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Sales still strong as summer begins

The tidal wave of **record retail sales in May** on average subsided in June, but there's a buzz about the industry: 'Best May ever' 'Service is off the hook' 'Up 40% YTD'. Check out how **dealers performed on average from January through May**. "If service keeps the repair work, sales acquires a great used bike and the customer is happy, **everybody wins**." "Aggressive dealers have their **sales team make 45-60 proactive outbound calls** per day." "We're getting **1,600 daily hits**, compared to 400 or 500." "We basically tell customers that we're only getting so many, and it looks like it will be awhile before we see more quantity again — **this is the price**." "Here are some of the **issues dealers have told me they are dealing with**:" "It's a **long-term opportunity solution** to a problem that they have — getting customers back in the door."



2021 Kawasaki Teryx KRX 1000 side-by-side lineup includes a new Trail Edition

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BRP's reveals new side-by-side plant coming

New facility in Mexico to be open in Fall 2021

BRP announced on July 2 that it is increasing its manufacturing capacity with the construction of a new facility in Mexico to meet demand for its off-road vehicles business.

This expansion of BRP's production facilities is intended to help keep pace with the increased demand for Can-Am side-by-side vehicles (SSV) experienced in recent years. After a temporary slowdown due to COVID-19, retail sales went up by over 35% in May, compared to the previous year, and the trend continued in June.

"Despite the pandemic, demand for our products has remained strong, and even

surpassed last year's figures for the same period," said José Boisjoli, president and CEO. "Our continued innovation and steady growth in SSVs make this additional capacity necessary to meet our goal of achieving 30% market share."

The planned facility will be located in Juárez and represents an investment of an estimated CA\$185M and would result in the creation of up to 1,000 permanent jobs. BRP's total capital expenditure for FY21 is now expected to be in a range of CA\$275M to CA\$300M.

Site planning and construction are scheduled to begin within the next months, and the plant is expected to be ready for operation by Fall 2021. This new plant will join the company's two off-road manufacturing facilities in Juárez. **PSB**



JOSE BOISJOLI

HOTNEWS

OEMs React to Racist Posts Allegedly Made by Tennessee Dealer

All three OEM brands that do business with Abernathy's in Union City, Tennessee, have responded to racist posts allegedly made by dealership owner Russell Abernathy on Facebook. Abernathy denies that he posted the comment and said he rejects the content of it.

Polaris was first to release a statement on the transfer of an unnamed dealership's ownership. Following is a statement dated June 17 from Polaris regarding the transfer of ownership of one of its dealerships.

"Last week, comments attributed to the owner of a multi-line dealership were posted that do not align with Polaris' commitment to welcome all riders.

"The dealership has published an apology, and the owner has agreed to step aside in favor of new ownership who would maintain operations, thereby preserving the livelihoods of nearly 100 dealership employees and supporting the Polaris customers that rely on the dealership.

"Should that transfer not occur, Polaris will terminate our relationship with current ownership."

Abernathy's bills itself on its website as the nation's largest volume Polaris ATV and UTV dealership.

The following statement provided to *Powersports Business* is from American Honda.

"American Honda has conducted an independent investigation of various materials containing multiple statements attributed to Russell Abernathy, owner of Abernathy's Cycles.

"Based on the results of the investigation to date, American Honda issued a Notices of Termination to Abernathy's Cycles on June 25, 2020, for all new Honda Powersports products sold and serviced by the dealership.

"American Honda's Notices of Termination are subject to requirements governing dealership terminations under Tennessee state law, but the termination process is now underway.

"American Honda strongly believes that racism and intolerance have absolutely no place in our company and must have no place in dealerships authorized to represent the Honda brand."

Harley-Davidson also announced that it has ended its relationship with the dealership.



THOMAS KANG

HISUN MAKES PROMOTION, NEW HIRES IN SALES

Thomas Kang, a veteran to the HISUN organization, is the off-road manufacturer's newly appointed Eastern U.S. regional sales manager, helping to lead the company to one of its most successful years on record in 2020. HISUN also has named JJ Pecsok Western U.S. regional sales manager. Pecsok comes to HISUN from Tucker, where he excelled in roles as a regional sales manager and field marketing manager.

"I like to keep an eye on individuals who are making a positive impact on our industry," said Jason Walling, national sales manager of HISUN Motors Corp., USA. "I want to collaborate with them and learn from their experiences. When the opportunity presented itself, I was thrilled to acquire JJ on our team and promote Thomas. I believe they are both talented individuals we can all learn from. JJ is precisely what we were looking for in a candidate and a great complement to his new Eastern counterpart, Thomas Kang. Together, these two represent the backbone of our sales team. I have full confidence in their ability to inspire our staff and support our brand's efforts to enhance the dealer experience."

Kang's outstanding performance and display of leadership has earned him yet another rung on the ladder as he continues to drive sales for the brand. His tenure with HISUN spans over a decade, hosting a variety of responsibilities along the way.

Notably, Kang was among the first to present the HISUN brand name to the U.S. market back in 2013. He has since received many accolades for his achievements. Aside from his milestones in the office, Kang pounds the pavement on his CBR1000RR during

RideSmart track days. His passion for powersports certainly shows, as he instinctively forms connections with his dealers and peers.

As Eastern U.S. regional sales manager, Kang is now responsible for leading the dealer support staff and overseeing sales operations for the entire 32-state region. His focus will be centered on providing dealers with a premier experience and implementing HISUN's aggressive new business plan.

Preceding these roles, Pecsok displayed his aptitude as a leading sales rep for Fox Head, Inc., where he was recognized for his ability to lead dealers in maximizing their revenue. Much of his perspective stems from the time Pecsok spent in a dealership, managing the parts and accessories department for Woods Fun Center in Austin, Texas.

Paving the way to his professional career path was Pecsok's illustrious amateur motocross career, which earned him several national championships. This segued into his tenure as an AMA Pro Motocross and Supercross competitor and solidified his lifelong passion for the industry.

In his role, Pecsok will be tasked with developing and managing a team of dealer support staff. His objective is to enrich HISUN's sales operations by providing optimum service to the dealer network and forge healthy relationships with valuable business partners.



JJ PECSOK

ROLICK, SYNCHRONY FORM PARTNERSHIP

Rollick and Synchrony have announced a new financing program partnership that is designed to help increase powersports sales

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Lifetime battery program offers customers value

Torque Group's F&I offering convenient — and profitable

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

If you could offer a customer a lifetime replacement for the one part that is guaranteed to fail eventually, but still make a profit and promote shop loyalty in the process — why wouldn't you do it?

It's a question posed by Torque Group's co-founder and owner Frank Fulco to dealerships across the nation regarding the company's Lifetime Battery Program.

The Lifetime Battery Program offers a vehicle's owner the piece of mind knowing they have a warranty replacement battery waiting for their machine beginning 180 days after purchase, if and when they should need it. Sold through a dealership's F&I department, the backend product offers customers value to their new or repaired vehicle, while offering dealerships additional line items to sell.

"The battery is the only part of the vehicle that when sold is not warrantied, but is guaranteed to fail eventually," said Fulco, who began Torque Group with partner Jerry Munselle more than a decade ago. "The program offers an owner a replacement battery for the lifetime of their vehicle — whether it's two years or 20 years old, it will provide them coverage."

But beyond a battery and a modest profit margin (dealerships have the ability to set their own customer purchase price), the program offers dealerships the ability to keep a customer "on the hook" well beyond the point of purchase. Quelling the urge to bargain shop for their batteries, the program encourages customers to return to their original shop of purchase — offering the opportunity for new sales in the process.

"Rather than going to Autozone or something, they return to the dealer for their replacement. We look at it as a customer retention tool. It gets them back in the door, and gives another opportunity to build a relationship with the customer. It gives them another opportunity to maybe even sell another vehicle," said Fulco.

The program can be sold with or without the purchase of a vehicle, and is available currently at more than 500 dealerships in all states (excluding Hawaii and Alaska). Although it doesn't guarantee a customer returns to the original dealership of purchase for its battery replacement, the likelihood increases once a relationship has been established.

According to Fulco, the program offers a rare win-win for both dealerships and con-



Based in Indiana, Torque Group offers a wide range of dealer services and products. Photos courtesy of Torque Group

sumers, offering convenience and value in exchange for a modest profit and brand loyalty.

"People love the sense of security. It gives them the security of not having that added expense later on. I don't think there's anybody you can talk to that hasn't had a battery fail on them. The more you have the opportunity to get the customer in the door, the more you have that opportunity to build a trusting relationship," said Fulco. "We have some stores that give it to customers every single time they buy a vehicle as a provided service, because they know it will fail eventually and they want them to come back. They figure it's cheaper to give them a \$60 product to come back than to try to advertise. There's a lot of different ways that dealers utilize the program; it's a long-term opportunity solution to a problem that they have — getting customers back in the door." Since the onset of COVID-19, the company has mirrored the rest of the powersports industry by seeing its sales increase.

"Our sales are up substantially. In any dealership the F&I should be the most profitable square footage because it's the only spot that has no cost to it other than the employee," explained Fulco. "Even if a dealer makes \$100 and they're selling it to 40 percent of people, doing 100 units a month — that's \$4,000 a month and \$48,000 a year. That's somebody's salary, for a product that cost you nothing until you sell it. There's no inventory expense, because it's not a hard part. Dealers get paid the same day, and generally there's only a 15- to 30-minute approval wait."

As new unit sales have begun to slow



Founded: 2005

Headquarters: Evansville, IN

Online: www.torque-group.com

throughout the summer due to lack of available inventory, adept dealerships have begun to find ways to add lines such as the battery program to customer orders while the importance of utilizing every revenue stream available becomes increasingly pertinent. Torque Group also offers products and services such as its Accelerator System (to integrate with a dealership DMS), total loss and GAP protection, F&I training, extended service contract and a newly launched off-road tire and wheel protection program.

"A lot of new dealers will start off with the battery program because it's cheap, and the battery is going to fail eventually guaranteed," said Fulco. "They begin to transition to other products when they see the contract volumes and customer happiness go up, and the profit potential of it."

According to Fulco, the main goal behind all of Torque Group's products is to provide a dealership value by allowing owners to do the same with their customers through their products, offering new opportunities to build lasting relationships along the way.

"All of our products have the same idea of customer retention. A lot of the challenge for dealers today is to get people coming back to them — as the social media age gets bigger and bigger it gets a lot easier for dealers from a different area to have a larger outreach," he said. "Make every deal count. Every time you sell to a customer, look to the future. Keep doing what you were doing before that made you successful, and adapt."

"What makes us unique is we're only in powersports, and our only mentality is powersports. One of the reasons we're popular and the industry is thriving is because when you have nothing to do you still want to have fun, and that's what the powersports business is — we're selling fun." **PSB**

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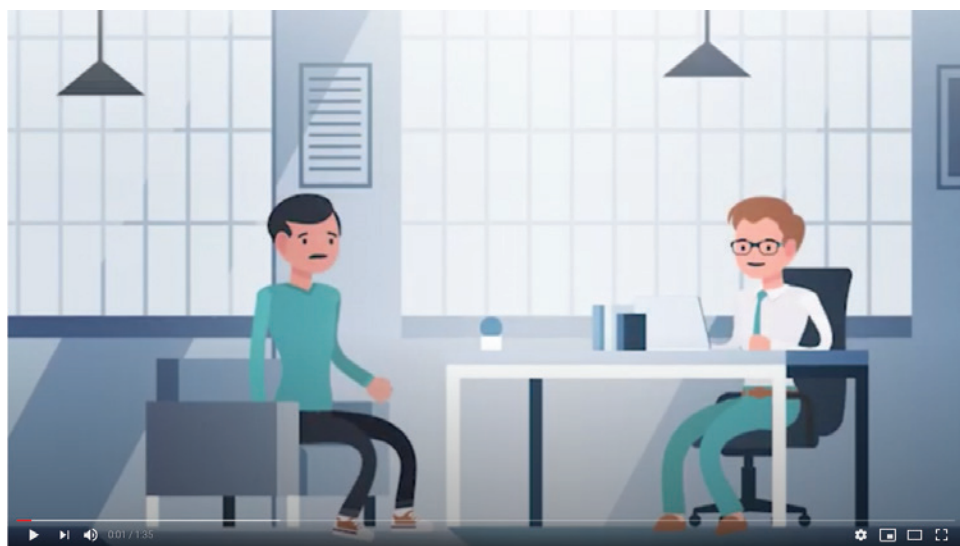
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HOTNEWS

■ CONTINUED FROM PAGE 3

for dealers this summer and beyond. The partnership will start with a small pilot population of dealers across the country.

Based on Rollick data, demand for powersports vehicles surged in April and May 2020, with GoRollick marketplace site traffic up 441% versus the same period in 2019.

The Rollick and Synchrony partnership will focus on delivering greater consumer financing awareness for powersports vehicle purchases as consumers engage in their on-line shopping experience. The greater awareness combined with a consumer rebate program offered by Synchrony will offer consumers more information about the affordability of their planned purchase and deliver them the confidence to complete their purchase using financing from Synchrony once they visit the dealership.

Beginning mid-June 2020, eligible members who use the GoRollick program and are approved to finance their Powersports vehicle purchase with Synchrony at a participating Rollick and Synchrony dealer, will be eligible to receive a \$150 rebate on any new or used unit.

“The pandemic is triggering consumers to explore safe ways to social distance with their families, which is leading to larger sales numbers this summer for our powersports dealers and OEM partners,” said Jason Nierman, co-founder of Rollick. “We know consumers are always looking for ways to save money on their purchases. And by leveraging both the Synchrony rebate program and our recently launched Bonus Savings offering, we’re helping to drive powersports revenue for our partners in this challenging climate.”

“Through this partnership with Rollick, we’re able to help powersports enthusiasts reach their dream of a new purchase. The new financing program can benefit both consumers and dealers,” said Keith Mait, SVP and General Manager at Synchrony.



HEATHER WILSON

WILSON TO DIRECT AMA'S NEW MEMBER ACTIVITY DEPT.

The American Motorcyclist Association has created the Member Activity Department to enhance and consolidate efforts to engage members in recreational riding, volunteering and other non-competition activity. Heather Wilson has been promoted to Director of Member Activity to manage the department.

“The AMA has a long and rich history with recreational motorcycle riding in America, dating to our founding in 1924,” said AMA president and CEO Rob Dingman. “While we remain as committed as ever to our amateur and professional competition responsibilities, we don’t want to lose sight

of the trends that inspire non-racers to ride. The recreational riding community represents the greatest number of motorcyclists, by far, in our country, and the Member Activity Department will provide increased focus for serving their needs.”

The Member Activity Department brings several existing functions into one department. It will include all AMA-sanctioned member non-competition activity, including riding and volunteer programs, and promote and facilitate sanctioned recreational activities organized by AMA-chartered clubs and promoters. Departmental responsibilities include the Honda AMA National Adventure Riding Series, the Beta AMA National

Dual Sport Series, the AMA LongRider program and the AMA National Gypsy Tour presented by Yuasa Battery.

The department also will direct recreational engagement elements of AMA-promoted non-competition events and organize AMA Recreational Riding Commissions, which advise AMA staff on how the association can support AMA-sanctioned recreational activity.

Wilson, who joined the AMA communications staff in 2014, will manage the new department. She most recently was the recreational riding manager. Wilson will report to Chief Operating Officer James Holter.

“Motorcycling is my passion, and I’m

grateful that I get to spend my days working with AMA members, AMA-chartered event organizers and other partners,” Wilson said. “As many motorcyclists can relate, motorcycling has granted me many friendships and experiences. I am committed to the continued progress of recreational riding, and look forward to providing more training and opportunities for AMA volunteers to spread the AMA mission.”

Wilson grew up immersed in motorcycling, with her family frequently camping and riding motorcycles together. Her parents established a motorcycle dealership in central Ohio in 1977 and have owned and operated it since. **PSB**



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'Best May ever' 'Service is off the hook' 'Up 40% YTD'

June dealer checks reveal more strong sales, possible product shortages

BY NICK LONGWORTH

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Although early spring wasn't great for many dealerships throughout the powersports industry, summer is poised to offer a strong rebound nationally.

Same Store Sales revenue at 1,711 dealerships in the U.S. that use the CDK Light-speed DMS decreased their major unit sales by 19.7 percent overall on average in March 2020 compared to March 2019 due to the onset of COVID-19, following an 18 percent year-over-year increase in February. In April, the 1,604 dealerships that were surveyed reported an overall .2 percent decrease, representing a sizeable upward trend.

But as May turned to June, sales began to increase almost unanimously throughout the country when people decided to self-quarantine on their new powersports machines (or repair the old ones that have been patiently waiting).

"Our March was in the tank when everybody was still afraid, but when April rolled around it started going crazy," said Tom Stifter, general manager of Davis Motorsports in Delano, Minnesota. "We had a strong April, a 29 percent increase, and then a store record May — we've never had a stronger May. It was 50 percent better than our best month ever... And service is off the hook."

"Year-over-year we're currently up about 40 percent, which is unheard of for us. We would normally be happy with 9 to 12 percent. Even though we went to appointment-only with 25 percent of staff, we beat our previous April sales," said Kevin Dunn, general manager of Capital Powersports in Wake Forest, North Carolina. "We had people lining out the doors due to appointment and capacity restrictions. And it's not just unit sales — it's parts and accessories, and service; everything is up... We've seen nonstop."



An aerial overview of Heritage Indian Motorcycle of Northwest Arkansas. "April and May really came alive. We had our best May in every department by quite a bit," said general manager Justin Vandevort.

"January and February were normal, but in March everyone hit the panic button... it was just crickets and I thought 'Here we go,'" said Justin Vandevort, general manager of Heritage Indian Motorcycle of Northwest Arkansas in Rogers. "But then April and May really came alive. We had our best May in every department by quite a bit. Overall we're up 15 percent over the previous year." Across the nation, same store sales revenue at 1,626 dealerships that use the CDK Light-speed DMS increased by 51.2 percent on

average compared to 2019, with unit sales up 60.7 percent and parts sales up 16.4 percent on average.

Youth models have been particularly popular, with dealerships reporting parents likely using early school releases as an excuse to buy new toys to keep kids occupied. Manufacturers of youth machines have seen an increase in production demand while side-by-sides and other machines that do not require previous user experience have also become family favorites.

"There's no events for families now — baseball, softball, soccer, whatever it is — that's all cancelled," Stifter said. "A lot of people are getting old machines running and buying new ones for the cabin... Everyone is sick of being cooped up in the house. Youth machines generally aren't a big deal, but we sold out immediately."

"The youth market is way up because everything is affordable and families are looking to buy," said Dunn. "Bottom line is people are trying to find things to do right



Justin Vandevort and staff — both human and canine — have seen some uncanny sales days at Heritage Indian Motorcycle of Northwest Arkansas in Rogers.



Although still filled now, some dealerships have begun to worry about procuring inventory for the coming months.



now — bicycles, ATVs, motorcycles, or whatever. And the people that have their own machines already are getting them refurbished and ready to ride again.”

“It hasn’t been business coming in from other markets, but more our own market coming alive,” said Vandevort, noting mid-sized and pre-owned bikes as popular sellers.

As stay-at-home mandates left many showroom floors closed or by appointment-only, dealers have seen a drastic increase in online traffic to their websites, illustrating that market interest is always present, even if not in person.

“Our online leads have been up 400 percent,” said Dunn.

“Our lead counts in April doubled March, and May was another 20 percent increase over April,” said Stifter. “We’re getting 1,600 daily hits, compared to 400 or 500.”

Calls from dealerships interested in e-commerce services have increased by more than 800 percent since the COVID-19 onset, according to interactive cloud-based Dealer Management System (DMS) producer DX1.

PRODUCTION SHORTAGES POSE PROBLEMS, LEVEL PRICES

Another byproduct of the COVID-19 onset has been the reduced production from OEMs due to employee layoffs and factory closures — the result of which created a halt or delay in new model production.

“I’m out of almost every Honda ATV and side-by-side. We won’t see more until probably late-July,” said Dunn. “Other brands have restocked faster, but I still can’t get the quantity I used to — I’m only getting one or two at a time when I’m used to getting 12.”

“We’re off to the races right now, but everybody is out of product. We ordered really heavily when this started, everything we thought we would sell for 10 months,” Stifter said, predicting September to possibly October as a return to normalcy. “But Honda is not shipping anything now until August and we’ve burned through most of

our allocation. A lot of stuff is being pushed into August. I think July could be a hard month just based on the fact that we don’t have inventory.”

“Early on we probably made some slimmer margin deals thinking we should take what we can early, but had we known then what we do now, we probably could have done a lot better margins,” Vandevort said. “Inventory is a real concern. We’re trying to stock up, because we’re seeing delays.”

Due to production shortages and strong demands, dealers have noticed that hagglers have all but ceased to exist, and that potential customers who make an appointment for a machine are ones that mean business.

“It definitely gotten rid of the tire-kickers — everyone who was here, was here to buy something, which was great,” said Dunn.

“The last four weeks when people call it hasn’t been ‘How much is it?’ but instead ‘Do

you really have this?’” said Stifter, who noted that interested parties filled out an interest form prior to appointments. “We’ve seen people travel in from all over the Midwest... People are going to get inventory and sit on it, because it can hold a profit.”

Dealers have also seen both new and pre-owned prices hold firm as a result of both an increased demand and shortened supply chain; haggling has seemingly become another casualty of COVID-19.

“We basically tell customers that we’re only getting so many, and it looks like it will be awhile before we see more quantity again — this is the price,” said Dunn. “People are simply saying ‘OK’ and we have a deal. We’re not raising prices, but we’re holding better than we’ve ever been able to because of the current situation.”

“I’ve said we should do the appointments for the rest of our lives, because if people made appointments and showed up — you

sold stuff,” said Stifter.

Looking toward the future, dealers with their finger on the pulse agree that the steam in the engine can’t last forever, and they won’t be getting overzealous with their inventory levels thinking that it will. However, the strong market so far is measurable, and surely has been noticed among those capitalizing on it.

“It’s been a good 60 days for sure,” said Stifter. “I stocked up going into spring — I thought I was ready to rock. I thought it was going to be a great year, and then COVID happened,” said Dunn. “I thought I was going to die on the vine for the next two months, but we sure haven’t. I could have never guessed that was going to happen.”

“Before COVID hit, the economy was going really well,” said Vandevort. “Maybe this surge was bound to happen anyways? Either way, it’s here now.” **PSB**



Like many dealerships around the nation, Capital Powersports in Wake Forest, North Carolina, has seen its sales increase since the initial onset of COVID-19. “I’m out of almost every Honda ATV and side-by-side. We won’t see more until late-July,” said general manager Kevin Dunn.

COLE SIEBLER | National Sales Manager | FLY Racing

Racing is serious business. To be successful, the need to win has to be all consuming.

But how does one transition from racing competitively to overseeing the sales of a brand that continues to grow? With the transition officially happening less than a month ago, we spoke with ex-dirt bike racer and new FLY national sales manager Cole Siebler to learn about the transition he's made to his new full-time career, what his goals are for the future and where FLY might be headed next to give you an in-depth look and insider coverage. After all, we want to be first as well.

PSB: What are some of the past experiences that have led you to FLY full-time?

COLE SIEBLER: This could be a surprise for many, but some might know right away that I actually raced Supercross from 2004, my rookie year, up until about 2012 – riding at the privateer level. I was a racer, and FLY was a sponsor of mine. I grew up in Idaho, so they were a local company.

When I was done racing I had an opportunity to work for them. In 2015 they were a title sponsor of the [Lucas Oil Pro Motocross] outdoor nationals, and I went to every race to set up and run the display. That's how I got started with the company.

PSB: How was that transition from racing to the business side of the industry? Did you always have an eye on the business aspect of things?

SIEBLER: Most kids drop out of school or get homeschooled when they pursue racing full-time, but my parents would have never in a million years allowed that because they knew how important an education was. I didn't go to college, but I finished high school entirely at least.

I think with this industry being how unique it is, that having knowledge of the industry and having a natural ability to have an eye toward numbers and product development, and teaching myself different skills has made for an easier transition. I went from the activation [entry] level, to being a sales manager the last few years installing and visiting dealers. As [former national sales manager] Bob Lowry was transitioning into his new role – he's been in this position the last nine years – I've transitioned into his role. It's been pretty planned and prepared over this last year... We've had a great team that I've been able to learn from.

PSB: You've been in the industry most of your life, what keeps you here? Why do you love it?

SIEBLER: I loved racing, but I never realized that I would enjoy the business side of the industry so much. I have an overall love for the industry, but I'm also invested in, and love the FLY brand, so to see it grow – and to help be a part of it – is awesome. I'm passionate about it, and I think that goes a long way.

PSB: What's a day in the life of national sales manager like?

SIEBLER: We're a small team and we all touch everything. We work with the design team on graphics and color ways, we work with purchasing on forecasting supply chains, we build all the sales programs for our reps – 112 of them across the nation. Anything



involved with the process, outside of shipping, we have a direct hand in.

We also work on timelines, as right now we're beginning to pre-book our 2021 FLY lineup, activating sales reps to begin pre-selling so we can begin shipping to dealers in August.

PSB: How do you plan to market FLY going forward?

SIEBLER: One of our largest marketing tools is being a sponsor of Supercross – we're a title sponsor as of last year, signing a 10-year contract. That's a heavy marketing avenue, but we're also very involved in grassroots racing sponsorship. We offer "FLY bucks" that can be earned at amateur races across the country – basically cash that can be taken to a dealer and applied to any FLY product. Which also supports the dealers, because if a customer comes into buy a FLY product there's a good chance he's going to buy a bottle of oil or

something else as well. We try to drive the consumers to the dealers, and the dealers love it. That's been a huge success for us. We're also involved in advertising through media publications that we plan to continue as well.

For marketing to consumers we use social media heavily, and do a lot of cool giveaways. Social media is a great way to get a message out, because that's what all the kids are on now.

PSB: What will be your strategy to grow future market share?

SIEBLER: Our philosophy has always been to build products that perform, are durable and look good. Our Formula helmet was really a flagship piece that put us on the map, which allowed people to realize FLY builds really high-end stuff. We want to keep building products like that, which are revolutionary and have new technology in them. If you build the product with proper

marketing behind it, we think the brand will continue to grow itself.

We want to immediately hit a 15 percent growth goal for pre-book sales, and then want to see that continue. That's our first goal, but there will obviously be more in the future.

It depends a bit on who you ask; we all have our own goals, but they all align with what we want to do as a brand. **PSB**

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CARRY THE BRAND THAT ALWAYS PULLS ITS WEIGHT.

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

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

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

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

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

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- Industry leading profit margins
- 98% fill rate on parts
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E-comm company does \$23 million in major unit sales in Q1

RumbleOn's powersports segment revenue grew 39.4 percent vs. Q4 2019

Dallas-based e-commerce company RumbleOn has announced financial results for the three months ended March 31, 2020.

"Consistent with the goals we outlined last fall, we have taken prescriptive measures to drive gross margin expansion, gross profit per unit improvements and reduce operating expenses. We had a strong start to the year, with January and February tracking in line with our expectations as our initiatives, including opportunistically building inventory in Q4 for the anticipated acceleration in sales in 2020, began to pay off. Beginning in March, the industry — and our business —

experienced imbalances in both supply and demand. We were decisive and quick to take action to protect our business through prudent management of our financial resources from the onset of the pandemic," said RumbleOn CEO Marshall Chesrown.

"We are seeing a rebound in demand, consistent with others in our industry. While we anticipate significant improvements from the low volume experienced industry wide in April and May, we expect continued fluctuations in market trends and will maintain our conservative approach to sales volume while closely monitoring market conditions.

"Looking ahead, we are focused on the successful launch of the third generation of RumbleOn.com in Q3, which will improve powersport dealers' ability to compete in a meaningful manner in online-only transactions while expanding RumbleOn's opportunities

for monetization, and furthering our advanced discussions with potential strategic alliances. RumbleOn is still in its early days, and we look forward to years of innovation ahead of us."

Chesrown continued, "Our nimble business model enabled us to make operational changes necessary to withstand the deepest demand slowdown the vehicle market has probably ever seen, and we believe that the actions we took during this time will enable us to emerge in as strong a position as ever. We are committed to making sustainable improvements to SG&A and GPU as we execute on our strategy to become the first online vehicle provider to achieve profitability."

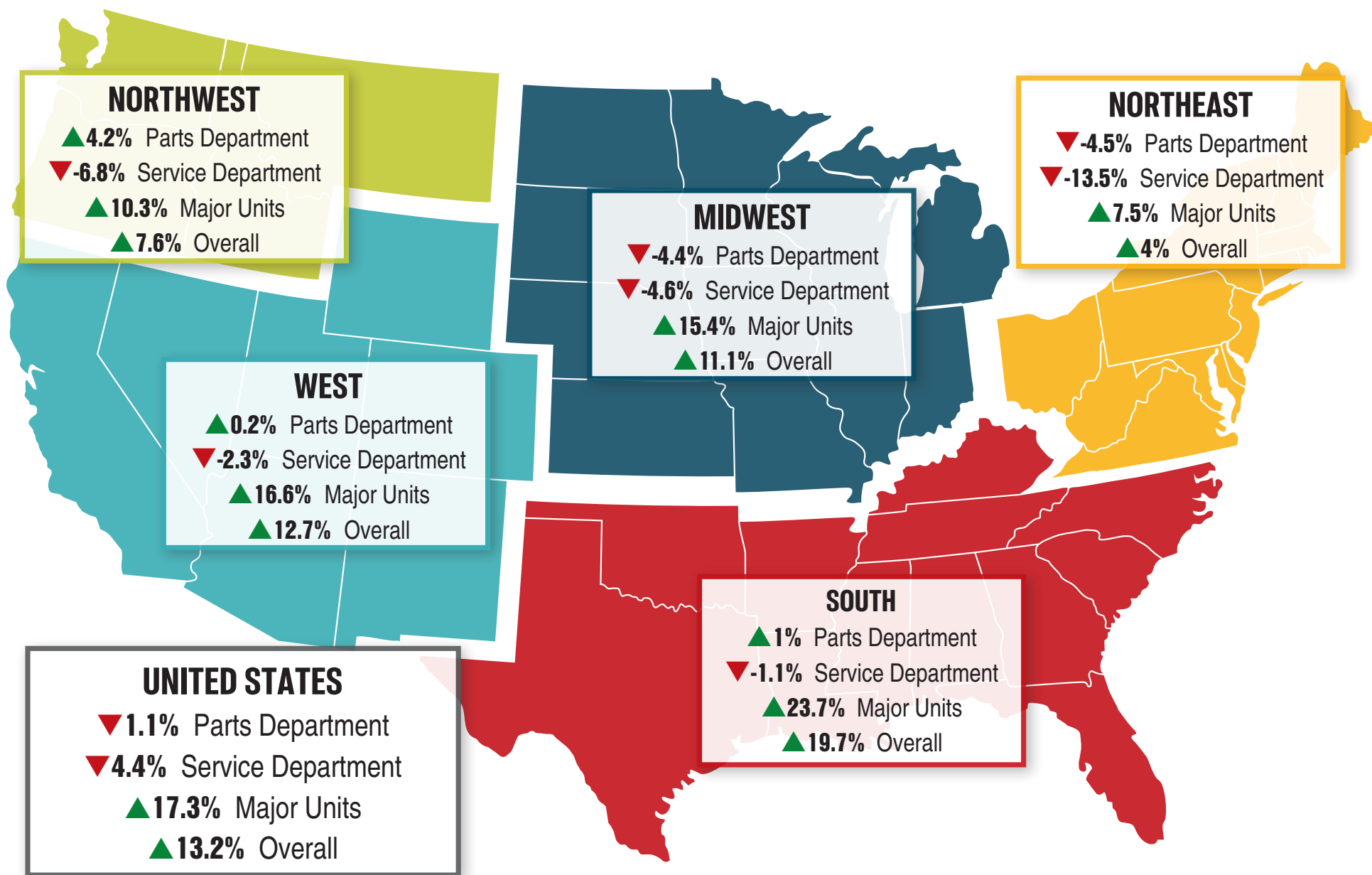
FIRST QUARTER 2020 FINANCIAL HIGHLIGHTS

- Total vehicle unit sales of 7,420
- Total revenue was \$144.4 million, up

- 13.8% from Q4 of 2019
- Powersports revenue was \$23.1 million, up 39.2% from Q4 of 2019
- Automotive revenue was \$114.2 million, up 8.6% from Q4 of 2019
- Transportation revenue was \$7.1 million, up 37.4% from Q4 of 2019
- Gross profit was \$(1.3) million or (0.9%), net of \$11.7 million non-cash inventory impairment loss, and \$1.2 million for net realizable value adjustments for inventory. Gross profit for Q4 of 2019 was \$9.0 million. See the section titled "Impairment and Net Realizable Value Adjustments" below for additional details.
- Adjusted gross profit was \$11.6 million, excluding the \$12.9 million in impairment and net realizable value adjustments for inventory. Adjusted gross margin was 8.1%.

See RumbleOn, Page 12

DEALER FINANCIAL SNAPSHOT



JAN.-MAY 2020 VS. JAN.-MAY 2019

Despite a worldwide pandemic onset, more than 1,400 dealerships in the U.S. that use the CDK Lightspeed DMS saw double-digit sales increase from Jan-May 2020 vs. Jan-May 2019, with all regions ending a turbulent quarter with revenue in the black. During the first fiscal quarter of 2020, overall revenue saw a 13.2% increase nationally, with the South leading regions

by 19.7%. Major Unit sales increased by 17.3%, with the South again leading all regions at 23.7%, followed by the West at 16.6%, the Midwest at 15.4%, Northwest with 10.3% and finally the Northeast with 7.5%; it's worth noting the Northeast has been one of the slowest regions to open showroom floors. Meanwhile, Service and Parts revenues took a slight downturn, decreasing nationally by 4.4% (Service) and 1.1% (Parts) respectively.

PARTS SALES

Parts sales revenue was up 1,152 dealerships and down at 429.

SERVICE SALES

Service revenue increased at 603 and decreased at 841 dealerships.

MAJOR UNIT SALES

A total of 1,217 dealerships were up and 225 were down.

FOR MORE ON THE SAME STORE SALES DATA

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





LIFETIME BATTERY PROGRAM

Our Lifetime Battery Program provides peace of mind from unexpected expenses for the most commonly replaced item on a Powersports vehicle - providing protection for the entire "Lifetime" of the customer's ownership. This program creates an opportunity for dealers to grow their relationships with customers through service, increases F&I profit in the Finance Department (Sales Penetration of up to 60%), increases battery sales throughout the dealership, provides customer retention by having the customer return to the dealership, creates additional opportunities to increase sales, and increases customer traffic in the service/parts departments.



OUR PRODUCTS

- LIFETIME BATTERY
- EXTENDED SERVICE CONTRACTS
- ELITE CARE MAINTENANCE
- GAP PROTECTION 150
- TOTAL LOSS PROTECTION
- TRAILER GUARD
- TIRE AND WHEEL PROTECTION
- MARINE EXTENDED SERVICE CONTRACTS
- ECO SPORT
- OFFROAD TIRE AND WHEEL



Demo-to-own motorcycle program launches in Chicago area market

A major dealership operation serving the greater Chicago and Milwaukee market has found a partner for the dealership's first-of-its-kind demo to own motorcycle program.

Windy City-Fox Motorsports has engaged with Twisted Road to offer a new motorcycle riding and purchasing experience that will provide riders convenient, easy and inexpensive access to motorcycles to test, rent, ride and own.

Twisted Road, the peer-to-peer motorcycle rental platform, has joined forces with Windy City-Fox Motorsports and its 15 retail locations with over 1,500 pre-owned motorcycles to offer riders the largest selection of pre-owned, professionally inspected motorcycles for rentals, test riding and demo-to-own.

This first-ever program allows Twisted Road to host Windy City-Fox's expansive fleet of motorcycles on its website at www.twistedroad.com for riders to ride and enjoy and possibly find their perfect ride. In addition, Windy City-Fox will make available to riders through Twisted Road its full array of services — from

appropriate financing, VIP maintenance, and warranties — making bike ownership easy, affordable and a dream in reality.

"Finding the right motorcycle to fit your riding style can take some miles," said Mike Shedivy, president of Windy City-Fox Motorsports. "Giving riders the opportunity to spend extended time on bikes provides a unique experience. Best of all, riders can also list their motorcycle on Twisted Road to generate income."

"Our Twisted Road platform along with the premier bikes and services of Windy City-Fox and dealers like them, open the road to easy access to bikes and to the best buying experience to riders," said Austin Rothbard, CEO of Twisted Road. "And it will only get better as the number of bikes increase exponentially on Twisted Road as additional dealers across the US take advantage of this unique opportunity."

Windy City-Fox Motorsports represents nine OEM brands at its 15 locations in Northern Illinois and Southern Wisconsin. **PSB**

RUMBLEON

CONTINUED FROM PAGE 10

- Gross margin on vehicles sold was 6.8%
- Powersports gross profit per vehicle sold was \$1,039, a 13.8% increase from Q4 of 2019 and up 8.2% from Q1 2019
- Automotive gross profit per vehicle sold was \$1,379, a 11.3% increase from Q4 of 2019 and up 28.7% from Q1 2019
- Sales, general and administrative expenses were \$18.1 million, a decrease of 18.5% from \$22.2 million in Q4 of 2019
- Operating loss was \$19.9 million
- Net Loss was \$22.0 million
- Adjusted EBITDA loss of \$6.5 million
- Net loss per share was (\$10.77) based on 2,046,423 basic and fully diluted Class B shares. On May 20, 2020, RumbleOn effected a one-for-twenty reverse stock split of its issued and outstanding Class A Common Stock and Class B Common Stock.

Following the reverse stock split, the Company has outstanding 50,000 shares of Class A Common Stock and approximately 2,162,696 shares of Class B Common Stock

- Adjusted gross profit, adjusted gross margin and Adjusted EBITDA are non-GAAP financial measures. Reconciliations of non-GAAP financial measures used in this release are provided in the attached financial tables.

SECOND QUARTER 2020 COMMENTARY AND OUTLOOK

RumbleOn experienced the bottom of the downturn in mid-April, with the largest unit sales decline and its lowest level of inventory acquisition during the quarter. By the end of April conditions began improving slowly, ramping up more quickly as the month of May progressed. Total unit sales for the month of April were down 66% from January levels.

The velocity of the rebound in May and thus far through June has been higher than expected and with the return of demand, our acquisition of inventory has accelerated. In May, unit sales increased more than 22% from April's lows, and based on initial June month-to-date results the Company is expecting a 26% increase in month-over-month unit sales in June as compared to April. Though current monthly unit volumes experienced are still below January and February, preliminary results for the month of June show the highest gross margin on units sold in the Company's history and significant operating income improvement from prior periods.

"Our results reflect progress we are making on our objective of a more disciplined approach to sales volume as we take prescriptive steps to achieve our goal of accelerating profitability. We intend to continue our disciplined approach to unit sales in favor of margin enhancements. Although we are optimistic, we remain cautious. We expect continued fluctuations in market trends that will impact our business throughout the remainder of this year and don't anticipate sales level getting completely back to normal until potentially late in the year or early 2021. We are committed to our goal of achieving profitability through margin expansion and SG&A improvements and we continue to believe we will be the first in our industry to reach profitability," concluded Chesrown. **PSB**

Our results reflect progress we are making on our objective of a more disciplined approach...

Although we are optimistic, we remain cautious.

*Marshall Chesrown, CEO
RumbleOn*

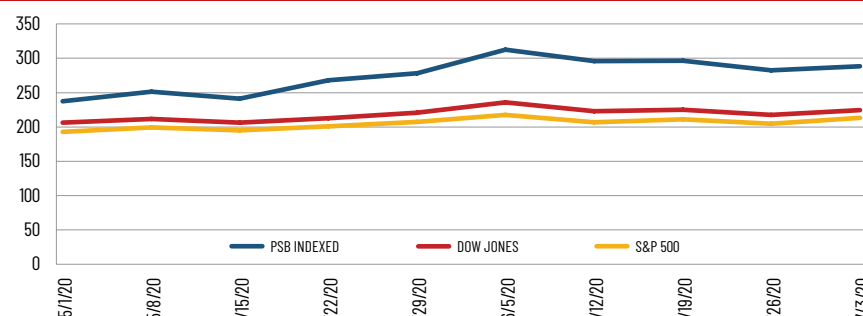
STOCK MARKET WATCH

MARKET WATCH

		7/3/20	Change from 6/12/20	% Change
Powersports Business Index	▼	288.6	-7.1	-2.4%
Dow Jones Index	▲	224.6	1.9	0.9%
S&P 500 Index	▲	213	6	2.9%

Source: Wells Fargo Securities LLC

STOCK MARKET ACTIVITY



POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 7/6/20	Percent Change
Marinemax, Inc.	HZO	\$21.67	10.6%
BRP, Inc.	DOO-TSE	\$54.14	7.9%
Brunswick Corp.	BC	\$61.56	6.9%
Universal Technical Institute	UTI	\$7.51	1.3%
Harley-Davidson, Inc.	HOG	\$25.42	-1.0%
BMW AG	BMW-ETR	59.50 €	-1.7%
Polaris Industries, Inc.	PII	\$96.91	-2.0%
Yamaha Motor	7272-TKS	1729 ¥	-2.0%
Cooper Tire & Rubber	CTB	\$28.50	-3.1%
Bridgestone Corp. ADR	BRDCY	\$16.77	-3.7%

POWERSPORTS BUSINESS STOCKS

US INDEXES OF INTEREST

Company	Index Ticker	Price 7/6/20	Price 6/6/20	Percent Change	52-Week High	52-Week Low
Dow Jones Industrial Average	DJII	26,287.03	27,110.98	-3.0%	29,568.57	18,213.65
S&P 500	SPX	3,179.72	3,193.93	-0.4%	3,393.52	2,191.86

POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 7/6/20	Price 6/6/20	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$107.12	\$91.11	17.6%	\$142.61	\$76.27
Brunswick Corp.	BC	\$58.03	\$50.58	14.7%	\$67.39	\$25.22
CDK Global	CDK	\$41.15	\$36.33	13.3%	\$57.00	\$29.12
General Electric Co.	GE	\$7.24	\$5.49	31.9%	\$13.26	\$5.48
Harley-Davidson, Inc.	HOG	\$25.02	\$19.66	27.3%	\$40.89	\$14.31
Honda Motor Corp. ADR	HMC	\$26.33	\$22.94	14.8%	\$29.44	\$19.38
Polaris Industries, Inc.	PII	\$95.86	\$73.95	29.6%	\$104.37	\$37.35
TCF Financial Corporation	TCF	\$31.22	\$23.39	33.5%	\$47.46	\$16.96

DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 7/6/20	Price 6/6/20	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$20.14	\$22.46	-10.3%	\$27.18	\$10.91
Bridgestone Corp. ADR	BRDCY	\$16.15	\$16.77	-3.7%	\$21.27	\$13.78
Carlisle Companies	CSL	\$118.94	\$137.41	-13.4%	\$169.86	\$97.55
Cooper Tire & Rubber	CTB	\$27.61	\$28.50	-3.1%	\$31.72	\$13.82
Dover Corporation	DOV	\$98.53	\$107.60	-8.4%	\$120.26	\$62.95
Deere & Company	DE	\$160.22	\$166.72	-3.9%	\$181.99	\$106.14
Marinemax, Inc.	HZO	\$23.96	\$21.67	10.6%	\$25.22	\$7.24
Universal Technical Institute	UTI	\$7.61	\$7.51	1.3%	\$9.76	\$2.75
TCF Financial Corporation	TCF	\$27.80	\$35.10	-20.8%	\$47.46	\$16.96

INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 7/6/20	Price 6/6/20	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	58.46 €	59.50 €	-1.7%	77.06 €	36.60 €
BRP, Inc.	DOO-TSE	\$58.41	\$54.14	7.9%	\$75.37	\$18.56
Kawasaki Heavy Industries	7012-TKS	1592 ¥	1888 ¥	-15.7%	2685 ¥	1331 ¥
Michelin	ML-PAR	93.92 €	101.80 €	-7.7%	119.50 €	68.00 €
NGK Sparkplug	5334-TKS	1560 ¥	1788 ¥	-12.8%	2316 ¥	1249 ¥
Suzuki Motor	7269-TKS	3771 ¥	4079 ¥	-7.6%	5378 ¥	2438 ¥
Yamaha Motor	7272-TKS	1695 ¥	1729 ¥	-2.0%	2355 ¥	1121 ¥
Yokohama Rubber	5101-TKS	1529 ¥	1719 ¥	-11.1%	2529 ¥	1112 ¥

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

FROM THE EDITOR

Inventory issues likely coming sooner than later, survey says



DAVE McMAHON

That retail inventory concern being tackled in abundance by our expert contributors in this edition of *Powersports Business* might be coming sooner than we think, according to the latest PSB/BMO Capital Markets Q2 Dealer Survey.

Launched at the end of June and continuing

through early July, the survey results show that 55% of dealers expect July to be the month in which they expect a lack of major unit inventory to impact their shop's sales. Another 12% picked June and 13% said August. The months of September through December only gathered 11% of the total.

More than 100 dealers from 35 states and four Canadian provinces completed the survey, and with it the chance to win part of \$1,500 in gift cards. More than 40 vehicles brands are represented by the dealership owners, 87% of whom are single-store operators. ATVs, side-by-sides and heavy-weight motorcycles are the most frequently carried segments among dealers who took the survey.

Dealers who take the survey also receive a thorough analysis of all segments, which in Q2 will be one like none of us have ever experienced. We'll let the dealers talk about that more later. Thanks are due to the hefty number of dealers who completed the survey during weeks when their presence was certainly demanded with the operational tasks at hand, like riding the unexpected coronavirus sales surge for as long as possible, even into July. Along those lines, our guy on the phone, Nick Longworth, brings to life on the pages of this edition the success during COVID-19 of several different dealerships. Thanks again to all of those dealers spotlighted in this edition for taking the time to share their insight, not to mention photos and video. In short, if Nick contacts you, be sure to get in touch with him. We have great dealer stories to tell and one of them is probably yours.

We have seen outrageous growth trends in recent months from our engaged community of dealer readers. They told us so in the survey, with a total of 69% of them reporting that overall business conditions were either very strong (56%) or strong. New unit sales were reported as very strong by 61% of survey takers, while 52% said pre-owned sales were very strong. Parts and accessories were dubbed as very strong or strong by 72% of dealers, while 78% described the same for service.

Two out of three dealers who took the survey said F&I sales were either very strong or strong. And two out of three dealers said that they performed "above plan" for the quarter.

There are a handful of other topics, including inventory levels by segment, growth by line of business, sales performance by brand, profit margin trends, incentives/promotions by OEMs and other nitty gritty that will be shared exclusively with those dealers who completed the survey. If you missed this one in your email box, be on the lookout for the Q3 survey in September.

As always, dealers had a variety of thoughts when asked which brands or product segments they have been most excited about during Q2. So we decided to save the best for last. Again, these are a smattering or sampling of the survey results. Only dealers who complete the survey receive the results in totality.

- "Kawasaki and small street bikes."
- "BRP"

- "Polaris Rangers"
- "PWC — all brands."
- "ADV bikes"
- "We took on Hustler Mowers and have done exceptionally well with them."
- "Can-Am ORV, Polaris ORV"
- "Polaris side-by-sides"
- "Yamaha"
- "On-road bikes. H-D"
- "Pan America and Bronx"
- "Any off-road motorcycle"
- "Can Am and Polaris are dominating the industry."
- "ATVs"
- "UTVs"
- "Rangers sales are on fire"
- "ATV still does very well, dirt bikes are great and side-by-sides are selling. CFMOTO ATVs and side-by-sides are selling at near double 2019 sales."
- "Polaris is selling faster than we can build them."
- "Yamaha"
- "UTV"
- "Polaris still has a stranglehold on the ORV market."
- "CFMOTO, Kawasaki"
- "Sea-Doo"
- "PWC sales are out of control but we are essentially out of inventory and cannot replace it so in a sense it won't even matter."
- "Kawasaki UTV, Yamaha ATV"
- "Polaris, Honda and Yamaha"

Most dealers are coming from a similar point of view when sharing their thoughts on the current state of being a powersports retailer.

- "Didn't see this spike coming and certainly don't know what will happen next."
- "Lack of inventory and the political environment keep me awake at night."
- "OEMs need to build stuff for us to sell."
- "Is this a flash in the pan or will COVID-19 cause a long-term shift in demand towards powersports?"
- "We need inventory."
- "Absolutely crazy! Customers have NO patience."
- "The new T7 was a hit as will Yamaha's new 4-dr 1000cc UTV, if we get it."
- "Nervous."
- "Concerned the OEM's will force inventory on us which in turn devalues their product and brand image. We've been selling at MSRP plus for two months. Until COVID-19 I had almost forgotten what it feels like to make decent margin on a unit sale. FYI to the OEMs: we are not using the profit to buy sports cars and holiday homes. We are improving our stores to showcase your products and building your brand image. It's ok to let us make some money too."
- "Strongest it has been in years! We are afraid it might change if the media decides to spin it down with COVID-19 and social unrest. Another fear is that we load up on inventory and the desire is gone."
- "Sales have been so good during the COVID-19 outbreak that we have no inventory to sell."
- "If Arctic Cat wants any of the dealers to stock their products they need to drop our prices so we can compete with Tracker dealers or they won't have any dealers left! If they want us to compete with Can-Am and Polaris, we need some new competitive products!"
- "Worried about what this fall and winter will bring."
- "Dealer inventory will replenish in time hopefully the demand will still be there."
- "Very positive at the moment." PSB

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

ONLINE WITH POWERSPORTSBUSINESS.COM

WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. Polaris issues statement on transfer of dealership's ownership
2. 26K side-by-sides recalled due to crash hazard
3. RZR thin dealer inventory could nick sales: analyst



4. Buffalo Chip reveals Sturgis celebrity rider lineup
5. BRP's side-by-side retail growth for May revealed; new plant ahead
6. Can-Am side-by-side to 'push the boundaries even further'
7. All-new 2021 side-by-sides revealed; \$22K MSRP to start
8. Mahindra releases statement on ITC's Roxor v. FCA ruling
9. Polaris Commercial launches Pro XD occupant divider kits
10. American Honda provides statement concerning termination of Abernathy's
11. Husqvarna reveals 2021 off-road, dual sport models
12. Harley-Davidson cuts ties with Tennessee dealership: report
13. You won't believe May's average dealership retail growth
14. Snowmobile Hall of Fame names Dealer of the Year
15. PWC aftermarket companies forge onward during COVID-19
16. Indian launches heated and cooled seat, ClimaCommand
17. Dealership quadruples in size to create megastore
18. Third location acquired by Harley-Davidson dealership owners
19. Helmet brand extends distributor partnership
20. Skyrocketing COVID-19 infections force dealer to close showroom to public

The headlines above belong to the most viewed articles from the three-times-per-week Powersports Business Enewsletter during the June 18-July 7 period. Visit www.PowersportsBusiness.com/subscribe to join 12,000 of your industry peers who receive the Enewsletter.

CLICK THE COVER TO READ THE ARTICLE!

15

POWERSPORTS BUSINESS

SOUTH UP 68% **60.7%** WEST UP 63.8%

Average Major Unit sales growth in May!

Dealers persevere during pandemic

Much like dealerships throughout the country, we measured plenty of success stories in May. "How do we see after a greater level of experience that the customer really expects?" He with my business, we plan to grow and increase as we go but we want to stay true to the original values of this place. "Becoming a dealer is no joke - it's a whole different animal to that." It's definitely a new segment for us - we're not specifically known as a Harley-Davidson of licensed production company. "We want to reach the potential riders, the new riders, the people who had never ridden before and maybe never thought about it." These new riders are constructed with high-quality saltwater-grade vinyl covers and welded polyurethane foam for maximum comfort and styling. "We're a full-service dealership, and so it was important to create this section to meet the demand."

Erin's Sales in Wisconsin sees new owners take reigns after 50 years

See page 14

Race circuit offers unique spotlight to dealers, OEMs

Pro Watercross kicks off 25th season with four events

BY ADAM QUANDT

■ PERSONAL WATERCRAFT EDITOR

Adrenaline pumping, hairpin turns, eyes set on finishing first — there's something about the racing side of any sport that shines a special spotlight on whatever the activity may be. Pro Watercross — a non-profit organization — in the personal watercraft world is certainly no exception.

Despite getting underway almost two months behind schedule — with cancellations, postponements and completely redesigning events due to the sweeping COVID-19 pandemic — Pro Watercross kicked off its 25th season of racing in late June.

“We definitely had to take a new approach and start thinking outside of the box to show that we're serious about our racing, but also very serious about things going on with the pandemic,” Pro Watercross founder and CEO AJ Handler told *Powersports Business*.

Between providing masks for competitors, sanitizing stations around event locations, volunteers to break up large congregating groups and so much more, Handler said it's been a team effort to ensure safety for everyone, while still celebrating the sport.

“We took the extra measures that many promoters might not,” Handler added. “We approached each municipality that we had events scheduled in with specialized and very detailed plans for each event. It's on us to do our part to help, both for each host city and the sport as a whole.”

With the pandemic bringing the 2020 racing down to four events, Pro Watercross still continues to go big for its 25th season. “Though COVID road blocked many of the celebrations and parties we had planned, we're still doing a lot to make the best of the 2020 season with new partnerships, new racers and much more,” Handler said. “And on top of what we're able to do this season, we're still planning on holding celebrations for our many seasons of racing during year 26.”

Running roughly 15 classes of racing, with various age groups, Pro Watercross

Despite delaying its schedule by two months due to COVID-19, the Pro Watercross kicked off its 25th season of racing in late June. Photos courtesy of Pro Watercross



brings a spotlight to watercraft use that no other means really can, but it also brings the industry itself together.

“To put it very basically, races draw attention, attention draws more interest, more interest draws more sales,” Handler said. “However, there's so much more to it than just that.”

Pro Watercross and racing provides a stage to OEM watercraft builders, product manufacturers, suppliers and everything in between. Racing introduces not only riders and dealers alike to new products in the marketplace, but introduces industry members to potential business partnerships.

For example, the current season and next season will feature LIQUI MOLY as a title sponsor, as the oil and fuel additive manufacturer aims to stake its claim with its wide array of marine-focused products.

“We definitely provide an economic



“Though COVID road blocked many of the celebrations and parties we had planned, we're still doing a lot to make the best of the 2020 season with new partnerships, new racers and much more,” — Pro Watercross CEO AJ Handler

impact to dealers and manufacturers all around,” Handler said. “And on the flip side their sponsorships continue to enhance our programs, so that we can continue showcasing the sport. It is most definitely win-win.”

On the dealership-specific side, Handler said that racing and sponsoring racers particularly offers great visibility and opportunity to local dealers during race events in their area.

“The exposure a dealership can get by sponsoring a racer is something not found in any other form of marketing,” Handler added. “People watching that racer succeed and who find interest in the sport will go associate the sport with that sponsoring dealership, meaning that dealership will be that person's first stop to pursue the sport.”

In its 25th season, Pro Watercross has even expanded the spotlight it offers to the sport and its sponsors. All four of the 2020 season's races are being televised through a contract with CBS Sports starting Aug. 1.

“Attention to the sport keeps growing and we have no intentions of letting that slow down,” Handler said.

Handler and the Pro Watercross team have set their sights on getting the sport on live TV, which would make it the first

watercraft event to be aired live. “It's definitely within our reach, especially with our world championship,” Handler added.

At the end of the day, Pro Watercross is all about the sport; enjoying the sport, the people, the environment, everything that goes along with it.

“As we enter our 25th year, Pro Watercross has taken on a mission that more outwardly reflects the ideals and core values we have always held dear. Since our humble beginnings, we have always worked to ensure our events have been conducted safely and with respect for the marine environment,” the organization's website reads on the homepage.

The educational non-profit operates on three main pillars: safety, camaraderie and the environment.

“I fully believe that if we continue to operate on these pillars and continue receiving the support from the industry, we will certainly continue to bring new people into enjoying watercraft and the outdoors, helping to lead success for all those involved in the industry,” Handler said. **PSB**

Adam Quandt is Personal Watercraft Editor of Powersports Business.



“We provide an economic impact to dealers and manufacturers all around,” said Pro Watercross CEO AJ Handler. “And on the flip side their sponsorships continue to enhance our programs, so that we can continue showcasing the sport. It is most definitely win-win.”

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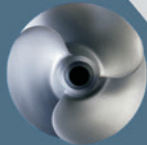
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Despite concern over COVID-19, Roundhouse Harley-Davidson and Powersports hosts monthly events beginning in June and extending through October. Photos courtesy of Roundhouse Harley-Davidson and Powersports

Dealership hosts first summer outdoor event

Roundhouse Harley resumes series amid COVID-19 concerns

BY NICK LONGWORTH

■ NLONGWORTH@EPMEDIAALLC.COM

As the legendary rock band Queen once sang, “The Show Must Go On.”

On June 26-27, Roundhouse Harley-Davidson and Powersports of Duncansville, Pennsylvania, officially resumed summer festivities as normal in its community by hosting the Pennsylvania Roundhouse Rally Summer Series.

Three years ago owner Dave Burgmeier and other area local businesses created a

bike rally to bring people to the area, with the “roundhouse” name as homage to the area being a railroad community. Formerly held at the downtown Altoona railroad museum, the event has since outgrown the location as logistics forced excessive congestion. Instead of one large event this season, the event has become a summer series.

The annual two-day event was from 9 a.m. to 9 p.m., and featured music performed by the Kenton Sitch Band and Kolby Oakley, as well as stunts performed by the Jason Britton & Team No Limit Stunt Show, axe throwing by Slingers Throw House and drinks served by the International Bikini Bike Wash Team.

According to event coordinator Debbra

Heath, the Pennsylvania Roundhouse Rally is a 501c3 that uses a percentage of money raised from each event to give back to the community, donating to a local veterans home, fire organizations and more. Among other charitable organizations, the Allegheny Township Fire Department held a food drive at the event. Local vendors Wicked Web Jewelry, Big Dog LED Lighting, Soldier Solutions, Ruga Rue Jerky and more were also onsite.

“We try to keep vendors bike-related, but we also open it up to a lot of local food vendors to patronize our community as much as possible. We don’t charge any vendor fees; it’s a free event — come and go as you want,” said Heath, who has done marketing and

event planning for the dealership for the last three years. Heath also garnered publicity from its local TV news outlet for the event.

“We line our parking lot with vendors. We had bands both nights. We do a full bar, which is how the rally makes its money. We then take all the money from liquor sales to help local organizations.”

The post-COVID onset kick-off was one that the shop hopes to be the first in a series of five monthly events. Remaining dates include July 17-18, Aug. 14-15, Sept. 4-5 and Oct. 9-10. On its official website the organization offers information regarding lodging, parking, vendor solicitation and more.

“It’s a little downscaled to what most rallies would be, but something that you can do on a Friday and Saturday and we’re bringing people in on a monthly basis instead of just once a year,” said Heath. “The Pennsylvania Roundhouse rally is very community-oriented. We’re here to draw business and entertainment into the area.”

All in all, it was a party for everyone involved... But was anyone worried due to COVID-19 concerns?

“We’ve gotten all kinds of positive feedback. We really haven’t had anything negativity come up on our Facebook page or website. People were very excited to get out and have a good time. Everyone is really looking forward to our July event,” Heath said.

Although Roundhouse didn’t incur substantial additional costs due to instituting additional procedures such as temperature checks or complimentary masks, Heath insisted the event has always maintained strict sanitary procedures while providing onsite hand washing stations.

“We’ve taken added precautions and have from the beginning. We really don’t do anything different than we have before,” Heath said. “We did take some extra precautions, but we’ve always been clean.”

Heath said the outdoor venue provided for adequate social distancing, should patrons choose to abide by the suggestion. Masks were also welcomed, but not mandatory. In videos of the event shown on social media, few were seen.

Pennsylvania has been among one of the

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Debra Heath, left, works with local radio station 105.9 QWIK during a promotional announcement at the first event.



The first event of the summer at Roundhouse Harley-Davidson in Pennsylvania brought with it some positive local news coverage.

strictest states in the nation when reopening businesses since the COVID-19 onset, as Gov. Tom Wolf has crafted a strategy that plans to proceed with returning to work cautiously.

“The first event was supposed to be in May, but we knew that one wasn’t going to happen. We were still in our state’s ‘yellow phase’ and decided to move it to October,” Heath said. “But being where we’re at, and what we’re doing with an outside venue, we don’t have any problems with social distancing. We added extra hand sanitizing stations

”

We’ve taken added precautions and have from the beginning. We really don’t do anything different than we have before.

*Debra Heath, event coordinator
Roundhouse Harley-Davidson
and Powersports*

”

throughout our venue. We kept sanitizers at the bars. We went with a mentality that ‘We’re deciding to do this event, and if you want to join us that’s great.’ This is for our customers, and it’s your choice.”

Heath said as a courtesy to the community the event ended at 9 p.m. so attendees could disperse safely with the residential neighborhood surrounding.

Responses from patrons in attendance on social media were relatively unaffected by the nationwide pandemic.

To date, Heath said they had not received any pushback from local or state officials regarding the size or operations of the event.

For other dealerships considering hosting events soon for the first time since the COVID onset, Heath suggests to survey your local community and do what’s best for them.

“Anytime you have an event, it absolutely helps sales — it’s very beneficial to our dealership to do this,” said Heath. “We grow every year and learn a little something new each year. Our goal is provide a fun environment for people to come hangout and socialize, listen to some good music and to bring in some money to help local organizations. Each dealership has to decide on its own what they can and can’t do in their area.” **PSB**

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Persistence pays for Freedom Powersports



Freedom Powersports CEO and founder Kevin Lackey stands in front of one of his stores. After trouble purchasing his first dealership, he hopes to grow the brand to 35 locations within the next five years.

Dealership continues strong sales despite pandemic

BY NICK LONGWORTH

■ NLONGWORTH@EPMEDIAALLC.COM

Like many great business success stories, it's hard to believe it almost never happened at all.

Kevin Lackey of Freedom Powersports started his company from humble beginnings. In 2007, Lackey decided he wanted to purchase his first store after years of successfully working his way through the sales floor. With everything in place, the proverbial rug was pulled out from under him after he learned the previous owners were under a non-disclosure agreement to sell to another buyer.

The setback that could have been an unconquerable hurdle for many barely deterred Lackey. He went back to working, and in 2012 his persistence paid off when he found another investor (after a first had fallen through — presenting yet another challenge). Given 30 days to have new financing in hand, he found it and hasn't looked back since.

"It was a really hard and long journey to get where we are today. I had been in the industry for a long time working at the same dealership for multiple people, and when I purchased my first dealership it was really difficult to get done," Lackey, owner, founder, president and CEO of Freedom Powersports LLC, told *Powersports Business*. "From the original acquisition we have performed, and



Freedom Powersports is experiencing high profit margins and growth during COVID-19 sales.



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taken on private equity partnership that has allowed us to grow, which is what we've been doing the last eight years."

Freedom Powersports has blossomed to include 13 locations in Texas, Alabama and Georgia — 14, technically, with plans to merge an existing location to remain at 13 for the time being.

"We thought we could get to five or six locations in the first five years, but we got to 13 in under that. I had big dreams of what something like this could look like, but we've far exceeded what those were," Lackey said.

Despite the onset of COVID-19, sales have continued to increase as stay-at-home orders and quarantines have begun to ease.

"During the first portion of the year we were tracking right along budget, and then the back-half of March fell off a cliff completely," Lackey said. "We were down 30% going into April and thought this was going to really be a challenging time. But we were able to work together as a team to quickly establish a plan, and by the third week of April we saw explosive growth. We were seeing record numbers across the whole network, closing April with the largest month in company history — exceeding budget by 35%. Then May ended up being double growth over what April was — we had the biggest month in every category of the company's history."

Although economic factors such as stimulus checks and additional time off have aided in the success of many dealerships



Freedom Powersports is building customer relationships with the goal of being "the best brand in the country." Photos courtesy of Freedom Powersports

during the pandemic, Lackey attributes Freedom's success to its company-wide core values of customer service and inventory management.

"We still very much believe in the brick-and-mortar business model where the customer's come into the dealership and they make a home of it, and get to know the people in it," said Lackey. Freedom employees were deemed essential at all its locations, but switched to appointment-only showings (a common move throughout the industry). "We want to provide them with a great experience in the dealership."

According to Lackey, the youth market has been especially hot (albeit not necessarily producing large numbers due to the inherently smaller purchase price), as well as dirt bikes, PWCs and side-by-sides.

"It's been like Christmas in May — the most positive aspect has been seeing every area grow, and not just one specific category," said Lackey.

Similar to most dealerships with social media assets and a functioning website, Freedom has also seen its online inquiries increase dramatically since the onset of COVID-19.

"Our online activity to the website has been up in the 300 to 400 percent growth range," said Lackey. "The number of high-quality leads has been crazy. We have a very user-friendly website that allows people to get where they want and communicate quickly."

But Lackey was quick to note that unprecedented numbers don't last forever,

saying, "I don't think the numbers people have seen in May can keep pace. It will start to decline. Not go backwards, but I don't think we will see that type of explosive growth. If we saw June and July [sales] like in April, that would be phenomenal."

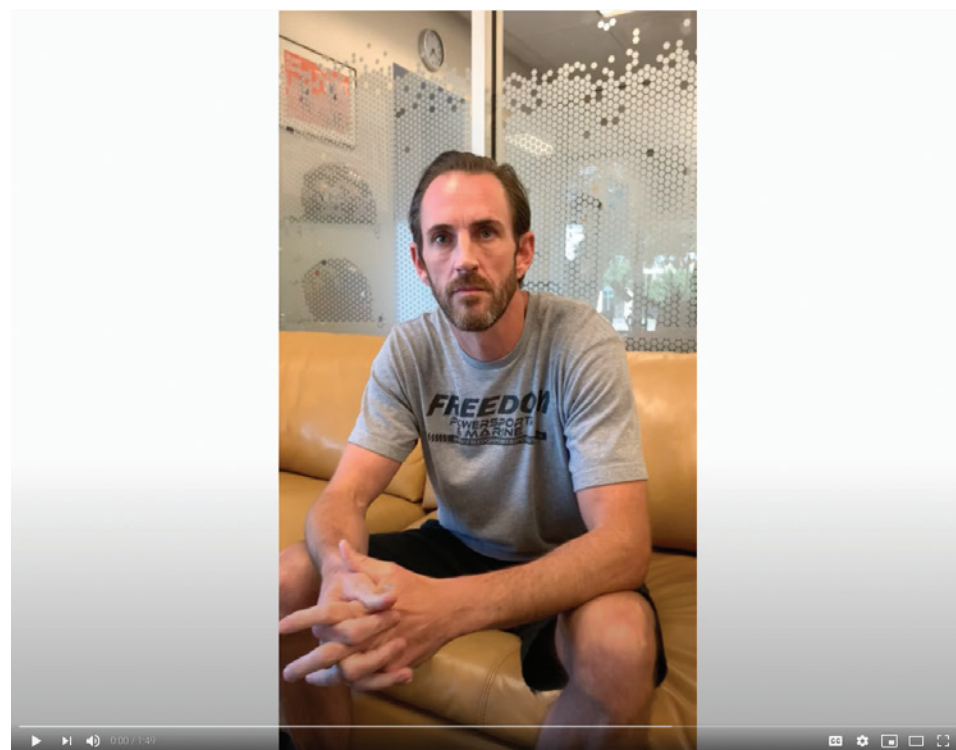
CHALLENGES AND OPPORTUNITIES
This not to say everything has been easy street since Freedom's first opening.

Like many dealership owners and GMs that have been successful selling through inventory recently, Lackey sees the potential for an upcoming inventory shortage given the recent demand, coupled with OEMs either delaying or halting production entirely (at least for an initial time period during the onset of COVID-19).

"We don't have enough to meet demand at the moment, but we're getting trucks in regularly. We can see that inventory is starting to come in. We're communicating with manufacturers on a daily basis," said Lackey, who predicted tight inventory through July, with supply chains balancing in August.

"Our main challenges would be inventory levels and potentially consumer financing challenges if banks tighten up... They're working hard to meet demands, but it could run tight for a bit," said Lackey. "As long as there's not a second wave of shutdowns we should be in good shape."

The caveat to a diminished supply is the ability to rely on pre-owned and non-current inventory for customer needs. Hagglers have



gone by the wayside, as healthy margins have held tight with reduced supply.

"It's allowing us to sell older inventory, and it's allowed us to align our inventory healthier than it's ever been. Meanwhile, the profit margins are as high as they've been in a long time as well," said Lackey. "Those are two of the most critical and fundamental success components — the margins you hold and the health of your inventory."

FREEDOM EVERYWHERE

With an eye continuously toward what's ahead, Lackey sets his goals high.

When asked about future plans, you'd think Lackey would be content after already having accomplished so much within such a short span (comparably speaking given the life cycle of many industries).

But Lackey said he would like to grow Freedom Powersports to the size of 35 stores in the next five years — essentially creating a brand that would in time offer 100 nationally known destination stores.

He's also hoping to offer mentorship to others. In March 2020 he was added to the Motorcycle Industry Council's Dealer Advisory Council.

"Adding Kevin to the Dealer Advisory Council strengthens an already stellar group of great representatives from retail operations located all over America," said Erik Pritchard, MIC president and CEO, of the nomination.

Throughout the adaptations made with COVID-19, Lackey maintains that relationships have been the keys to success.

"I think 115% of the reason I've been able to grow a business with zero dollars of revenue, to \$160 million in revenue in eight years with 300 employees is because of every relationship I have made along the way, and 90% of them were made in person," he said.

Quick to note we're not out of the woods yet in regards to the economic and social effects of COVID-19, there are clear lessons that Lackey says can be gleaned from the pandemic in its aftermath.

"We're going to be optimistically cautious, and work hard for everything we're afforded. We know we'll get through it and normal will start to settle in. COVID-19 has not impacted our industry, but a recession could, and managing inventory will be really important," said Lackey. "We want to be considered the best brand in the country." **PSB**

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GUEST COLUMN

The treasure trove is right under your roof

It started out slowly around the middle of April. Dealers were starting to see uncommon traffic patterns in their stores. Sure, they had just experienced something that they had never



TONY GONZALEZ

seen before — a complete shutdown of their business — so the customers were a welcomed relief and a sign of hope. Where were all these people coming from?

Next our 20-club members started telling their peers that “It is getting super busy” or “My staff is starting to get overrun!” The feeling was fantastic, dealers were moving a ton of inventory and customers were not even trying to gouge them on prices. So uncommon was the shift in customer behavior that many dealers continued to sell their units at a price that was not full MSRP because behaviors are so hard to un-train. We hammered in the idea that this was a rare instance that the dealer could replace the customer, not the unit!

Finally, however, our clients started to send up signal flares. Soon our dealers were finding themselves on the wrong end of an

unprecedented stick — the supply chain could not offer units because of global shut-downs. Sentiments were all in agreement — the global supply chain deficit was something that nobody had ever experienced or ever foresaw. Powersports were the new toilet paper — everybody was in search of them.

Among all of the other issues that are stealing the headlines today, we have to address the major topic that is affecting us: there is very little new supply to be had. Sure, factories are back open, assembly lines are moving and units are slowly starting to churn out. While this will help fill the tank back up by the time that the kids return to playing sports, it will do nothing for our industry as your eyes read these words. While many dealers are now telling us that they have returned to a normal traffic cadence, we still need units, and we need them now so that we can continue to capitalize on the customers that continue to open our doors.

Many dealers have asked about when and if they will see new units, and quite frankly, we think that they are missing a huge opportunity. Waiting for the OEMs to replenish or dealer trading is both reactive and costly. You have all of the units you will need for the foreseeable future right under your roof. Your Customer Relationship Management (CRM) tools hold a treasure trove of opportunity, if you are willing to put in the time to use them.

“ *Go to the customer with cash and an educated buyer.* ”

Good operators input vital information into their systems, not only to keep track of their business, but more importantly to follow up with their customers. In normal times (what that is, none of us are sure of anymore), the best dealers use their CRM as a repository for information, to invite customers to events and to ensure that they tie the customer to the dealership for as long as possible. Sadly though, most dealerships use the capacity of their CRM like humans use the capacity of their brains — about 10%.

None of us know when or if we will be supplied with the number of units that will bring us back to normal (there’s that word again). Instead of being reactive to manufacturers, get proactive and start calling back customers that would entertain the idea of the dealer that sold them their

unit buying it back. We know that the trade cycle is 2.3 years, and while we may not be able to sell them a new unit, we most certainly can put some cash in their pockets in some uncertain times.

Aggressive dealers have their sales team make 45-60 proactive outbound calls per day. Short on PWCs? Go find them. Tell them that summer is almost over and that you are aggressively looking for units. Customers do not have the time to bring them in? Go to the customer with cash and an educated buyer. I can go onto Craigslist and Facebook Marketplace, type in any major metro area in the search field and find 500-1,000 pre-owned units for sale. Can you? Are you doing everything possible to replenish your inventory or are you simply losing sleep and waiting for the factory truck to pull up with units?

As with everything in life, no one is going to solve your problems for you. Stop the cycle of dependence and rely on the infrastructure, reputation and work ethic of your dealership. Go and find your solution — the treasure trove is right under your roof. **PSB**

Tony Gonzalez is CEO of Garage Composites. He began his career in the motorcycle industry when he was hired by Ed Lemco in 2004. He can be reached at tony@garagecomposites.com.

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GUEST COLUMN

Issues that dealers are facing as part of COVID-19

Most of the dealers I know are an optimistic bunch. In early March, many of my friends thought that business would be tough for a short period of time, then we would get COVID-19 under control and business would return to some semblance of normal.



MARK J. SHEFFIELD

Most everyone got it wrong.

Business was off for a short period of time, and then suddenly we were the recipient of Willy Wonka's golden ticket. Who would have thought that our industry was the perfect preventative for contracting COVID-19? We force social distancing to happen. Within a couple of weeks, most dealers were busier than ever before, with some locations even running out of inventory. Not what we expected. Not even close.

Some areas of the country appear to have a handle on COVID-19, while others are seeing an exponential increase in new infections. I have heard some pundits talk about the country being in the second wave, but in June the rate of new infections only dipped to about half of their peak. Not that it

changes anything, but I would argue that we are still in the first wave, and I think we will be here for the foreseeable future.

Many dealers have formulated plans to deal with the challenges they expect to see in the coming months: How to manage customer flow when the showroom is open at a limited capacity; What to do if we must return to closed doors and/or appointments; Managing the health and safety of our teams; Dealing with belligerent customers who do not respect dealership policies (and as I would say, who do not respect themselves). And the tough one, what to do when member(s) of the team contract COVID-19.

Regardless of all the planning, it is tough to prepare for those first positive cases. That news will travel through your dealership faster than a sonic boom, and it will create situations that are not covered in your contingency plans. Here are some of the issues dealers have told me they are dealing with:

- Losing ALL the employees in a department to quarantine (how badly do you need your technicians, or sales staff?)
- Spouses not wanting their husbands and wives to return to work
- A mass exodus of employees leaving the dealership to get tested
- For fear of contracting COVID, customers not wanting to do business with the dealership

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Develop contingency plans for the issues and problems that you envision having to confront during the second half of 2020. Then, when you are done, go back and ask yourself 'What will we do if things are way worse than we thought they would be? Much, much worse?'

||

- Staff quitting on the spot and going home
- Managers so busy dealing with employee issues that they cannot even complete the simplest of tasks
- Being unable to obtain enough PPE for their employees and customers
- Testing either being unavailable, or with wait times exceeding 7 days

With what I have learned in June and into July, my guidance to dealers has been simple and consistent. Sit down with your management team and develop contingency plans for the issues and problems that you envision having to confront during the second half of 2020. Then, when you are done, go back and ask yourself "What will we do if things are way worse than we thought they would be? Much, much worse?"

The dealers who have developed strategies that can quickly be deployed to deal with

unique events are the ones best positioned for both short-term and long-term success. For some dealers, those contingency plans will never see the light of day. For others, the ink on the paper will not have had a chance to dry before they are needed. It is better to plan for those worst-case scenarios rather than turning a blind eye to the possibility of them happening and having a team that does not know what to do when they occur.

Hoping that your business will survive this pandemic is essentially planning to fail. As I tell the dealers in 20 groups that I facilitate, "Hope is not a management strategy that I can endorse." **PSB**

Mark J. Sheffield is a U.S. Army Veteran and former dealer principal who currently facilitates multiple 20-groups for Spader Business Management. Contact him at MSheffield@Spader.com.

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GUEST COLUMN

Replenishing your inventory during a pandemic

My mother taught me that the stove is hot, to look both ways before crossing the street, and you make your money in used bikes when you “buy them right.” On second thought, I learned that last lesson



TOM O'CONNOR

from Frank, my first general manager. His voice still rings in my head, reminding me of his guiding principles: “Buy 'em right, price 'em right, turn 'em faster, and you'll maintain higher margins.”

Good advice, for sure. And even under normal circumstances, to follow it effectively takes experience, an understanding of what's selling in your local market, and most importantly, discipline. For many managers, that discipline is currently being challenged due to a reduction in new bike production, a significant rise in values in the wholesale auction market, and one more thing that's driving some odd behavior: scarcity.

Dealerships are running out of new and used inventory. That, coupled with the rise in auction prices, has forced managers to use two other avenues to acquire nice, used motorcycles while simultaneously trying to “buy them right.”

Great sales managers are pounding the phones, speaking with riders trying to sell their current motorcycle online. Do these folks normally want an unrealistic amount for their bike? Of course they do! But that shouldn't deter us from making the calls, because whatever bikes you do end up buying outright, you should own them with enough room for proper reconditioning and a healthy margin. To do that effectively you should:

- Make the call. The worst they can do is say, “No.”

- Introduce yourself and be transparent. Let them know you work for a dealership and you are looking to purchase nice, clean bikes like the one they no longer want.

- Find out why and for how long they've tried to sell their motorcycle. If they are frustrated with the process or need the cash quickly, your ability to provide them a check today may just help negotiations.

- Invite them in to see their motorcycle in person. Let them know you always pay more for bikes you can see up close. Failing that, a sight unseen trade offer is another option.

- Follow up. A person who won't let you see it or says your offer was too low might become more realistic a week or two later as that bike sits online and the process of selling a bike on their own becomes more frustrating. You might catch them at the right time and take in a nice bike at the right number.

A second avenue is right inside your dealership. Although hardly a new idea, prospecting for quality trade-ins in the service department has become a daily priority. Dealers would rather pay a little bit more to a service customer than a whole lot more somewhere else. To do it effectively, follow these guidelines:

- Have sales and service work together. When these two departments have open lines of communication and a shared goal, results will improve. If service keeps the repair work, sales acquires a great used bike and the customer is happy, everybody wins.

- Designate a liaison to navigate these opportunities. A sales manager or assistant sales manager should take the lead. Ideally, it is a person with authority and credibility who can move effortlessly between both departments.

- Decide what bikes in service to target. You might not want to trade someone off of his or her newly purchased motorcycle that is in for its 1K service, nor the 20-year-old garage build that's seen better days. If you already have

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The liaison can lead with, ‘I wanted to thank you for spending a few minutes with me yesterday when you dropped your bike off for service. You’ll recall that we are low on pre-owned inventory and we are paying top dollar for nice bikes like yours. I know you were short on time yesterday so I’d like to extend an invitation to stop in and take an evaluation ride on any bike we have in inventory.’

||

too many of one model already aging in your inventory, don't bring another one in. Find the gaps in your used inventory that need to be filled by model and price range and prioritize those bikes when they come in for service.

- Be ready. If the service to sales liaison knows what bikes are scheduled to come in for service, he or she can be strategically ready to engage the guest, probe for hot buttons, and offer a no-obligation joy ride on any motorcycle in inventory. Again, working with service to know the model, year, customer name and the time of their appointment is critical to maximizing every opportunity.

- Know what to say. Besides knowing how to gain commitments to purchase, the liaison should also be able to run for mayor. They should be upbeat, friendly and be effective

at getting service customers to happily consider riding a new or newer bike home today. Moving that customer from service to the showroom, to a demo ride, to a write up is the goal. When done effectively, customers who trade their bike in from service are happier and margins are higher because they didn't “shop” you.

- Provide a complimentary trade appraisal. A large percentage of service customers will say that they are happy with their current motorcycle, that it still fits their riding style, and that the payment is one that works well within their monthly budget. Although the liaison can work to overcome these objections, they should by no means push the customer to the point of dissatisfaction. For those customers, a complimentary trade appraisal stapled to the repair order might help change their mind. Usually it is a range between rough book and either clean or retail value. The high end of the range will often bring customers to the liaison, saying, “Hey, if you guys give me this amount for my bike that's in service, I'll trade it in on a new one right now!”

- Follow up. Whether or not the customer took a demo ride and looked at figures or simply received a complimentary trade appraisal while their motorcycle was in service, everyone needs follow up. The liaison can lead with, “I wanted to thank you for spending a few minutes with me yesterday when you dropped your bike off for service. You'll recall that we are low on pre-owned inventory and we are paying top dollar for nice bikes like yours. I know you were short on time yesterday so I'd like to extend an invitation to stop in and take an evaluation ride on any bike we have in inventory. And if you happen to find your next dream bike, I'm confident we'll get the numbers to work out in your favor. Would early or late afternoon be a good time to stop by and take a rip on a 2020?” **PSB**

Tom O'Connor is president of the Tom O'Connor Sales Academy, an online virtual training platform specific to the powersports industry. During non-COVID-19 times, he also spends 150 days each year working in dealerships, training salespeople and sales managers how to sell more, make more and have more fun. Contact him at tom@tocsalesacademy.com.

Woman rider
CONSUMER PANEL

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

DIGEST

POLARIS RECALLS 26,000 SIDE-BY-SIDES DUE TO CRASH HAZARD

The U.S. Consumer Product Safety Commission has announced the recall of about 26,730 side-by-sides that were sold in the U.S., in addition to 1,330 units that were sold in Canada.

The recall is for model-year 2019 and 2020 Polaris Ranger XP 1000 and model-year 2020 Polaris General XP 1000 side-by-sides.

The throttle can fail to return to the idle position after the engine stalls and is restarted in gear without switching the key to the off position due to a software problem, causing the vehicle to accelerate suddenly, posing a crash hazard to the user.

This recall involves model year 2019 Polaris Ranger XP 1000 EPS, Ranger Crew



The 2020 Polaris General XP 4 1000 Deluxe is among the recall models. Photo courtesy of Polaris

XP 1000, and model year 2020 Polaris Ranger XP 1000, Ranger Crew XP 1000, General XP 1000 Deluxe and General XP 4 1000 Deluxe. The vehicles were sold in gray, blue, white, red, green camo, orange, sand and maroon colors and have two or four seats. "Polaris" is stamped on the front grille and "Ranger" or "General" is printed on the sides of the rear cargo area.

No incidents or injuries have been reported.

The units were sold at Polaris dealers nationwide from June 2018 through March 2020 for between \$15,890 and \$29,000. They were manufactured in the U.S., Mexico and Poland.

CAN-AM SIDE-BY-SIDE TO 'PUSH THE BOUNDARIES EVEN FURTHER'

Can-Am Off-Road vehicles have been on a roll recently, leading the performance off-road world. But never one to take success for granted on and off the track, Can-Am is about to push the boundaries even further with the introduction of Smart-Shox technology, available on the highly anticipated Can-Am Maverick X3 X rs Turbo RR for 2021.

Smart-Shox technology is an industry-first, fully self-adjustable suspension technology for superior performance, control and comfort. It is the only suspension in the industry that controls both compression and rebound for enhanced precision, delivering superior ride and handling, no matter the terrain or conditions. Even better? Shock adjustments are a thing of the past — now drivers can dominate at the touch of a button.



The 2021 Can-Am Maverick X3 X rs Turbo RR with Smart-Shox Technology has the industry's first fully self-adjustable suspension, providing superior performance, control and comfort. Photo courtesy of Can-Am

"It doesn't matter if you're a pro or a weekend warrior, this technology will make your rides better," said Casey Currie, winner of the 2020 Dakar Rally in a Can-Am Maverick X3. "Smart-Shox is one of those game-changing innovations that brings a smile to my face knowing I'll have a competitive advantage over anything else out there. With Smart-Shox, the Maverick X3 sticks to the ground in a way I've never experienced, and I can't wait to get out and race."

There are three major benefits to Smart-Shox semi-active suspension technology:

Enhanced Performance — The system constantly monitors wheel position and velocity for improved shock absorption and filtering, acting on both compression and rebound. It is the only system in the industry with rebound, and it also has the industry's fastest valve reaction time — Smart-Shox

can go all the way from full soft to full firm in an average of 17 milliseconds (0.017s).

What does this mean? Better tracking of the ground surface for increased traction. Better launches. More comfort on undulating terrain. And the feeling you're truly connected to the ground as lesser machines struggle to keep up.

Better Control — Smart-Shox technology makes real-time automatic suspension adjustments, improving vehicle stability and providing excellent control with flatter cornering. It reduces front and rear bouncing, while minimizing vehicle body movement, adjusting automatically to any type of terrain after selecting a driving mode: Comfort, Sport, or Sport+.

Why do you care? Significantly improved stability means high performance with high confidence.

More Comfort — Smart-Shox technology is all about maximum performance and comfort, providing both soft and hard damping advantages at the same time, per wheel, instantaneously. Even bottom-out and topping-out protection is factored into the automatic calibration.

Why does it matter? Experts need not apply: just get in and drive, and reap all the benefits while the system does all the work. It also means less mechanical stress, with reduced impact loads on key components. And beyond that, the improved ride quality means less rider fatigue, so you don't have to think twice about extending epic days. The Smart-Shox model will be available in dealerships this fall. **PSB**



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Kawasaki reveals all-new 2021 side-by-sides

Teryx KRX 1000 models include Trail Edition, Special Edition

With the Teryx KRX 1000 already the source of great excitement in the sport side-by-side category, Kawasaki has added two new models to the Teryx KRX 1000 lineup, with the addition of the Trail Edition and Special Edition for 2021.

The two new models come with factory-equipped accessories and special color and graphics offering a broader selection for adrenaline-filled adventure enthusiasts to be their own master of the woods and rock trails.

The Kawasaki Teryx KRX 1000 is engineered for high adrenaline adventures and conquering tough terrain. Powered by a durable 999cc parallel twin engine paired with a CVT transmission and centrifugal clutch, the Teryx KRX 1000 has the power to tackle a whooped-out trail and the torque to conquer technical rock crawling sections. A high-rigidity frame with integrated Roll Over Protection Structure (ROPS) positions the wheels as far apart as possible to provide a sure-footed stance, superb cornering and straight-line stability. Obstacles on the trail are soaked up by FOX 2.5 Podium LSC shock units, which combined with long suspension arms give the Teryx KRX 1000 the longest suspension travel in its class.

A roomy cockpit features half doors and adjustable high-back bucket seats to deliver outstanding rider comfort no matter the terrain. Every aspect of the Teryx KRX 1000 has been engineered with Kawasaki's dependable, proven performance to out-muscle anything that stands between you and an adventure of a lifetime.

The 2021 Teryx KRX 1000 Trail Edition is available in Fragment Camo Gray with a \$22,999 MSRP. The 2021 Teryx KRX 1000 Special Edition is available in Metallic Moondust White/Metallic Onyx Black with a \$22,599 MSRP. Both models were available at dealerships in early July.

HIGHLIGHTS OF THE ALL-NEW 2021 TERYX KRX 1000 TRAIL EDITION

- New Durable, Tubular Steel Bumpers and Nerf Bars
- New KQR Sport Roof
- New WARN VRX 45 Powersport Winch
- New Special Color & Graphics



The 2021 Kawasaki Teryx KRX 1000 Trail Edition is available in a highly durable Fragment Camo Gray immersion graphics finish including ROPS, Nerf Bars and A-arms finished in Texture Neon Yellow. Photos courtesy of Kawasaki Motors Corp., U.S.A.

BUMPERS AND NERF BARS

The Teryx KRX 1000 Trail Edition comes equipped with both Front and Rear Sport Bumpers, as well as Nerf Bars on the sides, all of which add to the aggressive appearance while increasing protection to the vehicle from obstacles encountered on the trail.

Running along the bottom of the vehicle's sides, tubular steel Nerf Bars help protect the Teryx KRX 1000 from branches encountered on the trail. The stylish durable tubular steel Sport Front and Rear Bumper and Nerf Bars are finished in Texture Pearl Neon Yellow powder coating to match the other highlights of the Trail Edition.

KQR SPORT ROOF

The KQR Sport Roof (featuring quick release capabilities) comes as standard equipment on the Teryx KRX 1000 Trail Edition and

helps to shelter passengers from harsh weather and sun. A lightweight contoured design made from semi-rigid black textured plastic, the KQR Sport Roof contributes to the vehicle's styling. It can be easily removed or installed without tools. Pre-configured mounts also allow for the addition of up to six accessory LED Dome Lights.

WARN VRX 45 POWERSPORT WINCH

A WARN VRX 45 Powersport Winch is fit as standard equipment on the Teryx KRX 1000 Trail Edition. Built using premium components and offering market-leading performance and features, this handy tool perfectly complements the high quality of the Teryx KRX 1000.

The WARN VRX 45 winch has 50 feet of durable, aircraft-grade ¼-inch steel rope backed by a 4,500 lb. capacity. A load-holding roller-disc brake offers great control, while a three-stage planetary gear train ensures smooth, efficient operation. Its all-metal construction, complete waterproof sealing for the motor and drivetrain, and corrosion-resistant stainless-steel fasteners contribute to superb durability and build quality. It also features an illuminated dash-mounted rocker control switch that is complemented by a corded remote.

INSTRUMENTATION

A low voltage warning has been added to the LCD display, to provide the driver with all the necessary information when driving with multiple accessories in use.

SPECIAL COLORS & GRAPHICS

The Teryx KRX 1000 Trail Edition is available in a highly durable Fragment Camo Gray immersion graphics finish including ROPS, Nerf Bars, and A-arms finished in Texture Neon Yellow and paired with silver-colored suspension coil springs provide a high-contrast counterpoint to the black base coloring. High-definition graphics contribute to the no-nonsense styling.

HIGHLIGHTS OF THE ALL-NEW 2021 TERYX KRX 1000 SPECIAL EDITION

- New High-Grade Hifonics Audio System
- New WARN VRX 45 Powersport Winch
- New Special Color & Graphics

HIFONICS AUDIO SYSTEM

The Teryx KRX 1000 Special Edition features a high-grade, award-winning Hifonics audio system bringing the "Power from the Gods" to the trails. Complete with 6.5-inch door speakers and a 12-inch subwoofer, it offers incredible sound that can be heard – and felt. The compact stereo unit is built into the center console, giving the dash a well-integrated appearance with a new LED screen.

The unit is a Bluetooth/AM/FM 600 Watt five-channel stereo featuring a high-contrast color LED screen that can display album art. Apple Control enables compatible Apple devices to be controlled by the stereo. A built-in five-band equalizer enables easy system adjustments as well as a low noise preamplifier, which reduces noise from source units and dramatically improves sound quality. Designed to handle both off-roading and Mother Nature, the unit is IPX6 waterproof and uses waterproof connectors.

The soundtrack to your adventure is generated from a pair of 6.5-inch coaxial two-way waterproof speakers that are built into the doors. Their composite construction midrange cone makes for deep, accurate mid-bass and is complemented by a 0.75-inch titanium dome tweeter for crystal clear high frequency performance. In addition, a 12-inch subwoofer was created specifically for the Teryx KRX 1000 Special Edition and is mounted behind the seats, where the heavy-bass sound can be transmitted more directly to driver and passenger. The subwoofer's rear cover lights up when the audio system is turned on.

Hifonics offers rear pod speakers that can be purchased separately for an enhanced sound experience. **PSB**



The 2021 Kawasaki Teryx KRX 1000 Special Edition features a high-grade audio system, Warn VRX 45 winch and new colors and graphics.

Dealership piles up snowmobile-related awards

Arctic Cat dealer Day's Powersports wins ISHOF Dealer of the Year award

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

An automotive and powersports megastore set in the middle of rural Wisconsin has been awarded one of the snowmobiling industry's highest recognitions for dealerships. In June the International Snowmobile Hall of Fame (ISHOF) announced its Class of 2020 inductees, and among the nominees was Dealer of the Year awarded to Day's Powersports.

Jamison Day first opened Day's Powersports in Bloomer, Wisconsin, because he loved to snowmobile and wanted to follow in his father's footsteps by working in the family business (his father founded Day's Tire & Auto in the 1970s). It was a logical progression, and one that could be argued was in his blood since day one.

"I always wanted to add powersports to the family business — it was always something that I thought I would do," Day told *Powersports Business*.

After graduating high school, he attended the Motorcycle Mechanics Institute (MMI) in Arizona for marketing and management before returning home to start a powersports dealership in March of 2007 when the current Arctic Cat dealer in Bloomer was going out of business. Today, Day also owns Day's Tire & Auto (mechanical and Bridgestone tire offerings) and Day's Collision Center (insured collision repair), all in one shop that employs 14 people.

But he never thought it would eventually lead him to recognition in the snowmobiling hall of fame.

Each state and provincial (Canadian) snowmobile association annually names a dealer of the year. Each state nominee is then typically considered nominated for the American Council of Snowmobile Association (ACSA) dealer of the year (or the Canadian Council of Snowmobile Organizations dealer of the year).

The ISHOF group then takes the two "national" award winners (ACSA and CCSO) and picks one of them as its Hall of Fame Dealer of the Year, sponsored by *Snow Goer*. In fall of 2019, the dealership was awarded the Dealer of the Year award by the Association of Wisconsin Snowmobile Clubs (AWSC). The award is presented to dealers that have demonstrated a deep commitment to the sport of snowmobiling.

At the AWSC ceremony, former president Doug Johnson said, "For a younger dealership, Day's Powersports has built a very distinguished reputation — a family owned business that believes in treating customers the way they like to be treated; like friends. The staff is top notch, very knowledgeable and treats every customer like an old friend. Business owner Jamison Day, has been with the Bloomer Sno-Hawks Snowmobile Club for over two decades and has always been active in supporting and growing the sport of snowmobiling in Chippewa County. Since starting the dealership, they have been avid advertisers on local snowmobile maps and sponsor signage on all the snow drags in Chippewa County. They provide a snowmobile for classroom studies during DNR Snowmobile Safety Courses. They open their shop space for club members to work on trail signs. Their shop and mechanics are readily available to help with repairs to

groomers when needed and they provide storage for grooming equipment. Because of their knowledge of Wisconsin's snowmobile program and their passion for snowmobiling, Day's Powersports is an excellent choice for the 2020 International Snowmobile Dealer of the Year."

According to Day, the shop's motto is to take pride in being very customer-oriented, and being there for those in need.

Known throughout its small community of 3,500 for its local philanthropy, Day's is quick to be seen at the local fair or parade, and often doesn't hesitate when asked by local charities to donate.

"We're well known for lending a favor here or there, or serving hot dogs at the county fair," said general manager Jason LaGessee, who was the general manager for the previous owners before coming aboard with Day. After learning to wrench on a Honda three-wheeler with his dad, he's been passionate about the industry ever since.

Both LaGessee and Day went to the same high school, though they were a few years apart — illustrating the "everybody knows everybody" mentality of the community.

"Bloomer is a pretty tight-knit little town, so if somebody has cancer or there's an unexpected death in the family we will try to help to their benefit," said Day, explaining that in the past the shop gave away an ATV to raise funds for a resident's cancer treatment finances. Day also partners with the Bloomer Rod and Gun Club to provide safety training, saying, "We try to partner with local groups, or people in the community that need help."

Always active in both the sport and community, Day has also been a member of Bloomer Sno-Hawks for nearly two decades, beginning when he was young and continuing to this day.

"I started when I was a kid and they were the local group in town, offering groomers, storage and repair and signing. All the guys that work here help out with the trails," said Day, while explaining the importance of getting youth involved in the sport before its demographic ages, and the sport does with it.

LaGessee serves as the club's treasurer, and his wife serves as the secretary treasurer. His dad has been president for more than 20 years.

Like many dealerships across the nation, during the last quarter of business normal operations have been anything but. Sales took a dip as COVID-19 took effect



Former AWSC president Doug Johnson presents the Dealer of the Year award to Jason LaGessee of Day's Powersports.

in March, but were followed by a surge throughout April and May. However, increased demand coupled with manufacturers either delaying or halting production entirely has resulted in a shortage of inventory for both parts and machines.

"Parts and service have turned into trouble because we can't get replacements... It's taken extra time to get everything," said Day. "We were already short of inventory before COVID due to Cat reducing ordering the last two years."

"I think for everything that's gone on, we're doing pretty well," said LaGessee.

Restricted showroom capacity and parts delivery were adaptations the dealership made to adjust its customer service and sales operations.

According to Day and LaGessee, Arctic Cat's Riot crossover models have been the biggest attraction among its customers. A steady stream of outdoor power equipment — namely Cub Cadet mowers — has also kept the shop busy.

Last December Arctic Cat launched its Snowmageddon ordering program, effectively changing previous decades of ordering strategy and now requiring its dealers to have their next season model orders placed by mid-April (while not allowing them to stock on-hand inventory).

"The campaign was great, but some of the technical sides for ordering were difficult," said Day. "The guys that bleed green didn't have too much of a problem with it, but if

you were switching someone off another brand it was difficult."

For Day's, its recipe for success hasn't been large advertising campaigns or celebrity endorsements, but rather the slow-and-steady approach of building a small town empire day-by-day and customer-by-customer.

"It's all about 'I'll scratch your back, you scratch mine.' We appreciate their business and want to keep everyone as happy as possible," said LaGessee. "Word of mouth is a pretty big deal — I think everywhere, but especially around here. If you take care of them, they keep coming back."

Admittedly absent from long-term strategic outlook planning in recent months due to the onset of COVID-19, both Day and LaGessee agree the company hopes to maintain its steady trajectory of stability and growth; as the saying goes, don't rock a steady boat.

"We're maybe not going to be as aggressive, and instead maintain to see how every thing plays out," said LaGessee. "We don't want to get in over our heads. We've made a name for ourselves, and want to keep that name going."

"Since COVID started we haven't been thinking longterm, we've just been trying to get through month-to-month," said Day. "We want to continue to expand our roster of key employees. We have a passion for the powersports industry and the lifestyle it brings. It's important to have strong passion and key employees to be successful in any industry — it will take a lot of late nights and early mornings. We were honored to even be in the running." **PSB**



Among other events, Day's Powersports annually has a booth at Haydays in North Branch, Minnesota — the "unofficial start to snowmobiling season."

■ Day's Powersports opened in **March of 2007**

■ Founded in the 1970s as **Day's Tire & Auto**, the shop has since grown to offer its original business, plus **Day's Collision Center** and **Day's Powersports** all in the same building

■ ISHOF Induction Weekend is **Sept. 25-26, 2020**, in **Eagle River, Wisconsin**

HOT PRODUCTS

**CRUZTOOLS ROADTECH TOOL KIT FOR INDIAN**

Benefits: After 20 years of providing tool kits for Harley-Davidson motorcycles, CruzTOOLS has set its sights on serving customers with Indian Motorcycles. The company has developed a new RoadTech tool kit that is purpose-built for your customers' roadside repairs and adjustments on Indian Motorcycles.

Specifications: The kit contains the right tools in exactly the right sizes to provide the functionality needed in a travel tool kit for Chief, Chieftain, Roadmaster and Scout models.

Suggested Retail Price: \$129.99

Contact: 206/812-8696 or www.cruztools.com

CORBIN DUAL SADDLE FOR ZERO SR/S

Benefits: The Corbin Dual Saddle for the Zero SR/S offers both comfort and style in one package that features form and function. A neutralized seating platform helps hold the rider's body in place and curbs sliding in the saddle, which helps to relieve rider fatigue by taking pressure off wrists and knees.

Specifications: Its seating area has been ergonomically designed to distribute body weight over a greater area, which provides long-range support and eliminates hot spots. Its concave front seating shape area gives an unprecedented amount of body support. A heated seat option is also available.

Suggested Retail Price: \$533-\$633

Contact: www.corbin.com

**AL3RT GPS ALK-500 PM**

Benefits: Dealers can protect their fleet for continued peace of mind. The ALK-500 is ideal for monitoring assets such as containers, gang boxes, generators and more.

Specifications: This portable device features weatherproof casing, twice-daily GPS location check-in and patent pending Smart Power battery technology that endures the elements to stay powered and protecting your valuables through almost anything.

Suggested Retail Price: Starting at \$99 per unit

Contact: www.AL3rtgps.com

**SCORPIONEXO COVERT TACTICAL VEST**

Benefits: The Scorpion Covert Tactical Vest has your shop's customers covered if they need to bring their CCW, some extra mags and their lip balm. Two external concealed carry pockets make it easy to New York reload.

Specifications: Abrasion-resistant 600D polyester makes up the main chassis of the vest with Cordura reinforcement at the pockets. Available in sizes S to 3XL.

Suggested Retail Price: \$149.95

Contact: www.scorpionusa.com

HIGHWAY 21 BLOCKHOUSE DUPONT KEVLAR JEANS

Benefits: Highway 21 Blockhouse DuPont Kevlar Jeans are a classic straight-leg pant for men. Purposed solely for self-preservation, the jeans provide the highest level of DuPont Kevlar and CE protection. When obstacles keep multiplying and streets grow hostile, your dealership's riders can put on their armor and guard themselves with these Blockhouse Jeans.

Specifications: Impact armor is included at the knees and pockets for optional hip armor. Comes in black or Oxford blue.

Suggested Retail Price: \$119.95

Contact: www.highway21.com



HOT PRODUCTS

ROLAND SANDS DESIGN SOCIAL DISTANCE T-SHIRT

Benefits: Roland Sands Design's Social Distance T-Shirt is a great symbol for modern times for your shop's customers because getting them on their two-wheeled freedom-machine was the ultimate form of social distancing long before COVID-19 was a thing.

Specifications: The cotton premium tee 145g is made of 100% cotton. It has a tagless neck label and offers a traditional crew neck with slim fit.

Suggested Retail Price: \$35

Contact: www.rolandsands.com

**AEROSTICH DARIEN JACKET**

Benefits: The iconic Darien Jacket from Duluth, Minnesota's own Aerostich RiderWearHouse offers upgrades both aesthetically and functionally. The Darien's wind, weather and warmth performance make it one of the true go-to jackets in all of motorcycling.

Specifications: It's not only waterproof, anvil-tough and packed with pockets and features, it's also armored, which means your customers' shoulders, elbows and back are going to be protected in a fall. Available in many sizes and colors.

Suggested Retail Price: \$597

Contact: www.aerostich.com

**REKLUSE MANUAL SLAVE CYLINDER**

Benefits: Your customers can reduce clutch lever effort without compromising control, feel or performance with a Manual Slave Cylinder from Rekluse.

Specifications: This direct bolt-on replacement fits Harley-Davidson Milwaukee Eight models and is machined from billet aluminum for durability and great looks, and its expanded friction zone improves control for better take-off performance. It's compatible with OEM and many aftermarket clutches.

Suggested Retail Price: \$259

Contact: 208/426-0659 or www.rekluse.com

**TOURATECH ZEGA EVO XXL ALUMINUM TOP CASE**

Benefits: Your shop's customers can carry everything and the kitchen sink with a Zega Evo XXL aluminum top case from Touratech. This 75-liter top case swallows two full-face helmets and is waterproof, with dual-latch security, an easy quick-release system, four lashing loops on top and two ergonomic carrying handles on the sides.

Specifications: The Zega Evo XXL fits racks for BMW R 1250/1200 GS and F 750/850 GS and Yamaha Ténéré 700 models.

Suggested Retail Price: \$625 (bare aluminum finish); \$675 (anodized silver or black)

Contact: 800/491-2926 or www.touratech-usa.com

**SCOTTOILER ESYSTEM V3.1 ELECTRONIC CHAIN OILING SYSTEM**

Benefits: Chain lubrication specialist Scottoiler has released the newest version of its popular automatic electronic chain oiling system, the eSystem v3.1. The system now self-calibrates and allows for additional flow rate settings, particularly on the lower end, for more precise, measured and gradual oiling of the bike's chain.

Specifications: The eSystem v3.1 features new software, upgraded hardware with new buttons and LCD screen and an easier-to-use interface.

Suggested Retail Price: \$299.99

Contact: 855/255-5550 or www.twistedthrottle.com

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AFTERMARKET

Indian partners with Roland Sands Design for FTR 1200 parts

Latest collaboration offers customization options

Indian Motorcycle has unveiled a collaborative line of race-inspired accessories for FTR 1200 models, designed in partnership with Roland Sands Design. The new FTR x Roland Sands Design collection enables riders to customize their FTR 1200 with RSD's race-inspired elements to add both style and function.

The RSD collection for FTR 1200 is the latest collaborative offering from the two brands through a relationship that has spanned more than five years, highlighted most notably by the RSD Super Hooligan amateur racing series, presented by Indian Motorcycle. It was RSD's experience of modifying the FTR 1200 for the Super Hooligan series that inspired this line of parts, bringing race styling and performance to city streets.



Roland Sands with the Indian FTR 1200. Photos courtesy of Indian Motorcycle

"FTR 1200 finds its roots and inspiration in flat track racing and RSD brought that full circle, modifying and racing the bikes in last year's Super Hooligan series. This accessory line is a natural extension of that," said Ross Clifford, vice president of Parts, Garments, and Accessories at Indian Motorcycle. "The relationship with RSD has made sense from day one, considering we both share a commitment to finding and delivering the perfect combination of function and form, all fueled by a spirit of innovation."

"The FTR 1200 is such a beautifully-styled stock motorcycle and we didn't want to do anything radical. Instead, we focused on creating elements that complement the bike's refined, race-inspired aesthetic, while also offering subtle performance advantages," said Roland Sands. "That's what makes the FTR 1200 so great to customize — you don't need to do a lot. A few tasteful and subtle cues can create something truly your own."

The FTR x Roland Sands Design collection for FTR 1200 includes:

- RSD FTR 1200 Tracker Wheelset — Featuring RSD's signature black anodized paint, the RSD FTR 1200 wheelset is inspired by the three-time American Flat Track championship-winning race bike, the FTR750.
- RSD Swing Arm Stand Spools — The black anodized, billet aluminum spools allow riders to easily keep their FTR 1200 upright in the garage or turn their daily driver to the weekend tracker.

- RSD Brake and Shift Levers — Black anodized, forged aluminum brake and shift levers are direct replacements for stock controls and have a laser-etched finish and logo.

- RSD Foot Pegs — Offering more surface area and more grip, the black anodized billet aluminum RSD foot pegs allow the rider to feel more connected to the FTR 1200. Stainless steel screws offer extra bite to keep the rider's feet secure.

- RSD Frame Sliders — Keeping protection top of mind, on and off the track, the RSD Frame Sliders were developed to protect the FTR 1200 race bikes and minimize

damage in the event of a crash or if the bike is tipped over, a commonplace in Super Hooligan racing.

- RSD Handguards — The forged aluminum handguards replace the FTR 1200 handlebar ends and offer additional protection.

- RSD Engine Cover, Brake Reservoir Covers & Handlebar Grips

The devil is in the detail with these parts as the billet aluminum RSD Engine Cover, RSD Brake Reservoir Covers, and rubber RSD Handlebar Grips offer subtle Indian Motorcycle and RSD logos to match the bike. **PSB**



Roland Sands himself walks your customers through the customization options available on the Indian FTR 1200 with RSD's new accessory lineup.

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