official festival dates running Aug. 2-11, 2019. Concerts and races are free with camping.

**DUCATI RECALLING ABOUT 1,800 MOTORCYCLES**

The **National Highway Traffic Safety Administration** reports that **Ducati North America** is recalling about 1,880 model-year 2018-19 motorcycles. Excessive pressure in the fuel tank may cause fuel to spray when opening the fuel cap. Fuel spray can increase the risk of injury and a fuel leak in the presence of an ignition source can increase the risk of a fire.

Ducati is recalling certain 2018-2019 Panigale V4, Panigale V4 S, Panigale Speciale and 2019 Panigale R motorcycles.

Ducati will notify owners, and dealers will update the fuel cap venting system and provide an updated page for the owner's manual, free of charge. **PSB**



When it comes to the environment, Honda has always been a leader. And now we'd like to acknowledge our dealers who've gone the extra mile through the Honda Environmental Leadership Program. By reducing the carbon footprint of their own dealerships, they're great examples of our shared Honda values. Thank you one and all.

**PLATINUM**

Honda of North Carolina\*  
GRANITE FALLS, NC

**GOLD**

SoCal Honda Powersports\*  
CARSON, CA

DFW Honda\*  
GRAPEVINE, TX

Brookhaven Honda\*  
BROOKHAVEN, MS

McKibben Powersports Honda\*  
WINTER HAVEN, FL

JM Honda of Miami\*  
MIAMI, FL

RideNow Powersports Chandler  
CHANDLER, AZ

Cities Edge Motorsports  
SHAKOPEE, MN

**SILVER**

Monarch Honda\*  
OREM, UT

Honda World\*  
SALT LAKE CITY, UT

Peak Honda World\*  
LITTLETON, CO

Honda of Covington Powersports\*  
COVINGTON, LA

Carolina Honda\*  
COLUMBIA, SC

RC Hill Honda of Deland\*  
DELAND, FL

Honda Powersports of Troy\*  
TROY, OH

Cycle Country Honda Suzuki  
SALEM, OR

Western Honda  
SCOTTSDALE, AZ

Ray's Sport and Marine Perham  
PERHAM, MN



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# FINANCE

## PERFORMANCE F&I

# GAP as a matter of fact — Don't miss an opportunity

An area of Finance and Insurance that often does not get the proper attention it deserves, GAP (guaranteed asset protection) is not only a great profit center, but it also can create a huge value to the consumer if the worst-case scenario occurs. It ends up being a great customer retention and repeat purchase tool when utilized.

GAP protection is, as I refer to it, a "matter of fact" purchase — either you are qualified for it and can potentially benefit from the coverage or you aren't. And if you do qualify, a straightforward sales approach with a factual explanation and/or illustrated examples will often do the job to get the customer to see value and incite purchase.

Who is a good candidate? I generally say anyone with less than 25-30 percent true equity or down payment into the new purchase. GAP differs from all of the other protections we sell in the business office because it is tied directly to the loan and protects the credit worthiness of the buyer, whereas most everything else sold (extended service contract, maintenance, battery, tire and wheel) is driven toward the ownership experience and the machine itself.

When we are cognizant of the difference and see the large value to the consumer, in most cases GAP should be the first protection discussed. Then we can get to the fact that the consumer will be "upside down," but is now protected, and then move on to discussing the ownership experience.

When do we start talking about GAP protection? As early in the deal as possible. The best performing stores that I work with start recommending GAP during the sales process when down payment is addressed and the buyer has little to no money down. This is the perfect time to introduce the optional coverage. Recommend that they make the few additional dollars a month investment to preserve their credit and buying power for the future should the worst happen. There is nothing wrong with informing the customer that if they don't have the money now, if the vehicle is totaled or stolen in the first few months of ownership they obviously would not have the money then. What would they want to do, borrow thousands of dollars to walk away from a machine they don't even have anymore?

As you can see, GAP makes sense when

talked about properly. The sales associate saying something similar to: "I highly recommend you talk to John in the business office about adding GAP to your loan given your [circumstances]," now can aid the customer versus it becoming a sales pitch.

In the automotive business, GAP is the No. 1 selling protection in the Finance office. Why? Because everyone wants to buy with little to no money down, is looking for extended term financing with lower payments, and they are inundated through advertising and personal awareness of being "upside down," or owing more than their vehicle is worth.

So what is so different from their

powersports purchase, especially considering that any of our toys will depreciate faster due to the nature of their use in most cases? There are many more scenarios that promote GAP sales, nature of use and how easy they are to total. Stealing a powersports toy is much easier than stealing an auto. But are we conveying this to the new owner? When looking at a consumer's credit and seeing multiple car loans, you can make the general assumption that they have had GAP on an auto and it is not taboo to ask them or converse with them about this fact.

I have found through the years that making this cross comparison through a

discussion has been a great asset in getting the consumer to invest in GAP on their new purchase. It is one of the very few times I want to make reference to the auto industry, but here it makes total sense.

Most of the good quality GAPs on the market have many key benefits that need to be discussed as they add great value to the product itself:

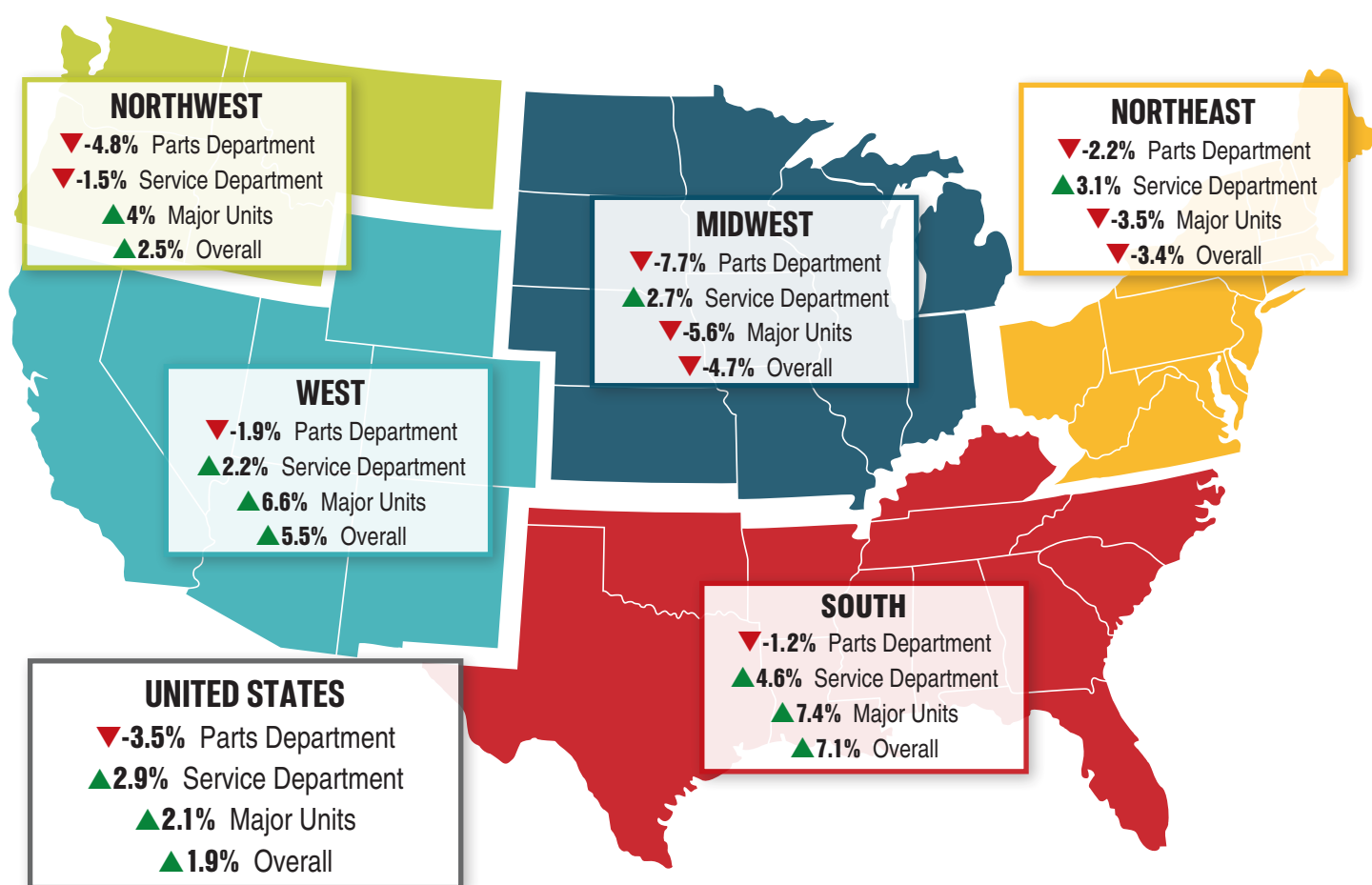
They pay your primary insurance deductible (some as much as \$1000). Many pay out to the lender even if the customer doesn't have primary insurance coverage at the time of total loss (the difference between book value and the loan balance).

See Greenwald, Page 14



**ROB GREENWALD**

## DEALER FINANCIAL SNAPSHOT



### MAY 2019

Same Store Sales dollars at 1,688 dealerships in the U.S. that use the CDK Lightspeed DMS were up 1.9 percent overall in May compared to May 2018. New and pre-owned Major Unit sales dollars were up 2.1 percent while Service dollars were up 2.9 percent and Parts dollars were down 3.5 percent. The South saw the largest amount of growth with a 7.1 percent overall rise, followed by the West with a 5.5 percent overall increase.

### PARTS SALES

Parts sales were up at 759 dealerships and down at 929.

### SERVICE SALES

Service dollars increased at 903 dealerships and trended downwards at 746 dealerships.

### MAJOR UNIT SALES

A total of 791 dealerships were up, and 730 were down.

### FOR MORE ON THE SAME STORE SALES DATA

For more information on this report and other industry data, contact: [cdkcreation.com/dataservices](http://cdkcreation.com/dataservices)



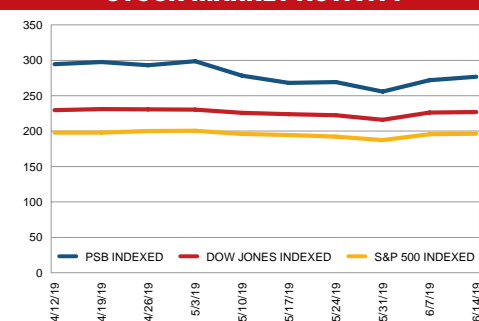
## STOCK MARKET WATCH

### MARKET WATCH

	6/14/19	Change from 5/24/19	% Change
Powersports Business Index	▲ 276.8	7.6	2.82
Dow Jones Index	▲ 226.9	4.4	1.97
S&P 500 Index	▲ 196.5	4.2	2.18

Source: Wells Fargo Securities LLC

### STOCK MARKET ACTIVITY



### POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 6/17/19	Percent Change
Deere & Company	DE	\$154.37	14.50%
Assurant, Inc.	AIZ	\$106.77	12.70%
ArvinMeritor	ARM	\$22.91	11.90%
Bridgestone Corp. ADR	BRDCY	\$19.43	5.40%
Polaris Industries, Inc.	PII	\$89.92	4.80%
Cooper Tire & Rubber	CTB	\$30.73	4.80%
Intl. Speedway Corp. Cl. A	ISCA	\$45.23	3.40%
Speedway Motorsports, Inc.	TRK	\$18.38	1.30%
Dover Corporation	DOV	\$95.41	1.00%
General Electric Co.	GE	\$10.05	0.50%



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- TRAILER GUARD
- TIRE AND WHEEL PROTECTION
- MARINE EXTENDED SERVICE CONTRACTS
- ECO SPORT





Rob Greenwald, one of the highest rated speakers annually at the Powersports DEALER Seminars @ AIME expo, will present two F&I-related sessions at AIME expo in Columbus, Ohio. Photo by Dave McMahon/Powersports Business

## GREENWALD

■ CONTINUED FROM PAGE 12

This might get a consumer into a position where he or she can come up with some money and perhaps work out something on the right unit to get them riding again. We should never miss discussing the maximum coverage (the best GAP policies will cover up to 150 percent of the vehicle's value as a maximum coverage). But it doesn't matter what we know about the great coverages GAP provides if we are not telling the customer about them during our presentation.

There are many more great points to the "matter of fact" need for GAP protection.

The bottom line is, if you are not offering GAP to your buyers you are missing a huge opportunity, especially if they experience a total loss and then are in a position to not qualify to buy another vehicle — you just lost a customer!

For the dealerships that offer it, if you are not making a strong effort with a system for presenting it, you are missing out on a lot of profit and possible customer retention. **PSB**

*Rob Greenwald is the president of PowerSport Solution, based in Marietta, Georgia. He has been training and consulting in the powersports industry since 1994, while providing dealers with quality products and development. Contact him at PowerSportFi@aol.com.*

## POWERSPORTS BUSINESS STOCKS

### POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 06/17/19	Price 05/19/19	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$106.77	\$94.74	12.7%	\$111.43	\$82.31
Brunswick Corp.	BC	\$44.99	\$47.06	-4.4%	\$69.82	\$41.02
CDK Global	CDK	\$47.69	\$51.58	-7.5%	\$67.97	\$44.01
General Electric Co.	GE	\$10.05	\$10.00	0.5%	\$13.88	\$6.40
Harley-Davidson, Inc.	HOG	\$34.56	\$34.56	0.0%	\$46.22	\$31.36
Honda Motor Corp. ADR	HMC	\$25.56	\$25.63	-0.3%	\$31.68	\$24.43
Polaris Industries, Inc.	PII	\$89.92	\$85.84	4.8%	\$131.25	\$70.27
TCF Financial Corporation	TCF	\$19.90	\$20.35	-2.2%	\$26.70	\$18.17

### DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 06/17/19	Price 05/19/19	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$22.91	\$20.48	11.9%	\$25.78	\$15.01
Bridgestone Corp. ADR	BRDCY	\$19.43	\$18.43	5.4%	\$20.32	\$17.70
Carlisle Companies	CSL	\$135.53	\$136.91	-1.0%	\$142.00	\$92.16
Cooper Tire & Rubber	CTB	\$30.73	\$29.33	4.8%	\$35.36	\$23.27
Dover Corporation	DOV	\$95.41	\$94.45	1.0%	\$99.46	\$65.83
Intl. Speedway Corp. Cl. A	ISCA	\$45.23	\$43.75	3.4%	\$49.95	\$35.12
Deere & Company	DE	\$154.37	\$134.82	14.5%	\$169.99	\$128.32
Marinemax, Inc.	HZO	\$16.54	\$16.72	-1.1%	\$26.11	\$15.34
Spy Inc.	XSPY	\$0.09	\$0.10	-9.6%	\$0.19	\$0.06
Speedway Motorsports, inc.	TRK	\$18.38	\$18.15	1.3%	\$18.84	\$13.47
Universal Technical Institute	UTI	\$3.33	\$3.40	-2.1%	\$4.20	\$1.86
TCF Financial Corporation	TCF	\$19.90	\$20.35	-2.2%	\$26.70	\$18.17

### INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 06/17/19	Price 05/19/19	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	62.10 €	66.16 €	-6.1%	86.74 €	61.14 €
BRP, Inc.	DOO-TSE	\$45.75	\$39.08	17.1%	\$74.67	\$32.36
Kawasaki Heavy Industries	7012-TKS	2485 ¥	2458 ¥	1.1%	3425 ¥	2198 ¥
Michelin	ML-PAR	111.50 €	110.00 €	1.4%	118.60 €	82.68 €
NGK Sparkplug	5334-TKS	1937 ¥	1953 ¥	-0.8%	3405 ¥	1823 ¥
Suzuki Motor	7269-TKS	5177 ¥	4957 ¥	4.4%	7680 ¥	4521 ¥
Yamaha Motor	7272-TKS	1882 ¥	1906 ¥	-1.3%	3215 ¥	1812 ¥
Yokohama Rubber	5101-TKS	1958 ¥	1909 ¥	2.6%	2500 ¥	1795 ¥

Source: FactSet, Bloomberg, Wells Fargo Securities, LLC

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## FROM THE EDITOR

# National dealer meeting part of AIMExpo plans for Beta USA



DAVE McMAHON

The news coming out of AIMExpo presented by Nationwide continues to be strong heading into the Sept. 26-29 trade show in Columbus, Ohio.

Beta USA announced that it will be hosting a dealer meeting in addition to showcasing its model lineup on the show floor at AIMExpo. It's this

exact sort of commitment from our industry manufacturers that will help take AIMExpo to a new level of engagement in 2020.

Sure, a few OEMs in the past have hosted their top handful of dealers, but none have fully committed to a dealer meeting a la Beta USA. Huge props to Beta USA for the brand's forward-thinking approach and to AIMExpo for making the show such an attraction in 2019.

"Offering OEMs and dealers a more efficient way to connect was one of the cornerstones of AIMExpo when it launched in 2013. It's great to see a new OEM exhibitor taking full advantage of this platform," said Cinnamon Kernes, vice president and general manager of MIC Events.

Beta will display a number of new models at the show, including RR off-road motorcycles and RR-S street-legal off-road bikes. Attendees will also be able to see Factory Team bikes and Evo Trial bikes as well as the Beta Factory Tour Truck, which will be parked at AIMExpo to provide an eye-catching backdrop to many of its models.

As an extra bonus, Beta will display a bike that was built using its BYOB Program — Build Your Own Beta. Available to all customers, it allows anybody to create a custom build program to ensure the motorcycle is tailor-made to the way the owner rides.

"We're very excited to be attending the 2019 AIMExpo and are looking forward to showcasing the new line of 2020 models and accessories," said Beta USA national marketing manager Kris Kalar. "We're looking forward to a very productive AIMExpo in Columbus and visitors can find the Beta model that's right for them at booth #1813."

Gart Sutton and Associates has been ahead of the pack for quite some time when it comes to 20-group support of AIMExpo. Heck, a large contingent of them even rode their motorcycles from Curtis Sloan's shop in Tennessee all the way to the event in Orlando. Now, seeing Gart's 20-group at AIMExpo is just part of the show. That's how

important attending AIMExpo has become for these dealership principals who have been successful operators for decades.

"Our 'Best Operators Club' just celebrated its 30th anniversary together," Gart said. "These are real pros and they know the value of AIMExpo. Every year we schedule our meetings in conjunction with the show. Why? Great exhibits, invaluable friends and informative workshops. We believe strongly that 'Together We Rise.'"

While that might be AIMExpo's slogan for the 2019 show, it's safe to say that we are certainly all in this together. I've had the privilege of attending Gart's 20-group dealer meetings, and trust me, these guys are busy doing all they can to push the needle. So when they have the opportunity to meet with your company in person at the show, while they sitting on or in your machines, or while holding your parts and accessories, they take advantage of that chance. They want to know which machines and products can help them improve their bottom line. If they can do it face-to-face rather than via a webinar or watching a video, they simply will choose the in-person connection. While they're thinking about the bottom line, they also want to know: Who am I going to be working with? What about warranty? Why should I be doing business with you vs. the company in the booth next door?

In other words, like Beta USA hosting a national dealer conference, 20-group members also stay out front by supporting the industry's most important trade show.

## SEMINAR SCHEDULE COMING

Of course, we here at *Powersports Business* are glad to do our part in supporting the show by managing and administering the always-free Powersports DEALER Seminars. Thanks to the support of our two premier sponsors, National Powersport Auctions and Synchrony, and track sponsors Aegis Powersports, Torque Group and McGraw Powersports Western Service Contract, we've put together a lineup of speakers and seminars that will give you a jump start into the 2020 selling season.

We'll present the schedule in its entirety in the next edition of *Powersports Business*. Of course, to be the first to see the schedule, subscribe to the PSB digital newsletter and follow us on social media. In the meantime, take out your calendar and book Sept. 26 and 27 for AIMExpo in Columbus. **PSB**

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



Gart Sutton will once again share intelligence and best practices from his 20-group dealers at the 2019 Powersports DEALER Seminars @ AIMExpo in Columbus, Ohio.

## ONLINE WITH POWERSPORTSBUSINESS.COM

### WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. Honda unveils 4-seat Talon side-by-sides
2. Can-Am reveals 2020 off-road lineup
3. Honda announces Talon 1000R side-by-side race team
4. Polaris RZR scores two class wins at Baja 500
5. Honda's 2020 Foreman Rubicon ATVs get 43cc displacement boost
6. Side-by-side recall impacts 82,000 2016-19 models
7. 2020 Honda Talon 1000 I-4WD demo from Texplex (video)
8. Polaris recalls 2019 RZR XP 4 Turbo S models due to potential brake failure
9. Identity theft fraud alert from North Carolina dealer
10. Distributor names new president
11. Side-by-side registrations increase to start year, data shows
12. State adds 42 miles of on-road UTV/ATV trail routes with dealership assist
13. Harley-Davidson collaborating with Benelli parent for 338cc motorcycle for China market
14. WPS adds 105K square feet to corporate warehouse
15. Automatic Roxor arrives at dealership

The headlines above belong to the most frequently viewed articles from the three-times-per-week *Powersports Business* Enewsletter during the May 29-June 19 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.



**FORREST FLINN**  
Managing Partner,  
Powersports  
Managements  
Concepts

Today, as of this writing, ten states have enacted recreational marijuana use laws with more to come. Also, thirty-three states plus the District of Columbia permit the medical use of marijuana under certain circumstances and with specific conditions. The owners of today's modern powersports dealerships must understand the legal environment in which they operate regarding marijuana use.



**LAUREN LABUNSKY**  
Public Relations  
Manager,  
Dealer Spike

As the world's most popular social media platform, Facebook presents a huge opportunity to reach targeted customers who have demonstrated a likely interest in the units you sell. In addition, as a local business, you can target prospects in your area — people who can come in to visit your dealership the same day that they see your ad.



**KENSEY EDWARDS**  
Content Manager,  
Cycle Trader

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



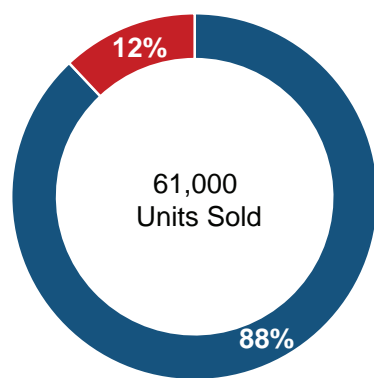
**ERIC MCMULLEN**  
Marketing  
Coordinator, Team  
Winnebagoland

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

# California dealerships stand out with Sport UTV sales

*Lightspeed data breaks down sport side-by-side sales by region, dealership*

**SPORT SIDE-BY-SIDES UNITS SOLD PERCENT NEW VS. USED**



■ New ■ Used

Source: CDK Global Recreation

A study of purchase orders from 61,000 new and pre-owned sport side-by-sides from April 1, 2018 to March 31, 2019 that CDK Global Recreation provided exclusively to *Powersports Business* show that it's still good business to be a dealership in California and the West region that sell sport side-by-sides.

This study from dealerships that use the Lightspeed DMS only includes units where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included. Model examples include the Polaris RZR XP 1000 EPS and the Can-Am Maverick X3 Max XRS DPS Turbo R.

In the study, 88 percent of the sport side-by-sides sold were new units; 12 percent of them were used units.

When looking at the average number of sport side-by-sides sold per year by each dealership in each region, dealers in California are loving the segment, with an average of 123 units sold per dealership during the study's time period. Dealerships in the West averaged 107 units sold per dealership during the study's time period. Dealerships in the South and Northwest performed relatively the same, with an average of 41 and 40 sport side-by-sides per dealership, respectively.

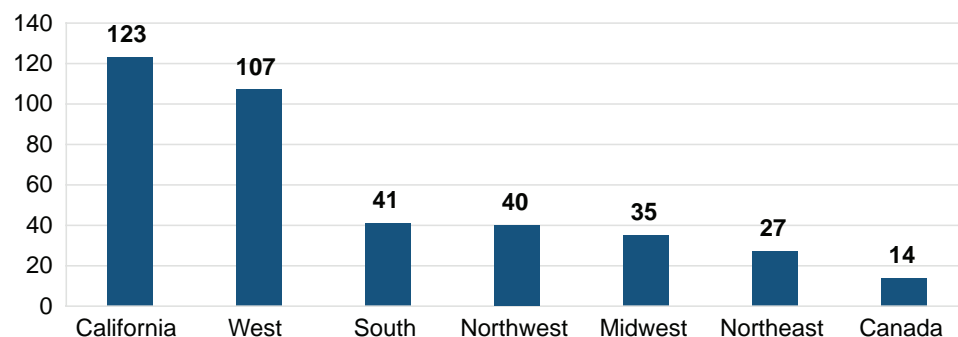
The Midwest, Northeast and Canadian dealerships all averaged below 40 sport side-by-side units sold per dealership.

Looking at the percentage of total sport side-by-sides sold by region, dealerships in the West ranked at the regarding the average number of units sold and the percentage of total sales, as 29 percent of sport side-by-sides were sold in the West.

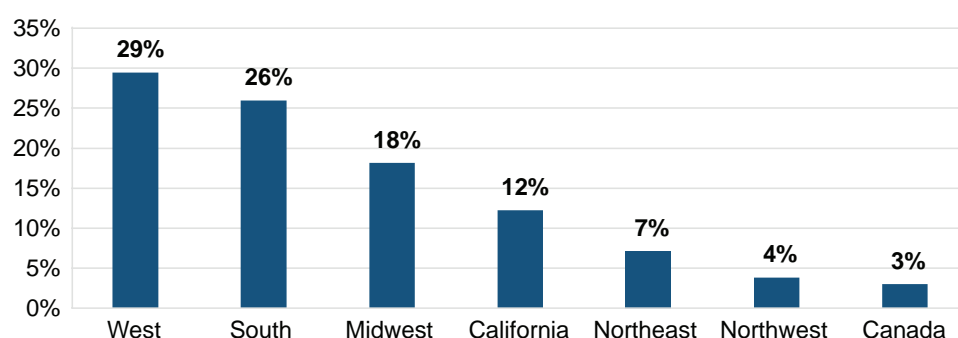
The South region had 26 percent of the total sport side-by-side sales, with 18 percent occurring in the Midwest.

All of the remaining regions each sold less than 15 percent of the total units. **PSB**

**AVERAGE SPORT SIDE-BY-SIDES SOLD PER YEAR BY DEALER BY REGION 61,000 UNITS SOLD FROM APRIL 1, 2018 TO MARCH 31, 2019**



**PERCENT OF TOTAL SPORT SIDE-BY-SIDE SALES BY REGION 61,000 UNITS SOLD FROM APRIL 1, 2018 TO MARCH 31, 2019**



Source: CDK Global Recreation

# Honda's 2020 Rubicons get 43cc displacement boost

*New racks on Foreman, Rancher, Rubicon lines accept Pro Connect accessory lineup*

During Power Lab 2019, Honda's powersports dealer experiential event held south of Dallas at TexPlex Park in Midlothian, Texas, Honda unveiled its 2020 ATV lineup, which includes important updates to the FourTrax Foreman, Foreman Rubicon and Rancher multipurpose models. Additional multipurpose models making a return are the Recon and Rincon, while the TRX250X and TRX90X sport models also return for 2020.

Made in Timmonsville, South Carolina, Honda's ATV lineup is the industry's most popular, offering models that are ready for hard work and serious play, and that are so user-friendly that riders won't want to climb off. For 2020, the Foreman, Rubicon and Rancher all get an improved reverse lever, making the process of changing directions easier than ever. In addition, all three now come with racks that readily accept Honda's new Pro-Connect line of modular cargo accessories. And significantly, the Foreman and Rubicon both get larger engines for increased power.

"Honda's history in the ATV market is unmatched, thanks in part to a consistently strong lineup of capable, versatile models," said Chris Cox, American Honda's manager of Experiential Marketing/Public Relations. "For 2020, we're excited to offer significant improvements to our three most important models, which now perform better than ever."

## FOURTRAX FOREMAN RUBICON

For 2020, Honda's extremely popular, do-it-all 500-class FourTrax Foreman Rubicon benefits from more of the very qualities that have long made this model such a popular choice with customers. All Rubicon

models still come standard with Independent Rear Suspension (IRS) for exceptional traction and comfort, and they now get a 43cc displacement increase to 518cc, adding power where it's used most, in the low- and middle-rpm ranges.

On non-manual models, engaging the reverse gear is now a simple operation accomplished electronically via a single lever that fits a wide range of hand sizes and can be operated easily and quickly, without the need to engage neutral. Four Rubicon models are offered, three of which come with a high-tech Dual Clutch Transmission (DCT), and those three now feature manual-shift override capability so that riders can command gear changes at will, even in automatic mode — enabling use of engine braking for situations like corner entry and descents. (Automatic mode takes over again a few seconds after manual inputs.)

The Rubicon models' front and rear cargo racks now have expanded planar surfaces for more carrying options, and they integrate with Honda's new Pro-Connect line of modular accessories.

Off-road-legal in all 50 states, all Rubicon models get a new front grill, as well as an updated 50-watt LED assist headlight and a 1.9-liter front utility box that can be accessed from the rider cockpit when stopped.

**Colors** — FourTrax Foreman Rubicon DCT EPS Deluxe: Honda Phantom Camo, Matte Green Metallic; FourTrax Foreman Rubicon DCT EPS: Red, Olive; FourTrax Foreman Rubicon 4x4 EPS: Honda Phantom Camo, Red, Matte Molasses Brown  
**MSRP** — Starting at \$8,699.  
**Available** — Summer 2019.

## FOURTRAX FOREMAN 4X4

The real workhorse in Honda's multipurpose ATV lineup, the FourTrax Foreman 4x4 is ready to tackle any job — now more than



Caleb Gordon from Southern Honda Powersports in Chattanooga, Tennessee, tries out the improved reverse lever that can be found on the 2020 Honda multipurpose ATV lineup at Honda's Power Lab dealer meeting in Texas. Photo by Dave McMahon/*Powersports Business*

ever thanks to a displacement increase to 518cc that delivers stronger acceleration and improved towing performance.

All three Foreman models have swingarm rear suspension that keeps weight low and provides a great, unsprung platform for a tow hitch. For 2020, they have the same new assist light, front utility box, and front and rear Pro-Connect-compatible racks as the Rubicon, and the flagship Foreman 4x4 ES EPS gets the new, simpler reverse lever,

which is particularly welcome for jobs like plowing that involve frequent transitions between forward and reverse motion.

**Colors** — FourTrax Foreman 4x4 ES EPS: Honda Phantom Camo, Red, Reactor Blue; FourTrax Foreman 4x4 EPS: Honda Phantom Camo, Red, Olive; and FourTrax Foreman 4x4: Honda Phantom Camo, Red, Olive.

**MSRP** — Starting at \$7,399.

**Available** — Summer 2019.

See Honda, Page 22





Troy Barker



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# ATV/UTV

## Can-Am 2020 ORV lineup includes 195hp Maverick X3

*Revamped Defenders, all-new 6x6 model also revealed*

BRP in June announced its most advanced Can-Am Off-Road vehicle lineup ever for the 2020 model year, including ride-enhancing changes across its Defender and Maverick lineups. The workhorse Defender lineup now includes more horsepower, industry-leading torque, and an entirely new 6x6 model, while the performance-centric Maverick lineup features enhanced performance and improved accessibility.

The entire Can-Am Defender lineup is redesigned for 2020 to do it all, more comfortably and quietly. Tough chores and recreational riding are more enjoyable thanks to a smoother and stronger 82-hp Rotax engine that pumps out more power when it counts, including an industry-leading 69 lb-ft of torque. And a complete frame-up and front-end refresh provide improved ride, durability, and protection for long days at work or at play.

An all-new 2020 Can-Am Defender 6x6 HD 10 features outstanding 6-wheel traction to conquer the tough obstacles and get the job done. It is incredibly versatile, with a box that can be adjusted to perform tasks like never before. It is built to enhance the ride experience by allowing people to tow and carry more while traversing extreme terrain with ease.

“BRP is committed to the full-size utility-recreational segment because it is one of the fastest growing in the market. The 2020 Can-Am Defender family is the direct result of merging tangible insights from customers around the world with our own strict



The 2020 Can-Am Maverick X3 Turbo RR sets new industry performance standards with its 195-hp engine. Photo courtesy of Can-Am

innovation standards. The new Defender vehicles offer extraordinary adaptability, comfort, and dependability to help owners accomplish tasks with more confidence than ever before,” said Bernard Guy, Senior Vice-President, Global Product Strategy, BRP. “And our commitment to performance will never waver. The new Maverick X3 X rs

Turbo RR, with its unprecedented power and control, is built to give Can-Am a stronghold in the sport side of the industry.”

### AN UPGRADED CAN-AM MAVERICK FAMILY

The award-winning Can-Am Maverick lineup now features an available 195-hp

Rotax Turbo RR engine in the all-new Can-Am Maverick X3 Turbo RR, making it the industry’s most powerful factory pure sport side-by-side vehicle. It has power and control, along with improved suspension and updated wheels and tires for better off-road maneuverability.

See Can-Am, Page 19

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## CAN-AM

CONTINUED FROM PAGE 18

The Maverick X3 lineup is also now more affordable with two new vehicle packages introduced for 2020. A new Maverick X3 RS Turbo R is a performance machine built to conquer the sand. And a four-seat Maverick X3 MAX X mr Turbo RR is built so people can master every mud pit with their friends. Lastly, a new Maverick Sport X xc sets new standards for affordable performance for trail domination.

### CAN-AM DEFENDER GETS BOOSTS

Just one short year after enhancing the Can-Am Defender side-by-side vehicle, Can-Am

with a new suspension calibration and also new front and rear 64-inch arched A-arms that providing extra clearance for obstacle crossings. A new brake holding mechanism improves operation on hills.

The enhanced styling, complete with a new fascia, redesigned grill and hood, gives the Defender a signature Can-Am look. Inside the cockpit, certain Defender vehicles feature either a new 4.5-inch digital display or 7.6-inch display with keypad (X mr, XT-P and Lone Star) for a more polished look and easier reading.

### DEFENDER 6X6 DPS HD10

The all-new, super-tough Defender 6x6 DPS HD10 arrives with a herculean attitude, incomparable adaptability and heavy-

The 2020 Can-Am Defender 6x6 HD10 revolutionizes the rider experience with extreme capability to get the job done, whether at work or at play. Photos courtesy of Can-Am



has again invested in its utility-recreational offerings. For 2020, the Defender line gets elevated capabilities, redesigned comfort levels for the occupants, advanced the internal and external protection and refined styling.

To ensure the new Defender HD10 is more comfortable than ever, the vehicle now has the industry's quietest 1000cc V-twin engine. A thicker firewall acts as an improved sound and heat barrier between the occupant and engine components. A new low-sound exhaust system has a unique smooth low intensity with its own distinct sound. Recalibration in the CVT reduced shift line by 500 RPM resulting in quieter operation under heavy acceleration. For smoother operation to equal the reduced sound output, the driving mode reduces power. Speaking of power, the more powerful 82hp Defender Rotax HD10 engine also received a new cylinder head to increase airflow. It offers an industry-leading 69 lb-ft of torque or massive low-end towing strength.

Raising the bar on vehicle protection, Can-Am added a rugged front steel bumper and upper bumper plate. The heavy-duty

duty configuration, making it the instant workhorse of the family and an ideal hunting companion. The muscular 6x6, complete with a durable reinforced transmission and the new more powerful HD10 Rotax engine, is a true taskmaster capable of towing up to a leading 3,000-pounds capacity. Combining the exceptional power and torque with the Multi-traction mode (4x4 and true 6x6) means unbeatable traction and floatability for maneuvering across rugged terrain even with a load.

The Defender 6x6 has the inner brawn to tackle challenging jobs and terrain, but it's the vehicle's clever and adaptable design that takes versatility to the next level. The enormous cargo bed (4.5ft x 6ft) offers double the loading capacity over the regular Defender cargo box. The convertible cargo box design includes removable sides, offering a flatbed setup in seconds. This gives owners the ability to change the configuration to match the load.

Since its inception in 2017, the Maverick X3 super-sport side-by-side has impressed the masses with its invigorating performance and one-of-a-kind styling. Can-Am has reinforced its performance authority for 2020 with a new Maverick X3 Turbo RR engine that now supplies an industry-leading 195hp. That's a gain of 23hp and 11 lb-ft (135 lb-ft) from the new Rotax mill. These reliable gains were achieved by adding a bigger turbo, intercooler and a less restrictive airbox to increase airflow and also simultaneously enhancing reliability. Internally, the new Rotax engine uses a Rotax-manufactured turbo and pistons to assure maximum quality. The CVT was also recalibrated to match the new performance levels and improve belt longevity.

The 2020 Maverick X3 with 72-inch widths includes a thorough suspension calibration. This results in 1-inch more ground clearance (16 inches) for better obstacle crossing ability. All X rs packages also include new tire widths (9-inch front and 11-inch

See Can-Am, Page 21

A refined 2020 Can-Am Defender lineup offers more horsepower, torque and comfort.



XT bumper was strengthened to ensure durability in extreme use while looking bold. The revised Dual Phase steel frame was reinforced and lightened (-5-lbs.), offering up to 30 percent more rigidity. Another critical feature on the 2020 Defenders is their enhanced ride quality. This was achieved

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OTHER BRANDS...”

— TRACY McINTYRE, MOTO EL PASO

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## 2019 Polaris RZR XP 4 Turbo S recall related to brake issue

The U.S. Consumer Product Safety Commission reports that Polaris is recalling all 2019 RZR XP 4 Turbo S models due to a potential brake failure, which can cause crash and injury hazards.

This recall involves model year 2019 RZR XP Turbo S recreational off-highway vehicles (ROVs), with model numbers Z19VPL92AK, Z19VPL92AR, Z19VPL92BK, Z19VPL92BR. The vehicles were sold in blue and red. The vehicles have "POLARIS" stamped on the front grill, along the bottom edge of the passenger compartment and on the rear light assembly; "TURBO S" on the front fenders and "POLARIS RZR" on the rear fenders. The vehicle identification number (VIN) and model number can be found on a label

affixed to the vehicle frame in the left front wheel well.

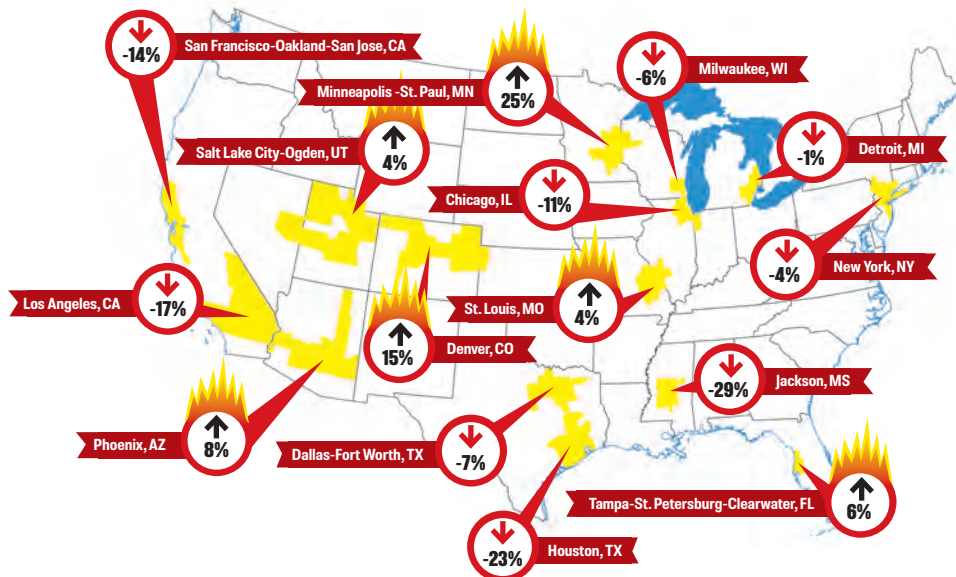
Consumers should immediately stop using the recalled ROVs and contact a Polaris dealer to schedule a free repair. Polaris is contacting all registered owners directly.

Polaris has received 11 reports of brake failures, resulting in one crash and one rollover incident. No injuries have been reported.

They were sold exclusively at Polaris dealers nationwide from December 2017 through January 2019 for about \$28,400.

The manufacturer and importer is Polaris Industries Inc., of Medina, Minn. They were manufactured in Mexico. **PSB**

## HOT SPOTS



## ATV registrations down through April, data shows

*Minneapolis-St. Paul up 25 percent, according to Stat Surveys, Inc.*

If you're a dealership with customers who reside in the Minneapolis-St. Paul area, you'll notice a marked increase in the number of ATV registrations year-to-date through April, according to U.S. Basic Trade Areas data provided exclusively to Powersports Business by Statistical Surveys, Inc.

Overall U.S. registration growth of ATVs at state motor vehicle agencies has declined by 5 percent vs. the year-ago period, the Stat Surveys data shows.

ATV registrations in the Minneapolis-St. Paul BTA have skyrocketed by 25 percent from January-April 2019 vs. the year-ago

period. Denver was also on the rise, with a 15 percent increase in registrations. Phoenix (8 percent growth), Tampa-St. Petersburg-Clearwater (up 6 percent), St. Louis (up 4 percent) and Salt Lake City-Ogden (up 4 percent) were the other major growth areas.

Lagging were Jackson, Mississippi with a 29 percent decline and Houston with a 23 percent drop in ATV registrations vs. the year-ago period. Los Angeles (17 percent down) and San Francisco-Oakland-San Jose (14 percent down) were the other double-digit declines among BTAs.

Has your dealership in these geographic areas experienced the growth side of the ledger for ATV registrations? Learn more about how your dealership can capitalize on this type of hyper-local data from Statistical Surveys, Inc., by contacting Ryan Kloppe at [rkloppe@statisticalsurveys.com](mailto:rkloppe@statisticalsurveys.com). **PSB**

The Minneapolis-St. Paul BTA has experienced 25 percent growth in ATV registrations from January-April 2019 vs. the same period in 2018, according to data from Stat Surveys, Inc. Photo by Mark Rosacker/Powersports Business



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## CAN-AM

CONTINUED FROM PAGE 19

rear), improving rear traction, reduced steering kickback and enriching drivability.

Other Maverick X3 family updates includes new wheels and tires on Maverick X3 X rc Turbo RR and Maverick X3 X rs Turbo RR for a bolder appearance. The X rc Turbo RR also wears larger diameter 32-inch Maxxis Liberty tires and 15-inch wheels for better ground contact and obstacle crossings. New digital display improves first-glance visibility. The base units receive a multifunction 4.5-inch design, while all Maverick X3 X-package vehicles now include a large, easier to read 7.6-inch premium digital display. An all-new onboard keypad simplifies drive mode, trip and DPS selection.

## MAVERICK X3 X RS TURBO RR

The 2020 Can-Am Maverick X3 lineup also includes repricing to increase accessibility without compromising on family DNA or overall quality. With expanded segment growth in mind, Can-Am has unveiled the base, 120hp, 64-inch Maverick X3 Turbo, starting at \$18,999 and the \$20,999 172hp, 64-inch Maverick X3 DS Turbo R package. The 64-inch Maverick X3 X ds Turbo RR receives the new 195hp Rotax Turbo RR engine, FOX 2.5 Podium RC2 shocks and Smart-Lok and starts at less than \$25,000, a savings of \$400. The Maverick X3 RS Turbo R package, complete with FOX 2.5 Podium QS3 shocks, is the market's most affordable 72-inch factory vehicle at \$22,499. The new 195hp Maverick X3 MAX X mr Turbo RR (\$28,999), the market's most powerful four-seat specialty mud vehicle, is sporty, convenient and aggressively built to perform.

The Can-Am Outlander MAX 6x6 XT 1000 offers front arched A-arms, sway bar and up to 11 inches of ground clearance to provide confident handling and better capability. Photo courtesy of Can-Am



To provide trail-riding and sport-driving enthusiasts with an equal balance of power and agility, the 64-inch 2020 Maverick Sport X xc 1000R (\$20,199) is as bold and predictable as it is an affordable.

## CAN-AM ATVS

The Can-Am Outlander, named 2019 ATV of the Year by ATV.com, was significantly redesigned last year with increased performance, styling, handling and new pricing. For 2020, Can-Am made some key updates to certain packages, altered specific features and also added several coloration changes to refresh the ATV family once again.

The intelligent Throttle Control (iTc) system, with its three adaptive riding modes for unbeatable precision in unpredictable

terrain, is standard on all four-wheeled Outlander and Renegade ATVs with the Rotax 1000R, and also now those powered by the Rotax 850 V-Twin engine.

New interior fenders and side panels on the Outlander ATVs improve airflow and push engine heat to the rear of the vehicle, making the ride cooler and more comfortable. The new Outlander Mossy Oak Edition 650 is an affordable big-bore ATV designed for hunting and outdoorsmen.

Borrowed from the high-performance Outlander ATVs, the popular FOX 1.5 Podium QS3 shocks are now included on the Outlander MAX Limited package. Can-Am engineers developed a dedicated shock calibration to provide maximum comfort for both the driver and passenger. This premium two-up

ATV also rides on new 27-inch Maxxis Big-horn 2.0 tires. A new 7.6-inch wide digital display on the premium Outlander XT-P, Outlander X xc, Outlander X mr 850, X mr 1000R and Outlander Limited ATVs also enhances visibility and functionality for the rider.

## CAN-AM ACCESSORIES (PAC)

The Can-Am Parts, Accessories and Clothing (PAC) product development happens simultaneously during the Can-Am vehicle development to ensure proper and unmatched fitment, design and functionality. Many new components were announced for the June launch of the Defender, Defender 6x6 and the sporty Maverick side-by-side vehicles.

The accessory expansion includes genuine Can-Am accessories as well as co-branded components with partnering companies. The 2020 PAC lineup features new accessories, such as protective equipment, cab enclosure items and electrical components for the refreshed Defender family, as well as more than 150 available accessories for the all-new Defender 6x6. Key accessories and LinQ attachments for the 6x6's cargo bed further enhance the vehicle's functionality and versatility.

In the sport segment offering from PAC, new accessories include an updated Yoshimura exhaust, and new Lonestar Racing by Can-Am items to enhance recreational rides. Adventure enthusiasts now can add convenience items like roof racks and device holders to their Maverick Sport MAX side-by-side vehicle. An entire new line of Can-Am HD and WARN VRX winches was also introduced for 2020 Can-Am ATVs and side-by-side. New Can-Am 6x6 ATV accessories and updated accessory colorations round out the PAC updates. **PSB**

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# ATV/UTV

## HONDA

CONTINUED FROM PAGE 16

### FOURTRAX RANCHER

No ATV is offered in more variations than Honda's FourTrax Rancher, and no ATV has been sold in greater numbers. With no fewer than eight different models offering myriad combinations of transmission (automatic DCT, Electric Shift Program™ and manual), rear suspension (swingarm and independent dual arm) and steering types — plus 2- and 4-wheel drive — the 420cc Rancher family packs maneuverability and muscle into a tough ATV that is ready for any activity. All Ranchers receive the new Pro-Connect-compatible racks and front utility box, and the two automatic transmission types (DCT and ESP) get the improved reverse lever and manual-override capability.

**Colors** — FourTrax Rancher 4x4 AT IRS EPS: Honda Phantom Camo, Red, Moose Brown; FourTrax Rancher 4x4 AT IRS: Red, Olive; FourTrax Rancher 4x4 AT EPS: Honda Phantom Camo, Red, Active Yellow; FourTrax Rancher 4x4 EPS: Honda Phantom Camo, Red, Olive; FourTrax Rancher 4x4 ES: Honda Phantom Camo, Red, Olive; FourTrax Rancher 4x4: Honda Phantom Camo, Red, Olive; FourTrax Rancher ES: Red, Olive; and FourTrax Rancher: Red, Olive.

**MSRP** — Starting at \$5,499.

**Available** — Summer 2019.

### FOURTRAX RINCON

Powered by a liquid-cooled, fuel-injected 675cc single-cylinder engine, the FourTrax Rincon is Honda's largest-displacement ATV. Noted for the plush ride delivered by its Independent Rear Suspension, the Rincon is also capable of hard work. The engine is

mounted longitudinally to align the crankshaft with the vehicle's direction of travel for more direct connection with the rear axle, and an automatic three-speed transmission with hydraulic torque converter is standard.

**Color** — Honda Phantom Camo, Red

**MSRP** — TBD.

**Available** — Summer 2019.

### FOURTRAX RECON

Even Honda's smallest multi-purpose ATV is up to the big jobs. The air-cooled, overhead-valve 229cc engine brings legendary reliability and user-friendly power delivery. Combine that with a lightweight and supremely nimble chassis and you've got a great-handling, fun, hardworking, machine. Transmission options include manual foot shifting or Honda's ESP handlebar-mounted push-button gear selector.

**Color** — Red, Olive

**MSRP** — TBD.

**Available** — Summer 2019.

### TRX250X

When enjoyment is on the agenda, sign up Honda's friendly, fun TRX250X and see where the trail leads. This popular sport model's longitudinally mounted, air-cooled overhead-valve 229cc engine helps to keep vehicle weight low for nimble handling, and the Sport-Clutch boasts the best of both worlds — anti-stall technology but with manual-override capability. Independent double-wishbone front suspension and a rear swingarm keep things smooth during spirited riding.

**Color** — Red, Metallic Blue

**MSRP** — TBD.

**Available** — Summer 2019.

### TRX90X

The ideal choice for getting young riders started on a lifetime appreciation of the



The 2020 Honda FourTrax Foreman 4x4 is part of a Foreman lineup that has a new 518cc engine. Photo courtesy of Honda

great outdoors, Honda's dependable, fun TRX90X sport ATV is great for learning riding skills while having a ball. The 86cc single-overhead-cam engine possesses enough torque to keep up with the bigger ATVs on family rides yet has Honda's trademark user-

friendly power delivery. Best of all, Honda quality means the TRX90X can bring multiple generations of new riders into the sport.

**Color** — Red, Olive, White

**MSRP** — TBD.

**Available** — Fall 2019. **PSB**



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## DIGEST

**OEM announces plans for apparent sport side-by-side**

Another major manufacturer apparently is getting into the sport side-by-side game, with news out of California in a brief press release that the newest addition to the growing space will be revealed on October 7, 2019.

With a photo and caption that reads "All-new 2020 **Kawasaki** side x side unveils to the world on October 7, 2019," Kawasaki included the headline: COMING 10/07/19: All-new 2020 Kawasaki Side x Side.

**ROXOR LAUNCHES AUTOMATIC TRANSMISSION MODEL**

**Mahindra Automotive North America** began delivery of its all-new **Roxor A/T** diesel with a fully automatic transmission and optional rear seating to dealers in June.

"We've listened to our customers and dealers and are giving them what they want in a new Roxor that makes work life easier and now allows more people to enjoy Roxor adventures," said **Richard Ansell**, vice president of Marketing. "The automatic transmission is a natural extension to our



Roxor's new A/T with six-speed adaptive automatic transmission brings an MSRP of \$18,999. Photo courtesy of Roxor

Roxor lineup and will broaden the work and recreational capabilities of off-roading. The optional rear seat doubles the number of people who can experience outdoor fun and is another way to customize your Roxor to make it your own."

The ROXOR A/T starts at \$18,999 MSRP. Additionally, a ROXOR A/T limited package, available in three color options and including a custom hood wrap, ROPS (Roll Over Protection System) and black matte grille, will be offered at \$19,599.

**POLARIS REVEALS HAND-PICKED RANGER ACCESSORIES**

**Polaris** recently introduced the Ranger Accessory Collections campaign focused on helping Ranger owners get even more out of their machine.

Four trusted professionals created Ranger accessory packages for use by land-owners, ranchers, waterfowl hunters and big game hunters. Polaris Ranger partnered with master craftsman and host and producer of **DIY Network's** Barnwood Builders, **Mark Bowe** (Craftsman Collection), ranch owner and cowboy with a record-setting 24 World Champion titles, **Trevor Brazile** (Ranch Collection), legendary waterfowl hunter and **Habitat Flats** owner **Tony Vandemore** (Waterfowl Collection) and hosts of the **CRUSH TV** show and renowned professional hunters **Lee** and **Tiffany Lakosky** (Big Game Collection).

"For two decades Polaris Ranger has served as an invaluable workhorse for craftsmen, ranchers and hunters," said **Kyle Duea**, VP of ORV Marketing at Polaris Industries. "We're excited to launch our new Ranger Accessory Collections showcasing the various vehicle accessories professionals and hobbyist use to get the

job done better. Each collection was hand selected by experts that trust Ranger to handle the toughest jobs and inspire consumers to do more with their machine."

Polaris Ranger offers hundreds of accessories to help consumers customize their experience. Each collection features accessories that professionals use within their respective fields, along with the option to purchase individual accessories or any combination of accessories within each collection. Ranger Accessory Collections can be purchased through any Polaris dealer.

**BOAT EVENT INCLUDES YAMAHA SIDE BY-SIDE/ATV AS PRIZES**

The annual **Skeeter Owner's Bass Tournament** held in Lake Fork, Texas, recently



A Yamaha Kodiak 450 was part of the prize lineup at the Skeeter Owner's Bass Tournament in Texas. Photo courtesy of Skeeter Boats

concluded with a steady attendance of over 2,200 anglers and over 1000 Skeeter boats from around the country.

The winner of this year's event, **Tim Wilcoxson** from Rockwall, Texas took home the grand prize of a brand new Skeeter FX20 equipped with a **Yamaha V MAX SHO 250** for his catch of 9.65 pounds. Taking home the second big ticket prize, **Sue Gibson** from Aquilla, Texas, won a Yamaha Wolverine X4 SE.

"This annual family event continues to grow in popularity and has become an iconic event for both the Yamaha and Skeeter brands. We were once again

thrilled with the response to the tournament," said **Jeff Stone**, senior vice president/general manager of Skeeter Boats. **PSB**

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# ATV/UTV

## New side-by-side buyers are interested in work, play

*ATVTrader.com  
consumer survey finds  
UTV purchasing trends*

**BY KENSEY EDWARDS**

■ CONTRIBUTING WRITER

As an industry, we're entering a new era — one where motorcycles aren't what drives the majority of sales at your dealership; instead, side-by-side have taken that prized position. If you don't believe me — check out this year's *Powersports Business* Market Data Book. The cover alone will give you impressive insight into the change.

As we come to grips with this shift in our industry, we're left with another challenge — understanding these new buyers and figuring out what drove them to their purchase decision. Certainly, these aren't the same folks buying motorcycles — so who are they and what do we know about them?

A survey of consumers who visited ATVTrader.com in 2019 has provided Powersports Business readers with exclusive insight. To start, most of these consumers interested in side-by-sides are first-timers, with 72 percent saying they don't currently own a side-by-side. That's not overly surprising news, considering that the popularity of these vehicles has taken shape in large part in recent years. Of the 28 percent that said they do already own a side-by-side, 80 percent only own one other unit and 22 percent own 2-4 other side-by-sides.

The customers surveyed are using it mostly for play, but sometimes for work,

as a total of 44 percent of side-by-side buyers said they planned to use their unit only for play, and another 44 percent said they planned to use it for both work and play. That leaves only 11 percent of the visitors to ATVTrader.com who said they were planning to use it entirely for work.

And that leads us to why they are choosing a side-by-side over another powersports unit, such as a dirt bike, PWC or ATV. A total of 29 percent said that a side-by-side fit their lifestyle best, and 13 percent felt it had enough room for their family. A total of 12 percent are simply planning to add to their collection of toys.

The visitors to CycleTrader.com also have a manufacturer preference, with Polaris being the overwhelming favorite, as 36 percent of consumers saying they preferred Polaris units.

Can-Am followed with 18 percent of the survey takers listing the brand as their top side-by-side manufacturer. Yamaha (14 percent), Kawasaki (11 percent) and Honda (9 percent) all came in fairly rapid succession.

We all may have a deep understanding of who the motorcycle buyer is, but now it's time to get to know the side-by-side buyer just as well because while these buyers may be the new kids on the block in the powersports industry, they have certainly made an impression with the way sales for side-by-sides have been rising over the past few years. **PSB**

*Kensy Edwards is senior content and brand partnerships manager at Trader Interactive, parent company of ATVTrader.com, among others. Contact her at kensy.edwards@traderinteractive.com.*



Consumers who took a side-by-side survey on ATVTrader.com overwhelmingly favored Polaris as their brand of choice. No word on how many were seeking a version of the RZR XP 1000 EPS High Lifter Edition. Photo by Dave McMahon/Powersports Business

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## County adds 42 miles of on-, off-road ORV trails for tourism

*Power Pac dealership assists with trail system promotion*

A Wisconsin dealership played a key role in promoting the opening of 50 miles combined of on-road and off-road trails for side-by-sides and ATVs in Wood County, Wisconsin.

Mandy Witt, co-owner of Power Pac Equipment in Marshfield, reports that the county recently opened 42 miles of on-road trails and seven miles of off-road trails for ORVs.

“With UTV registrations approaching the 400,000 range nationally, it’s important that cities and townships accommodate for the growing trend,” said Randy Harden, president of the Wisconsin ATV Association. “These machines don’t make good lawn ornaments. People want somewhere to ride them and enjoy the beautiful scenery that you have in central Wisconsin. These trails and routes are an asset and it shows great foresight from your county, townships and cities.”

The new routes are a welcome change as side-by-side usage continues to grow in central and northern Wisconsin.

“We’ve seen a steady increase in demand for our UTV lines over the last five years and this year, UTV sales surpassed motorcycles nationally,” says Josh Witt, co-owner of Power Pac. “The vehicles give access to scenic, remote locations and are just plain fun and easy to drive. The opening of more roads and trails for UTV and ATV use is a positive thing for everyone.”

The new trails and routes connect to other existing routes and mainline trails in other adjacent counties which will bring new traffic and visitors through the area, boosting the local economy.

Power Pac of Marshfield provided demo UTVs for attendees to use to help folks experience the local trails first hand.

“We wanted to celebrate what these new routes and trails will mean for the county,” said Jason Grueneberg, director of Planning and Zoning, Wood County. “Wood County has a lot to offer folks in terms of outdoor recreation and we want to highlight that and the local businesses that help fuel this trend. Partnering with businesses like Power Pac who see the value of growth and strategic planning like this is a win-win. We need to work with multiple entities and groups to continue to show the value and open more routes each year.” **PSB**



Members of the Wisconsin ATV Association celebrate the ribbon-cutting for the new trail system in Wood County, Wisconsin. Photos courtesy of Power Pac Equipment



Randy Harden, president of the Wisconsin ATV Association, greets guests at the launch party for the new trail additions.

“Like snowmobiling, the new routes and trails will give folks an excuse to visit these areas and experience the local restaurants, bars and shopping,” Mandy Witt said. “Some folks don’t realize the value of what catering to this type of tourism will do for the surrounding communities. We applaud Wood County for seeing this vision and working to continue its growth.”

Wood County, local chambers and organizations and Power Pac celebrated the opening of the new trails at a ribbon cutting ceremony in June at Ho Chunk Casino.

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# Dealership's adopt-a-pet event attracts new faces

*Alligator Alley Harley-Davidson annual event targets potential quarterly growth*

BY ABBY LARSON

■ STAFF REPORTER

If you're trying to spruce up your dealership's schedule of events throughout the summer, think about this: What is something that is universally loved and promises to bring a smile to every face, powersports enthusiast or not? Furry faces and wagging tails are where it's at for at least one dealership event.

Alligator Alley Harley-Davidson of Sunrise, Florida, opened its doors in the Fort Lauderdale area to some local four-legged friends in celebration of its annual Dog Days of Summer at the beginning of June. The deal-

ership partnered with 100+ Abandoned Dogs of the Everglades, a local animal shelter based in Wilton Manors, Florida, to raise awareness for the local efforts of the shelter. Adoptable dogs from the shelter were brought into the shop for the day to say hello to dealership visitors and employees while looking for new homes. Customers and employees of Alligator Alley were also encouraged to bring their furry friends to the storefront.

"We had a great turnout," said Emily Leyva, marketing coordinator of Alligator Alley H-D. "We throw events every weekend, so we see a lot of the same people consistently, but this event drew in a lot of new faces. It was a change for everyone to mingle at the dealership with their pets."

Attendees were given the opportunity to contribute to the shelter through a raffle set up by shelter employees, which included baskets donated by Chewy, the online pet store.

"The shelter employees were very hands-on throughout the whole process," Leyva said. "We had a groomer on site for customers' dogs, as well as treats on hand for every dog that walked through our doors. There was a lot of barking and it was a much noisier day than usual, but it was a lot of fun."

Along with running the raffle, shelter employees brought in six of the shelter's long-term residents to stop by and say hello.

"The dogs that were brought in had been at the shelter for a while and really needed to find a home, so we wanted to make it about those dogs specifically," Leyva said. "It was very personal and allowed everyone to get to know each dog better than if we'd had pens full of adoptable dogs at the dealership. Within two hours, we had four applications submitted to adopt a few of the dogs, and at least two of them found new homes as a result."

Shelter employees were on-hand to answer any customer questions about each of the special guests in attendance. They even provided a booklet complete with detailed information about every adoptable dog currently in their care.

While the event was meant to show support for the local shelter, Alligator Alley saw its own set of benefits.

"As a result of the event, we were able to reach a different audience with people who are animal-lovers and were drawn in by the dogs, but who didn't really know much about Harley-Davidson," Leyva said. "We saw a lot of new faces come through our doors, and that allowed us to show them what we're all about."

Of course, bringing in extra customers must have led to some sales, right? "We did have a few bike sales that day, but the focus was definitely put more on the dogs," Leyva said. "With so many dogs walking around the dealership, especially our six featured guests from the shelter, how could anyone walk by and not stop whatever they were doing to pet them?"



Customers who attended the Dog Days of Summer at Alligator Alley Harley-Davidson didn't leave empty-handed. Photos courtesy of Alligator Alley Harley-Davidson

Overall, Leyva believes the event showcased not only the importance of supporting animal shelters, but giving back to the local community.

"If you want to support a cause, keep it local," she said. "People want to support the community they live in. Even if people that come into the store aren't looking to adopt, allowing them to bring their dogs into the dealership is a big perk and helps us establish that connection with them."

While the event has historically been an annual occurrence, Leyva hopes to make some changes to the dealership's schedule that would allow for the dogs to stop by more frequently.

"I would love to do this event quarterly versus annually," she said. "The shelter becomes full pretty quickly, so it would be nice to host them here more often so we can keep finding homes for more dogs. Focusing our support on local businesses has helped build that sense of community that is necessary for organizations like the shelter to succeed. We have loved helping dogs find homes to live the best life possible, and we are excited to continue doing so." **PSB**

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Alligator Alley Harley-Davidson's event had adoptable dogs from a local shelter brought into the dealership as part of the Dog Days of Summer event.

## 1 in 4 dual-sport bikes sold in South region

*Lightspeed DMS data finds California dealers sold 59 ADV bikes per dealership in 2018*

A study exclusively for readers of *Powersports Business* provided by CDK Global Recreation shows that 1 in 4 dual sport motorcycles are sold in the South region, but California dealers are moving them at a rate of 59 units per dealership on average.

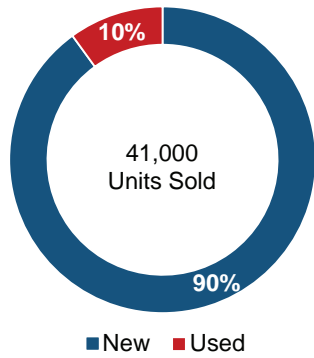
The data, taken from purchase orders on the sale of 41,000 dual-sport motorcycles at dealerships that use the Lightspeed DMS, also shows that 80 percent of the dual-sport bikes sold at dealerships are new, with 20 percent accounting for pre-owned unit sales. Is 1 in 5 of the dual-sport bikes that leaves your dealership a pre-owned model? If not, there's room to grow.

The study only includes units where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included. Among the bikes that fit the ADV category are the BMW R1200 GS Adventure, KTM 1920 Super Adventure R, Yamaha XT1200Z Super Tenere and Triumph Tiger 800 XC.

This study focuses on 41,000 adventure (ADV) units that were sold between January 1, 2018 and December 31, 2018.

In 2018, dealers in California sold the highest average number of adventure touring units per dealer. California dealers average 59

**DUAL SPORT UNITS PURCHASED PERCENT NEW VS. USED**



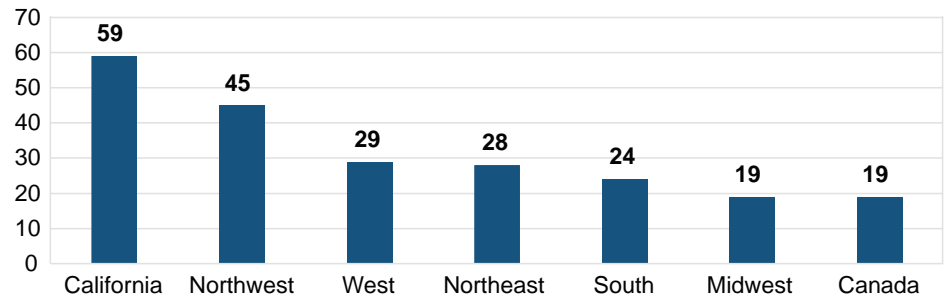
Source: CDK Global Recreation

units per dealer. Dealerships in the Northwest averaged 45 units sold per dealership. Dealerships in the West and Northeast fared relatively the same, with an average of 29 and 28 units per dealership, respectively. The South, Midwest, and Canadian dealerships all averaged below 25 units per dealership.

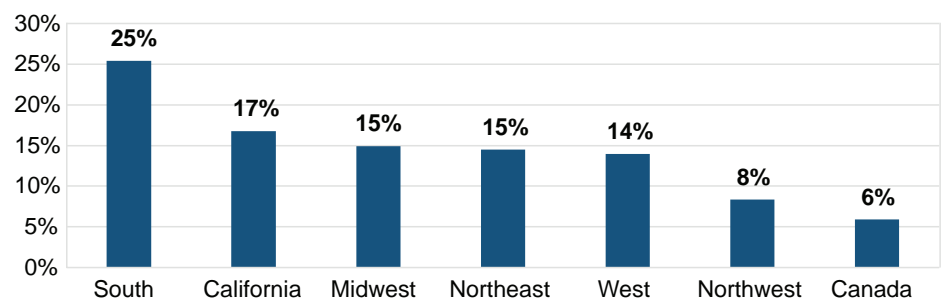
Although dealerships in the South were on the low end of average units sold per dealership, 25 percent of all ADV bikes sold were in this region. This indicates that more units were sold in this region; however, the purchases were spread across more dealerships than any other region.

California, with the highest number of units sold per dealer, churned out 17 percent of all units sold. Is your dealership at the front of the pack in California dual-sport market share?

**AVERAGE UNIT COUNT SOLD PER YEAR BY DEALER BY REGION 41,000 NEW AND USED DUAL SPORT BIKES SOLD IN CALENDAR 2018**



**PERCENT OF TOTAL UNIT SALES BY REGION 41,000 NEW AND USED DUAL SPORT BIKES SOLD IN CALENDAR 2018**



Source: CDK Global Recreation

The Midwest and Northeast both sold 15 percent of the total units sold, while the West sold 14 percent. The Northwest and

Canada both sold less than 10 percent of the total units sold in this study, at 8 percent and 6 percent, respectively. **PSB**



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# Honda pre-owned scooters are most viewed on KBB.com

*Japanese OEMs maintain stronghold on top 10 model searches*

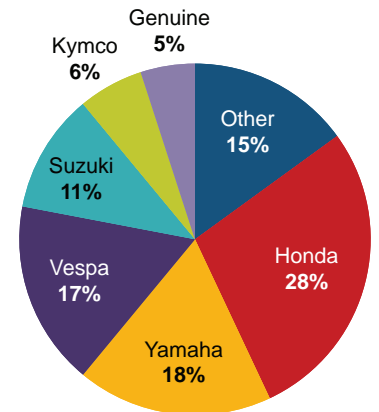
BY LISA PELISSIER

CONTRIBUTING WRITER

This month, exclusive data from Kelley Blue Book's KBB.com reveals that when it comes to pre-owned scooters, Honda landed as the most-researched scooter brand on the website, with 28 percent of all scooter searches being Honda models. Yamaha follows at 18 percent, with Vespa third at 17 percent.

Nine of the top 10 most researched scooters on KBB.com year-to-date are Japanese.

## TOP SCOOTER MANUFACTURERS ON KBB.COM: JAN 1 - MAY 26, 2019



Source: Kelley Blue Book

## TOP 10 MOST SEARCHED SCOOTERS

The 2009 Vespa LX 150 is the only non-Japanese scooter in the overall top 10. It replaces the 2007 Vespa LX 150, which had the distinction in 2017 and 2018.

The No. 1 scooter, the 2013 Honda PCX150, received 84% more KBB.com web traffic than the No. 2 scooter on the list. This is a decline from its 98% lead a year ago.

Eight of the top 10 scooters displace 150cc or less. The two exceptions are the 2014 Honda Forza and the 2007 Suzuki Burgman 400.

## TOP 10 ASIAN SCOOTERS (NON-JAPANESE)

Genuine dominated the top 10 Asian (non-Japanese) scooters list, ceding only two spots to other manufacturers.

The 2008 Znen RCX 150C was also No. 3 on this list a year ago.

For this year, the 2014 Kymco Like 200i replaced the 2009 Kymco Grand Vista 250 as the lone Kymco in the top 10.

## TOP 10 EUROPEAN SCOOTERS

For 2019 year-to-date, Vespa repeats its dominance in the top 10 European scooters list.

See KBB, Page 39

## TOP 10 MOST RESEARCHED SCOOTERS ON KBB.COM: Q1 2019

### MOST RESEARCHED SCOOTERS

Year	Make	Model	Top 10 Rank Last Year	KBB Trade-In Value	KBB Suggested Retail Value	
1	2013	Honda	PCX150	1	\$1,430	\$2,140
2	2009	Yamaha	Zuma 125	4	\$1,140	\$1,740
3	2007	Yamaha	Vino 125	NR	\$840	\$1,325
4	2005	Yamaha	Zuma 50	5	\$715	\$1,155
5	2009	Vespa	LX 150	NR	\$1,820	\$2,695
6	2009	Honda	Metropolitan	NR	\$815	\$1,295
7	2013	Honda	Metropolitan	NR	\$975	\$1,510
8	2014	Honda	Forza	NR	\$2,420	\$3,545
9	2007	Suzuki	Burgman 400	6	\$1,800	\$2,665
10	2016	Honda	NPS50 Ruckus	NR	\$1,355	\$2,045

### MOST RESEARCHED ASIAN SCOOTERS (NON-JAPANESE)

Year	Make	Model	Top 10 Rank Last Year	KBB Trade-In Value	KBB Suggested Retail Value	
1	2009	Genuine	Buddy 125	2	\$880	\$1,380
2	2007	Genuine	Buddy 125	1	\$825	\$1,305
3	2008	Znen	RCX 150C	3	\$470	\$825
4	2016	Genuine	Buddy 50	NR	\$965	\$1,500
5	2009	Genuine	Buddy International 150	4	\$1,140	\$1,740
6	2008	Genuine	Buddy 125	NR	\$855	\$1,345
7	2013	Genuine	Buddy 170i	8	\$1,320	\$1,995
8	2012	Genuine	Buddy 125	9	\$950	\$1,475
9	2012	Genuine	Buddy 170i	NR	\$1,255	\$1,905
10	2014	Kymco	Like 200i	NR	\$1,110	\$1,700

### MOST RESEARCHED EUROPEAN SCOOTERS

Year	Make	Model	Top 10 Rank Last Year	KBB Trade-In Value	KBB Suggested Retail Value	
1	2009	Vespa	LX 150	2	\$1,820	\$2,695
2	2007	Vespa	LX 150	1	\$1,635	\$2,435
3	2007	Vespa	GTS 250	NR	\$1,955	\$2,885
4	2015	Vespa	Primavera 150 3V ie	3	\$2,530	\$3,700
5	2006	Vespa	LX 150	NR	\$1,545	\$2,305
6	2009	Vespa	GTS 250	4	\$2,210	\$3,250
7	2013	Vespa	LX 150 ie	NR	\$2,220	\$3,260
8	2006	Vespa	Granturismo 200	8	\$1,675	\$2,485
9	2001	Vespa	ET4	NR	\$1,245	\$1,895
10	2013	BMW	C 650 GT	6	\$3,635	\$5,200

Source: Kelley Blue Book

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# Spring snowmobile sales bring optimism for coming year

*Polaris dealers report big love for 850 Patriot; Arctic Cat dealers are in wait-and-see mode*

BY NICK LONGWORTH

■ CONTRIBUTING WRITER

*Editor's note: This is the first of a two-part story on spring snowmobile sales at dealerships across the U.S. Here, we check in with Polaris and Arctic Cat dealers; next month, we'll share our Ski-Doo and Yamaha findings.*

The 2018-19 U.S. snowmobile selling season saw mixed results with signs of growth due to late — albeit plentiful — snowfall across many Snowbelt regions, coupled with Yamaha slimming its overall production lineup.

As a whole, the snowmobile industry reclaimed a growth market status during the 2018 sales season, with worldwide sales of new sleds increasing by 5.2 percent. Similar to previous years, *Powersports Business* and its sibling publication *Snow Goer* surveyed U.S. dealerships last spring to gauge trends of the previous selling season for all four major snowmobile manufacturers.

The 2018-19 season saw a strong snowfall late in the season throughout many regions of the Snowbelt, resulting in healthy new and non-current sales for many dealerships. Among brand leaders, Polaris dealerships reported strong sales propelled by the brand's still-new-to-many-consumers 850 Patriot engine platform (which comes stan-

dard with a four-year warranty provided by the company).

Ski-Doo sales remained focused around the 900 ACE Turbo platform. Rather than shaking up the industry with new technology, the company instead opted to further specialize its lineup for mountain and crossover riders.

Both Yamaha and Arctic Cat have unveiled slimmed-down lineups in an effort to buyback non-current inventory, while reestablishing product value in the market. Manufacturers have said that the reduced overall lineup size allows factories to focus on the most productive aspects that make its available lineups thrive in the marketplace. According to many dealerships surveyed, the strategies appear to be working, with several taking it upon themselves to reach out to surrounding areas to purchase additional non-current stock to fill showroom floor space.

Meanwhile, the retail apparel industry remains in stark competition with the Internet, and likely will forever. However, many dealerships reported slight sales increases propelled by brands such as FXR, 509 and Klim.

As is the norm throughout the snowmobile industry, dealerships in regions with the largest amount of snowfall attracted more consumer attention than those without. Overall trends pointed upward for sales, and dealerships surveyed remained optimistic. Brand-by-brand survey results provide more detailed insight:

See *Spring Sales*, Page 31



The RMK Khaos has Polaris mountain sled dealers excited about the 2020 model year. Photo courtesy of Polaris

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## SPRING SALES

■ CONTINUED FROM PAGE 30

### PATRIOT PROPELS POLARIS

Led again by its 850 Patriot powerplant, for a second straight year many Polaris dealerships surveyed saw strong spring sales.

"The selling season was similar to our last couple years and pretty much turned out how we expected it to. The snow in the area was real good with a long, cold winter," said Kip McIntyre, owner of Pat's Motorsports Inc. in Greenland, Michigan.

"We were down the first two months of winter, but then once we got snow it picked up," said Garrett Gorres of NextGen Powersports, a Polaris and Ski-Doo dealership in Clear Lake, Wisconsin, with locations also in Chippewa Falls and Webb Lake, Wisconsin.

Overall, Gorres said the dealership ended its season on a positive note, with less carryover units going into next season. "We needed that big time," Gorres said. "It helped us get rid of some three-year-old inventory we had around here because we didn't have snow."

A new mountain sled, the RMK Khaos, and a new RMK Evo were unveiled new for 2020, while the 850 Indy XC 137 remained one of the most popular sleds ordered last spring.

"We ordered six units more this spring than we did last," said Craig Anderson, owner of Central Maine Powersports in Lewiston, Maine.

### CAT'S SLIMMED LINEUP SEES SUCCESS

Heading into 2020, Arctic Cat and its parent company Textron Industries announced it would be reducing its overall snowmobile



The Riot X 8000 from crossover sled from Arctic Cat is part of a reduced lineup of just 13 Cat models for the 2019-20 snowmobile season. New models had to be ordered by dealers prior to April 15. Photo courtesy of Arctic Cat

lineup, from 34 total models in 2018-2019, to only 13 for the 2019-2020 season. Similar to the move made by Yamaha only a season before, the strategy is seen as a way to regain noncurrent inventory value while focusing on the best technology the company could offer moving forward.

For 2020, Team Green unveiled a new Riot extreme crossover lineup aimed at a

growing segment of 50/50 crossover riders. Meanwhile, its revolutionary single beam Alpha One rear suspension and interactive Quick Switch (iQS) front suspension will be a highlight on more models this season.

"The season went better than expected once we got snow," said Kimberly Waldriff, vice president of Lighthouse Motorsport and Marine in Rosemount, Minnesota.

"We had four times the amount [of spring orders] we had last year," said Samantha Livingston of Livingston Sales LLC in Hillsboro, New Hampshire.

Further doubling-down on the slimmed lineup strategy, Cat officials announced early in March that its new models would only be available if ordered before April 15 — mean-

See Spring Sales, Page 39

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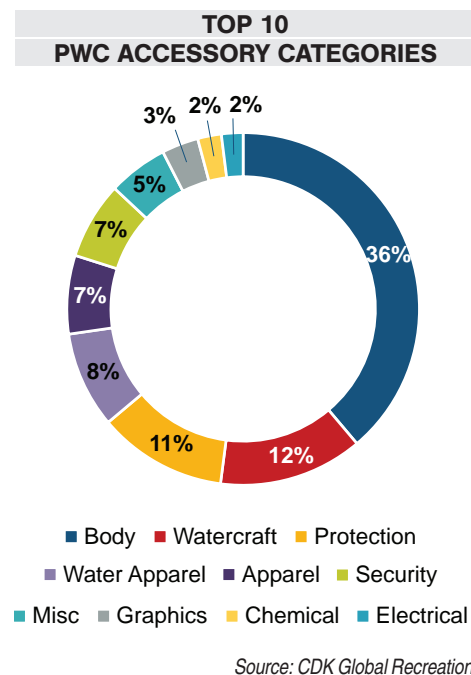
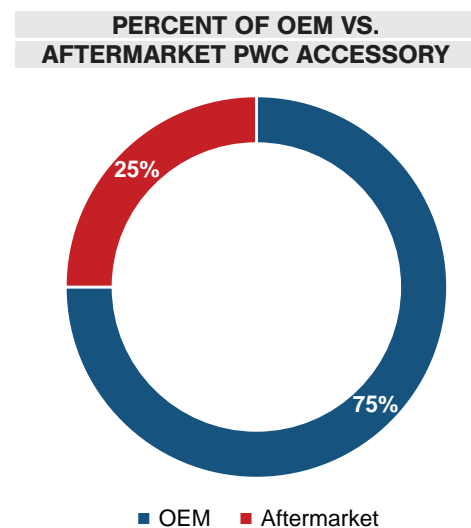
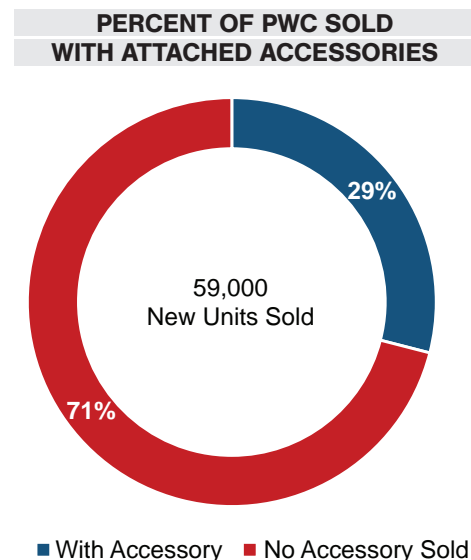
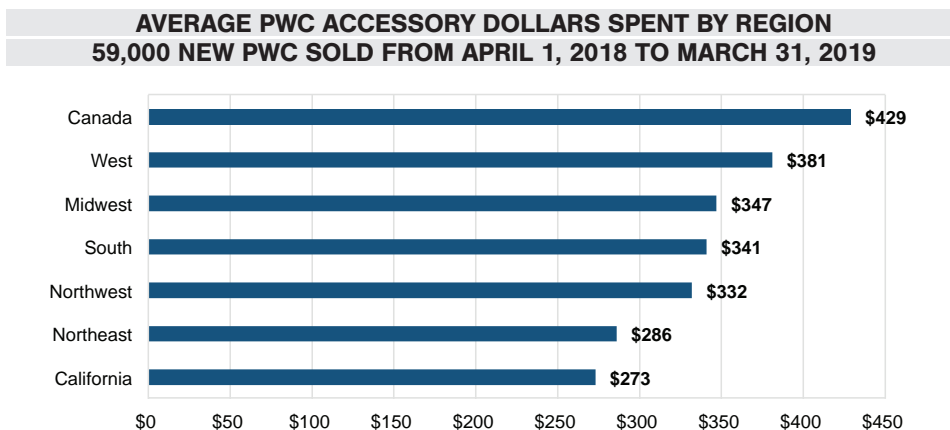
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# Study: 3 of 4 PWC accessories sold are factory-built

Lightspeed data shows 1 in 3 new PWC units includes an add-on accessory

Exclusive data from CDK Global Recreation of 59,000 new personal watercraft units sold at dealerships in the U.S. and Canada from April 1, 2018–March 31, 2019, shows that factory accessories rule the roost.

In the PWC segment, it's clear that OEMs are offering accessories that consumers are seeking, with 3 out of every 4 accessories sold at the time of the new unit purchase



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22	23	24				
29	30					

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being an OEM accessory. A total of 25 percent of accessories installed at the time of the new unit purchase were an aftermarket part. The study does not reflect consumer buying trends for accessories that are not installed on the unit or are installed after the time of unit purchase.

This study only includes units where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included.

In looking at purchase order data from Lightspeed DMS dealers, it's determined that 71 percent of new units sold were sold without an accessory attached, while 29 percent of new PWC sold during this time



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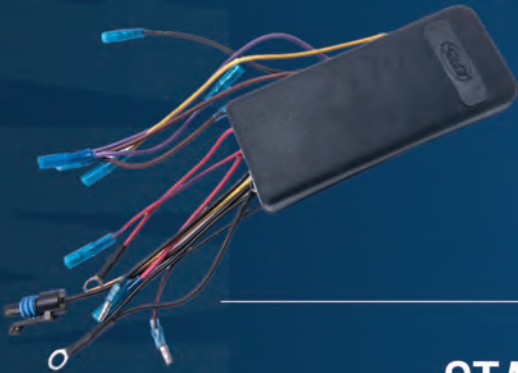
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## WAR IS NEITHER CHEAP NOR EASY

# Internet leads and starting a Business Development Center

The relationship with our customers continues to evolve. Fifty years ago, when it was time to buy a new car, the family would load up and hit the road visiting multiple dealerships to find the perfect vehicle. Thirty years ago, consumers picked up the Yellow Pages and started their search over the phone. Ten years ago, people began the process by using Google or Yahoo search engines. And I predict that 10 years from now, dealerships will be reaching out to customers proactively based on the websites a person visits, and the topics they search for.



MARK J. SHEFFIELD

One thing that hasn't changed much, however, is how we train employees to work with our customers. For many dealerships, more than 50 percent of their potential customer interactions begin on the internet, then progress to the phone, followed by a final in-person meeting to seal the deal. But where do dealers spend most of their training budget? You guessed it, working with the walk-in customer.

One of my favorite questions for my Spader 20 Groups is, "Over the last 12 months, how many hours did you spend

training your staff to respond to customer emails?" The answer is rarely more than a couple of hours, and for most it's no time at all.

For the last five years, BDCs (Business Development Centers) have been a hot topic in our 20 Groups. For those who aren't familiar with the concept, in simple terms a BDC is a person or group of people who handle the incoming internet and email leads for the sales department. (The role can be expanded to encompass other departments and tasks, but I'm working hard to stay focused.)

There are many reasons to consider going down the path of a BDC, but some of the main ones are:

- BDC personnel are focused on one task: providing timely and quality responses to online customers. They aren't distracted by walk-in customers, so they typically do a better job responding quickly to online inquiries.
- The skills required to work with a walk-in customer are very different from those needed to build trust with a remote customer. I've submitted hundreds of anonymous internet leads to dealers. The "average" response (when I even receive one) is typically poor. If your dealership equally distributes leads to the entire sales staff, your customers probably aren't having a great experience either.
- A BDC that is "up to speed" can more

than double the closing ratio for incoming internet leads.

Recently, I asked Chris Yeloushan at Rollick to see if there is a correlation between dealership response times and closing rates. Rollick can track some powersports consumers from the initial website inquiry all the way through to the final purchase and they've become a great resource as I study the sales process. Their analysis of recent data shows the leads that result in a sale are quoted approximately 40 percent faster than leads where the customer ultimately fails to purchase a vehicle. Since one of the key benefits of a BDC is providing timely responses to incoming leads, those incremental sales can quickly add up.

So, if a BDC is so great, why doesn't every dealership have one? Once again, multiple reasons.

- Dealership owners/managers/staff sometimes have a resistance to change, especially tinkering with big-ticket sales.
  - Dealers may feel like they don't have enough internet lead volume to justify setting up a BDC.
  - The sales team often doesn't believe it will work, and/or they are worried they'll lose sales.
  - Many dealers tried unsuccessfully to implement a BDC and returned to their original (more comfortable) sales processes.
- The last one is the most troubling. Based on the dealers I know who attempted to set

up a BDC (and this is confirmed by other Spader 20 Group facilitators), approximately 70 percent of attempts fail, and the dealership reverts to its original sales process. The reasons why BDCs fail make up another long list, but the most common one seems to be:

- The BDC was staffed with sales personnel who were pulled off the floor.
- Other common causes for BDC failure are:
- Didn't think it through
  - Management wasn't committed
  - Resistance from the sales team
  - Unable to find the right people to staff the new function
  - Didn't have the required technology
  - Etc.

This last paragraph may have scared some of you off. For those who are still interested, a great starting point is to determine which kind of BDC model will work for your dealership.

I've seen two primary models for a BDC:

1. The most common model is focused on appointment-setting. The BDC staff responds quickly and professionally to incoming leads, and their primary objective is to remain in contact with the customer while answering any questions they have. The end goal for the BDC team is to set an appointment with the customer to visit the dealership, where they'll then be turned over to a product specialist.

See Sheffield, Page 35

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## SHEFFIELD

CONTINUED FROM PAGE 34

2. The second type of BDC is one that takes the customer through the entire sales process, from greet to seat. This model is usually more difficult to make work because it requires more staff, and if you have multiple customers show up at the same time and all the BDC personnel are tied up, response times begin to drop and the BDC loses its edge.

Additional things to consider:

- For what tasks will the BDC be responsible? Most of the successful ones I have seen started out responding only to internet leads, and then graduated to handling incoming sales calls.
- To whom will the BDC be responsible? If it's going to be staffed by only one person, then I'd recommend they report to the sales manager. If the BDC is going to be made up of several people, then I'd consider designating a BDC lead/supervisor who coordinates with the sales manager.
- From where will the employees come? Some of the best BDCs I've seen were staffed by part-time college students; they've grown up using the internet, and at that age they haven't learned too many bad habits.
- Do we have the technology to support a BDC? An effectively-used CRM is a minimum requirement for BDC success. If you don't have a way to create a communication chain with each customer, then don't waste your time.
- What hours and days will the BDC be staffed? By expanding the "active communication window" outside of the normal hours of your brick-and-mortar location,

you'll instantly have an advantage over the competition.

If you've made it to this point, and you still aren't sold on the BDC concept, that's fine. It's a significant commitment, and it's not for everyone. However, if you aren't going to deploy a BDC, at least make a commitment to improve your current online lead management processes:

- Spend an hour each week training your staff on techniques for more effectively communicating with your customers by email.
  - Have your sales team members BCC (Blind Carbon Copy) management on each internet response they send. During your sales meetings, highlight some of the best responses by reading them out to the team. On the lackluster responses, work together to come up with improved replies.
  - Add internet leads to your traffic log and measure the online lead close rates per salesperson. Every dealership has that one employee who "just gets it." Identify that person, and make sure they are getting their unfair share of those incoming leads.
- These are lessons I've learned from watching other dealers who set up BDCs (both successful and unsuccessful deployments). If you'd like some training materials for your staff to help improve your internet lead responses, then check out my LinkedIn page. **PSB**

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

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ERIC MCMULLEN

## CALL TO ACTION

This is the most important part of a video for marketers. Have something specific you want your viewers to do. Whether it be getting people to visit a page on your site, fill out a finance application, or really anything else you want people to do, a video without a call to action is a waste of time.

## SCRIPT

Writing a script for your video will help you stick to the point and save you time

on post production. If you don't have the time or skills needed to edit videos, writing a script becomes even more important. It doesn't need to be fancy. Just type it up and read it out loud a few times before pushing record.

## TRIPOD

Selfie videos are great in a pinch but a tripod will help you look professional, free up both of your hands, and is more cost effective than repurposing your sales team to be your film crew.

Even if you only follow these three simple tips, you will drive results with your videos but we are just scratching the surface. Tune in to Team Winnebagoland on social media for examples and don't touch that dial because we will explore which types of videos are most successful on each of the major social media platforms in the next blog! **PSB**

*Eric McMullen is the marketing coordinator at Team Winnebagoland, a premium midwest dealer, where he manages all marketing efforts for powersports and marine. He has a background in marketing, media production, and automotive. Contact him at ericm@teamwinnebagoland.com.*

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# AFTERMARKET

## DIGEST

### Tucker appoints Bretschneider as president

Tucker recently appointed **Sebastian Bretschneider** as the company's new president. Effective immediately, Bretschneider fills a role that has been open since September 2018.

Bretschneider is a noted leader of businesses going through transformation. He has worked as CEO and chief transformation officer of several private equity-owned companies in several industries in the U.S.

"We're in a changing industry that requires us to focus on the critical activities that will continue to drive Tucker's success," said **Hugh Charvat**, CEO of **Motor-sport Aftermarket Group**. "Sebastian has a strong track record of refocusing a company's efforts and resources to meet customer and market expectations. His

passion for people, and helping businesses succeed through their people, makes him a great addition to the experienced executive leadership team at Tucker."

"I'm honored to be selected for this position. As a businessperson, I can see the challenges facing Tucker and I'm ready to dive in to support our employees, our customers and our brands," said Bretschneider. "My philosophy is simple. It starts with setting the organizations priorities, determining what not to do right now, and then making sure we implement swiftly and thoroughly. I know that our customers will appreciate Tucker even more when we become the best in the industry at meeting their needs."



SEBASTIAN BRETSCHNEIDER

**Kory Ellis**. "We are pleased to launch the first performance tire that was built specifically for youth side-by-side drivers."

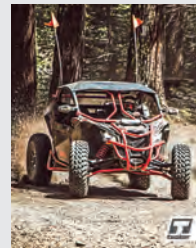
### TUCKER RELEASES PAIR OF 2020 AFTERMARKET PARTS CATALOGS

The 2020 **Tucker ATV/UTV** catalog is now online and the book is loaded with a vast selection of ATV and UTV-focused powersports parts and accessories.

Print editions of the 1,476-page calendar are being shipped to dealers. It's also available via digital flipbook at [bit.ly/2020-Tucker-ATV](http://bit.ly/2020-Tucker-ATV).

Also, Tucker released its **2020 Tires Shop Service** catalog, checking in at 948 pages. Printed versions are shipping to Tucker dealers soon, with the digital flipbook at [bit.ly/2020-Tucker-Tires-Shop-Service](http://bit.ly/2020-Tucker-Tires-Shop-Service).

The catalog has added even more helpful information focused on tires, shop supplies and service essentials, as well as the brands and products dealers need to help keep customers' powersports machines in top condition.



Tucker's 2020 ATV/UTV catalog checks in at 1,476 pages, while the Tires Shop Service catalog weighs in at 948 pages. Photo courtesy of Tucker

Custom designed for use in powersports dealerships' service and repair departments, the **Renegade Model TMB-5500 Parts Washer Solvent-Free System** functions like a dishwasher to clean a broad range of parts and components covered with grease, oil or lubricants. The wash zone features a spray manifold to deliver high-pressure force and high temperature cleaning performance consistent with leisure product manufacturers' parts quality compliance, warranty and certification programs.

Automation features include PLC Programmable Wash Cycle Timer and Heater Timer.

Increased automation allows the operator to multi-task and reduced labor costs impact cost of operation to grow the dealer repair service business. Rugged stainless steel construction means low maintenance but delivers high performance batch after batch.



Renegade Parts Washers has revealed its new automatic top load parts washing system for service departments. Photo courtesy of Renegade Parts Washers

The **Renegade TMB-5500 Parts Washers** are designed to work with specially formulated, solvent-free detergents for maximum cleaning without residue buildup and lower environmental impact.

### HARDDRIVE TO SELL FULL RANGE OF CYRON MOTOR PRODUCTS

**Cyron Motor** recently announced that **HardDrive** (a division of **Western Power Sports**) is distributing the full range of **Cyron Motor Products**, effective immediately.

Regarded by many as one of the fastest growing nationwide delivery systems of American V-twin products, **Cyron Motor** dealers and their customers will now have the ability to get **Cyron** products through **HardDrive** and **WPS**. **PSB**

### KANATI MINI MONGREL YOUTH SXS TIRE IS NOW AVAILABLE

Fontana, California-based **GBC Motorsports** has revealed the industry's first youth side-by-side tire, the **Kanati Mini Mongrel**. It's available in two sizes — a 23x7.00R10 and 23x8.00R10.

The **Mini Mongrel** features the same aggressive tread pattern as the larger and dependable **Kanati Mongrel**, only sized to accommodate smaller machines and younger drivers. Whether it is race weekend or family time on the trails, the **Mini Mongrel's** tread pattern makes it perfect for youth side-by-sides with its low rolling resistance yet aggressive tread for optimum traction.

"The future of any sport or industry starts with the youth," said **GBC** sales rep



**GBC Motorsports** has revealed the industry's first aftermarket youth side-by-side tire, the **Kanati Mini Mongrel**. Photo courtesy of **GBC Motorsports**

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# Dainese launches Smart Jacket with D-air technology

*Protection provided in lightweight, versatile vest*

Dainese has released its all-new Smart Jacket, the new D-air airbag vest that can be worn underneath or on top of any jacket. It's a foldable, functional article of clothing that does not require any connection to the bike. Used by the champions of MotoGP, D-air technology has been developed by Dainese with more than 25 years of research in order to achieve the maximum level of versatility and is now also for use on the road. Available in versions for men and women, Smart Jacket introduces stationary impact protection for the very first time.

Dainese Smart Jacket is the first airbag vest featuring D-air technology that can be worn either over or under any jacket or outfit, without requiring any form of connection to the bike. This D-air protector is worn separately from clothing, can be used riding any bike and on any road. In addition, it is foldable, so it can be placed in a backpack or top box.



The electronic central unit analyses 1,000 times per second the data transmitted by seven sensors and detects any dangerous situations, activating the system only when necessary.

The "brain" of Smart Jacket is the triggering algorithm. The electronic central unit analyses 1,000 times per second the data transmitted by seven sensors and detects any dangerous situations, activating the system only when necessary. Two decades of development and the millions of data items gathered have enabled an extremely sophisticated algorithm to be created, with the ability to predict an accident, including stationary vehicle collisions.

The Shield is at the heart of the protection provided by Smart Jacket, an airbag featuring Dainese patented technology that, thanks to its exclusive structure with internal microfilaments, guarantees that the inflation is even and controlled throughout the entire surface and creates a shield that envelops the body and delivers protection to the rider. The Shield covers the chest and back, ensuring the same degree of protection as seven Level 1 back protectors, despite not having any form of hardshell protective gear inside. The result is an extremely light and practical garment which, once off the bike, can be easily folded and placed in a bag, a lateral top box or a backpack.

Smart Jacket offers a further fundamental element of versatility and comfort: ventilation. The external fabric of the jacket is ventilated, but the main innovation is found inside. The Shield is in fact folded over on itself, enabling, in normal riding conditions, air to pass through the front part. In case of activation the Shield expands to cover the

entire chest guaranteeing the maximum level of protection. Smart Jacket is also designed to be worn in the rain, thanks to the water-repellent fabric and waterproof D-air technology that have no problem with water.

Smart Jacket inherits the best practical features from the third-generation D-air Road range, such as the option to have the airbag replaced by an authorized dealer. The long battery life makes this garment even more usable, guaranteeing 26 hours of function and fast recharging time.

Dainese Smart Jacket is available in six sizes, with a version for men and a version for women. It will be in stores in July, and will retail at \$713. **PSB**



The new Dainese Smart Jacket offers all the protection of D-air technology in a lightweight, versatile vest that is perfect for all riders and uses. Photos courtesy of Dainese



## UTV UNIVERSITY

Wednesday, October 16, 2019 from 1-4 pm at GIE+EXPO

### An Afternoon of Education from Top UTV Industry Educators

(included with trade show registration)



**1:00 PM "Driving dealership sales volume and profit through the (8) Professional UTV verticals"**

*JW Washington, Director Business Development, Ariens*

Applicable strategies and tactics to effectively target and secure UTV sales via targeted approach of the (8) distinct UTV professional verticals.



**2:00 PM "17 Ways to Use Omni-Channel Marketing to Sell More UTVs"**

*Eric McMullen, Marketing Manager at Team Winnebago*

Learn about the groundbreaking digital marketing techniques Eric brings to this multi-line powersports dealership.



**3:00 PM "Showcasing the UTV Market Strength in 21 Data Points"**

*John Kmitta & Dave McMahon, editors from two industry-leading magazines, Powersports Business and Outdoor Power Equipment*

Learn how dealers are capitalizing on UTV sales to both the work/commercial and rec/fun segments, with data to back it up. See exclusive data that supports the growing trend of parts and accessories becoming a pivotal profitability stream for your dealership.



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## HOT PRODUCTS

## Z1R VAGRANT HELMET

**Benefits:** The all-new Vagrant helmet from Z1R comes as the same beanie helmet consumers have come to love, but now with an added drop-down sun visor. This new half-helmet is DOT-certified and utilizes an injection-molded polycarbonate shell.

**Specifications:** The Vagrant has a secure, comfortable fit. This helmet also has a fully removable moisture wicking liner. It's available in sizes XS-2XL.

**Suggested Retail Price:** \$69.95

**Contact:** www.z1r.com



## MOOSE RACING SYNAPSE LITE KNEE PROTECTOR



**Benefits:** For your customers on a budget but still looking for CE-certified knee protection, Moose Racing has you covered with the brand new Synapse Lite Knee Protector. Available in adult and youth sizes, the CE level 1-certified Synapse Lite Knee Protector features just the right amount of moisture-wicking padding without being bulky and restrictive.

**Specifications:** Additional padding for the top of the knee combined with recessed adjustable leg straps provides optimal protection and a secure fit.

**Suggested Retail Price:** Adult, \$34.95; Youth, \$29.95

**Contact:** www.mooseracing.com

## TWIN POWER SHOCKER BATTERY LINE

**Benefits:** The new Twin Power Shocker Battery Line is developed specifically for V-twin bikes and is assembled in a robust stock-appearing ABS case with a matte black finish. The terminals are a flush mount design with dual connection points and captive internal nuts for a quick and easy installation.

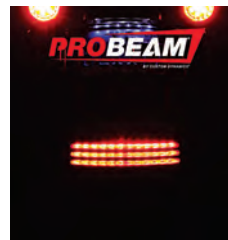
**Specifications:** Features include extra thick plates for extreme vibration resistance, a heat-sealed cover to protect against leakage and corrosion and fully sealed posts. Fitments are available in 14, 20, 24 and 30 Amp configurations.

**Suggested Retail Price:** \$91.15

**Contact:** www.tucker.com



## PROBEAM DUAL INTENSITY LED TRIBAR FOR HARLEY-DAVIDSON



**Benefits:** The ProBEAM Dual Intensity LED TriBar provides increased side visibility to maximize safety through modern technology for Harley-Davidson motorcycles. ProBEAM LEDs illuminate a constantly running light and provide a full intensity brake light.

**Specifications:** Backed by the Custom Dynamics Lifetime LED Warranty, fitment is available for H-D Street Glide, Street Glide Special, Road Glide,

Road Glide Special, and Road King Special models (does not fit CVO models).

**Suggested Retail Price:** \$139.95-\$199.95

**Contact:** www.customdynamics.com

## MOOSE UTILITY DIVISION DIRECT REPLACEMENT RELAYS

**Benefits:** The Direct Replacement Relays from Moose Utility are a direct replacement for the OEM product. Each relay is the exact same voltage and amperage for a worry-free installation.

**Specifications:** These relays are used to control functions like the fuel pump power steering, cooling fan, EFI, etc.

**Suggested Retail Price:** \$17.95-\$19.95

**Contact:** www.moosetilities.com



## CORBIN SADDLES EXPANDED CAPACITY SADDLEBAG DOORS

**Benefits:** Your customers can add more than 10 liters of storage to their Honda Gold Wing saddlebags with Corbin's replacement doors. The doors are nearly 2 inches wider than stock, giving an additional 5.4 liters of storage on each side. Mounting the doors is easily done, with no modification required of the OEM bodywork.

**Specifications:** The doors function on the locking system and integrate with the existing bag stay and gas shock. It includes a set of hinges to make installation simple. Once installed, the Corbin wide doors operate just like the originals using the integrated Honda keylock and push-button open. The interior wall of the Corbin doors seals up nicely to the factory weather stripping.

**Suggested Retail Price:** \$963

**Contact:** www.corbin.com



## SMART TRIPLE PLAY XG FOR HARLEY-DAVIDSON STREET MODELS

**Benefits:** The SMART Triple Play module from Custom Dynamics was designed specifically for 2015-2019 Street 500/750 models. With a plug-and-play installation, the rear 1156 turn signals are converted to function as run, brake and turn with choice of 10 user selectable built-in brake light strobe/flash patterns. Users can also select no strobe/flash on brake.

**Specifications:** Additional functions include selectable running light intensities to match the running light brightness of turn signals to center taillight, ability to apply brake strobe/flash patterns to center taillight only, rear turns only, or rear turns and center taillight. The built-in SMART function allows the normal turn signal flash to override the brake strobe/flash while simultaneously braking and turning.

**Suggested Retail Price:** \$89.95

**Contact:** www.customdynamics.com



## SHOEI J-O HELMET

**Benefits:** Featuring a classic open-face shell design inspired by a rich heritage of vintage SHOEI models, the new J-O is finished with a splash of modern styling and a compact overall profile thanks to SHOEI's advanced technologies and state-of-the-art manufacturing techniques.

**Specifications:** The innovative CJ-3 shield allows for increased performance and maximum versatility.

**Suggested Retail Price:** \$379.99

**Contact:** www.shoei-helmets.com



## MAGIC STROBES XG BRAKE LIGHT FLASHER FOR HARLEY-DAVIDSON STREET



**Benefits:** Maximize safety and visibility with the Custom Dynamics Magic Strokes Brake Light Flasher, now available for 2015-2019 Harley-Davidson XG500, XG750.

**Specifications:** With a plug-and-play installation, riders can easily apply 10 Flash/Strobe Patterns to the OEM rear brake light, simply spinning the dial on the module. Patterns such as the BlasterX significantly increase visibility for riders, keeping them safe on the road.

**Suggested Retail Price:** \$59.95

**Contact:** www.customdynamics.com

## FOX GRIP-STREET PERFORMANCE CARTRIDGE

**Benefits:** The FOX Grip-Street Performance Cartridge is tuned for improved rider comfort and cornering control. Linear spring rates support the 41 and 49mm forks of a Harley-Davidson touring bike with consistent force, offering the best speed-sensitive and closed cartridge damping control while reducing brake dive.

**Specifications:** The drop-in damper kit is designed specifically for Harley-Davidson Touring baggers; 49mm is compatible for model years 2014-19 and 41mm model years 1986-2013. Three options:

Standard — up to 240 pounds total ride load; Heavy-Duty — 240 pounds-plus total ride load (ideal for two-up riding); Lowered — 1 inch. They are fully rebuildable and tunable.

**Suggested Retail Price:** \$549/set

**Contact:** www.ridefox.com



## DRAG SPECIALTIES BATTERY CABLE KITS



strands ensuring flexibility without sacrificing current transfer. Drag Specialties battery cable kits provide maximum current boost to the starter motor.

**Suggested Retail Price:** \$36.95

**Contact:** www.dragspecialties.com

**Benefits:** Drag Specialties Battery Cable Kits are now available for 1965-92 Dresser, 1984-88 Softail and 1982-88 FXR Harley-Davidson models. These kits contain all the cables necessary when replacing OEM cables.

**Specifications:** Cables are manufactured with pure electrolytic-grade, 36-gauge tinned copper

## ▶ SUBMIT YOUR NEW PRODUCT

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

### TOP 10 MOST RESEARCHED SCOOTERS ON KBB.COM: Q1 2019

#### MOST RESEARCHED CLASSIC SCOOTERS

Year	Make	Model	Top 10 Rank Last Year	KBB Trade-In Value	KBB Suggested Retail Value	
1	1986	Honda	Spree	1	\$395	\$725
2	1987	Honda	Elite 150	5	\$640	\$1,055
3	1987	Honda	Helix 250	4	\$825	\$1,595
4	1985	Honda	Elite 250	2	\$810	\$1,280
5	1986	Honda	Helix 250	3	\$820	\$1,585
6	1984	Honda	Aero 125	NR	\$530	\$910
7	1965	Mustang	Pony	NR	\$3,955	\$7,270
8	1986	Honda	Elite 250	8	\$810	\$1,290
9	1984	Honda	Elite 125	6	\$435	\$775
10	1985	Honda	Elite 150	NR	\$605	\$1,005

#### MOST RESEARCHED MODEL-YEAR 2018 SCOOTERS

Year	Make	Model	Top 10 Rank Last Year	KBB Trade-In Value	KBB Suggested Retail Value	
1	2018	Honda	NPS50 Ruckus	1	\$1,475	\$2,205
2	2018	Honda	PCX150	2	\$1,925	\$2,850
3	2018	Yamaha	XMAX	NR	\$2,970	\$4,325
4	2018	Suzuki	Burgman 650 Executive	4	\$5,840	\$8,450
5	2018	Yamaha	Zuma 50F	7	\$1,390	\$2,085
6	2018	Vespa	GTS 300	NR	\$3,860	\$5,610
7	2018	Yamaha	Zuma 125	NR	\$1,675	\$2,485
8	2018	Kymco	Like 150i	NR	\$1,365	\$2,050
9	2018	Vespa	Primavera 150	NR	\$2,945	\$4,295
10	2018	Piaggio	Liberty 150 ie ABS	NR	\$1,625	\$2,420

Source: Kelley Blue Book

## KBB

CONTINUED FROM PAGE 28

The 2013 BMW C 650 GT was also in the top 10 a year ago.

### TOP 10 CLASSIC SCOOTERS

Honda claimed an additional spot in the top 10 classic scooters list this year. Nine of the top 10 were Hondas.

The 1965 Mustang Pony is a newcomer to the top 10 classic scooters list.

No. 1 Honda Spree is the only 50cc scooter on the list.

### TOP 10 MODEL-YEAR 2018 SCOOTERS

The top 10 model-year 2018 scooters list was the most diverse of all the top 10 scooters lists. There are six different manufacturers represented on the list, as well as scooters from 50cc to 650cc.

Scooters that just missed the top 10 included the 2018 Yamaha SMAX at No. 11, the 2018 Suzuki Burgman 400 at No. 12 and the 2018 Genuine Buddy 50 at No. 13. **PSB**

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



Polaris expanded its RMK Evo for the 2020 model-year. Photo courtesy of Polaris

## SPRING SALES

CONTINUED FROM PAGE 31

ing consumers wouldn't be able to browse showroom floors to eyeball the new sleds, and busier dealerships had to accommodate to have inventory available.

"To have anything on our floor, we had to bring it in. We didn't have anything to show. We're going to have some 2019s in here that we transferred in, but that's it," said Nick Rank, owner of Road Track & Trail LLC in Big Bend, Wisconsin.

"This new ordering process is very different for us. For us it will be a new ball game with no stocking units. Lets face it — most consumers don't think about purchasing a new sled until it gets cold. When the leaves start to change is when the desire hits most," Livingston said. "The changes that have occurred have had us spinning for sure... I think that this upcoming year will be the hardest one for us yet without stock

sleds. However, I think slimming the lineup down was a positive move forward."

Looking ahead, many dealerships remain optimistic, albeit unsure, as to what the future may hold for Arctic Cat's reduced lineup within the snowmobile industry.

"I think [the reduction] had to happen — that part is OK. But any Cat dealer will tell you that we wish there was some video out there to say this is the direction where we're going in the future. Right now none of us know. We wish we had some reassurance," said Rank. "We bleed green, so we're going to do this as long as we can. But we really don't know the direction they're going right now."

"I think it will both hurt and help — some customers will leave and buy a different brand when they can't get a new 2020 in-season," Waldriff said. "But I also think it will be good to have a clean slate, and that it will increase the demand." **PSB**

Nick Longworth is managing editor of Snow Goer, a Powersports Business sibling publication.

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## PWC

CONTINUED FROM PAGE 32

did have an accessory attached at the time of purchase.

When looking at the average dollars spent on installed accessories at the time of unit purchase, there is a \$156 dollar swing between the lowest and highest region regarding the average dollars spent on accessories. Canada spends the most on accessories, averaging \$429 worth of installed accessories. Consumers in the West spent \$381 on accessories. The Midwest is shortly behind, at an average of \$347 spent on accessories at the time of the new PWC purchase.

Consumers in California spend the least on accessories, averaging \$273 per unit sold.

The list of top 10 accessory part categories that were installed at the time of

new unit purchase was determined by the percentage of quantity sold in each category compared to all parts sold.

A total of 92 percent of all accessories sold falls in to one of the categories in the top 10 list. The remaining 10 percent of accessories sold did not make the cut.

Body parts were the most installed type of part in this study, at 36 percent. Watercraft-specific accessories, such as tow ropes and anchors, ranked second at 12 percent of all parts sold.

Protection, such as covers and life preservers, consumed 11 percent of all installed accessories.

Various apparel options ranked next, with water-specific apparel consuming 8 percent and general apparel at 7 percent. Security consumed 7 percent of all accessory sales. All other types of accessories consumed less than 5 percent. **PSB**

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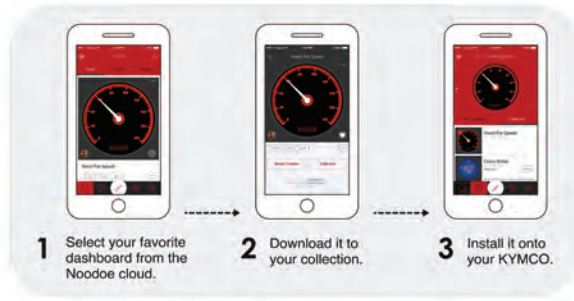


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# POWERSPORTS BUSINESS

**FOR WORK OR PLAY** CONSUMERS TURNING TO  
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 **CFMOTO**

# Doing it differently has been a recipe for CFMOTO success

More than one dealer who sells CFMOTO ATVs and side-by-sides has remarked that their favorite sighting on their showroom floor is seeing a customer completing a Teal and Black deal.

In fact, an oft-repeated phrase is that they “smile all the way to the bank” when they make a sale on a CFMOTO vehicle.

“Hey, if they’re smiling, we’re smiling,” is how Derek Jordahl, CFMOTO USA vice president of Sales, explains the brand’s prevailing feeling.

Yes, there are plenty of reasons for CFMOTO dealers to be smiling these days, the least of which is the long-awaited flagship UFORCE 1000 side-by-side, the bench seat offering that will help the brand compete in the utility market. Most of all, though, it’s a 20-plus percent average profit margin on each CFMOTO unit sold that gets dealers ready to replenish.

For many dealers, the hotline to CFMOTO USA headquarters in Plymouth, Minnesota, is on speed dial, with the company coming off 35 percent growth at retail in 2018, following 60 percent growth in 2017. That’s a growing number of dealers — 350 in 2019 — selling a wide range of off-road vehicles.

It’s all part of the company’s business plan to simply be different than other manufacturers in powersports.

“Our growth has been about staying true to how we started in regards to doing things differ-



Derek Jordahl, CFMOTO USA vice president of Sales, recently stated that CFMOTO’s business plan is to simply be different than other manufacturers by making life easier for dealership staff.

ently, being easier to do business with,” Jordahl said. “What that boils down to at the dealer level in my opinion is the fact that our programs are super simple. The programs are basically always there. There’s not a time when a dealer doesn’t have an ordering opportunity, and they’re not penalized for not using those opportunities. That’s about as basic from a blocking and tackling standpoint as you can get.”

The value proposition of CFMOTO products is hard to argue against, considering that

many of their model MSRPs are fully equipped and priced near competitive base models.

“We see it with our CSI scores. When dealers are comfortable selling the product, and it’s not coming back, they’re going to sell more of it,” marketing director John Tranby said. “Dealers only have so much bandwidth, and we make it easy for them.”

The aforementioned Customer Satisfaction Index (CSI) program is a relatively new addition for CFMOTO dealers, and one that is



CFMOTO dealers enjoy the 20-plus percent average profit margin on each unit sold.

## CFMOTO BY THE NUMBERS

Years	Retail growth %
2016-17	60%
2017-18	35%
2018-19	30%*

\* — forecast as of May 2019

**350** Active dealership storefronts

**20-plus %** Dealer profit margin per unit sold on average

**30 years in 2019** Hangzhou factory in operation

**97%** Parts availability

aimed to function not as a crutch, but as a way to help dealers elevate their business plan.

"We introduced the CSI program to our dealers at the dealer show in China last year, when we had a full year of data for them to access," Tranby said. "At first, their reaction was fear, because other companies they deal with hold the CSI score over their head, with their thought being that if your score is below this number, you don't get certain benefits. We're not here to do that. We're here to provide this service so that you know how you're doing. We're not using it as a stick. The industry has gotten so crazy with the measurements and hoops that dealers have to jump through. Our dealers appreciate the fact that they don't have any hoops to go through."

Customers receive surveys one month and 15 months after their purchase of a CFMOTO vehicle. The initial survey is more related to their dealership experience, with the second one focused on the vehicle and brand.

"Our attitude about the CSI program has made our dealers more willing to embrace it," Jordahl said. "They're not afraid of it. They think 'I can embrace it because I'm not going to get penalized for it. I'm taking an active interest in it rather than shying away from it because I don't want to see the feedback.'"

The main demographic takeaway in Year 1 of the CSI program is that CFMOTO customers are both older and wealthier than had been expected.

"We're seeing confirmation of our premise, which is the customer still feels confident that they got a good deal, and they didn't just get a good deal on a crappy product. 'I got a good deal and I still like my product.' And that's what we're trying to offer here," Jordahl said.

The data from the CSI surveys also has resonated well with the CFMOTO factory executives in China, diffusing many potential issues related to product.

### ALWAYS MORE TO LEARN

Dealers have also been able to capitalize on a new cloud-based learning management system that launched earlier this year. The portal includes sales and technician training, with awards such as shirts and hats delivered to those dealership staff members who pass the test. It's a common feature for many OEMs to offer such training, especially the growing number of A-level dealerships that CFMOTO is continuing to sign up as partners, but CFMOTO is doing it, well, differently.

"If you're an A-level dealer, or carrying one of the top seven franchises, it's now elevating their game," Jordahl said. "But we're not using it as a stick against them. It's more a case of: Here's a tool and use it to your advantage and let's all just get better."

"Those are the types of things that other manufacturers hold against them. The dealer thinks 'What am I going to lose if I don't do the online training, like the special program, or the rebate, or the golden nugget?'"

Since the learning management system's inception, staff at more than 100 dealerships have completed the training. It was a time-intensive project, with a number of sales and service-related videos made for each model.

"The learning management system has been a huge step forward," Tranby said.

### DEALER EXPANSION

CFMOTO USA has been able to become increasingly selective about its dealership part-

ners. It now counts 350 active dealerships, with a trend toward signing A-level stores.

"We are being a bit more selective, as that's more of our target audience," Jordahl said. "Although we are still not excluding somebody who might be a diamond in the rough. That's one of our benefits from a flexibility standpoint. We can be more selective because we are more well-established. We have dealers coming to us as opposed to vice versa."

The CFMOTO dealer body currently has an inventory on hand that is equal parts ATVs and side-by-sides.

"We're not as hard-nosed as other manufacturers would be about the product mix. We are going to take into consideration their geographic location," Jordahl added. "Ultimately we would like it to be a 50-50 split, and quite honestly if you look at our dealer network right now, that's exactly where we are sitting. If you took a snapshot of the CFMOTO inventory in our dealer network, it is 50 percent ATV and 50 percent side-by-side. Of course, ATVs have been really successful for us and it's where we've made our name. We're going to do what we can to achieve our internal goals, but at the same time we understand the dealer's issues as well."

As the dealership footprint has grown, the headquarters in Minnesota has been on a similar growth curve. An additional 18,000 square feet was added to the corporate space in 2018. It now has a 25,000-square-foot parts warehouse and another 10,000 dedicated to sales and service. The CFMOTO parts fulfillment rate is about 97 percent. The vehicles are delivered to dealerships from a distribution warehouse in Kansas City and additional distribution is in the works.



CFMOTO headquarters in Plymouth, Minnesota, has a 25,000-square-foot parts warehouse and a 10,000-square-foot space dedicated to sales and service.

## ORDERING ADVICE

These days, if you decide your dealership is ready to add CFMOTO to your business plan, fellow dealers have some sage veteran advice: take the dive and order deep from the beginning.

“We ask our current dealers to talk to the new ones, and they always tell them: ‘Don’t go light on the product. What we’re running into now is that there is such high demand for the product in the dealer channel that we can’t always get as much as we need.’ So it’s actually a shortage mentality, which is hard for us to manage internally from a shipping and logistics standpoint,” Jordahl said. “But it creates that buying frenzy, and the current dealers buy a little bit more from the outset.”

At the same time, inventory management is a key cog in the growing success of the CFMOTO dealer. Dealer inventory has increased, which affirms the notion that dealers are buying deeper into the CFMOTO line of products.

“We don’t ever hear from a dealer that they feel over-inventoried. Going back to the basic premise, we have not twisted your arm nor have we had any leverage. Everything a dealer has ordered, they’ve ordered of their own free will, not because there’s a program or benefit to miss out on. There’s no more of this idea from some manufacturers that ‘I know you have 50 of them in the back, so we’ll have you buy 50 more this year.’”

CFMOTO’s idea of doing things a bit differently than other manufacturers has allowed the brand and its dealers to forge partnerships that last. Open lines of communications and making customer service for the consumer have assisted with the brand’s elevation in recent years. And the

product lineup continues to impress at the consumer level.

“Our quality, fit and finish — they are all on par with our big seven competitors,” Jordahl said. “Everybody has their issues, CFMOTO included. It just boils down to how quickly you react to those issues. These things are mechanical. You’re going to have issues,

but how fast can you respond both with an answer and/or parts to fix those issues? I think we’ve fared very well there. Our attitude is to be realistic and address them.”

It’s an approach that is becoming more favorable with dealers every year. Many of them will join their peers in celebrating the 30th anniversary of CFMOTO’s founding at a U.S. dealer meeting in Hangzhou, China, in September. ■

**Select dealership territories are still available. Go to [CFMOTOUSA.com/become-a-dealer](http://CFMOTOUSA.com/become-a-dealer) for more information.**

# ‘Best profit margin for dealers in the industry’

Eric Fan, chief financial officer at CFMOTO USA, hears the stories dealers tell of being forced by other powersports manufacturers to order exorbitant amounts of vehicles. Some of them have no chance of moving off the showroom floor for a variety of reasons, but the dealers take them on in order to meet financial incentives provided by those same OEMs.

Dealers don’t run into those types of inventory problems from CFMOTO USA — at least not the kind that arise when inventory is forced on the dealership.

“We allow dealers to have their freedom to order what they want to sell from us,” Fan said. “We usher in a partnership with the dealers

when they sign on with CFMOTO USA. We don’t strong-arm them into buying a bunch of product that is going to sit on their showroom floor and not sell because it doesn’t fit their market. Also, we don’t put dealer locations on top of each other. We give them space to run their business, and they appreciate that approach.”

## DEALERSHIP GROWTH

That type of room for the dealership to breath — and ordering flexibility — is what has spurred extensive dealership growth in recent years. The CFMOTO USA dealer footprint currently includes over 300 storefronts, with most of them carrying a variety of franchises. And while a non-franchised dealership can still be attractive and a good fit for CFMOTO USA, franchised dealers have turned into the company’s bread-and-butter.

“We trust our dealers to provide their customers with sales and service experience that makes the end-user hold the CFMOTO brand in high regard. We will continue to seek out franchised dealers to sell and service our products,” Fan said. “With that said, there are times when we find great partners who are independent or don’t carry many other brands.”

With the brand’s growth in the U.S. in recent years, CFMOTO USA’s headquarters in Plymouth, Minnesota, has also been expanded. In 2018, the plant grew by 18,000 square feet, dedicated mostly





to sales and service functions. More dealerships being added to the lineup has required more support for those dealers. Additional space in the service department has allowed for more dealers to attend technical training sessions on new products.

### THE TOPIC OF TARIFFS

Like powersports manufacturers of all sizes, CFMOTO USA is encountering pressure from the increasing tariffs that the U.S. government is placing on products imported from China. The company, fortunately for its dealers, can react quickly to any necessary pricing adjustments.

“With the impact of the tariffs, CFMOTO USA is keeping a keen eye on the situation and we will react accordingly to any financial impact,” Fan said. “That, however, will not stop us from continuing to provide the best profit margin for dealers in the industry.”

While tariffs have proven to be a concern, CFMOTO USA by now knows that its product lineup is one facet of the business that won’t force company officials to lie awake at night. Fan attributes the steady growth in recent years to a product lineup that simply improves with each model year.

“We do have great performing products,” Fan said. “Along with the product being our number one focus, R&D and service to better enhance our relationship with dealers is also right at the top.”

Among the assets that make CFMOTO USA a company that is “easy to do business with” are its plentiful relationships with wholesale and retail financing partners that can assist with dealer profitability. Floorplan lenders Wells

Fargo CDF and Northpoint Commercial Finance assist with getting CFMOTO USA products into the dealership. Retail financiers Synchrony and Roadrunner Financial, meanwhile, help to move the units into customers’ hands.

“We are excited to see continued success with our financing partners going forward,” Fan said.

Customers coming into dealerships seeking CFMOTO USA ATVs and side-by-sides can count on viewing a vehicle lineup that suits their needs.

“We bring new products to our lineup every year so that the dealers can engage their current customers and attract new ones,” Fan said. “We’re delivering what the dealers want, and that’s how we will always build our product lineup. It’s easy to have those conversions when, for example, we bring 70–80 dealers to the factory in Hangzhou, and learn more about their pressure points and challenges in terms of products in their area. We have those conversations and we act upon them.”

The bench-seat UFORCE 1000, for example, landed on dealership showroom floors



In 2019, CFMOTO is celebrating the 30th anniversary of its founding in China.

in 2019 as a result of conversations borne of chatter with dealers by CFMOTO USA executives. “We are always seeking to deliver the right product at the right pricing,” Fan said. “We look at the data, talk to dealers, look at manufacturing and R&D strengths, and from that we determine what’s the best product we can come to market with for us as a company and our dealers,” Fan said. “We don’t want to be on the leading edge of the most expensive. We want to be like Hyundai, catering to our sweet spot of customers.”

### THE FUTURE

Expect to see CFMOTO USA capitalize on growth opportunities in the coming years. A factory accessory lineup is in the discussion stages, with Fan acknowledging that “OEM accessories are the mainstay for the accessories market. We’re still looking into it, but we want to provide our UTV and side-by-side vehicle dealers with accessories in the next couple of years. Accessories are still a priority; they just haven’t been our first priority.”

“We’re delivering what the dealers want, and that’s how we will always build our product lineup.”

*Eric Fan, CFO, CFMOTO USA*

There have even been discussions of potential North American assembly of CFMOTO vehicles, a concept that the company has firmly planted its stake in the U.S. The trade war and rising side-by-side shipping costs — combined with a forecast of continued side-by-side growth — have CFMOTO executives in China at least listening to the prospective benefits of North American assembly.

“We owe it to our dealer partners to at least get the talk started,” Fan said.

Wherever the vehicles are made, dealers can expect CFMOTO to remain a formidable brand in the ATV and side-by-side space.

“We will continue to offer dealers profitability, a value play and quality products. When we concentrate on those things along with customer service, it’s going to allow for more growth in the future for us and our customers,” Fan said. ■

# CFMOTO finds dealers on similar growth curve

*The dealership backstories differ, but their success with CFMOTO is on the same trajectory: upward*

“CFMOTO doesn’t micromanage my business; instead it seems like they are a part of my business.”

“Carrying CFMOTO has been life-changing.”

“As a 49-year veteran of the powersports industry, this is the gold standard as far as I am concerned.”

“We’ve seen nothing but positives since we started carrying CFMOTO.”

From former pre-owned only dealerships who have added CFMOTO as their first franchise, to multi-line dealerships who have something for everyone, dealers in 2019 are experiencing one common trait: customer interest in the brand.

Here’s a look at how some dealerships across the country have capitalized with CFMOTO as a partner.



Bobby J’s Yamaha has carried the CFMOTO brand for six years with continued success. Photo courtesy of Bobby J’s Yamaha

## BOBBY J’S YAMAHA

Albuquerque, New Mexico

**THE OTHERS:** Yamaha, Husqvarna, SSR

Bobby J’s Yamaha of Albuquerque, New Mexico, is no stranger to the CFMOTO line, having carried the brand for the last six years. However, selling CFMOTO vehicles wasn’t always on the dealership’s to-do list, especially not for Keith Johnson, general manager. As a third-generation owner of the oldest Yamaha dealership in the U.S., Johnson was working with his father, Stan, when the decision was made to bring on the still-growing brand. Johnson said the decision was made before he could give his input — something he initially was not thrilled about.

“My dad decided to give the brand a try without first discussing it with me. When he told me we were taking on CFMOTO, I said ‘Good

luck selling them,’ and walked out of his office,” Johnson explained. “Now, six years later, I believe in the quality of the product on such a higher level that I’m comfortable selling these to my friends. The profit margin is better on CFMOTO than on any other brands we carry.”

After a successful 2018 calendar year that resulted in the sale of 156 CFMOTO ATVs and side-by-sides combined, Johnson attributes much of the dealership’s success to the quality of the CFMOTO vehicles and the reputation the brand has garnered over the years.

“People come looking for them now. At first it was surprising to me when someone walked in the doors and said they wanted to look at the CFMOTO ATVs. It is no longer ‘We went to the Yamaha store and happened to buy a CFMOTO.’ They come to Bobby J’s now for a CFMOTO.”

His success in previous years, and the success the dealership has seen in the first two quarters of 2019, comes from heightened brand support and open communication.

“It’s so easy working with them,” Johnson said. “Ordering is easy and parts are always available and simple to get. When we have a problem, the warranty process is a breeze. CFMOTO doesn’t micromanage my business; instead it seems like they are a part of my business.”

## MYERS MOTORSPORTS

Kane, Pennsylvania

**THE OTHERS:** None

As a smaller dealership and one that previously specialized solely in pre-owned unit sales, it was important that Myers Motorsports of Kane, Pennsylvania, bring on a trustworthy brand that could help the business grow.

After taking on CFMOTO in 2017, it became abundantly clear that it was the right move. In the last 11 months of 2017, 70 units were sold. The dealership continued to see increasing numbers in 2018 when 110 units were driven out of the store. This year, the dealership’s success with the brand has

continued to skyrocket, with 23 units sold in April alone.

“Carrying CFMOTO has been life-changing,” explained owner Nathan Myers. “We went from selling maybe 50-60 units per year to selling hundreds — a trend we are on track to keep up with this year. We’re hoping to hit 250 by the year’s end. For a small dealership like us, that’s a big deal. I can’t say enough about the brand.”

Getting those numbers in the hundreds is something Myers attributes to the quality of the product and the growing reputability of the brand.

“If you had asked me if I thought we would sell this many right when we first took on the brand, I would have said absolutely not. Obviously I quickly changed my mind and now I trust the brand completely. It helps that CFMOTO is one of the easiest manufacturers to deal with. I think when the CFMOTO name gets out there and people begin to see the quality of these things, they’re really going to take off.”



After bringing on CFMOTO in February 2018, Champion Motorsports sold 72 units by year's end. Photo courtesy of Champion Motorsports

## CHAMPION MOTORSPORTS

Roswell, New Mexico

**THE OTHERS:** Beta, Can-Am, Honda, Indian, Kawasaki, Yamaha

Prior to adding CFMOTO to his dealership, Jimmy Allison was on the hunt for the perfect China-based manufacturer to complement his business and improve sales. He believed that Chinese products were becoming a major player within the industry, and acquiring one sooner rather than later was the direction to take. After adding CFMOTO in February 2018 and selling 72 units by year's end, Allison knew he had made the right choice.

"The relationship we have with our regional sales manager was the deciding factor for us to get on board with CFMOTO," he said. "He provided references from current dealers to show us the quality of the product, and we were impressed. As a 49-year veteran of the

powersports industry, this is the gold standard as far as I am concerned."

"This really is a great product," added Alyse Dowson, general manager. "The price point is excellent, and it has some great additional features that consumers can't get on some other models from different manufacturers."

As far as the overall experience goes with CFMOTO? Allison says the decision to link up with CFMOTO has been one of the best he has made thus far. "The product is surprisingly good and the standard features are significantly above what is offered by other lines. They're easy to sell, and our customers love them."

## BLACKMAN'S CYCLE CENTER

Emmaus, Pennsylvania

**THE OTHERS:** Argo, Can-Am, Honda, Kymco, Roxor Off Road, Ski-Doo, Suzuki, Yamaha

After a full year of carrying CFMOTO, chief financial officer Jason Sible of Blackman's Cycle Center in Emmaus, Pennsylvania, couldn't be happier with the decision to take on the brand.

"CFMOTO has continued to grow, which has resulted in higher sales for us," Sible said. "The increasing interest in CFMOTO has made us willing to invest money back into the line, which has led to even more sales. We've seen nothing but positives since we started carrying CFMOTO."

Much of the success that Sible has seen comes from open communication between dealer and OEM. The ease of ordering parts and sorting out any issues has been an important aspect of Sible's relationship with CFMOTO.

"We were honestly surprised at how easy it has been to resolve any back-end issues we've had," Sible said. "We were expecting to have more difficulty getting parts, processing warranty claims and sorting out any other issues like that. We've been pleasantly surprised at how they've handled any issues we've had and how easy the communication has been. I don't think we could be any happier." ■



CFMOTO made its mark in the U.S. powersports space with its ATV lineup and has continued to capitalize on the side-by-side market.

# Top 10 reasons why you should become a CFMOTO dealer

**1 CFMOTO OFFERS A SIMPLE ORDERING PROCESS**  
CFMOTO has taken the pain out of ordering parts by keeping a full stock and staying in constant communication with dealers. “Ordering is easy. Parts are always available and simple to get,” said Keith Johnson, general manager of Bobby J’s Yamaha in Albuquerque, New Mexico.

**2 THE CFMOTO BRAND BUILDS BUSINESS**  
The growing popularity of the brand has helped dealers expand their business. “We added CFMOTO after we realized that the Chinese are becoming a major player in the powersports market. We thought it would be smart to acquire and foster a relationship with them,” said Jimmy Allison, owner of Champion Motorsports in Roswell, New Mexico.

**3 CFMOTO’S DEALER TERRITORY SECURITY**  
Even with its expanding dealer count, CFMOTO takes care of its dealers by giving each a large territory to expand their business. “I think we have a good range because we’re out in the middle of nowhere,” said Nate Myers of Myers Motorsports in Kane, Pennsylvania. “There’s about a 50–60 mile distance between us and the closest CFMOTO dealer. They have a good spread of dealers and that gives us room to breathe.”

**4 CUSTOMERS LOVE THE CFMOTO BRAND**  
Though CFMOTO has not quite reached the status of household name, the company has steadily grown in popularity in recent years. “We sell more CFMOTO’s than all other brands we have combined,” said Jason Sible, CFO of Blackman’s Cycle Center in Emmaus, Pennsylvania.

**5 DEALER ASSISTANCE FROM CFMOTO**  
Communication is key, and that has been a huge driving factor for many CFMOTO dealers throughout the years. “We have a great rep who takes care of us, and on top of that, communication with Derek and upper management at CFMOTO is always easy,” said Keith Johnson, general manager of Bobby J’s Yamaha.

**6 CFMOTO PARTS AND WARRANTY EASE OF USE**  
The parts and warranty side of the business has made dealers’ lives much easier by keeping the line of communication open. “We’ve had no issues getting parts. Everything is always taken care of in a timely manner,” said Alyse Dowson, general manager of Champion Motorsports.

**7 CFMOTO UNITS HOLD PROFIT MARGINS**  
Dealers are reporting high profit margins with every unit sold as a result of flexible price points in their model lineup. “We don’t have to worry about cutting the price, so we sell them at MSRP. Our customers see that they’re already fairly priced versus a competing brand, so everyone is getting a good deal,” said Jason Sible, CFO of Blackman’s Cycle.

**8 CFMOTO’S QUALITY STANDS OUT**  
The overall quality of the brand is something that dealers universally agree has been nothing less than impressive. “It’s really a great product,” said Alyse Dowson, general manager of Champion Motorsports.

**9 INCREASED SALES OF CFMOTO UNITS**  
For many dealers, the CFMOTO line has quickly become one of their best sellers. “We sold 70 units in 2017 after picking up the line in February, and 110 in 2018. This year we sold 23 units in April alone, so 2019 is shaping up to be a great year so far,” said Nate Myers of Myers Motorsports.

**10 CFMOTO CARES ABOUT ITS DEALERS**  
“We are regularly visited by our regional sales manager, and have even been visited by the national VP of sales. They really seem to care about dealers and who sells their product,” said Jimmy Allison, owner of Champion Motorsports.



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