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### Dealers persevere during pandemic

Much like dealerships throughout the country, we uncovered plenty of success stories in May. “How do we offer a **premium level of experience** that the customer really expects?” “As with any business, **we plan to grow and innovate** 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 in itself.” “**It’s definitely a new segment for us** – we’re not specifically known as a Harley-Davidson aftermarket production company.” “You want to **reach the potential riders, the new riders**, the people who had never ridden before and maybe never thought about it.” These new seats are constructed with high-quality automotive-grade vinyl covers and molded 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.”



Erv’s Sales in Wisconsin sees new owners take reigns after 50 years

See page 14

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# Harley-Davidson dealership group expands

## Sound Harley-Davidson gets acquired due to retirement plans

Performance Brokerage Services facilitated the sale of Sound Harley-Davidson in Marysville, Washington, from Scott Smernis to Pacific Motorcycle Group.

Sound Harley-Davidson in Marysville was a new open point that was sought after by 20 other potential competitors in 2006. The dealership was the region's first new Harley-Davidson to be opened in 20 years and awarded to Smernis.

Smernis didn't have any experience in owning a dealership, but he had been riding a Harley-Davidson for a few years, when he came across an ad on Harley-Davidson's website to apply.

His background was at Microsoft, where he was a consultant and director of program management for 10 years. While most would question how someone makes the leap from that position to owning a dealership, that may have been in fact his strongest skill. Smernis has been able to run the dealership like a well-oiled machine, much like the beloved Harley-

Davidson motorcycles he would be selling.

He has operated the dealership with much success, a strong customer base and dedicated employees.

Following the sale, Smernis commented, "It has been a pleasure and a privilege to be a Harley-Davidson Dealer for almost 15 years. I will retire with mixed emotions and many fond memories. I give God a lot of credit for this, but George Chaconas and Juan Pardo made it happen. Thank you for being there for me, thank you for putting up with my frustrations and rants, thank you for calming me down, and thank you for your friendship. I would highly recommend George and his team at Performance Brokerage Services when selling your dealership!"

"I am very happy and grateful to have exclusively represented Scott Smernis in the sale of Sound Harley-Davidson," Chaconas said. "It was an honor and privilege to help him retire with his lovely wife in Florida and to become friends throughout our marketing and sale process. I am very excited and thrilled to have helped Andrew Westbrook and partners of Pacific Motorcycle Group to acquire another Harley-Davidson dealership. This is

a great opportunity to grow and expand their dealership group! I wish Scott well in the next chapter of his life and Pacific Motorcycle Group much future success! Thank you both for the opportunity to be of service!"

Sound Harley-Davidson was acquired by partners of Sacramento Harley-Davidson and Eagle's Nest Harley-Davidson to form Pacific Motorcycle Group, which includes partner Andrew Westbrook, on-site operating partner Ty Miller, partner John Lund and partner James Pettijohn.

Upon the acquisition decision, Westbrook commented, "My partners and I decided to explore acquiring another Harley-Davidson dealership and since we bought our last store from George Chaconas, I reached out to him for new opportunities. He identified and we acquired Sound Harley-Davidson in Marysville, Washington. George was very instrumental and professional in helping us with the negotiations and throughout the closing process especially through this unprecedented pandemic. He's an industry expert with 20 years' experience in buy sells and we highly recommend him and Performance Brokerage Services." **PSB**

## HOT NEWS

### BRP WINS LAWSUIT AGAINST ARCTIC CAT IN CANADA

BRP announced that the Federal Court of Canada has rendered a decision favorable to BRP in a lawsuit launched in December 2011 against Arctic Cat, where BRP argued that Arctic Cat infringed certain of its patents related to BRP's revolutionary Ski-Doo REV snowmobiles.

Snowmobile enthusiasts will remember the launch of the Ski-Doo REV in 2002, which completely revolutionized the rider experience with its aggressive, sporty forward positioning of the driver and strong, lightweight frame.

"I couldn't be more pleased with the decision of the Federal Court of Canada," said Martin Langelier, Senior Vice President, General Counsel & Public Affairs at BRP. "Innovation is part of our DNA and today our ingenuity, which makes our company and products unique, is recognized and protected against intellectual property violation. The REV platform was and is still a game-changer in the snowmobiling industry and to have it protected in Canada is an important win."

The Federal Court of Canada issued a permanent injunction ordering Arctic Cat and its Canadian dealers to stop the sale, use and distribution of any snowmobile which would infringe BRP's frame patent. It also ordered Arctic Cat to pay BRP a royalty of CA\$135 per unit that infringes the frame patent since MY2008.

The effective date of the permanent injunction is set for July 6, 2020.

### SCORPIONEXO EXTENDS EXCLUSIVE DISTRIBUTION RIGHTS WITH WPS

Western Power Sports (WPS) has announced the continuation of its exclusive partnership with Kido Sports, parent company of ScorpionEXO, for an additional five years. WPS became the exclusive distributor of ScorpionEXO helmets and apparel in August 2017 under a three-year contract.



MITCH WINDER

### NPA HIRES REGIONAL SALES MANAGER

National Powersport Auctions (NPA) announced it has hired an industry veteran with more than 20 years of experience as its newest regional sales manager.

Mitch Winder has been tabbed as sales manager for the Northwest region, which encompasses dealerships in Wisconsin, Minnesota, Iowa, Nebraska, North Dakota and South Dakota.

"Mitch is a proven professional with an impressive resume within the powersports industry, making him an ideal candidate for the position," said Mike Murray, VP of Sales. "Not only does he have the experience to back him, but he also has the passion. He's a motorcycle guy through and through."

Having started riding in 1969 aboard a Honda Mini-Trail, Winder's love for two wheels runs deep.

"I've been riding almost my entire life and raced motocross and off-road for a better part of 30 years, having retired from competition in 2012. I live and breathe motorcycles, mainly off-road and adventure riding so to be able to combine my hobby with my work was a natural transition."

Winder has helped build and manage several territories throughout his 20 years in the industry, so he'll be able to immediately offer

reputable services and guidance to dealers.

"I've worked at a dealership as a parts and sales manager, been a brand manager for Parts Unlimited/Drag Specialties, as well as supported dealers as a sales rep for Western Power Sports and Scorpion USA," he said.

Winder is eager to get to work and excited to join the NPA team, adding, "NPA has forged a stellar reputation with its dealers nationwide so I'm looking forward to growing the brand within my territory, and further strengthening that reputation."

Dealers can reach him at mwinder@npauctions.com or 608.590.7197.

### AMERICAN HONDA CONFIRMS CYBER ATTACK

Torrance, California-based American Honda distributed the following press release related to how a cyber attack impacted the company's Powersports Division. The press release is as follows:

On the evening of June 7, Honda suffered a major global cyberattack, and American Honda's Powersports Division was among those impacted. IT teams worked quickly to contain the attack, and although some areas were affected, there is no current evidence of loss of personally identifiable information.

Production operations at some U.S. plants were impacted, but production has resumed at most of those plants, including Honda South Carolina, where side-by-sides and ATVs are produced.

American Honda Finance Corporation operations were also affected, including the ability to answer calls, make a decision on applications, fund contracts, provide pay-off quotes or service customer accounts. Some disruptions are expected to continue through the end of this week. Honda IT teams are focused on restoring systems as quickly as possible.

### EX-HARLEY, INDIAN EXEC NAMED BOAT COMPANY PRESIDENT

A former Harley-Davidson and Indian Motorcycle executive has been named

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Daniel Hedberg of Simply Street Bikes explains the “virtual helmet fitting” process his shop has begun using to clean and quarantine helmets for customers. Photos by Nick Longworth/Powersports Business

## Virtual helmet fittings part of new way for dealership

*Customer safety measures include new ways of selling helmets during COVID-19*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

When it comes to picking the perfect helmet, it's only natural that your dealership's customers want to try before they buy. With something so pivotal for protection and customizable to style, customers want to make sure they've found the perfect match.

However, in the days following the onset of COVID-19, allowing customers to try on several different helmets essentially equates to tying up merchandise — at the end of the day they will only be buying one helmet, while the other helmets tested will need to be cleaned and quarantined.

Daniel Hedberg, parts manager of Simply Street Bikes in Eden Prairie, Minnesota, saw a clear stocking dilemma approaching, and decided to make an innovative pivot before all his helmets were all tied up just as the weather turned nice.

“The biggest thing is to minimize people and their time in the store. Traditionally, people walk into shops and try on 20 different helmets and find one they think ‘looks cool’ and ‘fits ok’ and buys it. Right now, if someone tries on a helmet, it has to be sanitized and quarantined for three days; I’ve got 300 little incubators hanging on the wall. I can’t roll into a Saturday with all the helmets quarantined and not have anything to sell.”

Since the onset a virtual fitting has been instituted prior to any physical in-store appointment to differentiate a customer's head shape, variations in size from brand to brand, and make and model variations. The virtual fitting process offers a streamlined and informative way to make an educated decision, minimizing the time needed in-store, while still resulting in the same sales.

“We do a full education of the guest mostly via Zoom or FaceTime. We can find out what they actually need — whether it's a race helmet, ADV rider, cruiser helmet or more. We show the guests how to measure their heads, narrowing down the selection

even further. We can also have you send a photo of the top of your head to give us a better idea of shape... But even for people who are not very technologically ‘with it’ we can help them over the phone,” said Hedberg. “The purpose of all of this is to have two or three helmets in the correct size already selected before the guest comes into the shop for their appointment, versus having someone come in and try on 10 helmets, making them unsellable. We are basically doing 90 percent of our presentation online, so we can steer them to the right direction when they actually come in.”

Historically the average time for a helmet sale was about an hour. Meanwhile, oftentimes buying a helmet from an online-only retailer can be a crapshoot filled with negative reviews.

“Helmets are a ‘must try to know’ fitment. Since we have a focus on education and integrity, we don't sell helmets without guests having tried them on, because even within brands there is extreme variation between them — we don't just ‘sell a guy a lid.’ We get them properly fitted into a helmet that suits their needs and their head. But most of the qualifying questions can happen remotely. There's a lot of information about helmets and they can actually be pretty complex — how they work, features, head shapes... The most common statement is ‘I wear an XL — I know what size I need.’ In reality, they need a medium. The majority of people don't really know how helmets are supposed to fit. Now when they're coming in we've got two or three helmets ready.”

Between fittings, Hedberg and his crew clean helmets by using an unscented disinfectant spray, then mandating a three-day quarantine of any stock that's been tested.

“When we bring up our ‘helmet quarantine’ process people are like ‘I didn't even think of that.’ Helmets are a super easy way to transfer COVID-19. But it's April in the motorcycle business, we had to do something — this is when we sell 75 percent of our annual helmets and safety gear.”

Similar to most dealerships, Simply Street Bikes has a strict return policy for helmets, making customer satisfaction prior to purchase pivotal.

“We can't control if the helmet gets dropped when it leaves here, making it

unsafe for the person that ends up with it. We want to make sure the guest is getting the absolute best-fitting helmet when they leave,” said Hedberg.

The COVID-19 pandemic has the potential to change many aspects of retail operations permanently, such as the ability to procure sales remotely. Increasingly adaptive communication methods of reaching a customer base could become pivotal for success throughout the powersports industry.

“I absolutely believe this [virtual method] can be used elsewhere — in the parts department, sales department and more. I think that a lot of shops will end up doing some sort of hybrid,” Hedberg said. “There is a lot of cool tech stuff out there for communication. Use all of it. We've done Zoom hangouts and offered Moto Meetups — a group of customers in their respective garages showing off bikes or whatever project they are working on. There's a ton of free programs like Slack and Trello to keep teams connected. I think a lot of the powersports business is behind when it comes to embracing that sort of technology. We've just tried to be resourceful and creative.” **PSB**



Helmets displayed at Simply Street Bikes are accompanied by a sign describing the new virtual and appointment-only helmet fitting process. Note the post-it indicating when a helmet was last worn.

# POWERSPORTS BUSINESS

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## HOTNEWS

## CONTINUED FROM PAGE 3

president of Harris Pontoons, a division of Brunswick Corp.

Harris Pontoons has named Chris Bernauer as president effective immediately. Bernauer joins Brunswick from Harley-Davidson where he held a variety of leadership positions.

Most recently, he has been the general manager of Global Sales Operations & Dealer Development



CHRIS BERNAUER

and prior to that, he was the general manager of Customer Service and Operations. He also held senior positions at McKinsey, Indian Motorcycle, and Toyota.

“Chris’s deep experience in manufacturing, quality, sales, operations and dealer management will help strengthen our relationships with our customers and provide clear focus and direction to our product portfolio,” said Jeff Behan, president, Aluminum Boat Group Commercial Operations.

Bernauer will have full responsibility for the continued growth and strategy of both the Harris and Cypress Cay brands.

“I am honored to join Brunswick and lead the Harris and Cypress Cay brands,” said Bernauer. “Harris is one of the most distinguished names in the pontoon segment and I’m looking forward to working with our award-winning team to provide direction that will drive growth and produce exceptional products that excite and satisfy our customers.”

#### REVZILLA, CYCLE GEAR PARENT TO PAY \$1.93 MILLION CARB FINE

The California Air Resources Board announced that Comoto Holdings, Inc. has agreed to pay \$1,937,500 to resolve alleged violations related to the sale of non-exempted add-on or modified motorcycle parts in California.

Comoto Holdings is the parent company of Revzilla Motorsports, LLC and Cycle Gear, Inc., which cater to motorcycle enthusiasts. Comoto and Revzilla Motorsports, LLC are headquartered in Philadelphia, Pennsylvania. Cycle Gear is based in Benicia, California.

“We take the sale of uncertified parts seriously as it can lead to significantly higher emissions that impact the health of California residents,” said CARB Executive Officer Richard Corey. “It is also unfair to the vast majority of manufacturers who comply with clean air requirements.”

Retailers and distributors must ensure the parts they sell have been evaluated by CARB prior to sale and proven not to reduce the effectiveness of the emission control system. Such parts replace or modify vital original equipment emissions components and manufacturer-designed engine-operating conditions. Modifications to the engine and emissions control systems of motorcycles can lead to significantly higher smog-forming emissions and adversely affect public health.

CARB found that Comoto’s subsidiaries advertised, sold, and offered for sale, add-on or modified motorcycle parts without legal exemptions to California’s anti-tampering laws. CARB also rejected the assertion — often made by parts manufacturers and retailers — that all the subject

parts were sold for “race use” and therefore exempt from anti-tampering laws.

The company has agreed to comply with all applicable regulations and will pay a total settlement of \$1,937,500. Half of the funds will benefit two Supplemental Environmental Projects: \$615,598 will be paid to the Coachella Valley Mitigation Project Extension 2018 – 2023; and \$353,151 to the Placer County Community Based Supplemental Environmental Project – Phase 2. Both projects will use these funds to install and maintain high-performance air filtration systems in schools located in communities impacted by air pollution. The remaining \$968,750 will be deposited into

the California Air Pollution Control Fund.

Modified motorcycles that no longer meet California’s emission requirements pose a significant health threat to California residents. They create higher amounts of smog-forming pollutants, which can then exacerbate respiratory ailments and negatively affect other health conditions. CARB’s mission is to promote and protect public health, welfare, and ecological resources through effective reduction of air pollutants while recognizing and considering effects on the economy. The CARB oversees all air pollution control efforts in California to attain and maintain health based air quality standards.

#### \$10 MILLION RELOCATION PROJECT UNDERWAY: REPORT

The industry has entered June like a lion, with a \$10 million expansion on the horizon for one industry company.

A report in the Chattanooga Times Free Press in Tennessee reveals that Southern Honda Powersports owner and mayoral candidate Tim Kelly will move the dealership to the former East Ridge Motors site in a \$10 million project.

The dealership’s current location is the largest of its kind in the country at 100,000 square-feet.

The Level 5 Powerhouse dealer will be located closer to Interstate 75. **PSB**



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Motos Illimitées in Quebec offers a range of brands and has launched a new digital magazine for its customers to experience even more of their passion for powersports. Photos courtesy of Motos Illimitées



## Dealership's new magazine aims to promote riding passion

*Motos Illimitées creates Rider Moto Magazine to promote its branding, products*

To grow a successful dealership, its management team has to maintain an effective marketing strategy — often including a mixture of sales, advertisements, community events and giving back; launching a free digital magazine usually isn't one of them.

But Motos Illimitées of Terrebonne, Quebec, has launched Rider Moto Magazine. The digital magazine is downloadable as a PDF and features a mixture of photos and text surrounding select product placement and advertising to combine for one free consumer product.

The project began as a labor of love by former employee Jesse Leduc.

"We had an employee that started a small magazine himself while he was working on the sales team, and wanted to see if we would be interested in bringing it back, making new articles. We said of course, we're always open to new ideas — at the time it was more

into motocross and off-road stuff, and really small," Lynn Landry, owner of three different locations the past 27 years, told Powersports Business. "We said we would love to develop this idea — we want to grow it, invest in it and we want it to become big with lots of views. We drew up some papers together, and he sold what he had accomplished already to us. From then we changed the name of the magazine, because we wanted to make it not strictly off-road, but all types."

While the content is advertorial in nature given the shop's position within the industry as a retailer, all of it is produced in-house resulting in original material.

"Our employees do all the articles and attend events," said Landry, who listed production members to include Gabrielle Nadon (marketing coordinator), Pascal Bastien (chief editor), Karl Etienne Sauve (graphic designer), Kym Audet (event coordinator) and Patrick St-Cyr (business development). "We don't delegate anything outside — it's just our staff working on it. We're exploring all sorts of articles — we like to attend events, do interviews, speak to riders and talk about all the products

and excitement of the industry."

From project to potential marketing force — Rider Moto launched in February with much fanfare to a whopping 394,060 views (and counting) for its first edition.

"People have really been enjoying it, we've had many people in the industry asking us about interviews on riders for the next issues," said Landry. "The goal was to get people excited, and new people coming into the industry — to promote the industry altogether. We don't want to brand the magazine for the store; we want to grow the industry. It's not sales-driven; we're creating a foundation. We're trying to tell people about the industry, not solicit them for sales."

Two issues have been produced so far, with a third in the works. Both French and English versions are available.

"Our third edition will have some new things in it — we're having more and more people calling us... We're looking to do three or four editions per year, with a goal of six editions in 2021, so every two months a new edition featuring new products."

Despite employees being in-house,

Landry estimates a sunk cost of \$9,000 and 100 hours per issue.

Although created as a passion project for any and all potential consumers, manufacturers have taken notice as well, with Landry saying, "Some have been calling to advertise in the magazine — virtual products are in demand and people have the time to read it. We've also had people calling about being sponsors. It's really turned out to be a great idea, so we're still investing."

"We have a marketing team in every department of every store and every two weeks we have a meeting on marketing and ideas," said Landry. "We're always open to suggestions to make it better, but it's a start. We believe in it, and it's on our marketing priorities to grow this thing."

The endeavor is a unique way to saturate a market with promotional materials as well as provide entertainment to propel the enthusiasm of a customer base. While not every dealership will have the in-house staff to accomplish such a feat, the continued innovation to reach new customers and grow the industry as a whole is inspiring for many. **PSB**



Motos Illimitées plans to continue reaching current and future customers with its new magazine.

# Q1 pre-owned views show substantial gains on KBB.com

### Sea-Doo takes 9 of the top 10 places as thoughts turn to social distancing

**BY LISA PELISSIER**  
CONTRIBUTING WRITER

For the most part, the top 10 lists from Q1 2020 most viewed motorcycles on Kelley Blue Book's KBB.com show models that have historically appeared in the top 10. However, the surprising thing about nearly every top 10 list was the substantial gains in KBB.com traffic that almost every segment garnered. Interest has exploded.

### TOP 10 CRUISER AND TOURING MOTORCYCLES

■ As usual, the top 10 cruiser and touring motorcycles are Harley-Davidsons. All 10 bikes in the top 10 for Q1 2020 are touring motorcycles and nine of those are from the Street Glide series.  
■ The top non-Harley-Davidson cruiser and touring motorcycle is the 2006 Honda VTX1300C, which came in at No. 31 overall.  
■ The top 10 non-Harley-Davidson cruiser and touring motorcycles list includes eight Honda motorcycles and two Yamahas.  
■ The top 10 non-Harley-Davidson cruiser and touring motorcycles list is dominated by older bikes. The only bike in the top 10 that is less than 10 years old is the 2014 Yamaha Bolt.

### TOP 10 SPORT MOTORCYCLES

■ Seven of the top 10 sport motorcycles for Q1 2020 displace 600cc.  
■ The No. 1 motorcycle on the list, the 2007 Suzuki GSX-R600, received 19% more KBB.com web traffic than the No. 2 motorcycle on the list.

### TOP 10 OFF-ROAD MOTORCYCLES

■ All of the top 10 off-road motorcycles are motocross bikes.  
■ The top 10 off-road motorcycles for Q1

2020 included six 250cc and four 450cc motorcycles.  
■ Honda dominated the list with six Honda CRF motocross bikes appearing in the top 10.

### TOP 10 ON/OFF-ROAD MOTORCYCLES

■ The top 10 on/off-road motorcycles list includes six Hondas, three Kawasakis and a single Suzuki.  
■ The same 10 vehicles were in the top 10 for Q4 2019.  
■ Seven motorcycles on the top 10 on/off-road motorcycles list are less than 10 years old. Only four motorcycles on the off-road top 10 list are less than 10 years old.  
■ The top 10 on/off-road motorcycles list consists of eight dual sport motorcycles, one supermotard motorcycle, and one adventure bike.

### TOP 10 SCOOTERS AND MOPEDS

■ The only scooter in the top 10 to show a decline in KBB.com traffic compared to Q1 2019 was the No. 1 scooter on the list, the Honda PCX150.  
■ For Q1 2019, the Honda PCX150 garnered 274% more KBB.com web traffic than the No. 2 scooter on the list. For Q1 2020, the gap has narrowed to 19%.

### TOP 10 PERSONAL WATERCRAFT

■ Sea-Doo's Spark series continues to be a popular line of personal watercraft. Four Sea-Doo Sparks appear in the top 10 for Q1 2020.  
■ Sea-Doo dominated the top 10 for Q1 2020, with nine personal watercrafts on the list.

### TOP 10 SNOWMOBILES

■ For the first time, every snowmobile in the top 10 is a Polaris.  
■ Six of the top 10 snowmobiles displace 800cc, three displace 600cc, and the remaining snowmobile is the smallest at 500cc. **PSB**

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

## TOP 10 MOST RESEARCHED MOTORCYCLES/POWERSPORTS VEHICLES ON KBB.COM IN Q1 2020

### PERSONAL WATERCRAFT

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2000	Sea-Doo GTX	up 82%	\$7,999	\$1,545	\$2,305	29%
2	2016	Sea-Doo Spark 3up 900 HO ACE	up 35%	\$6,399	\$3,380	\$4,915	77%
3	2016	Sea-Doo Spark 2up 900 HO ACE	up 77%	\$5,799	\$2,900	\$4,225	73%
4	2001	Sea-Doo GTX	up 9%	\$7,999	\$1,675	\$2,485	31%
5	2006	Sea-Doo GTX	up 48%	\$9,699	\$2,765	\$4,030	42%
6	2017	Sea-Doo Spark 3up 900 HO ACE	up 51%	\$6,499	\$3,585	\$5,215	80%
7	2005	Sea-Doo RXT Supercharged	up 24%	\$11,299	\$2,630	\$3,840	34%
8	2000	Yamaha WaveRunner GP 1200	up 79%	\$8,199	\$1,800	\$2,665	33%
9	2016	Sea-Doo GTI 130	up 37%	\$9,399	\$4,825	\$6,995	74%
10	2015	Sea-Doo Spark 3up HO	up 25%	\$6,399	\$3,130	\$4,555	71%

### SNOWMOBILES

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2006	Polaris 600 HO Fusion	up 45%	\$7,899	\$1,655	\$2,460	31%
2	2017	Polaris 800 Switchback Assault 144	up 51%	\$13,499	\$5,610	\$8,120	60%
3	2016	Polaris 800 Pro-RMK 155	up 65%	\$13,199	\$4,875	\$7,060	53%
4	2002	Polaris 600 XC SP	up 31%	\$6,749	\$1,240	\$1,880	28%
5	2018	Polaris 800 Switchback Assault 144	up 71%	\$13,599	\$6,210	\$8,890	65%
6	2013	Polaris 800 Pro-RMK 155	up 48%	\$12,199	\$3,770	\$5,480	45%
7	2016	Polaris 800 Switchback Pro-S	up 43%	\$13,099	\$5,060	\$7,325	56%
8	2000	Polaris Indy 500	up 863%	\$5,099	\$1,000	\$1,550	30%
9	2010	Polaris 600 Rush	up 15%	\$10,299	\$2,555	\$3,740	36%
10	2015	Polaris 800 Switchback Pro-S	up 21%	\$12,799	\$4,690	\$6,800	53%

## TOP 10 MOST RESEARCHED MOTORCYCLES/POWERSPORTS VEHICLES ON KBB.COM IN Q1 2020

### CRUISER AND TOURING BIKES

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2012	H-D FLHX Street Glide	up 6%	\$19,499	\$9,150	\$12,440	64%
2	2013	H-D FLHX Street Glide	up 14%	\$19,799	\$9,760	\$13,240	67%
3	2014	H-D FLHXS Street Glide Special	up 2%	\$22,499	\$10,975	\$14,800	66%
4	2014	H-D FLHTK Electra Glide Ultra Lmted	up 13%	\$25,899	\$10,425	\$14,090	54%
5	2014	H-D FLHX Street Glide	up 10%	\$20,399	\$10,425	\$14,090	69%
6	2017	H-D FLHXS Street Glide Special	up 21%	\$23,699	\$13,650	\$18,000	76%
7	2016	H-D FLHXS Street Glide Special	up 10%	\$23,199	\$12,700	\$16,875	73%
8	2015	H-D FLHXS Street Glide Special	up 6%	\$22,899	\$11,750	\$15,730	69%
9	2007	H-D FLHX Street Glide	up 9%	\$18,295	\$7,090	\$9,690	53%
10	2009	H-D FLHX Street Glide	up 8%	\$18,999	\$7,790	\$10,625	56%

### CRUISER AND TOURING BIKES (NON HARLEY-DAVIDSON)

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2006	Honda VTX1300C	up 13%	\$9,599	\$2,545	\$3,725	39%
2	2003	Honda Shadow 750 Spirit	up 7%	\$5,999	\$1,520	\$2,265	38%
3	2007	Yamaha V Star 650 Classic	up 1%	\$6,099	\$1,945	\$2,875	47%
4	2007	Honda Shadow 750 Spirit	down 2%	\$6,449	\$1,920	\$2,835	44%
5	2007	Honda VTX1300C	up 11%	\$9,599	\$2,710	\$3,955	41%
6	2002	Honda VTX1800C	up 15%	\$12,499	\$2,535	\$3,710	30%
7	2003	Honda VTX1800C	down 12%	\$12,499	\$2,675	\$3,905	31%
8	2002	Honda Gold Wing 1800	up 16%	\$17,699	\$4,205	\$6,645	38%
9	2005	Honda VTX1300C	up 14%	\$9,399	\$2,400	\$3,520	37%
10	2014	Yamaha Bolt 950	up 19%	\$7,990	\$3,105	\$4,520	57%

### SPORT BIKES

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2007	Suzuki GSX-R600	down 2%	\$8,899	\$3,495	\$5,080	57%
2	2006	Suzuki GSX-R600	down 3%	\$8,799	\$3,290	\$4,785	54%
3	2007	Honda CBR600RR	up 19%	\$9,499	\$3,565	\$5,180	55%
4	2007	Yamaha YZF-R6	down 4%	\$9,299	\$3,425	\$4,985	54%
5	2006	Honda CBR600RR	up 4%	\$8,999	\$3,360	\$4,885	54%
6	2008	Honda CBR600RR	up 3%	\$9,599	\$3,770	\$5,480	57%
7	2016	Yamaha FZ-07	up 2%	\$6,990	\$3,425	\$4,985	71%
8	2009	Yamaha YZF-R6	down 2%	\$9,990	\$4,115	\$5,975	60%
9	2015	Yamaha YZF-R3	up 6%	\$4,990	\$2,380	\$3,495	70%
10	2007	Suzuki GSX-R750	up 14%	\$10,199	\$3,770	\$5,480	54%

### OFF-ROAD MOTORCYCLES

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2016	Kawasaki KX450F	up 36%	\$8,799	\$3,085	\$4,490	51%
2	2007	Honda CRF250R	up 18%	\$6,349	\$1,875	\$2,770	44%
3	2006	Honda CRF250R	up 16%	\$6,299	\$1,800	\$2,665	42%
4	2005	Honda CRF450R	up 32%	\$6,699	\$1,775	\$2,630	39%
5	2016	Honda CRF450R	up 37%	\$8,699	\$3,475	\$5,050	58%
6	2005	Honda CRF250R	up 21%	\$5,999	\$1,755	\$2,605	43%
7	2006	Honda CRF450R	up 28%	\$6,899	\$1,855	\$2,745	40%
8	2016	Kawasaki KX250F	up 29%	\$7,599	\$2,635	\$3,855	51%
9	2017	Kawasaki KX250F	up 71%	\$7,749	\$2,900	\$4,225	55%
10	2008	Yamaha YZ250F	up 44%	\$6,249	\$1,845	\$2,730	44%

### ON/OFF-ROAD MOTORCYCLES

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2014	Honda CRF250L	up 4%	\$4,999	\$2,390	\$3,505	70%
2	2017	Honda CRF250L	up 33%	\$5,149	\$2,765	\$4,030	78%
3	2008	Kawasaki KLR650	up 9%	\$5,349	\$2,320	\$3,400	64%
4	2009	Kawasaki KLR650	down 1%	\$5,599	\$2,400	\$3,520	63%
5	2018	Suzuki DR-Z400SM	up 106%	\$7,299	\$3,885	\$5,645	77%
6	2017	Honda Africa Twin	up 64%	\$13,299	\$6,490	\$9,270	70%
7	2009	Kawasaki KLX250S	up 11%	\$4,999	\$1,710	\$2,540	51%
8	2016	Honda CRF250L	up 19%	\$4,999	\$2,610	\$3,815	76%
9	2015	Honda CRF250L	down 4%	\$4,999	\$2,490	\$3,650	73%
10	2013	Honda CRF250L	up 17%	\$4,499	\$2,310	\$3,390	75%

### SCOOTERS

Year	Make	Model	Change in web traffic compared to Q1 2019	MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2013	Honda PCX150	down 13%	\$3,449	\$1,330	\$2,005	58%
2	2015	Vespa Primavera 150 3V ie	up 171%	\$4,899	\$2,380	\$3,495	71%
3	2018	Honda NPS50 Ruckus	up 63%	\$2,699	\$1,435	\$2,150	80%
4	2007	Vespa GTS 250	up 147%	\$5,999	\$1,965	\$2,900	48%
5	2005	Yamaha Zuma 50	up 38%	\$1,849	\$745	\$1,195	65%
6	2009	Yamaha Zuma 125	up 16%	\$2,999	\$1,055	\$1,625	54%
7	2009	Vespa LX 150	up 61%	\$4,399	\$1,820	\$2,695	61%
8	2008	Suzuki Burgman 400	up 30%	\$5,949	\$1,710	\$2,540	43%
9	2016	Honda NPS50 Ruckus	up 20%	\$2,649	\$1,310	\$1,980	75%
10	2010	Honda Elite 110	up 70%	\$2,999	\$1,155	\$1,765	59%



ADVENTURE BY DESIGN

CONGRATULATIONS TO ALL BRP DEALERS THAT HAVE ACHIEVED PLATINUM STATUS IN THE FIRST QUARTER OF THE 2020 BRP CERTIFICATION PROGRAM!

UNITED STATES

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

CASWELL CYCLE MORA, MN
CEDAR CREEK MOTORSPORTS CEDARBURG, WI
CELLI'S CYCLE CENTER SCOTTSBLUFF, NE
CENTRAL FLORIDA POWERSPORTS INC. KISSIMMEE, FL
CENTRAL VERMONT MOTORCYCLES RUTLAND, VT
CENTRE POWERSPORTS & RECREATION SAUK CENTRE, MN
CHARLESTON POWERSPORTS NORTH CHARLESTON, SC
CHASE TOYS INC. UNITY, ME
CLAYTON MARINA SALES & SERVICE INC. CLAYTON, NY
COLDWATER LAKE MARINA COLDWATER, MI
COLUMBIA POWERSPORTS CENTER COLUMBIA, SC
COMPEAU'S INC. FAIRBANKS, AK
CONCORD POLARIS & TRAILER WORLD CONCORD, CA
CONNECTICUT POWER AND SPORT WALLINGFORD, CT
CORONA MOTORSPORTS CORONA, CA
CORPUS CHRISTI CYCLE PLAZA CORPUS CHRISTI, TX
COWTOWN POWER SPORTS FORT WORTH, TX
COWTOWN USA INC. CUBA, MO
COYNE POWERSPORTS EL CENTRO, CA
COYOTE POWERSPORTS BOERNE, TX
CROSSBAY HONDA-SUZUKI HOWARD BEACH, NY
CURRY BROS. MOTORSPORTS COLUMBUS, NE
CYCLE SPECIALTIES MODESTO, CA
CYCLE SPRINGS POWERSPORTS CLEARWATER, FL
CYCLE ZONE POWERSPORTS TOPEKA, KS
DAL-KAWA HPS HENDERSONVILLE, NC
DALTON MOUNTAIN MOTOR SPORTS LANCASTER, NH
DALTON MOUNTAIN MOTOR SPORTS BERLIN, NH
DANNER LANDSCAPING AND SALES INC. INVER GROVE HEIGHTS, MN
DASILVA-GELORMINI MOTORSPORTS HAMPSTEAD, NH
DAVID'S SPORT CENTER INC. OKLAHOMA CITY, OK
DEE'S MARINE INC. CLINTON TOWNSHIP, MI
DELTA POWERSPORTS DELTA JUNCTION, AK
DENNIS DILLON RV AND MARINE BOISE, ID
DESTINATION CYCLE KERRVILLE, TX
DEVILS LAKE MARINE & SPORTS CENTER DEVILS LAKE, ND
DICK LANES OF GRAND LAKE AFTON, OK
DOCKSIDE MARINE WILMINGTON, IL
DON & ROY'S MOTORSPORTS BROOKFIELD, WI
DON GEORGE'S SPORT CENTRE CLARENCE, NY
DONAHUE SUPER SPORTS WISCONSIN RAPIDS, WI
DOUG'S POWERSPORTS UNLIMITED CORTLAND, NY
DUTCHESS RECREATIONAL VEHICLES INC. POUGHKEEPSIE, NY
EAST BAY MOTORSPORTS INC. HAYWARD, CA
EAST COAST CYCLE CENTER BENSLEM, PA
EAST DOVER MARINA INC. TOMS RIVER, NJ
EAST TEXAS POWERSPORTS LUFKIN, TX
EASTLAND MOTOR SPORTS INC. LANARK, IL
ECKLUND MOTORSPORTS APPLETON, WI
ELEVATED POWERSPORTS BILLINGS, MT
ELK GROVE POWER SPORTS INC. ELK GROVE, CA
ENGELHART MOTORSPORTS MADISON, WI
EXTREME POWER SPORTS GAYLORD, MI
EXTREME PROPULSION INC. CARTERSVILLE, GA
EXTREME WORK & PLAY POTEAU, OK

F&T VALLEY MOTOR SPORTS LLC. PHARR, TX
FAMILY POWERSPORTS SAN ANGELO SAN ANGELO, TX
FILERS POWERSPORTS LLC. MACEDON, NY
FISH AND HUNT SHOP CURTIS, MI
FLAMINGO MOTOR SPORTS INC. PALMER, MA
FLAT OUT MOTORSPORTS INDIANAPOLIS, IN
FORT KENT POWERSPORTS FORT KENT, ME
FOX POWERSPORTS WYOMING, MI
FRANK MAY SKI-DOO LLC. HONEYVILLE, UT
FREGHETTE SALES & SERVICE WILTON, ME
FRED CUMMINGS MOTOSPORTS BAKERSFIELD, CA
FREEDOM POWERSPORTS DALLAS DALLAS, TX
FREEDOM POWERSPORTS DECATUR DECATUR, TX
FREEDOM POWERSPORTS DENTON DENTON, TX
FREEDOM POWERSPORTS JOHNSON COUNTY CLEBURNE, TX
FREEDOM POWERSPORTS MCKINNEY MCKINNEY, TX
FREEDOM POWERSPORTS WEATHERFORD HUDSON OAKS, TX
FREMONT MOTORSPORTS FLORENCE, CO
FRS POWERSPORTS INC. MEMPHIS, TN
FULL THROTTLE POWERSPORTS DUBOIS, WY
FUN BIKE CENTER SAN DIEGO, CA
FUN CENTER DURANGO, CO
G-FORCE POWERSPORTS LAKEWOOD, CO
GARNEAU'S GARAGE INC. TWIN MOUNTAIN, NH
GATOR POWERSPORTS & MARINE LLC. MANDEVILLE, LA
GHETTOWORKS MARINE & MORE HEBER SPRINGS, AR
GO AZ MOTORCYCLES FLAGSTAFF FLAGSTAFF, AZ
GRACE PERFORMANCE KIMBALL, MI
GREENVILLE MOTOR SPORTS LELAND, MS
GULL BOATS & RV MISSOULA, MT
HAMILTON YAMAHA TRENTON, NJ
HARDING'S PARK CYCLE CANTON, OH
HAYWARD POWER SPORTS INC. HAYWARD, WI
HEBELER SALES & SERVICE LOCKPORT, NY
HEXCO MOTORSPORTS OSHKOSH, WI
HICKLIN POWER SPORTS LLC. GRIMES, IA
HIDDEN POWER CYCLE CLINIC INC. PASO ROBLES, CA
HIGH ADVENTURE POWERSPORTS & MARINE LLC. SALT LAKE CITY, UT
HIGHLAND LAKES WATERCRAFT INC. KINGSLAND, TX
HILLSIDE POWERSPORTS MARINE LAKEPORT, CA
HK POWERSPORTS OF HOOKSETT HOOKSETT, NH
HOLLAND MOTORSPORTS DOTHAN, AL
HONDA OF FORREST CITY FORREST CITY, AR
HONDA OF WINSTON-SALEM CLEMMONS, NC
HONDA POWER SPORTS FORT SMITH, AR
HOUGHTON POWERSPORTS ATLANTIC MINE, MI
HUFF FOREST PRODUCTS INC. DETROIT, ME
HUNTERS POOL CENTER INC. YALESVILLE, CT
I-90 MOTORSPORTS ISSAQUAH, WA
IMOTORSPORTS INC. ELMHURST, IL
INDEPENDENCE COUNTY OFFROAD INC. BATESVILLE, AR
INGLES PERFORMANCE INC. PHOENIX, NY
ISLAND PARK ADVENTURES LLC. ISLAND PARK, ID
J & J POWERSPORTS WILMINGTON, DE

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

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



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



POLARIS WORLD  
MESQUITE, NV  
POLK COUNTY TRACTOR  
LIVINGSTON, TX  
POWER LODGE  
RAMSEY, MN  
POWER LODGE  
ONAMIA, MN  
POWER MOTORSPORTS  
SUBLIMITY, OR  
POWER WORLD LLC.  
GRANBY, CO  
POWERSPORTS OF GREENVILLE LLC.  
GREENVILLE, SC  
POWERSPORTS PLUS LLC.  
AMERICUS, GA  
PRESTON EQUIPMENT COMPANY INC.  
PRESTON, MN  
PRIME POWER SPORTS  
SHAWANO, WI  
PRO CALIBER MOTORSPORTS INC.  
VANCOUVER, WA  
PRO SHOP MOTORSPORTS & MARINE  
HENDERSON, NV  
PROGRESSIVE MOTORSPORTS INC.  
HUDSON FALLS, NY  
PROGRESSIVE POWERSPORTS  
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LAPEER, MI  
RAY'S SPORT & CYCLE  
GRAND RAPIDS, MN  
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KANSAS CITY, MO  
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REXBURG, ID  
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GOODYEAR, AZ  
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OCALA, FL  
RIDENOW POWERSPORTS ON CRAIG  
NORTH LAS VEGAS, NV  
RIDENOW POWERSPORTS ON RANCHO  
LAS VEGAS, NV  
RIDENOW POWERSPORTS PEORIA  
PEORIA, AZ  
RIDENOW POWERSPORTS PHOENIX  
PHOENIX, AZ  
RIDENOW POWERSPORTS SURPRISE  
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RIDENOW POWERSPORTS TUCSON  
TUCSON, AZ  
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RIO GRANDE MOTORSPORTS  
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VALDOSTA, GA  
VALLEY MOTOR HONDA  
SHERIDAN, WY  
VALLEY POWERSPORTS LLC.  
EUGENE, OR  
VELOCITY POWERSPORTS  
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VICARS POWERSPORTS  
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KAMAS, UT  
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WILMINGTON, NC  
WOODS CYCLE COUNTRY  
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ADRÉNALINE SPORTS CLERMONT INC.  
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CONTANT LAVAL  
LAVAL, QC  
CONTANT MIRABEL  
MIRABEL, QC  
CONTANT STE-AGATHE  
SAINTE-AGATHE-DES-MONTS, QC  
CONTANT VAUDREUIL  
VAUDREUIL-DORION, QC  
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SEAFORTH, ON  
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ENNS BROTHERS LTD  
PORTAGE LA PRAIRIE, MB  
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EVERGREEN INDUSTRIAL SUPPLIES LTD  
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EXPEDITION LS  
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GIBBONS, AB  
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GIMLI SNOWMOBILE CENTRE INC.  
GIMLI, MB  
GO POWERSPORTS LTD  
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GREATER VANCOUVER POWERSPORTS INC.  
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GREATER VANCOUVER POWERSPORTS INC.  
CHILLIWACK, BC  
GRIZZLY RIDGE HONDA  
SLAVE LAKE, AB  
HALF-WAY MOTORS POWER SPORTS  
THUNDER BAY, ON  
HARPER POWERSPORTS & MARINE LTD  
MINDEN HILLS, ON  
HB CYCLE  
CAMERON, ON  
HI-TECH POWER SPORTS  
MONCTON, NB  
IMPERIUM CHIBOUGAMAU  
CHIBOUGAMAU, QC  
IMPERIUM CHICOUTIMI  
CHICOUTIMI NORD, QC  
JAMES LEVESQUE & FILS LTÉE  
CHANDLER, QC  
JEAN MORNEAU INC.  
ST-PASCAL, QC  
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RIVIÈRE-DU-LOUP, QC  
JT ALL SEASON MOTORSPORTS  
MIRAMICHI, NB  
KICKSTART MOTORSPORTS LTD  
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LADYSMITH MOTORSPORTS  
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LOCKHART'S ODYSSEY  
COURTLAND, ON  
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GATINEAU, QC  
LOISELLE SPORTS INC.  
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LOU'S SMALL ENGINES  
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MARSH MOTORSPORTS  
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MARTIN MOTOR SPORTS  
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MARTIN SMALL EQUIPMENT LTD  
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MAXIMUM POWERSPORTS  
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THETFORD MINES, QC  
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PARDY'S RECREATION & MARINE LTD  
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PERFORMANCE N.C. INC.  
ST-GERMAIN DE GRANTHAM, QC  
PERFORMANCE NC - PRINCEVILLE  
PRINCEVILLE, QC  
PERFORMANCE NC - GRANBY  
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PERFORMANCE NC - LAC-MÉGANTIC  
NANTES, QC  
PERFORMANCE NC - SHERBROOKE  
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BARRIE, ON  
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GRANDE PRAIRIE, AB  
STONE RAPIDS SNOWMOBILE CENTRE LTD  
STONY RAPIDS, SK  
T.Y. MOTEURS - ST. RAPHAEL  
ST. RAPHAEL, QC  
T.Y. MOTEURS INC.  
LEVIS, QC  
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DRUMMOND, NB  
TEAM GREEN DIAMOND POWERSPORTS  
STRATFORD, PE  
TEAM GREEN DIAMOND POWERSPORTS  
SYDNEY, NS  
TEAM VINCENT MOTORSPORTS INC.  
AYR, ON  
TG POWERSPORTS  
STURGEON FALLS, ON  
THE COVE  
MACTIER, ON  
THE OUTDOOR SHOPPE SALES & RENTAL  
ST. ANTHONY, NF  
TRAILBLAZ'N POWER LTD  
DAWSON CREEK, BC  
TURPLE BROS. LTD  
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GUELPH, ON  
UXBRIDGE MOTORSPORTS MARINE LTD  
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VIRDEN RECREATION & WATER SPORTS LTD  
VIRDEN, MB  
WESTLOCK POWERSPORTS & MARINE  
WESTLOCK, AB



Jaguar Power Sports in Jacksonville, Florida, will become Premiere Outdoor when it moves from a 9,000 square-foot operation into the building shown, at 43,000 square-feet, owner Shaun Jackrel tells *Powersports Business*. Photo courtesy of Jaguar Power Sports

## Dealership quadruples in size to create megastore

*Jacksonville's Jaguar Power Sports evolves into Premiere Outdoor*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

A dealership in Jacksonville, Florida, is looking to reinvent the industry by offering the

first megastore of its kind in the U.S.

Powersports enthusiasts inherently enjoy the outdoors, so to facilitate both markets Jaguar Power Sports is moving its operation to a new 43,000 square-foot location to create Premiere Outdoor. It's billed as the nation's first "anything outdoors superstore" dealership that will be equipped with everything from hot tubs to outdoor kitchens to robotic lawnmowers — in addition to the

motorcycles and ATVs, of course.

"Premiere Outdoor is a newer company for us, but we've been doing it sporadically for customers on the side to try to help people out," said owner and CEO Shaun Jackrel about the company's ability to find unique products and suppliers for customers. "We were operating on a client-referral bases the last year to test out the model... But we're actually turning into a full retail store

because the demand is so high."

To keep up with the high demand, Jackrel set his goals even higher with a new site that more than quadruples its current location at currently 9,463 square feet. The store has seen a 300 percent month-over-month sales increase since March.

"We outgrew our current space about two or three years ago, and we've been looking for the perfect building. I was driving around town trying to figure out what was available that could fit our needs; something that was large enough that we wouldn't have to move again. This one was perfect because it fit everything we needed. We wanted a retail frontage, plus the warehouse space," said Jackrel. "People are sitting at home and they want to figure out how to social distance without having to go somewhere — powersports is the best way to do it because you can social distance but also provide time for the whole family."

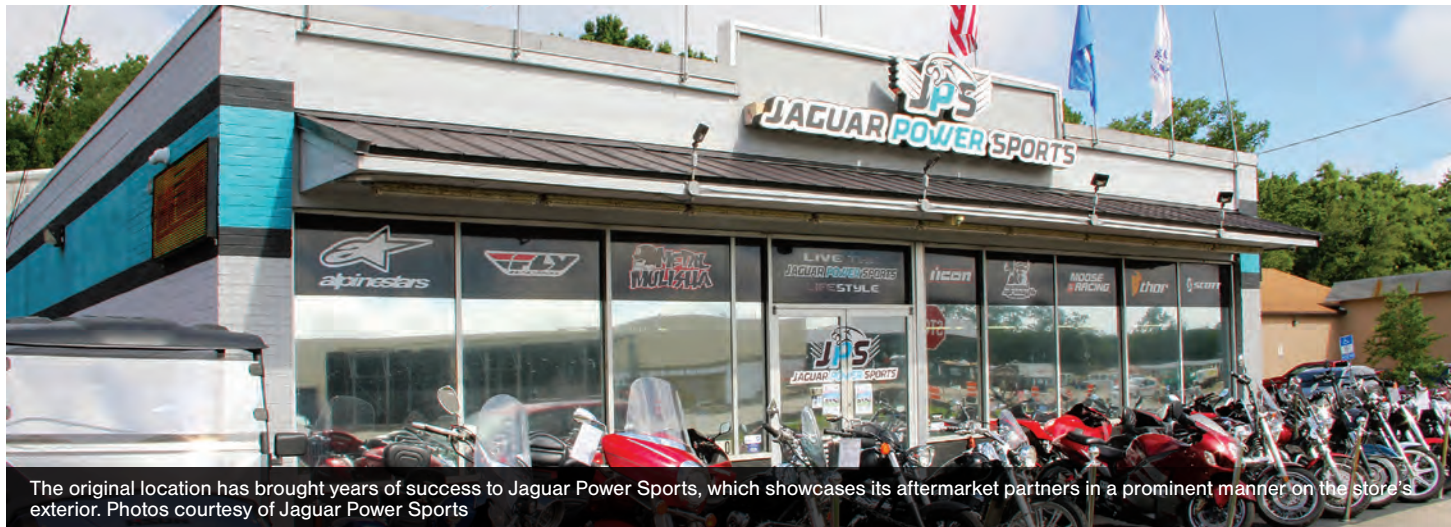
In a five-week span in May and June, Jackrel said 90 percent of the dealership's available models had sold, with distributors being sold out as well.

"It will be about six to eight months before it equalizes again, because every shop is doing the same kind of quantity," he said.

Born not from profit margins, but instead from problem-solving origins — the idea began after a move into a new house by Jackrel himself.

"The reason Premiere Outdoor started is we built a house and I started shopping around for outdoor kitchens and spas — I realized all these different companies either didn't show up, the quality was subpar or the pricing was astronomical," he said. "After researching outdoor kitchens and building it

VIDEO



The original location has brought years of success to Jaguar Power Sports, which showcases its aftermarket partners in a prominent manner on the store's exterior. Photos courtesy of Jaguar Power Sports

myself, I realized that this was a niche market. If we were to provide a quality product, stand behind it and have customer service that is just decent, we would blow everybody out of the water. When we started tripling our sales, that's when we realized if it was done right, it could be a powerhouse."

The new space combined with the addition of new management in recent years gives the company room to spread its wings and grow its operation organically, not only increasing its overall footprint, but also its products and services. As an added strategic advantage, Jaguar owns its old location and will have the benefit to lease the property — keeping the asset within its investment portfolio.

"It gives us more room to not only have a bigger showroom, but a bigger service area and the ability to further import and export to be able to carry more lines of products, and cut out more of the middle men so we can actually drive prices down rather than up," Jackrel said. "It will give us more buying power and space to grow. We want to get outside norm of what the traditional powersports outlet offers and does for customers." On the dealership side of the business, Jackrel says they will actively look to increase its dealership network in the future.

"A lot of our products are designed specifically for our company, and we're importing and exporting products that nobody else has," said Jackrel, who mentioned industrial toolboxes and robotic mowers as products of note that could be made immediately available. "A lot of products appeal to both sides of the company, and would be appealing to a dealer network. We estimate roughly a 30 percent increase in the first year with the combination of the stores, and then at 100 percent within a year or two given the growth we've had."

In addition to expanding their footprint and services, Jackrel has a goal of essentially being a trailblazer — offering the first store of its kind for everything outdoors. A tentative grand opening is planned for Aug. 1.

Premiere Outdoor will be the driving force behind this property. We're trying to make the first-ever outdoor superstore industry, where it's everything outdoor related from powersports, to kitchens, to anything else you can think of that you'd want outside of your house. To my knowledge we will be the first of its kind," said Jackrel. "When we did the research we hadn't found any other companies that tied both markets into one, from 'A to Z' no matter what you need it can be one store for everything. We're going to have a lot of product we're both manufacturing and importing, with the driving goal to expand that brand. We're all about trying new things, and doing something a little bit different. What worked six months ago might not work in the new economy." **PSB**

JANUARY 21-23, 2021

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2.54	1.30	4.42	11.40	0.138	1.239	5.866	5.710
1.30	4.42	11.40	0.138	1.239	5.890	5.740	

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## GUEST COLUMN

# Facebook marketing strategies during a buying frenzy

Over the past few months, we have seen many extremes come across our inbox from PowerSports Business ranging from dealerships having record sales while others had to remain on the sidelines due to state legislation.



**JIM JABAAY**

One major change that accelerated 10-fold for dealerships was the new reliance on a larger digital presence and process. What we have also seen is an increase in time spent on social media, particularly Facebook and Instagram.

While many dealerships are slashing their marketing spend, this is and has provided smart operations with a unique opportunity to capitalize. Advertising space on Facebook and Instagram is more readily available for dealerships for two reasons: More people on the app and less demand for advertising. Simply put, Facebook advertising costs are at a low point and should not be ignored as part of your dealership's strategy.

### OVERCOMING AN INVENTORY SUPPLY ISSUE

Let's get this one tackled first. Without a supply of inventory, we can't discuss a marketing strategy. Demand for product has increased to an all-time high. Ridership and ownership is growing. Unfortunately, our manufacturers and their suppliers had to quit producing during the pandemic's onset. This has created a limited current and future supply of new inventory, forcing every dealership to take on a pre-owned inventory strategy.

The natural plan would be to head to the auction to acquire inventory, however prices have jumped significantly (though it's closer to pre-COVID levels). Based on auction data, pricing for all powersports and motorcycles are up since May 1, with side-by-sides leading the way at +13.7%. Inventory volumes are shrinking.

This creates a need to purchase inventory directly from our local consumers "off the street." The pandemic has sadly put some people in a financial constraint and selling their toys is an easy way to get some cash. How do we do it? At LotVantage, we have been running Facebook ads across the country for our dealership clients, driving traffic to website trade-in valuation plug ins or trade-in forms.

We have also run Facebook Buying Events. Your CRM and DMS also provide a huge opportunity to acquire inventory. Send an email or text campaign to all previous customers from 2018 and back letting them know that you will pay top dollar for their bike.

### FACEBOOK MARKETPLACE

Over the month of May, our dealer partners saw a 75% increase in leads generated from Facebook Marketplace. The key here is to have a strategy to answer your customers' inquiries on Facebook Messenger quickly. This requires a change in processes for most dealerships. We must become digital-first and not rely on the phone, com-

municating with the customer across the medium that they reached out on.

Make sure you are assigning Facebook Messenger to someone on the team as her or his responsibility or hire a live chat agency to assist. Add every customer to your CRM (even if it is manual) to review close ratios. If you aren't on Marketplace, find a partner and start immediately so you can have your used inventory automatically posted under your dealership.

For some shops, it has become the largest source of sales.

### FACEBOOK ADVERTISING

As stated above, Facebook advertising costs have come down during the pandemic, providing an opportunity to grow your sales volume. When the pandemic first hit, there was a need to be cognizant of business not being the same.

Dealers took this as an opportunity to

build their brand in the local community, discussing how they would meet the customer's needs during these unprecedented times. OEMs and state laws began allowing at home delivery. Advertising these options and linking them to the OEM promotions like "6 months no payments" have driven and continue to drive dealership success.

Again, interest in ridership is up and people that we may not have historically considered a potential customer are now



## GUEST COLUMN

intrigued and are looking at powersports and motorcycles for the first time. These customers must be reached on social channels as they are not as aware of the traditional classified websites.

As more people shop at home, your website traffic is also increasing. As they browse your website, it is critical to have a retargeting strategy via Facebook. Not just for the website, but also for the exact inventory customers are viewing.

Facebook considers these the lowest funnel customer and advertising here is extremely successful and inexpensive. Our dealer clients are seeing impression rates of 10.5 and costs per click around \$0.25.

What's that mean? Simply put, the customer that viewed a bike on your website is seeing that same bike 10 times in his Facebook feed. When they click on the ad and go back to the bike, it costs 25 cents. These customers with high intent can be reached with a budget of around \$400 a month depending on your website traffic. As a shopper, we may remember what we looked at, but not where. Inventory retargeting ensures you keep your inventory and dealership top of mind.

The goal post is continuing to move and to succeed now and in the future will require that we change our strategies and not remain status quo. The buying frenzy is here and the

new buyers won't be reached in the traditional ways we are used to.

Incorporating a Facebook Marketing strategy inclusive of Marketplace, Messenger and Advertising will provide you the opportunity to grow your business and acquire more inventory. Budgets for many of the strategies are low and can be done via co-op. Others just take a change in process at the dealership. **PSB**

*Jim Jabaay is a veteran presenter at the Powersports DEALER Seminars @ AIMExpo. He is president of LotVantage, a digital marketing agency that helps powersport dealership expand their footprint. Contact him at [jjabaay@lotvantage.com](mailto:jjabaay@lotvantage.com).*



Will a shortage of inventory cause dealers to miss sales in the coming months? Photo courtesy of Polaris

## RZR thin dealer inventory could nick sales: analyst

*BMO Capital Markets analyst offers insight*

In a research note provided to Powersports Business, BMO Capital Markets analyst Gerrick Johnson reports on Polaris inventory concerns at the dealer level that could impact sales.

Johnson reports BMO Capital Markets research indicates "that 1) dealers are seeing records sales, 2) they see no end in sight, but 3) they have a shortage of inventory. In the near term we are concerned that Polaris (PII) may be missing opportunities to capture demand owing to supply/distribution issues. Unless this recent surge is the beginning of a longer-term secular trend toward motorized outdoor recreation, the retail window could begin to close if a change in lifestyle preferences or economic conditions pivots consumers to alternative recreation options."

Johnson adds that demand "for powersports products has accelerated since the outbreak of COVID-19. After record sales in May, we think yoy retail sales growth, while still strong, decelerated in June. Growth could compress further, as most dealers fear they may soon run out of goods and are unsure if there will be much replenishment over the remainder of the season.

"According to the company, PII's Monterey, Mexico, facility was closed for about a month and a half, a couple weeks longer than most competitors. There are also lingering supplier delays and distribution bottlenecks. With a sense of urgency, some consumers are willing to settle for other brands in lieu of Polaris products or other activities altogether.

"In the longer term, the key question seems to be whether current demand trends are sustainable. So far, economic uncertainty has not dissuaded consumers from buying. Government stimulus programs and low interest rates have helped grease the wheels. But we can't ignore the possibility of an economic contraction. Some dealers believe that late-season and fall sales may also have been pulled forward. And we wonder if the gradual opening of economies will offer consumers other recreation options.

"PII is attracting new customers, a long-term positive. ATV sales have been strong, and more units are being financed, both signs of entry into the market. Motorized outdoor recreation is a 'sticky' experience, and PII should benefit from a growing installed base. Unfortunately, if dealers had more product that base could be even bigger.

"To reflect supply constraints, we are lowering our 2020 revenue estimate to \$5.88 billion (-13%) from \$6.01 billion (-11%). Our EPS estimate is revised to \$3.25 (49%) from \$3.75 (-41%). We are keeping our 2021 estimates unchanged and expect EPS of \$5.60 (+72%) on revenue of \$6.49 billion (+10%)." **PSB**



TO THE WOMEN AND MEN IN THE POWERSPORTS INDUSTRY THAT KEEP THE WHEELS TURNING. TO THOSE THAT QUICKLY ADAPT TO SUPPORT OTHERS DURING TIMES OF UNCERTAINTY. TO THE KEEPERS OF THE SPIRIT, AND THE FUELERS OF THE POWERSPORTS PASSION. WE SALUTE YOU.

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# 50-year family dealership acquired by newcomers

*Erv's Sales changes hands after decades of success under Alan Van Strydonk, Nancy Swan and families*

A family-owned dealership that is one of the longest-tenured business members of its community has been acquired after 50 years in operation.

Erv's Sales and Service in Tomahawk, Wisconsin, has been acquired by Power Pac Inc. of Marshfield. Josh and Mandy Witt, with nearly two years of ownership and fast growth under their belt at Power Pac, look forward to continuing the legacy that was built by Alan Van Strydonk, Nancy Swan and their family over the last 50 years.

"Nancy and Alan, with their families and team, have built an extremely successful and respected business that we look forward to building upon," said Josh Witt, co-owner of Power Pac, Inc. "We are grateful they have given us the opportunity to carry on the dream they've built and will do everything in our power to maintain the level of service people expect from Erv's."

Erv's Sales and Service was established in 1969 by Alan and Nancy's parents, Erv and Jean Van Strydonk, and originally sold mostly Polaris snowmobiles. After a building move and overcoming a fire, they moved to and acquired Tomahawk Trailer & Boat — allowing them to add marine and trailer products to their lineup. Alan and Nancy took over ownership of the dealership in 1992 and purchased what is now the current building and expanded from there. Erv's Sales and Service is one of the longest standing businesses in Tomahawk and Nancy and Alan attribute that to their customer service.

"We pride ourselves on taking care of the customer before, during and after the sale," said Swan. "The reason our service is great is because we believe in taking care of our team. Our service department has over 150 years of combined experience and you don't have that kind of longevity if your team doesn't believe in your values and business direction. We think Mandy and Josh will carry on those values and direction."

The acquisition of Erv's allows Power Pac to add to an already lengthy lineup of brands and expand into the marine side of the business. For the Witts, it was somewhat of a no-brainer when it came to the purchase



(From left) Former owners Alan Van Strydonk and Nancy Swan have handed the keys to their 50-year-old dealership in Tomahawk, Wisconsin, to new owners Mandy and Josh Witt, who own Power Pac Equipment in Marshfield, Wisconsin. Photo courtesy of Erv's Sales

decision — even though the opportunity came sooner than they thought it would and closing amidst an uncertain economy.

"A second location was always in the plan and Erv's has a lengthy list of positive attributes including an exceptional team," says Mandy Witt, co-owner of Power Pac, Inc. "They have direct access to trails, bodies of water and tourism, a recognized lineup of marine products and an established service and storage business. It checked all of the boxes we had in our growth plan. It just came around a little sooner than expected. But when opportunity knocks, you answer and show up to meet the challenge."

The Witt's vision for Erv's? Mostly business as usual.

"As the old saying goes, if it isn't broke, don't fix it," said Josh Witt. "As with any business, we plan to grow and innovate as we go but we want to stay true to the original values of this place. It should be easy given we believe in the same level of service that Alan and Nancy do."

And the original owners won't be strangers. To help ensure the transition is as smooth as possible for customers and the team, both Van Strydonk and Swan have

agreed to consult through the summer and potentially beyond.

"It was a difficult decision to sell knowing we have so many loyal and long-standing customers," said Swan. "But we feel at ease knowing Josh and Mandy will carry on the same business reputation we have provided. We want our customers to know how much we appreciate their business and friendship over the years. It means the world to us."

As newcomers to Tomahawk, the Witts plan to continue Erv's commitment to supporting the community.

"We're excited to be a part of the Tomahawk community — it's like expanding our family," said Mandy Witt. "We consider our Power Pac team family and now we have an even bigger one with Erv's. The community is no different. Tomahawk has an amazing small-town feel — much like our hometown of Marshfield — and we plan to uphold Erv's commitment to the area."

Established in 1963, Power Pac Inc. began as a snowmobile dealership selling Scorpion snowmobiles. After taking over ownership in 1976, Mike Trulen expanded the portfolio of brands, and Power Pac Inc. is now an autho-

rized dealer of Honda Power, John Deere, Kawasaki, Polaris, Polaris Slingshot, Stihl, Suzuki and Yamaha. Josh and Mandy Witt took over ownership in 2018. The dealership offers a wide selection of UTVs, ATVs, motorcycles, snowmobiles and tractors, and houses sales, financing, service and parts departments.

Established in 1969, Erv's Sales and Service began as a Polaris snowmobile dealership. In 1971, original owners Erv and Jean Van Strydonk expanded to a larger building which was then devastated by a fire in 1982. In 1983, the Van Strydonks took over the "Tomahawk Boat and Trailer" building and expanded their brand lineup to include boats and trailers. In 1992, Nancy Swan and Alan Van Strydonk purchased the business from their parents and moved and expanded the business to its current location. Josh and Mandy Witt, owners of Power Pac in Marshfield, took over ownership in 2020. The dealership offers Polaris ATVs, UTVs and snowmobiles; Sylvan, Starcraft and Smoker-craft boats, Mercury and Evinrude engines, and houses sales, financing, service and parts departments. **PSB**

## Off-road groups get \$110K in Polaris grants

*T.R.A.I.L.S. funds go to a dozen non-profit groups*

A dozen nonprofit off-road vehicle organizations across the country have been named recipients of Spring 2020 T.R.A.I.L.S. grants ranging from \$3,500 to \$10,000. The funds will support the development, improvement and expansion of trails, and help educate riders on safe and responsible riding practices, Polaris announced.

"These local organizations and clubs are made up of passionate volunteers and riders

who love our sport — they are truly the life blood of the off-roading community with a genuine desire to help create a safe and enjoyable experience for all those looking to get out and ride," said Steve Menneto, president of Off Road at Polaris. "The T.R.A.I.L.S. Grants Program is our way to help support their efforts and show our appreciation for their passion and dedication."

The Spring 2020 T.R.A.I.L.S. Grants recipients are:

- Exeter Explorers ATV Club (Exeter, Maine)
- Garland Trail Hawks ATV Club (Garland, Maine)

- Roxbury ATV Riders Club (Roxbury, Maine)
- Upper Peninsula Recreational Off-Road ATV Riders (Kingsford, Michigan)
- Trail Prospectors Alliance (Ely, Minnesota)
- Range Trail Committee (Virginia, Minnesota)
- Ephratah ATV Trail Monitors (Johnstown, New York)
- Pennsylvania ATV Trail Development Corporation (Wampum, Pennsylvania)
- Vermont ATV Sportsmans Association Inc (Barre, Vermont)
- Southwest Recreation Regional Authority (SRRA) DBA Spearhead Trails (Coeburn, Virginia)
- Baraboo Bluffs ATV/UTV Club Inc. (Baraboo, Wisconsin)
- Nokomis ATV Club (Heafford Junction, Wisconsin)

"Now more than ever, our riding community is looking to the outdoors for a fun escape and off-road riding is an experience that can be

enjoyed while still allowing people their space in these uncertain times," said Nick Wognum, president of the Prospectors Trail Alliance. "In partnership with two other clubs, the Prospectors Alliance helps manage more than 250 miles of Minnesota's trail system. We are already seeing more and more riders out on the trails as the weather gets nicer and thanks to Polaris this grant will enable us to help keep the trails properly maintained."

Since its inception in 2006, Polaris' T.R.A.I.L.S. Grants program has provided funding to national, state and local organizations in the United States to help support the future of ATV, snowmobiling and off-road riding. The T.R.A.I.L.S. Grant program covers two main objectives: promoting safe and responsible riding and supporting environmental preservations and trail access. Organizations may use funds from the grant to increase and maintain land access through trail development, maintenance projects, safety and education initiatives and other projects. **PSB**

# 800 percent increase in e-comm queries from dealerships during COVID-19

*Dealerships aim to capitalize on buying frenzy*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

As online traffic increases due to adapting purchasing habits with the onset of COVID-19, dealerships are finding value in a streamlined online presence and operations process. Online management systems are being utilized to not only market machines, but streamline management and accounting processes as well.

"We've seen an uptick in customers who want to do transactions online or on the phone and we're trying to accommodate that. We're all trying to adapt, and as the guidelines change both at the state and federal levels, we're trying our best to adopt those guidelines," Scott Goedken, dealer principal of Sun and Fun Motorsports in Iowa City, Iowa, told Powersports Business. "I'm not sure if stimulus checks are hitting bank accounts, or people are getting cabin fever with the nice weather but people are saying if they're going to quarantine they're going to do it on their motorcycle with a helmet on. Is that really any different than sitting in a living room?"

Previously Goedken owned two other shops, which have since been all consolidated into one storefront. During the transition, Goedken became aware of the DX1 dealership management platform to help consolidate and streamline operations.

"A friend from Hicklin Powersports in Des Moines put me in touch when he recently changed systems and had good success with them. We were looking to make a change because we were on multiple systems with the different dealerships that we had and we needed to get everybody onto one system. It was a good time for us to make a change," said Goedken.

Brian Cox, owner and general manager of Simply Street Bikes in Eden Prairie, Minnesota, came across DX1 at AIMExpo six years ago, and also became familiar with platform through communication with other dealerships.

"We had an older system that did not integrate sales, parts and service together," Cox said. "We wanted the ability to have all invoicing and customer information together in one system, and also we wanted to communicate with our financial software, which was QuickBooks."

Marketed to offer all-inclusive tools to manage and grow a powersports dealership, DX1 offers an interactive cloud-based Dealer Management System (DMS), website plat-

form and online integration tools.

"We offer a DMS system, but we also attach a website to it to bring together an end-to-end platform to give more dealers more tools all on the same platform without different log-ins and feeds going to different places; one vendor to deal with and one person to call — all the benefits of traditionally offering two things, but one platform and one vendor," said Stephen Rhodes, implementation manager with DX1.

"We first rolled out the DMS. After a couple of years with just that, we had another website that was doing well and I didn't want to rock the boat, but after a while we had some outage troubles, losing information and customer service falling off," said Cox. "Maybe two or three years into working with DX1 we rolled out the website portion as well. At that time we considered rolling out an e-commerce platform as well, but we didn't."

DX1 offers dealerships a streamlined system to maintain and communicate a relationship with every inquiry coming through the pipeline. According to the company, dealers who have been with DX1 for the last two years have seen impressive gains in year-over-year average revenue growth.

"In general, people are becoming more accustomed to submitting queries online and there's a general increase in online leads," said Goedken. "While having DX1 itself hasn't necessarily increased our sales, the integration they offer with managing the website and getting things up on the system has made life a lot easier. In that way it's created some efficiencies for us."

Calls from dealerships interested in e-commerce services have increased by more than 800 percent since the COVID-19 onset, according to DX1.

"We've had existing clients reach out and want to look at e-commerce because they feel like that gives them a way to have another revenue stream during this time. We've had a decent amount of uptick in customers looking for both e-commerce and how to work remotely," said Rhodes. "Most new clients coming on board are full end-to-end clients. We offer the website, but we also

have newsletter tools, social media tools and marketing destinations. Most dealers like the tools offered and not just the point of sale."

"We weren't sure we wanted to roll out an e-commerce platform to try and compete with the big dogs," Cox said. "But I think given the current situation of the economy and world, we have a lot of people shifting online and it's something we are going to consider in the next couple months."

In addition to the tools themselves, data mobility, client support and integrated accounting features have also been invaluable factors for dealerships once implemented. According to data provided by DX1, 61 percent of all traffic to DX1 dealership websites is mobile.

"I'm on the road a lot and I can check on our dealership from wherever I'm at, which is a nice. Everyone is going that way," said Goedken. "One key selling point for us is that they were very responsive to their clients. We wanted to avoid any 'perma-hold' calls where it took forever to get through to somebody. A lot of times you're dealing with issues where you can't afford to wait five hours to get an answer. Their client support team is very strong."

"We'll get both feedback on product support and just general information regarding how dealerships are doing," said Rhodes. "We use an online forum that lets dealerships submit feature requests, and they can view each other's and comment on them. We also have a group of account managers that offer proactive calls to see how they're doing and what we can do to help."

As bottom lines become increasingly affected adversely by COVID-19, both dealerships and back-end technology companies are beginning to see silver linings of an industry recovery — working together to forge a prosperous future for all involved.

"At the end of the day weighing benefits versus cost, it's been a smart move for us," said Goedken. "We all could do a much better job of managing expenses within our dealerships. We have to find ways to be efficient by spending on things that are going to add value to our dealerships and customer experience." **PSB**



Simply Street Bikes in Eden Prairie, Minnesota, is considering adding e-commerce offerings to its website. Photo by Nick Longworth/Powersports Business

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## BRP fiscal 2021 Q1 shows revenue decrease

### North American retail sales of year-round products flat in quarter

BRP Inc. has reported its financial results for the three-month period ended April 30, 2020. All financial information is in Canadian dollars unless otherwise noted.

“The sudden impact of the COVID-19 crisis has brought rapid changes that significantly disrupted our business and forced us to quickly and successfully adjust our plan, thanks to the agility and resilience of our employees, suppliers and dealers. Today most of our manufacturing and dealers have re-opened for business. With the new travel restrictions and vacation at home trend, our retail is returning strongly and showing very positive signs,” said José Boisjoli, president and CEO

at BRP. “Among the operational adjustments made in the current context is the discontinuation of our outboard engine production. For our Evinrude employees, let me say that I am very proud of the part they have played over the past years and in particular, their efforts over the past 18 months. Although we have made progress, the impact of COVID-19 has left us no choice. I wish to thank them for their dedication and commitment in helping us create the Marine Group. The marine strategy will focus on enhancing the boat business and new technologies to transform this industry.”



JOSE BOISJOLI

### HIGHLIGHTS FOR THE THREE-MONTH PERIOD ENDED APRIL 30, 2020

Revenues decreased by \$103.9 million, or 7.8%, to \$1.22 billion for the three-month period ended April 30, 2020, compared with \$1.33 billion for the corresponding period ended April 30, 2019. The revenue decrease was primarily due to lower wholesale of Seasonal Products and Marine products. The lower wholesale is mainly attributable to the COVID-19 pandemic impact, partially offset by a strong start of quarter. The decrease in revenue was partially offset by a favorable foreign exchange rate variation of \$13 million.

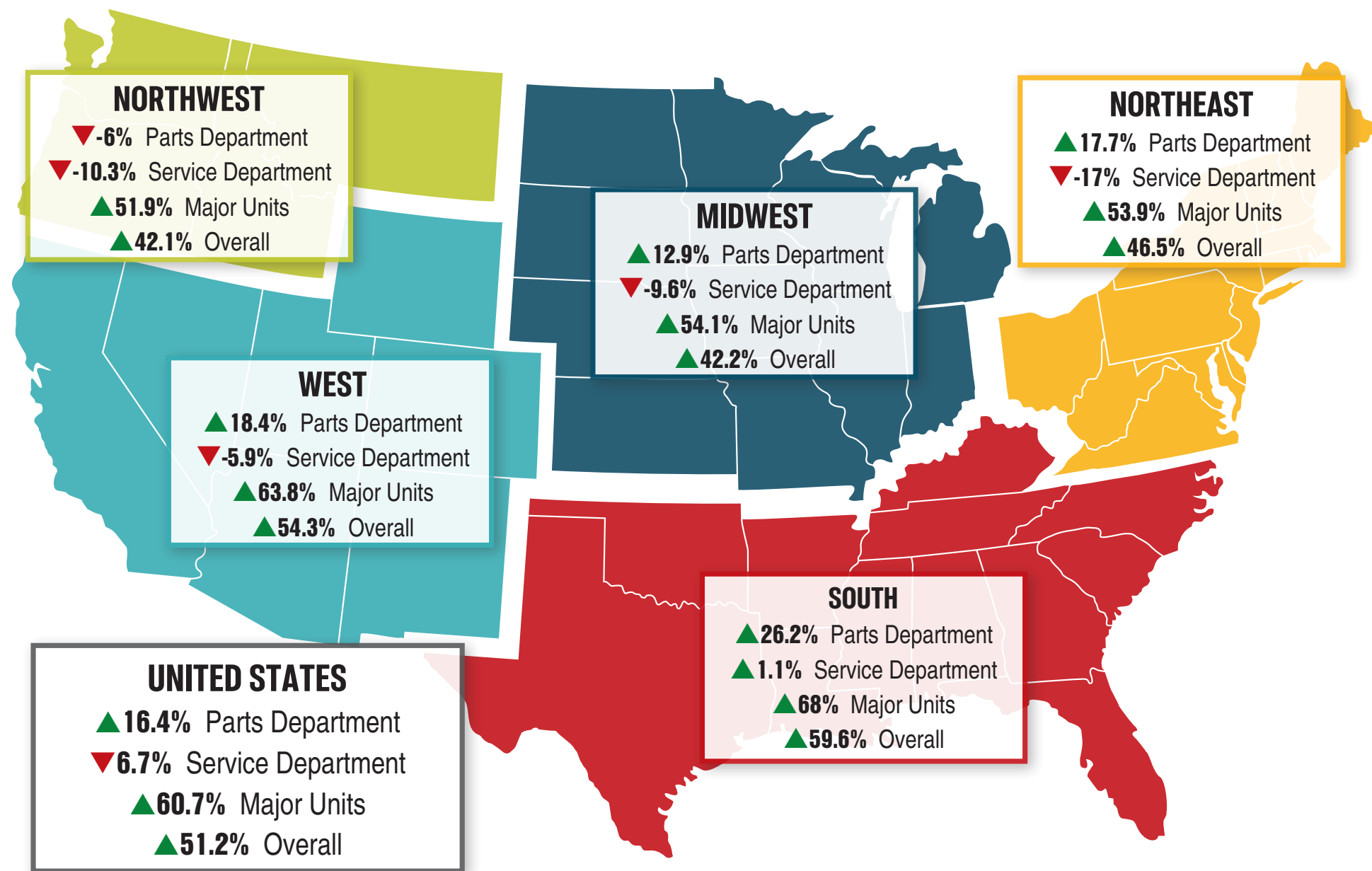
The company’s North American retail sales for the three-month period ended April 30, 2020 decreased by 1% compared with the three-month period ended April 30,

2019, mainly due to a decrease in 3WV, outboard engines and snowmobiles. The decrease was partially offset by an increase in side-by-sides and ATVs.

Gross profit decreased by \$65.5 million, or 21.8%, to \$235.1 million for the three-month period ended April 30, 2020, compared with \$300.6 million for the corresponding period ended April 30, 2019. The gross profit decrease includes a favorable foreign exchange rate variation of \$12 million. Gross profit margin percentage decreased by 340 basis points to 19.1% from 22.5% for the three-month period ended April 30, 2019. The decrease was primarily due to the under-absorption of fixed costs resulting from plant closures and unfavorable pricing and sales programs variation.

See BRP, Page 20

## DEALER FINANCIAL SNAPSHOT



### MAY 2020

Same Store Sales revenue at 1,626 dealerships in the U.S. that use the CDK Lightspeed DMS set lifetime benchmarks for many dealers during May. Overall revenue on average increased a whopping 51.2 percent vs. May 2019, with Major Unit sales up 60.7 percent and Parts sales up 16.4 percent. Service revenue was the lone bugaboo, down 6.7 percent on average. The Major Unit data points above are gaudy,

to be sure: 68 percent Major Unit revenue growth in the South; 63.8 percent growth in the West; 54.1 percent growth in the Midwest; 53.9 percent growth in the Northeast; and 51.9 percent growth rounding it out in the Northwest.

### PARTS SALES

Parts sales revenue was up 1,180 dealerships and down at 446.

### SERVICE SALES

Service revenue increased at 623 and decreased at 859 dealerships.

### MAJOR UNIT SALES

A total of 1,217 dealerships were up and 255 were down.

### FOR MORE ON THE SAME STORE SALES DATA

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





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# Polaris declares regular cash dividend, announces covenant relief

Polaris has announced a sharp turnaround in its business performance, the declaration of a regular quarterly cash dividend and amended covenant agreements.

"I am extremely proud of the resiliency and dedication of our Polaris team, as their agility has enabled our response to the unexpectedly sharp recovery we are seeing, which in many cases has meant unprecedented demand for our brands and vehicles," said Scott Wine, Polaris Chairman and CEO. "The influx of new customers to our dealerships is very encouraging, as people seeking fun family activities while social distancing recognize that our vehicles and 'Think Outside' tagline resonate with their desires. With demand rapidly accelerating, bringing our global plant network back online — including the recent resumption of production at our Monterrey facility — provides an important sign of normalcy for our business. While we are pleased by current developments, we continue to act prudently to drive business success and remain watchful for a more difficult economic environment. The actions we are announcing today allow us to maintain strong financial flexibility while continuing to return capital to our shareholders, proving our ongoing commitment to deliver shareholder value despite the macroeconomic uncertainty we are facing."

## DIVIDEND

Polaris announced that its Board of Directors have declared a regular quarterly cash dividend of \$0.62 per share payable on June 15,

**||**

*I am extremely proud of the resiliency and dedication of our Polaris team...*

*Scott Wine, Chairman and CEO, Polaris*

**||**

2020 to shareholders of record at the close of business on June 5, 2020.

## COVENANT RELIEF

To further enhance Polaris' liquidity and ensure full availability under its credit agreement, the company and its partner lenders and noteholders amended their arrangements to favorably adjust the existing financial covenants. Under the revised agreements, the company's maximum leverage ratio temporarily increases from 3.5 to 1 to 4.75 to 1. This covenant relief, which will be in place until March 31, 2021, is structured to provide Polaris the ability to maximize the use of its existing credit facility, allowing for increased liquidity and flexibility should there be any additional unexpected negative impact on the business resulting from the COVID-19 pandemic. **PSB**

## BRP

■ CONTINUED FROM PAGE 18

The decrease was partially offset by a favorable product mix in side-by-side, PWC and 3-wheel vehicles and a favorable foreign exchange rate variation.

Operating expenses increased by \$150.8 million, or 71.3%, to \$362.4 million for the three-month period ended April 30, 2020, compared with \$211.6 million for the three-month period ended April 30, 2019. The increase was mainly attributable to the \$171.4 million impairment charge recorded during the first quarter of Fiscal 2021 for the Marine segment, partially offset by cost reduction initiatives to mitigate the COVID-19 impact.

## QUARTERLY REVIEW BY SEGMENT

### Powersports

#### Year-Round Products

Revenues from Year-Round Products increased by \$13.3 million, or 2.1%, to \$640.3 million for the three-month period ended April 30, 2020, compared with \$627.0 million for the corresponding period ended April 30, 2019.

The increase was primarily attributable to a strong start of quarter and a favorable foreign exchange rate variation of \$8 million, partially offset by the COVID-19 pandemic impact and higher sales programs.

North American Year-Round Products retail sales increased on a percentage basis in the low-teens range compared with the three-month period ended April 30, 2019.

## SEASONAL PRODUCTS

Revenues from Seasonal Products decreased by \$52.8 million, or 14.1%, to \$322.6 million

for the three-month period ended April 30, 2020, compared with \$375.4 million for the corresponding period ended April 30, 2019. The decrease resulted primarily from the COVID-19 pandemic. The decrease was partially offset by a favorable foreign exchange rate variation of \$3 million.

North American Seasonal Products retail sales decreased on a percentage basis in the low-teens range compared with the three-month period ended April 30, 2019.

## POWERSPORTS PA&A AND OEM ENGINES

Revenues from Powersports PA&A and OEM Engines decreased by \$27.8 million, or 15.0%, to \$157.5 million for the three-month period ended April 30, 2020, compared with \$185.3 million for the corresponding period ended April 30, 2019. The decrease was mainly attributable to the COVID-19 pandemic with dealers closed or having limited activities.

Marine Revenues from the Marine segment decreased by \$39.2 million, or 25.9%, to \$112.1 million for the three-month period ended April 30, 2020, compared with \$151.3 million for the corresponding period ended April 30, 2019. The decrease was mainly due to the COVID-19 pandemic, partially offset by the acquisition of Telwater Pty Ltd during Fiscal 2020.

North American outboard engine retail sales decreased on a percentage basis in the mid-40s range compared with the three-month period ended April 30, 2019.

## FY21 FINANCIAL OUTLOOK

BRP is expecting the COVID-19 situation to have the biggest impact on FY21 Q2 with a gradual improvement through Q3 and Q4. **PSB**

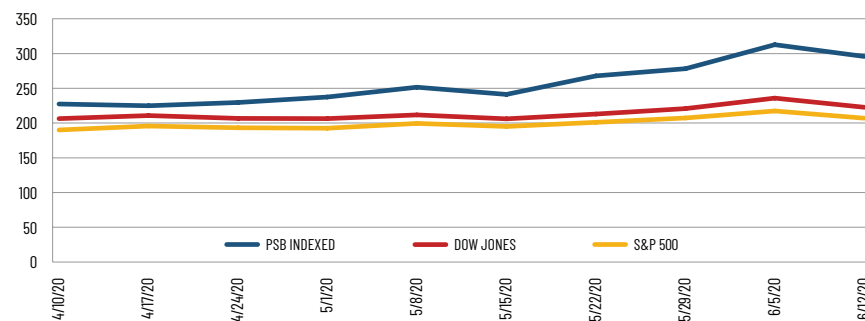
## STOCK MARKET WATCH

### MARKET WATCH

	6/12/20	Change from 5/22/20	% Change
Powersports Business Index	295.7	27.7	10.5%
Dow Jones Index	222.7	9.9	4.7%
S&P 500 Index	207	5.8	2.9%

Source: Wells Fargo Securities LLC

### STOCK MARKET ACTIVITY



### POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 6/15/20	Percent Change
BRP, Inc.	DOO-TSE	\$51.75	40.5%
TCF Financial Corp.	TCF	\$31.22	33.5%
General Electric Co.	GE	\$7.24	31.9%
Polaris Industries, Inc.	PII	\$95.86	29.6%
Marinemax, Inc.	HZO	\$20.72	28.2%
Harley-Davidson, Inc.	HOG	\$25.02	27.3%
Cooper Tire & Rubber	CTB	\$26.78	25.1%
Deere & Company	DE	\$155.47	23.4%
BMW AG	BMW-ETR	55.95 €	19.9%
Assurant, Inc.	AIZ	\$107.12	17.6%

### POWERSPORTS BUSINESS STOCKS

#### US INDEXES OF INTEREST

Company	Index Ticker	Price 6/15/20	Price 5/15/20	Percent Change	52-Week High	52-Week Low
Dow Jones Industrial Average	DJII	25,763.16	23,685.42	8.8%	29,568.57	18,213.65
S&P 500	SPX	3,066.59	2,863.70	7.1%	3,393.52	2,191.86

#### POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 6/15/20	Price 5/15/20	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 6/15/20	Price 5/15/20	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$20.32	\$17.66	15.1%	\$27.18	\$10.91
Bridgestone Corp. ADR	BRDCY	\$16.42	\$14.86	10.5%	\$21.27	\$13.78
Carlisle Companies	CSL	\$122.52	\$105.07	16.6%	\$169.86	\$97.55
Cooper Tire & Rubber	CTB	\$26.78	\$21.40	25.1%	\$32.33	\$13.82
Dover Corporation	DOV	\$97.36	\$84.94	14.6%	\$120.26	\$62.95
Deere & Company	DE	\$155.47	\$126.01	23.4%	\$181.99	\$106.14
Marinemax, Inc.	HZO	\$20.72	\$16.16	28.2%	\$23.15	\$7.24
Universal Technical Institute	UTI	\$7.23	\$6.37	13.5%	\$9.76	\$2.75
TCF Financial Corporation	TCF	\$31.22	\$23.39	33.5%	\$47.46	\$16.96

#### INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 6/15/20	Price 5/15/20	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	55.95 €	46.65 €	19.9%	77.06 €	36.60 €
BRP, Inc.	DOO-TSE	\$51.75	\$36.83	40.5%	\$75.37	\$18.56
Kawasaki Heavy Industries	7012-TKS	1660 ¥	1509 ¥	10.0%	2685 ¥	1331 ¥
Michelin	ML-PAR	89.62 €	82.18 €	9.1%	119.50 €	68.00 €
NGK Sparkplug	5334-TKS	1577 ¥	1577 ¥	0.0%	2316 ¥	1249 ¥
Suzuki Motor	7269-TKS	3581 ¥	3506 ¥	2.1%	5378 ¥	2438 ¥
Yamaha Motor	7272-TKS	1569 ¥	1368 ¥	14.7%	2355 ¥	1121 ¥
Yokohama Rubber	5101-TKS	1521 ¥	1391 ¥	9.3%	2529 ¥	1112 ¥

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

## FROM THE EDITOR

# After sales surge in May, thoughts turn to obtaining inventory for rest of season



DAVE McMAHON

If your jaw is dropping from having viewed the May Same Store Sales financial snapshot map on page 18 from CDK Global Recreation, that's a fair predicament to be enduring. Not many of us have experienced a month of major unit sales like we celebrated in May.

Data from more than 1,600 Lightspeed DMS dealerships shows that major unit sales — we're talking new and pre-owned units, in dollars — exceeded 50 percent growth on average in every region of the country. We shout it out loud for dealers on the cover of this edition, and it's worth a repeat here: Major unit sales growth of 60.7 percent in May on average throughout the U.S. Check out the regional breakdown while your jaw is agape: South up 63.8 percent on average; West up 63.8 percent on average; Midwest up 54.1 percent on average; Northeast up 53.9 percent on average; and Northwest up 51.9 percent on average. Imagine that — the worst performing region of them all saw 51.9 percent growth on average in major unit sales. Incredible. And outstanding.

The overall revenue from parts, service and new and pre-owned units also was off the charts for the month of May, up 51.2 percent on average. The South was the big winner, with 59.6 percent growth. The Midwest brought up the rear at 42.2 percent growth. Again, incredible and outstanding.

I have had a handful of dealers drop a line about service department sales during the month. If your service department lagged during May, you were not alone. The average Lightspeed dealer was down 6.7 percent in service during May. The South, of course, bucked the trend with 1.1 percent growth. The Northeast saw a 17 percent decline in service department sales.

That's understandably concerning, what with the propensity for dealerships to thrive in service during economic downturns like the one that the global pandemic has brought on. One dealer's theory is that with more folks at home and paychecks potentially less frequent, those in that situation who also need their bike serviced could be wrenching on bikes themselves or getting a helping hand from a buddy.

The service conundrum is not unique to powersports dealers. In May, outdoor power equipment dealerships also experienced an overall decrease in service department sales, at minus 11 percent (1,164 OPE dealerships). West region OPE dealers saw a 20 percent decline in service during May, according to our friends at Constellation Data Solutions. Composite data from more than 400 tractor dealerships had the same 20 percent decline in service department sales during May, with tractor dealers in the south off 33 percent.

So, to answer your question, it's not just your shop that's having service department issues. And on a similar note, you're not the only with inventory concerns. Dealer social media posts spotlight showroom floors are nearly void of major units after the May buying frenzy; there's not a stack of pallets out back with units that need to be readied; and there's not a truckload of product ready to unload at your shop tomorrow. We keep hearing that dealer down

the street no longer wants to do trades, and they certainly don't want to sell anything to you. Sometimes, that makes for longer-than-expected journeys to faraway places simply to acquire inventory. We'll take a closer look at the inventory issue in the upcoming edition of PSB. Drop me an email with thoughts on how your OEM partners are handling the problem.

Speaking of wishing you had a few more units to offer, our phone continues to ring with dealers ready to chat about their head-turning sales growth. A dealership operator with three locations across two states experienced impressive growth during April and May.

"We have experienced tremendous growth of 40-80% increase in sales over April-May compared to 2019. This increase can be attributed to our dealerships having a larger than normal (compared to many dealerships) amount of inventory on hand. This created demand from many customers outside our area searching for inventory outside of their normal acceptable distance to make a purchase."

"Additionally, we were very quick to put in place procedures that made the buying public comfortable with visiting our retail stores and making purchases, e.g. curbside service, disinfecting all areas, financing at a safe distance and delivery of cleaned products directly to the customer's home or business.

"Of course a big presence on the internet and social media has played a big roll.

"Business continues to show signs of strength as individuals are searching for activities to get them out of the house (lockdown) that can be enjoyed at a safe distance.

"All of these factors have combined into a perfect storm for the sale of off-road products. As concern for the coronavirus wanes we are still restricting customers into our showrooms and still providing curbside services for parts, service and sales. Our biggest concern now is the ability to fulfill holes in our inventory created by this uptick in demand and manufacturers lack of inventory due to supply chain issues and increased demand."

Are your customers driving by multiple competitors simply because you have the inventory? Are you gearing up for another big month of June and July sales? Send me a note.

As you can see from a quick perusal of this edition, our man on the street, staff reporter Nick Longworth, is covering every angle of the industry, learning both from dealers and industry types about the how's and why's of the current state of their own businesses. You'll find that some dealers have made their mark in five decades of family ownership and are passing the baton to a younger crew that appears to have a future in ownership that is equally bright. And you'll find other dealers that are such big believers in the strength of the market that they're growing into locations that are four and five times as large as their current space. Still others are carving out space in their shop for highly niche products.

We've told those stories for more than two decades and we're eager to help to raise the collective industry tide in the months to come. We're glad to have you along for the ride as always. Enjoy this edition as much as we did putting it together. **PSB**

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

## ONLINE WITH POWERSPORTSBUSINESS.COM

## WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. Polaris awarded 7-year contract to build U.S. Special Operations newest vehicle
2. BRP wins lawsuit against Arctic Cat in Canada
3. Polaris declares regular cash dividend, announces covenant relief
4. Analyst reports expectations for BRP side-by-side sales for fiscal Q1
5. OEM's April dirt bike sales double with half of its dealers open



6. European off-road brand grows to 75 U.S. dealer points
7. Polaris ORV retail still strong through May: analyst
8. Ex-Harley, Indian exec named boat company president
9. Custom Baja Surfari Polaris General revealed
10. You won't believe how powersports retail is tracking in May month-to-date
11. BRP's side-by-side sales in fiscal Q1 pointed upward: analyst
12. 50-year family dealership acquired; new owners: 'If it ain't broke, don't fix it'
13. BRP makes marine business changes; 650 staff impacted globally
14. Harley-Davidson dealership group grows to three locations
15. Off-road OEM expanding footprint with two hires
16. Revzilla, Cycle Gear parent to pay \$1.93 million CARB fine
17. Break-in, theft forces temporary closure of dealership
18. American Honda confirms cyber attack
19. Premiere motorcycle rally cancels due to coronavirus pandemic
20. Helmet distributor market share study released

The headlines above belong to the most viewed articles from the three-times-per-week Powersports Business Enewsletter during the May 16-June 17 period. Visit [PowersportsBusiness.com/subscribe](http://PowersportsBusiness.com/subscribe) to subscribe to the Enewsletter.

CLICK THE COVER TO READ THE ARTICLE!

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## DIGITAL CORNER

# Double conversions without increasing web traffic

In the world of digital marketing, traffic gets much attention. It seems like you can't go anywhere online without reading a traffic metaphor invoking red and green lights, rush hour and things of that nature.



**JOE IRIBARREN**

Don't get me wrong; traffic is relevant. But ultimately, it's not the amount of traffic you get that will determine how many powersports vehicles you sell.

## CONVERSIONS ARE THE NAME OF THE GAME

You can stop beating your head against a wall trying to figure out how to get more people to your site — for now. You're about to discover how to take the traffic you already have and increase conversions for your dealer.

## SIMPLIFY YOUR FORMS

There is a lot of evidence showing that simple forms get more conversions than complex forms. WPForms tell us that removing a single field from your form could boost your conversions by as much as 26%.

As of 2020, the average number of fields on online forms is five. I recommend par-

ing your forms down to include only the most basic information you need. In many cases, you will need only the lead's full name, phone number and email address.

That said, don't hesitate to ask for additional information if it is necessary. The idea is to strive to make your forms easy to complete to minimize the likely risk of your leads being annoyed and navigating away before hitting submit.

## ADD A POP-UP TO YOUR WEBSITE

Pop-ups have a terrible reputation, but it's mostly an unfair one. Said reputation is traced back to folks who overdo it, setting up repeated and intrusive pop-ups that lead to frustration and irritation.

Add a single pop-up to encourage people to sign up for your email list(s) or to schedule a test ride. Time the pop-up to appear 30 seconds or a minute after a visitor lands on your page. They'll have time to read some of your content before it appears. You can also trigger the pop-up on exit intent, meaning when the visitor is about to leave the site.

Add and test multiple offers for people that join your email list. Then, stick with the one that gets the best results.

## ELIMINATE EXCESS CONTENT

Many dealers make the mistake of using the "everything but the kitchen sink" approach to web design. They add a lot of bells and

whistles on their landing pages and don't realize that much of that content distracts from their main objective: conversion.

The best way to identify content that's not serving your goals is to use a heat/click map temporarily. You'll be able to spot the sections of your page that aren't grabbing visitors' attention. We use services like Crazy Egg and Hotjar for this purpose.

Your goal is simple: a focused page with a clean, easy-to-navigate design.

## IMPROVE YOUR CALL-TO-ACTION

There's nothing wrong with a simple call-to-action (CTA). After all, "Sign Up" and "Subscribe" can get the job done. They're just not that exciting. Increase your conversions by spicing up the calls-to-action on your site. Here are some suggestions and statistics from protocol 80:

- Turning your CTA from a link to a button can increase conversions by 45%
- Adding an arrow to direct people to your CTA can increase click rates by 26%
- Using first-person wording (Schedule My Test Ride) can increase conversions by as much as 90%

## ADDRESS POTENTIAL OBJECTIONS

Your marketing content must overcome obstacles in a potential customer's mind to make a sale. That's just as true for website conversions as it is for sales.

Ask yourself: What the most common objections to filling out my dealership's form? Simple programming might solve some objections, for example — reducing the number of fields in your form. However, others might be obstacles that you haven't addressed on your page.

Here are some examples:

- Overcome concerns about your dealership's customer service by adding reviews and testimonials throughout your pages — as physically close as possible to your forms
- Overcome FOMO (fear of missing out) objections by comparing your vehicles and services directly to other options on the market
- Overcome price-related objections by offering a satisfaction guarantee for your sales process

None of what you've just read means you shouldn't try to attract more traffic. Using the methods outlined above, however, will cause you to see your dealer's current traffic in a much more different, valuable light. **PSB**

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



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## GUEST COLUMN

# Phone selling F&I in the times of COVID-19 and beyond

Currently we are in a different time. Since the onset of COVID-19, dealerships have had to change their sales approaches to just continue to do business. There are always ways to deal with adversity and the strong will survive. Always remember that a piece of pie is always better than no pie at all!



**ROB GREENWALD**

Having good phone skills is paramount in any aspect of selling. You are removing the visual aspect of a sale, which, when selling an intangible, greatly raises the bar because you have no sales aids or illustrated examples.

Also, your buyer is unable to see the sincerity of your presentation that is aimed at giving them a better ownership experience through protections. And, you are also unable to monitor the buyer's expressions to reengage in your process. One can choose to evolve or fail, so let's look at some best practices to being successful on a phone-based F&I system.

First and foremost is to make sure that you separate the selling of the machine and the F&I to two completely different phone calls, and be sure that each department handles its aspect of the sale and does not infringe on the other. To maintain maximum

effectiveness and profitability, the salesperson sells the machine and the business manager presents the financing and protections.

The best approach on a finance deal is to have the sales rep take the credit app and pass the baton by saying something like, "I will turn your credit application over to the business manager/name, who will get your loan approval handled with the lenders and will call you back here shortly with exact terms and options for you. Our business manager/name will be able to answer any questions and get everything wrapped up so we can get you out riding and enjoying your new machine."

This gives the sales rep an easy out and puts the work in the hands of the professional to finish the deal. A slight change in verbiage for a cash customer would be to explain that the business manager must go over certain legal disclosures and finalize all the arrangements for the actual payment for the vehicle.

Now we move on to the business manager. Here we want to ensure that we have an initial qualifying and fact finding with the customer so we can do better verbal presentation to the consumer.

It starts with a warm introduction and getting to know the customer through a little Q&A. Then getting the customer's email and saying something like, "I am going to email you some options and information for us to

review on your loan and loan terms so we can set you up for the best ownership experience possible!"

Then the manager should email a custom menu or available protection sheet with some benefits and options to the buyer so they can review together on the phone, and any other supporting material for the phone presentation. It is very important to include both term options for the financing and for the protections you are offering.

Your goal is to have choices so you are selling "which works better for you," then the more binary "Yes" or "No" approach. Remember that different terms also provide flexibility and create value.

When presenting your F&I protections on the phone, it is paramount to verbalize key benefits of the product in detail and how the customer can benefit from it, especially in how it relates to the customer's planned ownership experience as we have divulged through good qualifying. This is where the real value to incite purchase is established. It is also very important to verbalize examples of claims, failures and scenarios with accurate numbers to help create greater value.

Ethics and professionalism are of the utmost importance, so addressing any question directly as soon as the buyer presents them should happen without hesitation; alas, being well versed in your products is crucial.

Then reassurance and reverting back to the potential benefits and impacts will always help to strengthen the close.

You should always ask yourself these two key questions: "Am I creating value?"; and "Am I creating comfort and assurance to my customer?" when selling, especially over the phone. You are not looking eye-to-eye with the buyer, so it is important to be cognizant of your voice inflection, conversational interaction and receptiveness to what the buyer has to say.

Also, creating the time of sale sense of urgency (especially on products that are only available at P.O.S.) and the fact that many of these protections are more palatable as part of a payment should be discussed. Be sure to incorporate any possible time of sale discounts or incentives.

Finally, assuring them it is better to get it and forget about it until all of a sudden you need it — than to procrastinate and miss an opportunity that could help dodge a financial bullet or create convenience down the road — are also great discussion points. **PSB**

*Rob Greenwald is the president of Powersport Solution, a powersports dealership consultancy that lands him at dozens of dealerships annually for in-person F&I and sales training. These days, dealerships are finding his services equally effective via phone call or video conference. Contact him at powersportfi@aol.com.*

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# Yamaha WaterCraft sees best April sales on record

*WaveRunner sales get boost from May 4 factory restart*

BY ADAM QUANDT

■ PERSONAL WATERCRAFT EDITOR

Uncertainty. That's what struck almost everyone across the country as the novel coronavirus began to sweep over the nation. From manufacturers to dealers and everyone in between, those in outdoor recreation industries began to speculate just how big of a hit they would take. However, sales at Yamaha WaterCraft aren't telling a story of a big hit at all for April.

"Boat shows going into March were absolutely killing it for us," Yamaha WaterCraft president Bryan Seti told Powersports Business during a phone interview in May. "Then COVID-19 started to kick in and we began to brace for the worst."

Seti said the company did see a slight let-down in March as people began to prepare for the coronavirus, but they readied to hit the ground running in April.

"We worked very quickly to develop best practices to keeping everyone safe for our dealers," Seti said. "Along with that, some of our dealers just figured it out early and adapted, but we made sure they knew they had our support and help every step of the way."

New best practices and quick adaptation brought Yamaha WaterCraft its best April on record, selling 150% of plan for boats alone and staying on par or just above for WaveRunners.

"All signs are pointing to a lot of demand for boating out there right now," Seti said. "Getting out on the water, whether on a boat or a WaveRunner, is a safe way for people to get outside and people are realizing that quickly."

Seti also noted that the company is seeing record sales all across the country, not just in one or two hot spots in certain regions. "All in all, people are realizing that boating can be a cost-wise, sensible option for fun for the entire family," Seti said.

During this record time, Yamaha WaterCraft also noticed a lot of what is considered entry-level product being sold in high num-

The VX Deluxe line at Yamaha Motor Manufacturing Corp. in Newnan, Georgia, has been ramping up since May. Photos courtesy of Yamaha WaterCraft Group



bers, especially in boats.

"It's awesome to see so many entry-level and new people getting into getting out on the water right now," Seti said. "I think people are realizing the expenses like travel and vacations are going to be off the table for the foreseeable future and those people are investing into things like boats and WaveRunners in lieu of them."

Seti added that moments like these are the perfect opportunities

However, as Yamaha boats and WaveRunners were being sold at record numbers, manufacturing was on a temporary standstill, causing some concern among dealers in terms of maintaining inventory to meet

demand. Yet, the manufacturing facilities roared back full life on May 4 and Seti said the company has already restarted shipping a variety of WaveRunners and boats.

"Everything we can build, we will build, as fast as we possibly can. We believe we will get back to normal production in no time, especially with this continued demand in the marketplace," Seti added. "Along with that we plan to continue to press the message that boating and personal watercraft is the solution to get people out having fun, safely." **PSB**

Adam Quandt is Personal Watercraft Editor of Powersports Business.



Yamaha WaterCraft Group president Bryan Seti says consumers "are realizing that boating can be a cost-wise, sensible option for fun for the entire family."



The factory at the Yamaha Motor Manufacturing Corp. in Newnan, Georgia, produces WaveRunners for global consumption.



Yamaha Motor Manufacturing Corp. helped the WaterCraft Group produce its best April of sales ever.



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Gott Powersports in the small town of Quincy, California, celebrated its acquisition of DuPont Power Tools by selling 40 units in its first month. Photos courtesy of Gott Powersports

# New dealership finds immediate success upon opening

*Gott Powersports owner also owns UTV rental business*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

It's common that people become attached to place that they grew up in, or lived for extended periods. What isn't always common is to make it your mission to open up your own business in that community, securely cementing yourself and family

within the fabric of its society.

But that's exactly what happened when Robert Gott decided he would open Gott Powersports in Quincy, California. Opened in June, the shop located in the Plumas National Forest offers Polaris powersports and snowmobiles, as well as Honda and Stihl outdoor power equipment.

"The Gott family are longtime locals of the Plumas County area. We're a small town — population size is about 5,000 people. Longtime locals really mean something around here," said Breanne Olsen, opera-

tions manager for Gott Powersports.

Beginning in March of 2019, the purchase was admittedly a "long and exhausting process" — the exact words from a Facebook post making the official announcement.

"We originally were eyeing the Reno region, but because Polaris already had a dealership there they wouldn't allow it," said Olsen, also noting funding and insurance and underwriting issues were among the challenges during the transition.

"Robert came in and made an offer with an investor... But it was one thing after

another, and then the COVID stuff came as well. Every time we would see the light at the end of the tunnel, something else would pop-up. Months rolled by, and then COVID happened. We weren't sure when it would finally happen."

But with all their ducks in a row, and former outdoor power equipment dealership owner Duff DuPont finally ready to sell DuPont Power Tools, Gott was ready and waiting. No stranger to the business, he also currently owns UTV Addiction, a UTV rental and parts operation in Reno, Nevada.

"I equate buying the dealership to buying a home times 10 — every 'T' has to be crossed and every 'I' dotted. Everything has to be perfect. Financial planning is crucial," said Gott. "Had we known ahead of time what we were getting into, we probably could have planned a little better."

"Acquiring the building itself from Duff was one of the easiest parts," said Olsen.

Before undertaking such a transition, Olsen advises an owner to enlist the help of a third-party operations manager such as herself to oversee details that otherwise might be overlooked.

"Becoming a dealer is no joke — it's a whole different animal in itself. Who's going to work with the bank, the title company, getting the accountants ready? There are a lot of ties into it that makes it complicated. Having one point of contact helps," said Olsen. "As it comes you have to get it done, otherwise it gets shoved onto the backburner and not taken care of properly."

Gott backed the invaluable aspect of her position, saying, "She really has her finger on the pulse of this place. She knows things that I could not possibly learn at this point in time. She's been essential to our success."

The long wait has since been worth it. In the first four weeks of new ownership, the shop sold nearly 40 units — estimated to be double the average for the time of season.

Heading into the future with frustrations hopefully behind them, Gott Powersports hopes to grow within its new location.

## POWERSPORTS BUSINESS

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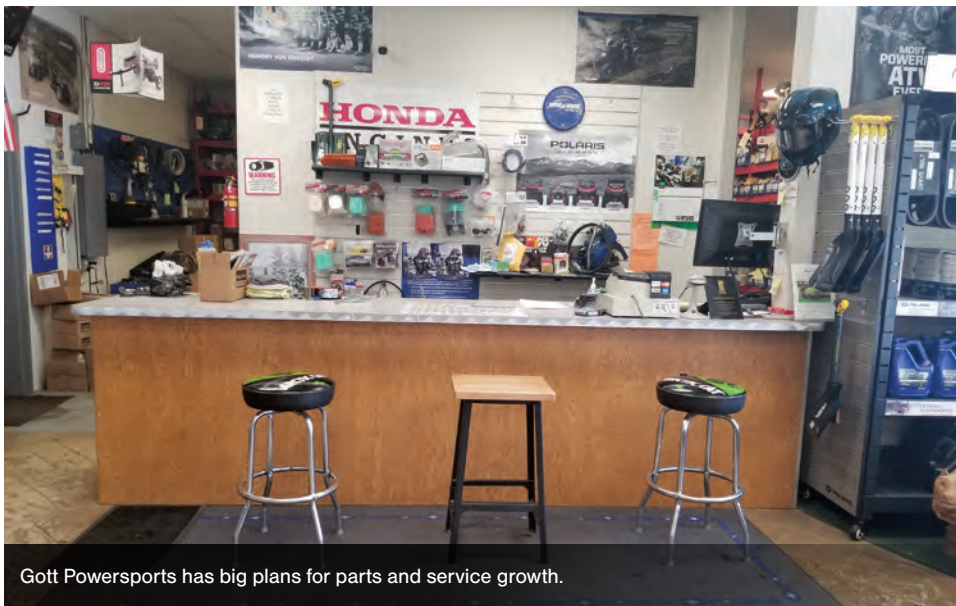
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Gott Powersports showcases its logo prominently on social media.



GOTT POWERSPORTS LLC

Gott Powersports offers a full-line of Polaris products at its Quincy, California, location.



Gott Powersports has big plans for parts and service growth.

“We plan on a 30 percent increase in sales within the next 18 months — how COVID effects it, I don’t know,” Gott said. “We’re on track to do five times more side-by-side sales than last year. That being said, the supply chain being interrupted is really causing some issues. I could have already easily hit the 30 percent, had the supply chain been open for me to receive product.”

Just like they are at every dealership, inventory concerns after a thriving start to sales in 2020 has him wondering what’s next.

“We’re heading into the summer months with almost zero quantity on hand and

unknown delivery dates for new units. That makes it very hard to reach goals. It’s not unattainable, but it is a hurdle going forward... In five years we want to be five times our annual sales. It’s aggressive but attainable.”

Looking longterm, Gott looks to remain in the industry, and in his community, for many generations more.

“We really don’t know what the future holds, other than we want to make sure we’re on the forefront of said future,” said Gott. “My partner has a 10-12 year plan to be bought out in that time, but I have no plan to exit [the business] at this point in time.” **PSB**

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## Polaris Defense awarded 7-year contract for RZR-based vehicle

*Deal with U.S. government has \$109 million value*

Following a competitive bid process, Government Services Administration (GSA), in support of U.S. Special Operations Command (USSOCOM), has awarded Polaris Government and Defense a follow-on contract for the Polaris MRZR Alpha, a new light tactical vehicle. Polaris Government and Defense is a division of global powersports leader Polaris Inc. The seven-year contract has a value of up to \$109 million and was awarded on May 29, 2020.

“Winning this LTATV award is well-deserved recognition for the dedication of our Polaris Defense team and the performance of our vehicles, but our real victory is the opportunity to continue serving our military customers. They demand — and deserve — the best engineering and technology, and we consider it an honor to leverage our experience as the world’s largest Powersports company to design and build the vehicles our warfighters need,” said Scott Wine, chairman and CEO, Polaris.

Polaris is the largest ultralight tactical vehicle provider for the U.S. military, with the MRZR Alpha being Polaris’ 11th military vehicle produced in 12 years. Their lightweight and off-road capabilities make them ideal for transport via helicopter and opera-

tion in terrain that would otherwise be traversed on foot.

“Polaris has had the privilege of providing vehicles to USSOCOM since 2005 and we take a great deal of pride in delivering and supporting the current LTATV,” said Jed Leonard, vice president, Polaris Government and Defense. “The Polaris MRZR Alpha supports USSOCOM’s requirements for durability, performance, payload profile and internal air transportability.”

Designed, engineered and produced in Minnesota, the MRZR platform incorporates technology and innovations from across Polaris’ broad product portfolio. The MRZR Alpha represents millions in internal technology research and development investments that keep Polaris in front of the highly competitive off-road vehicle market. Defense engineers leveraged learnings from snowmobile chassis design, redesigned sport RZR changes and off-road race team modifications. Vehicle systems were also designed with near-future innovation in mind, with an architecture ready to accept new technologies and capabilities available within Polaris. Combining new and recently proven technologies, delivers a vehicle that has more power, increased payload, ground clearance and durability.

The MRZR Alpha will be assembled in Roseau, Minnesota, one of Polaris’ manufacturing plants and R&D centers. A key part of



The Polaris MRZR D4 is one configuration of USSOCOM’s current LTATV. The new LTATV specification — which calls for a 2-passenger and 4-passenger base vehicle, and seven variants or “packages” — results in a revolutionary new capability for Special Forces. Designed on an all new chassis, the MRZR Alpha is an entirely new breed of light tactical vehicle. Photo courtesy of Polaris

its strong North American manufacturing footprint, Roseau is the birthplace of Polaris, where the company has maintained operations for more than 65 years and currently employs nearly 1500 employees.

The MRZR Alpha’s versatility is further enhanced by improved exportable power and increased payload. Polaris first introduced the MRZR platform in 2012 and has continued to enhance the vehicle to meet the mission demands of the U.S. military, and over 40 allied forces worldwide. Since their introduction, MRZR’s have been outfitted with counter unmanned aerial systems (C-UAS), weapons and high-energy laser systems, intel-

ligence, surveillance and reconnaissance (ISR) systems, expeditionary command and control systems, autonomy packages, litters for medical and casualty evacuation and communication equipment.

Throughout the 1980s and 90s, the U.S. military’s rising demand for Polaris off-road vehicles led to Polaris being the first ATV OEM to produce militarized vehicles for U.S. Special Operations Forces and the United States Army. To better serve its military customers, Polaris established Polaris Defense in 2005. Today, Polaris designs, engineers and produces its MV850 ATV, MRZR and DAGOR military vehicles in the U.S. **PSB**

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# New Indian dealership offering 'concierge level' brand service

*Woods Cycle Country in Texas adds Indian as part of expansion*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

It's an old adage in business that if you're not growing, you're dying. But there's also another that says don't kill the golden goose (meaning stick to a foundation that's tried and true). It's the latter that has always appealed to Mark Sheffield of Woods Cycle Country in New Braunfels, Texas.

Sifting through business clichés for more than a decade, it's safe to say that Woods Cycle Country is alive and well after expanding its operation to include Woods Indian Motorcycle — a new showroom in addition to its existing one that will offer new and used motorcycles, while also featuring its own Indian brand display.

Planning for the 3,500 square-foot Woods Indian Motorcycle showroom was a passion the dealership pursued for years, when the Woods Cycle team began contacting representatives from the Indian brand to convey its interest in being a dealer.

"We bought the dealership in 2006 as primarily a motorcycle dealership, but through the recession we lost a lot of two-wheel sales as UTVs became a big part of who we were. At my heart I've always been a motorcycle person, and it was always in the back of my mind that when the opportunity arose, we would love to get back to being a motorcycle dealership," said Mark Sheffield, a strategic advisor and former general manager of Woods Cycle Country, which offers full lines of vehicles from Kawasaki, Polaris, Suzuki, Yamaha, Can-Am and Sea-Doo that includes motorcycles, ATVs, scooters and watercraft as well as parts, gear and accessories. "About five years ago we started discussions with Indian. They were long and ongoing discussions about whether we were the right company to represent the brand in the marketplace. Every six months we would reach out and say 'Don't forget about us, we're still interested' and last summer they reached out to us again to see if we could work out the details. In about two months we put everything together."

"It was a big leap of faith on both ends — for Polaris/Indian and us," said general manager Joe Silvernail. "They showed a lot of confidence in us, and we're confident in the Woods brand and our ability to provide superior customer service to do the brand justice. It was a real good fit."

The Indian showfloor is a part of a much larger 19,000 square-foot expansion that Woods Cycle added onto the northern end of its building in 2008, and converted in 2015 to offer new and used motorcycles of all brands. In 2006 the total dealership footprint was 16,000 square feet, but now is almost 60,000 after a series of expansions that began "almost immediately."

"Luckily one of the last expansions we did was the 19,000 square-foot building directly connected to the main showroom that gave us the ability to separate what we're doing with Indian from everything else," said Sheffield. "Ultimately we decided to make the northern building for motorcycles, and created a section that caters to nothing but the two-wheel crowd."

With taking on the new lineup, the company wanted Indian to have a space, and staff, of its own.

"Everybody knew going into this if we just added Indian as another brand on the



As part of recent expansion, Woods Cycle Country in New Braunfels, Texas, has launched Woods Indian Motorcycles. The brand is featured in a new, separate showroom. Photo courtesy of Woods Indian Motorcycle

showroom floor that we were going to fail — it wasn't going to be good for us, it wasn't going to be good for Indian, and it was going to just get lost in the mix," said Sheffield. "Part of our negotiations on getting to where we are now was how do we separate Indian as a part of our dealership. How do we offer a premium level of experience that the customer really expects? Ultimately what we determined would work best for all is to create a store within a store."

"On the Woods Cycle side we have a standard setup of salesmen and manager, but in taking this new venture on we really built a team to work together," said Silvernail. "Rather than having one position, staff is a lot more versatile throughout the process and have more adaptability between service and parts. It's the same building, but the customer really gets the feeling that they're in a new setting."

Staff members will offer customers a "concierge level" of dedication by being a single contact person, instead of shuffling customers between different departments — from sales, to service to financing — that can happen within a traditional sales model.

"We looked at other dealers that have been successful on this front to see what they have done. Ultimately this has been in the back of our heads for a long time — that we would like to develop a program to do a better job of taking care of customers to offer an experience that is different than some of our competitors," said Sheffield. "We're very cognizant of that fact the old model isn't the

most customer-friendly that exists."

Although other brands were considered, Woods Cycle was encouraged to ultimately make the deal official by the relationship already established with Polaris, being a dealer of its other products for years already. "We always look at a brand from the bigger picture — not just selling the vehicles, but offering support for other aspects of the dealership such as parts and service opportunities," Sheffield said. "There are other large brands that we've looked closely at, but determined they weren't a good fit for us. We've had a very strong track record with Polaris as one of the largest dealers in the state, and we've been able to develop that relationship rather than starting something new."

"Each brand you add to your dealership adds a layer of complexity. I've always had an issue with people who say 'If you're not growing, you're going backwards' because you really need to focus on the foundation of your business. Once you've got that stability, then you can take a look at what other opportunities are."

With a foundation of built upon customer service and strong partnerships, Woods Cycle hopes its expansion ultimately leads to continued growth.

"We've heard a lot of positives. We hear a lot about us being in a great location between San Antonio and Austin," said Silvernail, with Sheffield noting the geographic landscape offers both flat terrain to the east and hilly terrain to the west. "We're now kind of a one-stop shop for many people." **PSB**

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# 98,000 square-foot expansion is 5X store's original layout

*Octane Outlet of Middletown in Ohio moving into old Target building*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

Most dealership expansions are ambitious endeavors by nature; when growing a company an approach of “go big or go home” is common throughout the industry. But even in an industry often swinging for the fences, Middletown Cycle and Octane Outlet of Eastgate’s upcoming expansion can be considered a large undertaking.

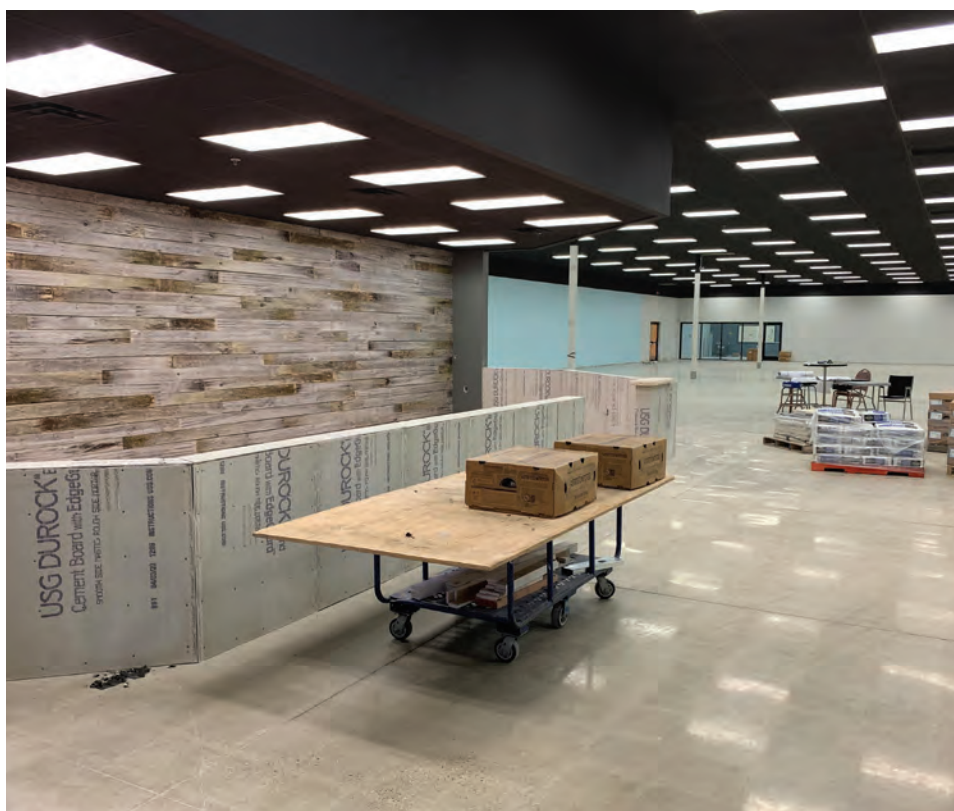
Under the new official title Octane Outlet of Middletown, the Ohio shop will expand into a former Target store outlet less than a mile from its former Middletown Cycle shop — effectively increasing its footprint from a respectable 17,000 square feet, to more than five times the floor plan, at 98,000 square feet. Two stores 35 miles apart will now offer one massive outlet for consumers.

“Cincinnati is a very underserved motorcycle community — it’s kind of a forgotten area. The corporations here offer a lot of good paying jobs with blue-collar people that are the basis of our customers,” said Jeff Martin, general manager of Octane Outlet of Eastgate and Middletown Cycle. “Our owners wanted to stay in the area, and a couple of years ago Target wanted a Super Target, but they didn’t have the space they wanted — so they decided to leave.”

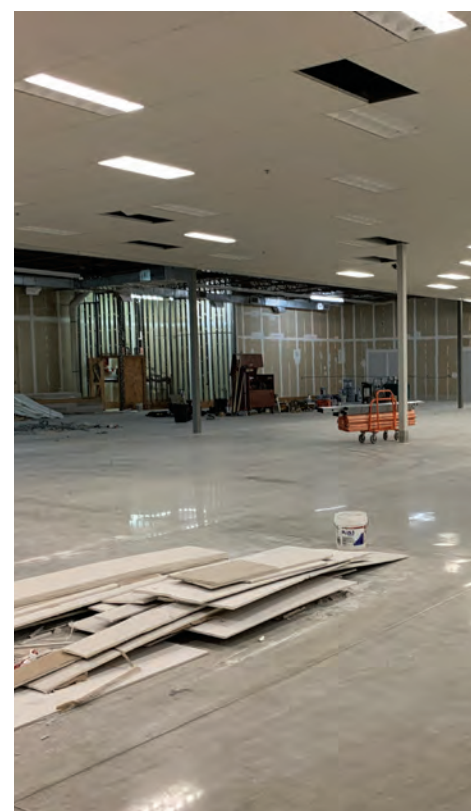
And so a decision to upgrade was made. But what do they plan to do with all the space? Needless to say, its management has plans in place.

“It’s quite large, but it’s one of those things — when we first tore everything down and were looking around it seemed like a lot of room. But then we started with construction,” Martin said.

In total, he estimates a new service department will be 20,000 square feet, with a parts department of 7,500 square feet accompanied



The old Middletown Cycle is growing from 17,000 square feet to 98,000 square feet at its newly formed Octane Outlet of Middletown in the Cincinnati area. Photos courtesy of Octane Outlet of Middletown



by a 65,000 square-foot showroom offering.

“Service will be a really nice footprint to store customer units inside, and give techs two bays to work in to offer a great space to work. It’ll also allow us to keep more inventory on-hand and cut down on wait times for customers because our stockroom is tripling in size,” Martin said. Its current service department is approximately 2,000 square feet. “We’ve had several brands reach out to us when they heard about the move, and want to be part of the expansion going forward... It’s going to fill up quick and we’re currently at our limit.”

A 2,500 square-foot retail area will be dedicated to gear and apparel.

“We’re hoping to offer a boutique-feeling,” said Martin. “We get feedback from females saying when they go to places people don’t

have enough gear for them,” Martin said. “We want to offer that for our customers, and also have some designs for our own clothing line in the next 12 months. We really want to be less of a dealership, and more of a destination.”

A 1,000 square-foot Octane Lounge will also be offered for patrons to rest while shopping or waiting for service, featuring vending machines as well as TV and video games.

“We want to be the destination ride on Saturday, where you can come and mill around for a bit,” Martin said. “Let customers come in and actually hang out with us.”

The hang has been a long time coming, as the deal didn’t happen overnight. Owners Aaron and Bria Brown began putting pieces in place back in 2015 — a pursuit now nearly realized. But that’s not to say there weren’t

reservations about whether the timing was right for such an expansion, especially during the onset of a worldwide pandemic.

“We had kept a lot of this close-lipped, because we didn’t want anyone to swoop in and steal the property. And so not everybody at the old store even knew entirely,” Martin said. “I asked [Aaron and Bria] ‘Do you think it’s best if we wait another year, let the expenses settle down and everything?’ All these different expenses with a bigger footprint, I worried will we be able to sustain it. But our owners are everyday workers. I guarantee they’re at the dealership right now. This is their baby... They said ‘No, we’re committed to this and we’re moving forward.’ There was never any hesitancy from them.”

The building itself rests in an ideal location that offers naturally displayed advertising to thousands of motorists a day.

“It’s a stone’s throw from I-75, and with all the traffic it just made all the sense in the world as a location,” said Martin.

Although faced with uncertain timelines due to COVID-19 restrictions for gatherings, online promotion of the ongoing construction and impending location change has continued for the time being. A grand opening of June 15 had previously been planned tentatively.

“Any type of grand opening we wanted to have has really been pushed off — we’re still at limited capacity with gatherings,” Martin said, referring to state-mandated social distancing requirements.

However, with a Lowe’s on one side and Kohl’s on the other, the new shop offers a large parking lot — one its team hopes to take advantage of in the coming months to offer car shows, demo rides, safety trainings and other events to increase cross branding and community awareness in the future.

“We’ll have a soft opening, and are hopeful that by Labor Day we can offer a bigger event,” Martin said. “We plan to do more stuff in the community. We want to do a lot of events to reach out to other people. We want to do some charity rides and other things to reach out to people that maybe aren’t your normal customers... Our overall goal is to be a destination dealership. Needless to say, we’re very happy with the space we have going forward.” **PSB**

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## NICKI SNYDER | Marketing Director | American Road Group

Fate can be funny.

Nicki Snyder, marketing director for American Road Group (Orlando Harley-Davidson in Florida and Laconia Harley-Davidson in New Hampshire) didn't even grow up around motorcycles. "In fact, I had never even ridden a motorcycle as a passenger or the rider until after I started working at the dealership," she says.

But 13 years ago she was looking for a job in marketing, and her local Harley-Davidson dealership was hiring. She loved the company, the people and culture — everything aligned perfectly, except for one little thing: "Once I learned to ride, there was no looking back."

*Powersports Business* sat down with Snyder to learn about what it takes to make a successful marketing campaign in this industry, social media etiquette, the future of marketing and more to provide our readers with valuable insight during these uncertain COVID-19 times.

As far as fate goes, there are worse directions the wind can take you.

**PSB:** What does a typical day in the life of a marketing director look like?

**NICKI SNYDER:** Here's the thing I love about marketing — no two days are alike. I have a list of tasks that are important to accomplish each day and track metrics, but every day brings a different flavor depending on what is happening in the market. And typically as a marketing director you're also leading some sort of a marketing team and have ongoing communication with vendors. Staying engaged and organized is essential.

Real-time responsiveness matters; watching reviews and replying to social media messages, emails and website requests in a timely manner are all crucial to the success

of a marketing department. You are your own reputation management.

I also like to think of the marketing department as the 'positivity police'. If I'm in the dealership, I'm bringing high-level energy every day of the week, which is contagious in this industry, both to other employees and to customers.

**PSB:** How do you decide marketing strategy (both for social media and online content)? Is there a goal or return in mind each time you do?

**SNYDER:** Ultimately, determining a marketing strategy is largely based on understanding your market, your customer base and how they best respond. It's also a collaborative effort by the entire leadership team. It's important to have an annual strategy and budget in place, as well as quarterly, monthly, weekly and daily goals to track success, broken down by department and priority to intermix both traditional and digital outlets.

At the same time, what I refer to as 'the pivot' is critical — the ability to shift that strategy quickly when something important or unexpected comes up (a global pandemic, for example). Don't be so set on a strategy that you can't pivot when appropriate.

**PSB:** How can a dealership go about understanding their customer base/community (and thus who they should market to)?

**SNYDER:** This will largely depend on the history of the dealership, but the two areas I would focus on are:

1. Get involved with your community. Understand the different businesses around you and how you can help support/cross-promote with them. Understand the people who live there. Find charitable organizations within

your area that you can give back to. As you start to gain camaraderie with your community, you will start to learn what they're looking for, and how to best communicate with them. Don't assume you should only be communicating with current riders. You want to reach the potential riders, the new riders, the people who had never ridden before and maybe never thought about it, but fell in love with the dealership the minute they stepped into it... Like me.

2. Watch closely. If you're paying attention to your insights and analytics/results of your digital advertising, you'll see a very clear picture being painted right before you. You'll learn what your customers like, what they don't like, what they best respond to, etc. You also won't get it right the first time every time. If you're not failing with your marketing tactics, you're not taking enough chances. Don't make assumptions that you know what your customers want — watch, and use that data to communicate with them

**PSB:** Do you have specific growth goals for your shops (either sales or social media benchmarks)?

**SNYDER:** From a marketing standpoint, I measure this largely on quality of lead generation. Which lead sources are getting the best results? What's our appointment ratio? Show ratio? Sold ratio? How does that compare with what we're spending on those sources? How much foot traffic is coming in? It's all important.

**PSB:** In terms of posting on social media assets, what are some do's and don'ts that you have come across?

**SNYDER:** Quality over quantity. You should definitely be posting unique content every

day, but engagement is always my number one objective on all social outlets. We could create killer content and get all the views in the world... but if no one is engaging, what's the point? Social media is a two-way conversation between the dealership and the customer. Watching the best time of day, most relevant content, highest interacted posts... that will all vary by dealership and by market. Again, it's a conversation.

Biggest don't on social media — hard selling. Customers can feel that and more often than not it's frowned upon. That's not what social media is about.

My advice: Subliminally sell. Sell the experience, and sell the dealership — the interactions, the staff, the why. Then, selling the what will follow naturally. **PSB**

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PowerMadd's Brad Roux credits a "volatile" snowmobile industry as the impetus behind the parts and accessory company's decision to expand into the motorcycle, ATV and side-by-side segments. Photos by Nick Longworth/Powersports Business



## PowerMadd continues growth with new segments, accessories

*Once snow-focused, the company continues to widen its offerings*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

While many sledhead consumers know PowerMadd for its snowmobile windshields, risers, handguards, gauntlets and more, the company has steadily begun to expand its product lineup that has dealerships taking note.

"We're going after the dual-sport and adventure guys," said Brad Roux, sales and marketing manager with PowerMadd since 2011.

In recent years the company has made a conscious decision to expand the product portfolio at its warehouse in Wyoming, Minnesota, which now currently holds more than 200 SKUs for products ready to ship at any given time.

The new focus is not so say PowerMadd is turning away from the snowmobiling industry entirely. Rather, it sees product diversification as a way to further sustain its financial viability, allowing the company to keep pro-

ducing for future needs.

"The snow market can be a volatile industry — it's heavily based on snow conditions obviously. With a couple bad snow years and the economy being up and down, we figured the motorcycle, ATV and side-by-side segments are a little more stable. There's definitely bigger numbers in the those segments also," Roux told Powersports Business during a recent visit to its Minnesota facility. "About five years ago we created a plan that we'll continue our snow lines that we have in place, but we'll also actively pursue new lines. We're still doing snow product — that's our

bread and butter — but a lot of our focus has been in side-by-sides, adventure and street bikes and ATVs. We're definitely focusing in those areas more heavily."

One product that helped usher in the company's expansion into additional markets was its former flagship, the Star Series handguard — offering knuckle protection for thousands of riders. In 2017, the company unveiled a new Star Series handguard LED turn signal, followed by its accompanying light kit in 2018 (essentially an innovative way to further increase a customer's purchase order as well as machine functionality).

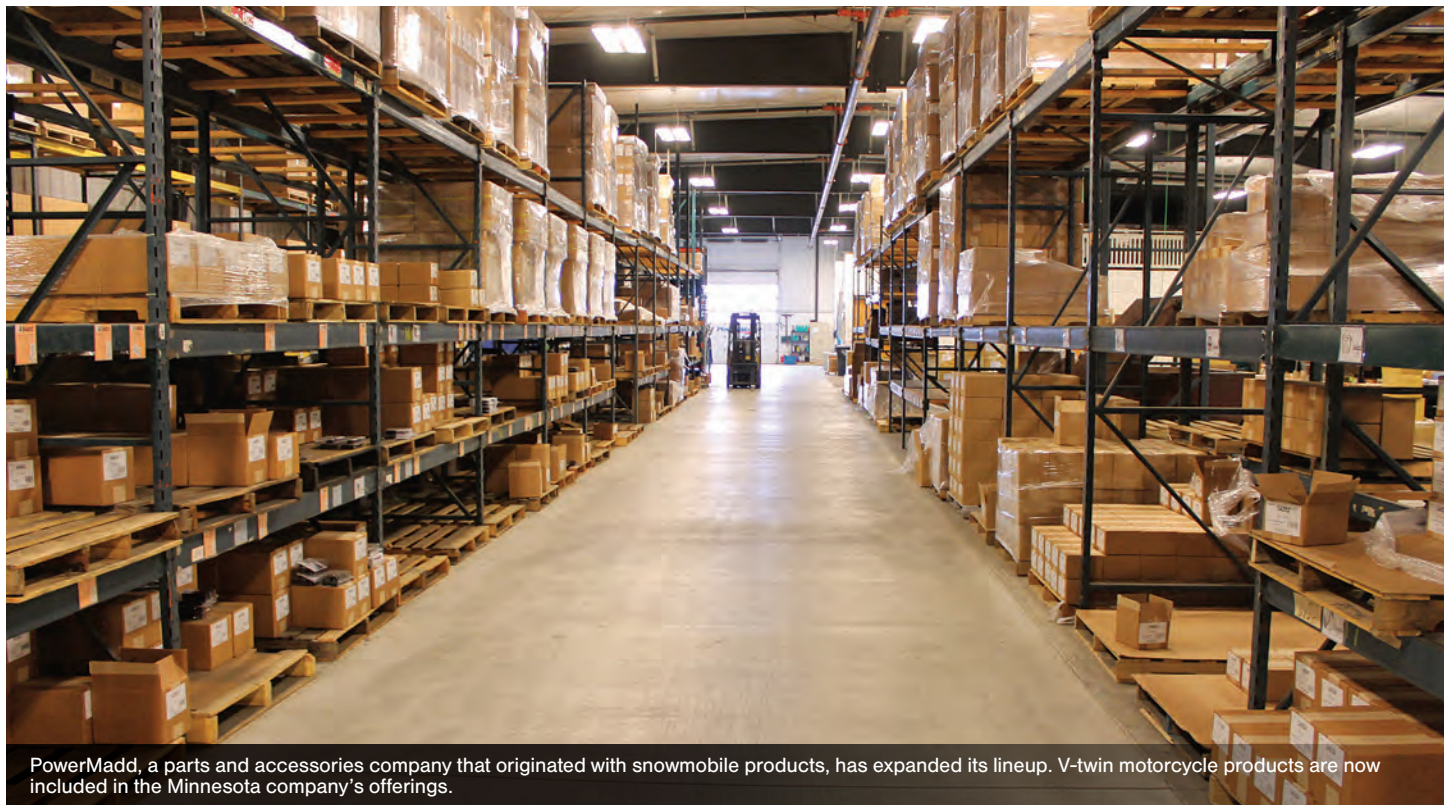
"We sold thousands of the Star Series over the years. They came out in the early 2000s, and there's a lot of them out there," said Roux. "We created the light kit as an add-on accessory to add to the Star Series. People that have them already can add it on, or people can buy the guard and light new if they wanted."

The introduction of the kit has allowed the company to expand further into the motorcycling market, since it fits with every touring Harley-Davidson model from 1996 to current.

"We do a lot of off-road products, and the ATV and dirt bike guys know the Sentinel. But we're finding that the Star Series seems to fit a little bit better with Harleys," said Roux. The Sentinel has since replaced it as the company's flagship offering. "All of our products are pretty universal, so what we're trying to do is find a little more of a niche market for the adventure and dual-sport people. That's the new area we're expanding into."

Both the Star Series and Sentinel are injection-molded handguards that provide durability.

Roux claims the functionality of the product allows consumers to install it on nearly any motorcycle already offering turn signal capabilities, and with the addition of a fixed rate flasher it will fit any machine — creat-



PowerMadd, a parts and accessories company that originated with snowmobile products, has expanded its lineup. V-twin motorcycle products are now included in the Minnesota company's offerings.



## VIDEO



PowerMadd has formed a partnership with Spadafora Choppers in Massachusetts, bringing the company into the V-twin space. Photos by Nick Longworth/Powersports Business

ing additional upsell revenue for a product already widely available on the market.

“Over the years we’ve sold hundreds of thousands of the Star Series, so we were thinking if we can hit 5 or even 2 percent of the existing handguards out there, we’ll sell thousands,” he said, also explaining how their technology is proprietary to the company for its white diffusing layer (as opposed to the traditional yellow), despite being cheaper and offering a higher lumen output than its competition. “We’re also finding people are buying the handguard to get the

light kit — it’s drawing new customers in. It’s been a great product — it’s one product, but it’s causing people to buy three products since they’ll need the handguard, the mount and light kit on top of it.”

Increasing its partnership portfolio, the company teamed up with Spadafora Choppers of Malden, Massachusetts, to produce them.

“They were making mount kits basically for our handguards, and so we teamed up with them to brand it, with them manufacturing for us, while using our handguards on their Harleys,” said Roux. “It’s definitely

a new segment for us — we’re not specifically known as a Harley-Davidson aftermarket production company, but they seem to be selling well. We also have a plug-and-play wiring harness that works directly with some Harley models as well.”

While no official OEM partnership currently exists on the books, Roux said the company is always exploring its options. And by reducing its dependency on Mother Nature for sales demand, Roux believes PowerMadd is well positioned for future growth while producing useful and popular

products for all market segments.

“We’re a small company just trying to get people out riding. We do a lot of R&D before production, to ensure the quality of our products — we take pride in that,” he said. “We’re looking to find creative ways to expand within the powersports industry, and hitting some of the segments that we’re not yet big in is an obvious direction that we should take. Sales have been up, and the current season is going good, even despite the coronavirus. We’re passionately optimistic about the future.” **PSB**

## HOT PRODUCTS

**TWIN POWER DRIVE CHAIN**

**Benefits:** Tucker's Twin Power brand, known for its high-quality parts and accessories designed for the American V-twin enthusiast, has introduced drive chain to its product line. The 530 Severe-Duty Z-Ring chain provides the ultimate strength for performance applications, with a tensile strength of 11,200 pounds. High-strength alloy steel, seamless bushings and rollers and over-sized four-point riveted pins ensure higher strength and increased breaking resistance. High-quality seal rings protect the internal components and provide a lower rolling resistance than O or X-rings, while special factory injected grease offers protection against stretch. The attractive gold finish complements any ride and a rivet style master link is included.

**Specifications:** The 530 Heavy-Duty Solid Roller chain is the perfect replacement for classic V-twins, with a tensile strength of 7,700 pounds. High-strength alloy steel, seamless bushings and rollers and over-sized four-point riveted pins ensure long life and high strength. A natural finish and clip style master link provide an OEM look and easy installation.

**They Said It:** "We're excited to add drive chain to the Twin Power line. With today's emphasis on performance, our 530 Severe-Duty Z-Ring chain fits the bill," said James Simonelli, brand manager for Twin Power. "It is perfectly suited for hot rod usage with highly modified engines. For stock replacement on classic V-twins, we offer our 530 Heavy-Duty Solid Roller chain. Both chains are offered in 120 link cut-to-fit lengths and cover a wide range of applications, making them easy for a dealer to stock. The price point offers great value."

**Suggested Retail Price:** \$179.95, 520 Severe-Duty Z-Ring Chain; \$39.95, 530 Heavy-Duty Solid Roller chain  
**Contact:** twinpower-usa.com

**MOOSE RACING LOWER DOOR INSERTS**

**Benefits:** Moose's new side-by-side lower door inserts require no drilling, making these an easy install without having to modify the existing door. They mount directly to the existing OEM upper door. All the necessary mounting hardware is included with the door inserts.

**Specifications:** They are made from lightweight aluminum and are powder coated black to take on any terrain. Fitments include 2017-19 Can-Am Maverick X3 Turbo R 900 4x4; Polaris 2014-19 RXR XP 1000 4x4 and 2016-19 Polaris RZR XP Turbo 4x4.

**Suggested Retail Price:** \$249.95.  
**Contact:** www.Mooseutility.com

**YOSHIMURA 2020 SUZUKI V-STROM 1050 R-77 SLIP-ON**

**Benefits:** New for 2020 is the Suzuki V-Strom 1050 XT, an adventure bike that's packed full of features with a serious powerplant. Even though the new V-Strom's power comes from a 1039cc V-twin engine platform, Yoshimura felt it could move the power in a better spot, reduce weight and make the big liter engine sound like it means business. Done!



**Specifications:** The new Suzuki responded to every point. Yoshimura chose its Street Series R-77 in beautiful and durable Works Finish with an all-new powder coated aluminum heat shield. The goal was to tune the power that comes from the V-twin engine. The R-77 slip-on was not only 4.5 pounds lighter, it made the updated 1050 engine sound like a real V-twin. The stock muffler weight 12 pounds; the Yoshimura R-77 Slip-on is 7.5 pounds.

**Suggested Retail Price:** \$549

**Contact:** <http://www.yoshimura-rd.com>

**DRAG SPECIALTIES FLAMING SKULL MIRRORS**

**Benefits:** The Flaming Skull Mirrors from Drag Specialties are high quality die-cast mirrors that are available in two styles to match the look and feel of the bike. Choose from either chrome with a chrome flaming skull or matte black with a silver flaming skull.

**Specifications:** Both styles feature 4 1/2-inch diameter mirror heads supported by round stems measuring 4 inches long. Sold in pairs and includes mounting hardware.

**Suggested Retail Price:** \$69.95-\$79.95

**Contact:** [dealer.dragspecialties.com](http://dealer.dragspecialties.com)

**CUSTOM DYNAMICS LED TAG BOLTS**

**Benefits:** Put a little pizzazz in the license plates accompanying each new machine to offer super bright chip-on-board white LEDs embedded into the side of each bolt to provide excellent plate illumination.

**Specifications:** Simple two-wire installation with 18-inch wire leads provide for easy wire tap-in to run power and ground. Tag Bolts have a 1-inch thread, with a thread diameter of .232 inches and a threaded shaft length of .59 inches. All product is backed by a lifetime warranty.

**Suggested Retail Price:** \$18.95

**Contact:** [www.customdynamics.com](http://www.customdynamics.com)



## HOT PRODUCTS



### BIG BIKE PARTS CAN-AM SPYDER RT REPLACEMENT WINDSHIELD

**Benefits:** What's the price for a calm ride? Improve known turbulence behind the windshield to smooth out turbulence and noise.

**Specifications:** The windshield is 4.5 inches wider, providing a calmer rider pocket than the stock OEM. Made from clear 5/32-inch DOT acrylic.

**Suggested Retail Price:** \$159.95

**Contact:** www.bigbikeparts.com

### GIVI USA TREKKER II CASE

**Benefits:** After a new design overhaul, GIVI has added a 35-liter capacity unit that sits right between the smaller 33-liter and the larger 46-liter models.

**Specifications:** Rugged and durable, but also purposeful and elegant with brushed aluminum finish. A black, powder-coated version is also available.

**Suggested Retail Price:** \$285-\$295

**Contact:** www.giviusa.com



### GIVI DRY BAGS ADDS COLORS

**Benefits:** GIVI dry bags in the Easy-T range have been some of the company's bestsellers for years. For 2020 GIVI is adding a few more color combinations, to expand beyond the already available solid black, solid olive green, red/white and yellow/white versions.

**Specifications:** Many of your dealership's customers will love the new digital camo graphic, but the new, very elegant grey one is pretty good looking, too. These dry bags are perfect for any type of riding, from rugged Adventure to Iron Butt style touring, from Classic/Cafe Racer to Urban commuting with a scooter.

**Suggested Retail Price:** \$65, EA114CM 30 ltr Waterproof Roll; \$99, EA115CM 40 liter cargo bag \$99; EA115GR 40 liter cargo bag, \$99

**Contact:** www.giviusa.com



### MOOSE UTILITY DIVISION LED HEADLIGHT AND TAILLIGHT

**Benefits:** Upsell customers super bright LED performance for their new or used ride.

**Specifications:** Options include blacked-out lenses or white halo features. Some models can also require wiring adapters, which are sold separately.

**Suggested Retail Price:** \$19.95-399.95

**Contact:** www.mooseutilities.com



### DRAG SPECIALTIES SEATS PREDATOR III SEATS FOR EARLY XL

**Benefits:** Drag Specialties Seats has expanded the popular Predator III line with seats for 1957-78 XL models. These new seats are constructed with high-quality automotive-grade vinyl covers and molded polyurethane foam for maximum comfort and styling. This uniquely styled seat features a 5 1/2-inch tall driver support that gently slopes down to the passenger seat area and is also designed narrower at the front for better leg clearance.

**Specifications:** The 3/16-inch thermoformed ABS seat base gives the perfect fit while the carpeted bottom and rubber bumpers protect the bike's paint. Available in smooth, diamond stitch or classic stitch. Measures 25 1/2 inches L overall (12-inch L by 9 3/4-inch W front) (8-inch L by 6-inch W rear). Fits with most sissy bars. Includes all mounting hardware. Made in the U.S.A.

**Suggested Retail Price:** Starting at \$279.95

**Contact:** http://seats.dragspecialties.com



### ► SUBMIT YOUR NEW PRODUCT

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

## Hydration and cooling station draws attention from customers

*Las Vegas Harley-Davidson's product placement leads to sales*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

Your dealership's customers who have ridden in and around Las Vegas can attest that temperatures reach more than 100 degrees Fahrenheit daily – which can make for one hot day of motorcycling.

Las Vegas Harley Davidson knew that both tourists and locals alike would need something to beat the heat to ride comfortably, and so the shop created a special “hydration and cooling” station for its patrons.

“A few years ago we were getting ready for the hot riding summer knowing that there would be a demand needed for such merchandise... It can be routinely by 110–115 degrees,” said MotorClothes manager Tim Brown.

With a minimal cost, the shop carved out an 8-foot-by-8-foot space of its 16,000 square-foot department and marked it with signs overhead to offer a station focused on riding jackets, vests and other gear with a core function of temperature regulation.

A focus product offered allows customers to keep core temperatures cool, despite the hot and sunny conditions they might be joining them for their ride. Harley-Davidson's Hydration Cooling Vest is lined with polyacrylate crystals that absorb and hold water to keep the rider cool through the transfer of convection energy. As a courtesy, the shop also created an instructional video to teach interested customers the proper way to use them. Cool-wicking headwear and footwear is also available.

“We're a really large dealership, and so we just utilized our own in-store merchandising fixtures, and hired a local company to create signs for the customer's benefit – so they can see it,” Brown said. “We had carried the products before, but we really wanted to call attention to them since there's such a demand during the summer season. It really clicked to create its own department for



Hydration & Cooling Station | Las Vegas Harley-Davidson

Las Vegas Harley-Davidson produced a video to show how pouring water into a plastic bag with the H-D Hydration Cooling Vest inside can make for a more comfortable ride.

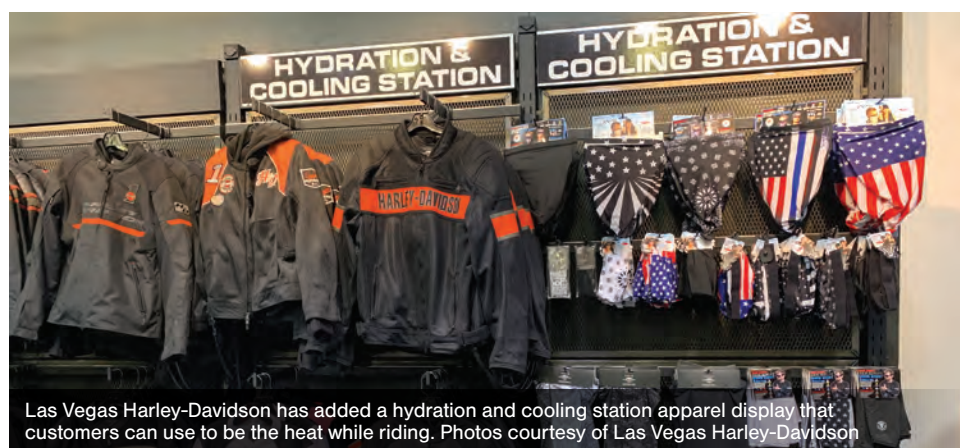
them. We're a full-service dealership, and so it was important to create this section to meet the demand.”

Brown has found the station to be beneficial for both the shop in terms of sales and for their customers – offering convenience and comfort for hundreds that are often arriving as tourists looking for the ride of their lifetime (and not necessarily pinching dimes).

“Before the coronavirus we would get 200 to 400 people minimum daily into the dealership, and with that comes demand,” he said. “With Harley riders, the dealership is a destination. They know we're here to meet their needs if they're touring or traveling riders.”

Once the word got out among riders, the products essentially began to sell themselves – contrary to the slogan of a city known for keeping its secrets.

“The best advertisement ever is word of mouth. When people are going on a road trip and are planning their destinations they speak to each other – they will say ‘Make sure you get these products that will help you enjoy your ride.’ Harley is all about storytelling, and the riders talk about that stuff – they look out for one another,” Brown said. “When riders go from state-to-state and they're not used to the climate, they'll come into the shop because they know the products exist. We pride ourselves on having everything they need to ride safe, hit the road and have fun... that's the whole pleasure of doing what we do. Being able to meet new customers, and meet their needs. It's all about getting people on the road and fulfilling their dreams.” **PSB**



Las Vegas Harley-Davidson has added a hydration and cooling station apparel display that customers can use to be the heat while riding. Photos courtesy of Las Vegas Harley-Davidson

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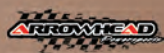
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