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At AIMExpo, MIC reveals strategy to boost ridership

Incoming president/CEO Pritchard, board members launch plans for growth

BY DAVE McMAHON
 ■ EDITOR IN CHIEF

AIMExpo presented by Nationwide returned to Columbus, Ohio, for Year 7, where thousands of dealers, media, industry professionals and enthusiasts gathered for North America's largest and most important powersports trade show inside the Greater Columbus Convention Center.

AIMExpo first landed in Columbus in 2017, and followed with a trek to Las Vegas in 2018. The return to Columbus brought with it total industry attendance of 19,358 vs. 18,176 in 2017.

The Motorcycle Industry Council also presented its strategic framework for the long-term, industry-wide effort designed to boost ridership, get more riders, riding more at the Opening Session.

Opening day for the nation's biggest motorcycle show saw a packed ballroom at the Greater Columbus Convention Center, filled with hundreds of dealers, manufacturers, aftermarket companies, service providers, rider training professionals, and many others across the industry. Speakers revealed new findings about the "culture code" of motorcycling; how Americans relate to motorcycles, which is critical in understanding how to reach potential new riders.

And speakers provided details about new See AIMExpo, Page 5



MotoLease's Mark Rich (left), sales manager, and Jason Davis, director of Sales and Dealer Relations, spoke with dealers at AIMExpo about their innovative lending options.



Keith Mait, senior vice president and general manager for Powersports at Synchro, presents the winning \$250 gift card to Eddie Keefer, vice president and general manager of Keefer's Powersports in Logan, West Virginia, during the Dealer-to-Dealer Roundtables at AIMExpo.



Arriving early to secure a seat was a good idea for dealers attending the Powersports DEALER Seminars @ AIMExpo in Columbus. Dealer seminar attendance grew by 15 percent vs. Columbus in 2017.



(From left) Charles McAdam and Bobby Betencourt of Bettencourt's in West Brookfield, Massachusetts, made the trek to AIMExpo and attended the MIC's Dealer Summit alongside Matt Tanzy of the MIC BankCard program.



Dealership staff and industry members filled 830 seats during the two-day 2019 Powersports DEALER Seminar @ AIMExpo sessions in Columbus, Ohio. Several of them were greeted uniquely as always by seminar presenter Gart Sutton. A total of 35 OEMs were represented on the show floor, and 186 media outlets attended.



The Hoosiers had it going on in Ohio, with (from left) Lauren St. John and Chad Hartman of Dreyer South Powersports in Whiteland, Indiana, and Chad Thompson and Michael Marchky of Thompson's Motorsports in Terre Haute taking in Year 7 of the seminars.



2020 Honda Africa Twin models bring more power, tech

See page 20.

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KYMCO USA forms partnership with Chick-fil-A

Like 150i scooter to be used for U.S. deliveries

KYMCO USA, Inc., based in Spartanburg, South Carolina, is now the exclusive scooter provider for 2,200 Chick-fil-A restaurants nationwide.

The restaurant chain, which ranks eighth in the U.S. in sales (\$9 billion in 2017) in its sector, will use KYMCO's Like 150i scooter for its expanding local delivery service. Delivery service is still in the testing phase.

Chick-fil-A is one of the fastest growing restaurant chains in the U.S., with 100-115 new locations scheduled to open annually. The partnership with KYMCO will enable Chick-fil-A to meet the growing demand for its product on a local level.

KYMCO's Like 150i offers superior quality, including extra safety features such as ABS and Noodoe technology/hands-free



KYMCO's Like 150i scooters will be used to make Chick-fil-A deliveries in the U.S., adding to a B2B relationship that includes a partnership with Alibaba in China. Photo courtesy of KYMCO USA.

smart phone capability. Additionally, the Like 150i's large front and side panel design serves as a promotional opportunity for the restaurant.



KYMCO's business-to-business delivery service started in France with its yellow "Le Post" model which carried mail and packages. Most recently, Alibaba's grocery chain employed the KYMCO Ionex system to deliver "made-to-order" meals in China. In the U.S., KYMCO dealers have provided KYMCO scooters to chains such as Panera Bread on a local level.

KYMCO USA invites dealers around Chick-fil-A restaurants nationwide to be part of this exciting partnership.

Dealers call the CFA order hotline at 1-888-800-0538 to talk to KYMCO's CFA specialist. **PSB**

HOTNEWS

WPS ADDS 110,000 SQUARE-FOOT WAREHOUSE; SECOND IN STATE

The aftermarket PG&A distributorship landscape just became more interesting for dealers with news that one of Big 3 has opened a new 110,000 square-foot warehouse with the goal of improving its shipping efficiencies.

Jessup, Pennsylvania, is the location of the second WPS warehouse in the state, housing tires, snowplows and other large non-conveyable items.

The new facility will free up space at the existing warehouse in Elizabethtown, Pennsylvania, giving WPS a total of 254,000 square feet of warehouse space in Pennsylvania.

"Having purchased this additional facility in the northeastern United States allows for increased sales growth and distribution in



WPS has added a second warehouse in Pennsylvania to house tires, snowplows and other non-conveyable items. Photo courtesy of WPS

order to service our dealers at a level we expect for many more years in the future. This is our third warehouse addition in 18 months with more to come soon," WPS CEO **Craig Shoemaker** said.

NEW PRESIDENT AND CEO FOR KAWASAKI MOTORS CORP., U.S.A.

Foothill Ranch, California-based **Kawasaki Motors Corp., U.S.A. (KMC)** announced that **Eigo Konya** has been named president and CEO, effective immediately. After three-and-a-half successful years leading KMC to industry-leading retail and market share growth, **Yoshi Tamura** has returned to Kawasaki Heavy Industries, Ltd. in Japan.

Konya first joined KMC from 2001 to 2007 contributing to record sales revenues in the U.S, which led to his appointment as general manager of **Kawasaki Motors Shanghai, Ltd.** Konya led the team that built the Kawasaki brand in mainland China, establishing the company, developing the sales structure and strategy, growing the dealer network and emerging annual revenue over a five-year period.

Returning to KMC, Konya is excited to continue the success the company has achieved in recent years and looks to continue growing retail sales and market share in the U.S.

"It is a very exciting time to return to KMC," Konya said. "Kawasaki has seen fantastic retail growth in the United States thanks to the best dealer network in the industry and new, exciting models each year. I look forward to leading such a top-tier company."

Konya addressed the U.S. dealer network at the **Kawasaki Dealer Business Meeting**, Oct. 7-12 in Palm Desert, California, where Kawasaki launched multiple new models for 2020.

Check out *Powersports Business* staff reporter Abby Larson's report from the event in the next edition of PSB.

SEMINOLE POWERSPORTS AIDS HURRICANE RELIEF EFFORTS

The Parks Family, best known for their group of automotive and powersports stores throughout Florida, recently donated 20 **Honda** generators to residents in the Bahamas who were devastated by Hurricane Dorian.

The Parks family owns several automotive dealerships including two powersports stores between Gainesville, Orlando and Tampa.



Seminole PowerSports in Florida assisted in Hurricane Dorian relief efforts in the Bahamas. Photo courtesy of Parks Motor Group

Kathy Parks Suarez stated, "Those affected by Hurricane Dorian have absolutely nothing besides the shirt on their backs. The devastation is absolutely astounding. It will take a very long time for the area to recover. My family's donation of the 20 generators is the very least we can do. My concern was that the generators as well as other local donations that I brought to the shipping docks in Miami would make the voyage to the Bahamas. Once the generators made it to the port in the Bahamas the **Church of Ascension** would deliver to those most in need. I was happy to help in

coordinating at the shipping dock to ensure the generators were actually shipped out and get a confirmation that they did make it into the right hands."

Seminole PowerSports, also part of the Parks family of dealerships along with **Seminole PowerSports North** in Eustis, played a major role in acquiring the generators for the donation. As a Honda dealer in Sanford, Florida they were able to order and receive the generators from Honda in a timely fashion.

Kirby Mullins, owner and general manager of Seminole PowerSports, stated "Participating in this effort was an honor. It took many hands to make the donation possible. It was a team effort for every step from placing the order, ensuring we would receive the shipment here in Sanford, to then trailering it down to Miami for Kathy Parks to coordinate the actual shipment and receipt of the generators in the Bahamas. Honda makes a very reliable generator and we are very confident this donation will help immensely in helping victims get some sense of normalcy as they rebuild. I remember when Central Florida was hit by Hurricane Irma, and going without electricity day after day was almost intolerable."

Mullins added, "Honda is a very well-known, reliable brand. The generators we donated will last a very long time for years to come. We carry both **Honda Power Equipment** and Honda motorcycles. Many of our customers will purchase a powersport from us and buy a Honda generator to go along with them on their weekend road trips. Whether it's an ATV, dirt bike or side-by-side, our customers tend to be weekend warriors, and in the fall and winter they take their rides off road, go camping and have a huge need for a generator. We sell plenty of the Honda brand generators, we know people like them, and they are built to last. Those in the Bahamas receiving our Honda generators are getting a high-quality piece of equipment."

TUCKER'S FREDERICK NAMED DRAGONFIRE RACING BRAND MANAGER

Fort Worth-based **Tucker** has announced the promotion of **Kyle Frederick** to brand manager for its side-by-side/ATV exclusive brand **DragonFire Racing**. Frederick has been with DragonFire for the last five years, starting in the warehouse assembling and packaging product. Within a year he became supervisor of assembly, then transitioned to the sales team.

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100 percent tariffs on EU powersports products avoided

MIC, legislators help to land favorable decision on parts arriving from European Union

Proposed tariffs of up to 100 percent on motorcycles, parts, and accessories, coming in from European Union countries, have been staved off — after the Motorcycle Industry Council and member manufacturers testified before, and submitted written comments to, the Office of the United States Trade Representative.

The proposed tariffs, which would have greatly affected the powersports business, came about as part of a dispute regarding certain EU countries subsidizing their large-aircraft manufacturing sector.

Representatives from member companies KTM and Indian Motorcycle, and MIC staff, testified this summer at USTR hearings in Washington, D.C., and made the case against the proposed tariffs. And the MIC, along with motorcycle-manufacturing member companies Cobra, Ducati, Indian Motorcycle, and

KTM, submitted written comments to the USTR opposing these tariffs.

In a show of transcontinental industry support, ACEM, the European Association of Motorcycle Manufacturers, also submitted written arguments against the proposed tariffs.

“We have been actively engaged in this dispute from day one, both in Washington, D.C., and also in Europe, to protect our dealers, support the motorcycle industry and allow our customers to continue to ride and experience motorcycling,” said John Hinz, CEO of KTM North America.

“Our brands and dealers have been operating in the United States for over 50 years and it is our responsibility to protect and grow the future of motorcycling. We commend the USTR’s recognition of the negative impact that the proposed tariffs would have had on our U.S. business, partners, dealers and customers.”

“Had the tariffs been enacted, that would have meant extremely high prices for our American consumers of European motorcycles, parts, and accessories,” said Erik Pritchard, incoming MIC president and CEO.

“Increased costs would have even discouraged motorcycle riders from performing routine but critical maintenance, such as brake pad and tire replacements, due to potential doubling on the price of parts.”

“I want to thank Congressman Tim Walberg and Congressman Michael Burgess who are the co-chairs of the Congressional Motorcycle Caucus,” said Scott Schloegel, senior vice president for government relations at the MIC.

“They sent a terrific letter to the United States Trade Representative opposing additional tariffs, which are taxes paid by American consumers. They have been fantastic champions of the industry and our consumers, and we thank them for their continued support for something that brings joy to millions of Americans every single day: motorcycling.”

MIC staff at the Government Relations Office will continue to monitor developments in Washington, in case the USTR proposes any changes to the current list of products and industries impacted by tariffs. **PSB**

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BPA WORLDWIDE



HOTNEWS

“I’m ecstatic to take on this role, as it has been a goal since I started my tenure at DragonFire,” Frederick said. “I see so much potential in the brand and look forward to being part of it as we grow and further expand our reach while serving our customers and dealers better than ever.”

Frederick has been an off-road enthusiast for 10 years, keeping his eye on the development of the side-by-side market since the launch of the **RZR 800**. His diverse background and familiarity with the brand make him the ideal choice as DragonFire Racing’s new brand manager.

“I’ve worked with Kyle for the last two years, and have seen him grow. I know he will carry the vision and direction of DragonFire Racing,” said **Justin Lasater**, director of Off-Road Brands for Tucker. “I’m excited to work with Kyle as he starts his new venture partnering with a great company like Tucker Powersports.”



DragonFire Racing has named Kyle Frederick brand manager for Tucker’s exclusive brand. Photo courtesy of Tucker

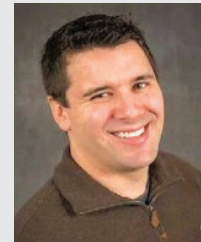
CFMOTO ADDS EX-POLARIS PRODUCT MANAGER AS PG&A DIRECTOR
CFMOTO USA has decided to go all-in with factory parts, garments and accessories for its side-by-side and ATV lineup with the announcement that a new director of **Parts, Garments and Accessories** has been hired.

Jake Mirabal has more than 10 years

of experience in various industries and has held similar positions with **Polaris, Caterpillar, Cummins** and most recently, as product manager at **Crestliner Boats**. At Polaris, Mirabal was senior product leader — product manager responsible for the RZR accessory product portfolio.

During his career, he has brought over 100 powersports accessories to market and has introduced or refreshed 80 vehicles. At CFMOTO, he will be responsible for accessory development.

“I’m excited to be here and be a part of the growth CFMOTO is experiencing. We have a lot of great machines in our lineup and soon will have a great line of accessories to accompany them,” Mirabal said. **PSB**



JAKE MIRABAL

CALENDAR OF EVENTS

POWERSPORTS BUSINESS

OCTOBER 2019

- 29: Ski-Doo Avalanche Safety Seminar, Paulsen's Powersports, Great Falls, MT
- 29: Dainese Custom Works North American Tour, Dainese San Francisco, San Francisco, CA
- 29: Ski-Doo Avalanche Safety Seminar, Base-camp Motor Sports, Calgary, AB
- 30: Ski-Doo Avalanche Safety Seminar, Gull Boats and RV, Missoula, MT
- 30: Ski-Doo Avalanche Safety Seminar, Purple Bros. Ltd., Red Deer, AB
- 31: Dainese Custom Works North American Tour, Ducati Austin, Austin, TX
- 31-Nov. 3: Lone Star Rally, Galveston, TX

NOVEMBER 2019

- 1: Ski-Doo Avalanche Safety Seminar, Specialty Recreation, Couer d'Alene, ID
- 1: Ski-Doo Avalanche Safety Seminar, Riderz, Edson, AB
- 1-3: Snowmobile USA Show & Sale, Suburban Collection Showplace, Novi, MI
- 2: Ski-Doo Avalanche Safety Seminar, Power World, Granby, CO

- 4: Ski-Doo Avalanche Safety Seminar, Stojan Power Sports & Marine, Grand Prairie, AB
- 5: Ski-Doo Avalanche Safety Seminar, Trail Blazin Power, Dawson Creek, BC
- 5-8: SEMA Show, Las Vegas Convention Center, Las Vegas, NV
- 5-10: EICMA, Rho Fiera, Milan, Italy
- 6: Ski-Doo Avalanche Safety Seminar, Vern Eide Motoplex, Sioux Falls, SD
- 7: Ski-Doo Avalanche Safety Seminar, Roelofsen Implement, Toronto, SD
- 7: Ski-Doo Avalanche Safety Seminar, Forest Power Sports, Prince George, BC
- 7-9: SxS Adventure Rally, Sand Hollow State Park, UT
- 8: Ski-Doo Avalanche Safety Seminar, Jaycox Powersports, Worthington, MN
- 9: Bob's Biker Blast featuring Darius Rucker, GO AZ Motorcycles, Scottsdale, AZ
- 9: Ski-Doo Avalanche Safety Seminar, Dockside Marine, Wilmington, IL
- 9-10: Roland Sands Design Super Hooligan National Championship, Moto Beach Classic/Surf City Blitz, Huntington Beach, CA
- 11-16: FIM International Six Days Enduro, Portimao, Portugal
- 12: Ski-Doo Avalanche Safety Seminar, Moto-

- Breck, Breckenridge, CO
- 13: Ski-Doo Avalanche Safety Seminar, Wenatchee Honda BRP, Wenatchee, WA
- 13: Ski-Doo Avalanche Safety Seminar, No Limits Motor Sports, Squamish, BC
- 14: Ski-Doo Avalanche Safety Seminar, I-90 Motorsports, Issaquah, WA
- 14: Ski-Doo Avalanche Safety Seminar, Greater Vancouver Powersports, Langley, BC
- 15: Ski-Doo Avalanche Safety Seminar, Rob's Performance Motorsports, Johnson Creek, WI
- 16: Ski-Doo Avalanche Safety Seminar, Courtenay Motorsports, Courtenay, BC
- 16-24: Motorcycle Live, National Exhibition Centre (NEC), Marston Green, UK
- 19: Ski-Doo Avalanche Safety Seminar, RTR Performance, Kamloops, BC
- 19-24: Motorcycle Live, The NEC, Birmingham, England
- 21: Motorcycle Industry Council Communications Symposium, Inroads to the Future, Westin Long Beach, Long Beach, CA

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

AIMEXPO

■ CONTINUED FROM THE COVER

research into the four steps on the journey to becoming a motorcyclist.

“This industry-led program will enable all stakeholders to benefit,” said Paul Vitrano, MIC board chair, and senior assistant general counsel of Indian Motorcycle and Polaris Inc. “The MIC is developing this to bring the might of the entire industry together, in order to power our collective future.”

MIC leadership urged everyone throughout the industry to unify, support the initiative, engage with it, and send questions, comments, and suggestions to newriders@mic.org. An action plan and an initial set of tactical elements will be presented at the annual MIC Communications Symposium in Long Beach, California, on Nov. 21.

The presentation was led by Vitrano; MIC Vice Chair Chuck Boderman of American Honda Motor Co., Inc.; incoming MIC President and CEO Erik Pritchard; and long-time motorcyclist and media personality Ariana Escalante.

“We conducted exhaustive research into the key drivers that underlie our industry,” Vitrano said. “We knew we had to dig deeper and go further than anyone had previously gone into the real issues that motivate people to ride — and even more important, what keeps them from riding.”

After months of intense, collaborative work with consulting firm Centauric, it was clear that “potential consumers not only exist, they might actually be out there wait-

See AIMExpo, Page 6



Mark Gricewich II of RG Motorsports in Bridgeport, West Virginia, talks service and maintenance contracts with Jason Duncan of McGraw Powersports at AIMExpo.



Sebastien Bedard of Eskape, an off-road PG&A dealership in Chambly, Quebec, and PSB editor Dave McMahon brought a similar — but different! — look to the seminar sessions.

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AIMEXPO BY THE NUMBERS

Here's a closer look at the 2019 Columbus AIMExpo by the numbers:



TOTAL ATTENDANCE
19,358

CONSUMERS
13,933

DEALERS/BUYERS
2,314

EXHIBITOR STAFF
2,121

ASSOCIATED INDUSTRY PROFESSIONALS
744

DEALER SEMINAR SEATS FILLED
830



Parts Unlimited national sales manager Mike Faulkner discusses the 2020 Thor lineup with dealers at AIMExpo in Columbus, Ohio.



The Dealer-to-Dealer Roundtables provided a variety of discussion topics, with groups of 8-10 dealers learning best practices from each other.

AIMEXPO BY THE NUMBERS

UNIQUE DEALERSHIP RETAIL LOCATIONS

992

COUNTRIES REPRESENTED BY ALL ATTENDEES

55

TOTAL OEMS REPRESENTED ON SHOW FLOOR

35

STATES REPRESENTED BY DEALERS

50

MEDIA OUTLETS

186

EXHIBITORS

370

AIMEXPO

■ CONTINUED FROM PAGE 5

DRIVE

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ing for us to find them,” Vitrano said.

To reach these potential riders, the MIC worked with Centauric to understand the culture code of motorcycling in America, and to identify the four steps on the journey to becoming a rider.

Information gathered in focus groups, lab experiences, and other research “allowed us to discern our most critical understanding,” Boderman said, “the distillation of the culture code of motorcycling in America, which can be summed up in two words: personal sovereignty.”

The culture code is “comprised of independence, power, mastery of both self and domain, and being at least a little bit bad-ass about it,” he said. “Personal sovereignty is the essential key to understanding how to powerfully connect with potential riders. It is how most Americans subconsciously relate to motorcycles.”

“We need more riders, riding more,” Pritchard said. “Potential riders are on a journey, and it’s our job — all of us — to provide a roadmap and help them along the way to make sure they reach the destination.”

Four key steps were identified on the journey to becoming a rider:

- Inspire – Get more people to take notice of motorcycling
- Explore – Help more people learn about motorcycling in a way that aligns with their lifestyle and personal interests
- Engage – Knock down barriers and welcome new folks
- Integrate – Make motorcycling accessible, affordable, and enriching

“We are working to refine these elements into an action plan,” Pritchard said. “Our industry is at an essential turning point, where we must unify as one body, speaking the culture code of motorcycling, and pulling in the same direction to create new riders.”

AIMExpo returns to Columbus Oct. 1-4, 2020. **PSB**



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



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FINANCE

DIGEST

LONGWORTH PROMOTED AT MCGRAW POWERSPORTS

Ted Longworth, a longtime employee of **The McGraw Group**, has joined **McGraw Powersports** as manager of Product Development.

Longworth previously worked at **Pacific Specialty Insurance Company**, a sister company to McGraw Powersports, for 14 years — most recently as a product manager.

“I’m looking forward to building relationships and getting to know our dealers and their customers’ needs as the industry continues to evolve,” said Longworth.

Longworth is committed to providing training and learning tools to dealers as further support. He also intends to streamline processes to enhance the user experience and ensure McGraw Powersports’ product offerings continue to expand in variety and reach new regions of the U.S.

“We are pleased to strategically move Ted into this new position and anticipate that his product expertise will bring great value to the McGraw Powersports team,” said **Mike Budnyk**, executive vice president of Sales for Pacific Specialty.



Polaris and Synchrony have extended a consumer financing relationship that goes back more than 13 years. Photo courtesy of Synchrony

SYNCHRONY AND POLARIS EXTEND FINANCING DEAL

Synchrony announced it has renewed a multi-year financing agreement with **Polaris Inc.**

For more than 13 years, Synchrony and Polaris have partnered to provide Polaris buyers access to special financing options and customized promotional installment loan offers through Polaris’s widespread U.S. dealer network.

“We are committed to providing Polaris dealers with flexible financing offers, leading technology, and innovative products to help them run their business more efficiently,” said **Neeraj Mehta**, CEO of Payment Solutions.” Polaris is a long-standing partner with a reputation of innovative design and quality manufacturing.”

Synchrony’s proprietary Business Center technology enables Polaris dealers to efficiently manage consumer credit applications, decisions and contract prep-

aration and provides real-time program insights to help them manage their installment loan applications.

“We value the credit and customer experience expertise provided by the Synchrony team and appreciate their continued partnership in supporting our dealer network,” said **Mike Speetzen**, executive vice president and chief financial officer, Polaris Inc.

YAMAHA FINANCIAL SERVICES, JUNIOR ACHIEVEMENT PARTNER

Yamaha Financial Services has partnered with **Junior Achievement (JA) of Georgia** and its unique **JA Discovery Center** as a storefront partner in JA “Finance Park” that affords more than 15,000 middle school students annually in the greater

Atlanta area a unique and innovative learning opportunity.

“We are so excited for this partnership with Yamaha and the exposure it will bring to our students,” said **John Hancock**, President and CEO, JA of Georgia. “Their storefront will provide students a hands-on look at what their futures can hold, and give them an opportunity to experience that future first hand.”

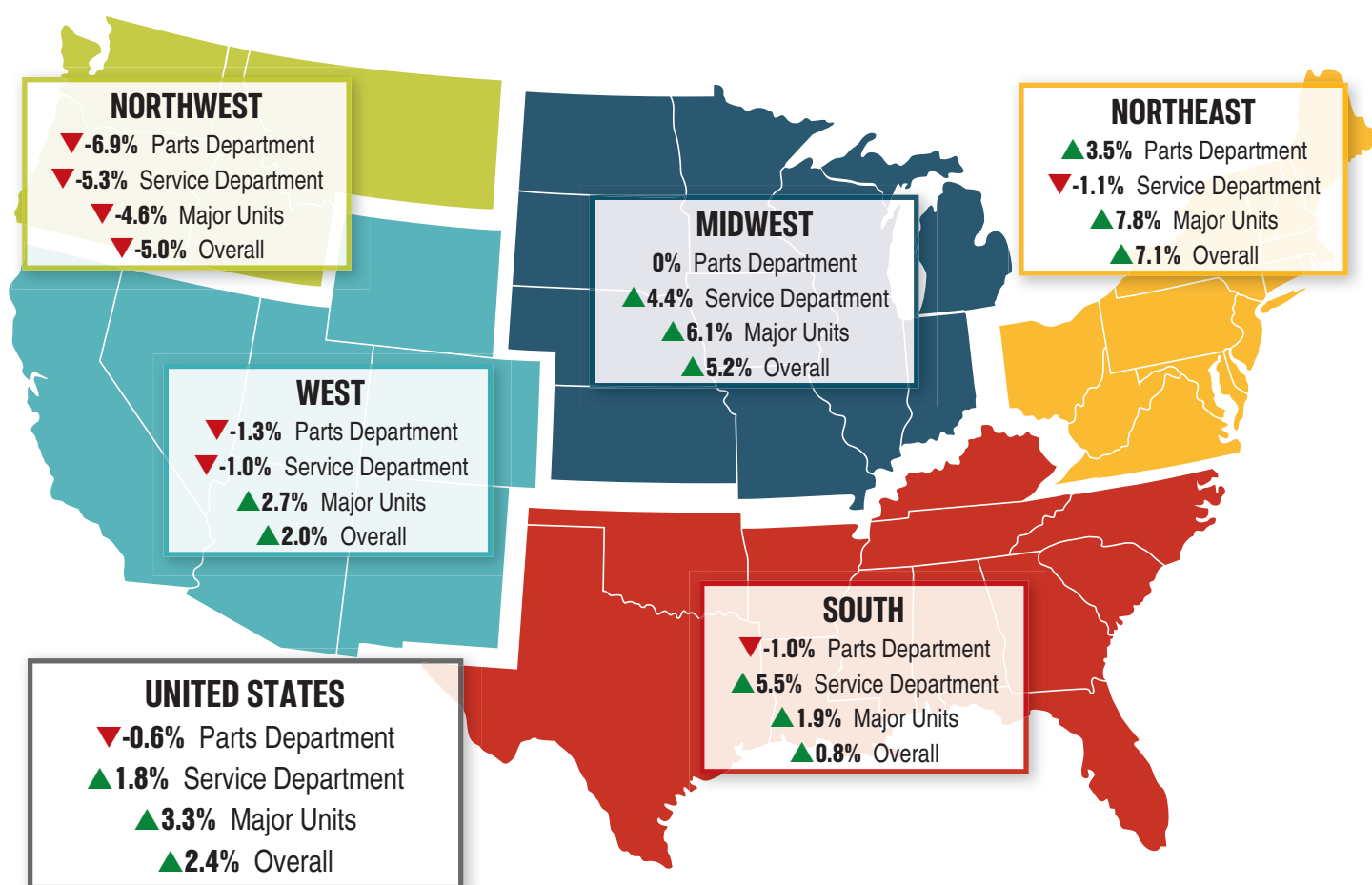
“We feel that the more than 15,000 students that will be touched by their participation in this building will have experiences and lifetime memories because of this program that will support their own growth and commitment to personal responsibility,” said **Brian Hinchman**, vice president of YMFUS Commercial Finance Program.



Yamaha Financial Services and Junior Achievement of Georgia cut the ribbon with (from left) Matt Meade (HR Division), Kellyce Nash (YMFUS), Bryan Seti (Watercraft), Mike Doughty (Motorsports), and Brian Hinchman (YMFUS). Photo courtesy of Yamaha Financial Services

“For that, we offer our sincere thanks and appreciation to Junior Achievement.” **PSB**

DEALER FINANCIAL SNAPSHOT



SEPTEMBER 2019

Same Store Sales revenue at 1,689 dealerships in the U.S that use the CDK Lightspeed DMS were up 2.4 percent overall in September compared to September 2018. New and pre-owned Major Unit Sales dollars were up 3.3 percent while Service dollars were up 1.8 percent and Parts dollars were down 0.6 percent. The biggest regional winner during September was the Northeast, which saw overall revenue growth of 7.1 percent.

PARTS SALES

Parts sales were up at 837 dealerships and down at 852.

SERVICE SALES

Service dollars increased at 887 dealerships and trended downwards at 781 dealerships.

MAJOR UNIT SALES

A total of 797 dealerships were up in new and pre-owned unit sales, and 736 were down.

FOR MORE ON THE SAME STORE SALES DATA

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



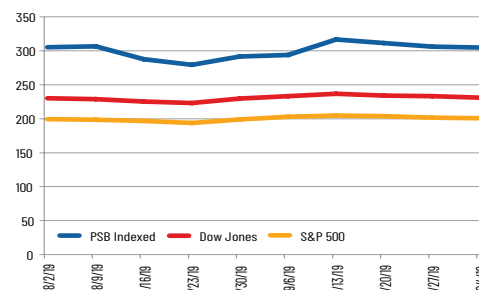
STOCK MARKET WATCH

MARKET WATCH

	10/4/19	Change from 9/6/19	% Change
Powersports Business Index ▲	304.9	11	3.74%
Dow Jones Index ▲	231.1	-2	-0.85
S&P 500 Index ▼	200.9	-1.8	-0.88

Source: Wells Fargo Securities LLC

STOCK MARKET ACTIVITY



POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 10/4/19	Percent Change
Harley-Davidson, Inc.	HOG	\$35.37	12.40%
Deere & Company	DE	\$167.69	10.50%
Cooper Tire & Rubber	CTB	\$25.12	9.60%
Brunswick Corp.	BC	\$51.45	9.10%
Polaris Industries, Inc.	PII	\$86.46	8.00%
Marinemax, Inc.	HZO	\$14.96	6.90%
Honda Motor Corp. ADR	HMC	\$25.95	6.70%
CDK Global	CDK	\$45.37	5.00%
Bridgestone Corp. ADR	BRDCY	\$19.67	4.40%
ArvinMeritor	ARM	\$17.36	2.60%



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TexPlex ride park acquired; plans to start selling new units

TexPlex Park and Blaine Stone Lodge in Midlothian, Texas, were acquired by US Assets, Inc. on Oct. 11. The agreement enables the company to accelerate its strategic growth plan to become the top name in powersports riding and retail, including an immediate expansion into the sale of powersports ATVs, UTVs, dirt bikes, parts, accessories, and service.

Founded in 2017, TexPlex Park and Blaine Stone Lodge host premier powersports events, help train powersports dealers, and execute manufacturer product launches, while also providing recreational riding areas to the general public. The company will expand to include powersports sales for vehicles, parts, accessories, and service, making their business model unparalleled in the world of powersports.

“TexPlex Park is uniquely positioned to create a premium experiential retail platform for the powersports and automotive industries,” said CEO of US Assets, Inc., Jeffrey Love. “By providing the opportunity to integrate the riding infrastructure with a retail presence, it gives our customers an experience that is unmatched within the world of powersports. There is no one in the industry today doing it this way. As we



TexPlex Park hosted the Honda Power Lab for dealers — and media — earlier this year.

open new locations near metropolitan cities across the country, we are setting the bar so high, no competitor will be able to reach it.”

“Our team is excited to bring on an investor with the expertise to develop a world-class facility that enhances the way people shop, ride, and experience off-road products,” said Tommy Kehoe, president of TexPlex Park and Blaine Stone Lodge. “We’re thrilled for our customers, our sponsors, our clients and the powersports industry as a whole to be a part of this monumental achievement.” **PSB**

POWERSPORTS BUSINESS STOCKS

POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 10/04/19	Price 09/04/19	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$126.79	\$123.80	2.4%	\$127.76	\$82.31
Brunswick Corp.	BC	\$51.45	\$47.14	9.1%	\$64.69	\$41.02
CDK Global	CDK	\$45.37	\$43.20	5.0%	\$63.90	\$41.50
General Electric Co.	GE	\$8.57	\$8.80	-2.6%	\$13.25	\$6.40
Harley-Davidson, Inc.	HOG	\$35.37	\$31.48	12.4%	\$44.70	\$30.17
Honda Motor Corp. ADR	HMC	\$25.95	\$24.33	6.7%	\$30.12	\$22.87
Polaris Industries, Inc.	PII	\$86.46	\$80.07	8.0%	\$103.19	\$70.27
TCF Financial Corporation	TCF	\$37.36	\$37.70	-0.9%	\$54.05	\$34.62

DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 10/04/19	Price 09/04/19	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$17.36	\$16.92	2.6%	\$25.78	\$15.01
Bridgestone Corp. ADR	BRDCY	\$19.67	\$18.84	4.4%	\$20.32	\$18.31
Carlisle Companies	CSL	\$141.42	\$143.63	-1.5%	\$149.45	\$92.16
Cooper Tire & Rubber	CTB	\$25.12	\$22.91	9.6%	\$35.36	\$22.46
Dover Corporation	DOV	\$95.00	\$93.25	1.9%	\$103.47	\$65.83
Intl. Speedway Corp. Cl. A	ISCA	\$45.46	\$45.00	1.0%	\$45.62	\$35.16
Deere & Company	DE	\$167.69	\$151.72	10.5%	\$171.22	\$128.32
Marinemax, Inc.	HZO	\$14.96	\$14.00	6.9%	\$26.11	\$13.73
Spy Inc.	XSPY	\$0.08	\$0.09	-12.2%	\$0.19	\$0.06
Speedway Motorsports, inc.	TRK	\$19.78	\$19.75	0.2%	\$19.90	\$13.47
Universal Technical Institute	UTI	\$5.24	\$5.25	-0.2%	\$5.82	\$1.86
TCF Financial Corporation	TCF	\$37.36	\$37.70	-0.9%	\$54.05	\$34.62

INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 10/04/19	Price 09/04/19	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	62.39 €	61.09 €	2.1%	79.38 €	58.04 €
BRP, Inc.	DOO-TSE	\$51.18	\$47.19	8.5%	\$60.20	\$32.36
Kawasaki Heavy Industries	7012-TKS	2358 ¥	2078 ¥	13.5%	3325 ¥	1979 ¥
Michelin	ML-PAR	97.50 €	96.96 €	0.6%	118.60 €	82.68 €
NGK Sparkplug	5334-TKS	2002 ¥	1796 ¥	11.5%	3335 ¥	1727 ¥
Suzuki Motor	7269-TKS	4409 ¥	3975 ¥	10.9%	6327 ¥	3501 ¥
Yamaha Motor	7272-TKS	1938 ¥	1683 ¥	15.2%	3150 ¥	1657 ¥
Yokohama Rubber	5101-TKS	2147 ¥	1992 ¥	7.8%	2429 ¥	1795 ¥

Source: Wells Fargo Securities LLC

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FROM THE EDITOR

Seminars bring a mix of new faces, successful veteran dealers



DAVE McMAHON

The seventh edition of the AIMExpo presented by Nationwide, held in September in Columbus, Ohio, brought with it many chances for dealership operators to take advantage of opportunities for growth. From the classroom seminars to the exhibitors on the show floor at the Greater Colum-

bus Convention Center, dealers could be found finding numerous ways to capitalize on relationships built at AIMExpo.

In talking to dozens of our dealer principal friends and PSB readers who make it an annual point to attend the show — and rely on the dealership staff to handle the reigns while they're gone — it's easy to tell which dealerships are going to be moving our industry forward as 2020 calls.

One is celebrating 40 years in the industry in 2019, and simply has not missed an AIMExpo since its inception, from Orlando to Columbus to Las Vegas and back to Columbus again. The interesting note about his 2019 thus far is that he's celebrating his most successful business year since he took over his first shop in 1979. He has a small empire of crazy-successful dealerships in 2019, but there he was, sitting front and center at the Dealer-to-Dealer Roundtables during the Powersports DEALER Seminar @ AIMExpo to share his success stories on Facebook advertising with any of his fellow dealers who cared to listen. ("You spend a lot of money on it and you sell a lot of units because of it.")

In Columbus, he brought more staff with him than ever before. We saw them with our own eyes, taking up the entire front tables at many of the sessions in the Powersports DEALER Seminars. For those dealership staffers who were back at the shop, full of confidence that the boss put his utmost trust in them to get the job done for a few days, it was a chance to show off their skills and make money while the boss was away. No cats at play here, though, as their training and preparation — combined with a culture of success — simply made it another day at the office.

Sure, when some dealership principals leave for a couple of days, it depletes the shop staff by a significant percentage. But it's quite easy to do, especially for those owners who provide the proper training. In fact, one small store owner — seeking to open a second location — also brought his GM this time.

When I remarked that we appreciated his approach to tackling the seminar schedule — "Too many that we didn't want to miss, so I had to bring an extra person." — I also enquired as to the shop operations. Is your phone blowing up with questions from the folks back at the shop? Are both of you ever gone at the same time? Has your absence caused any major hiccups?

He replied that the operations were going swimmingly in their absence. The owner was confident

enough in the staff's training. Otherwise, he would not have taken a few days out of the shop, with GM in tow. Even better, for the crew handling the store operations, the dealer principal made a deal: All profits generated at the dealership while the boss was away would be split by the crew on hand at the shop those days. Wow, excellent idea. The shop staff was allowed an allotment of phone calls or texts per day to provide for optimal customer service, but too many of either would lead to a decrease from the initial 100 percent of the profits.

"We've barely heard from them," he said.

DEALERSHIP GROUP SPLIT INTO TWO

One dealership group that continues to sell Harley-Davidson motorcycles by the boatload has decided to split into two companies after 40 years of dealership operations, hopefully as a way to sell even more bikes.

Paul Veracka and Michael Veracka, owners of the Veracka Family Harley-Davidson Dealer Group, officially separated themselves as of Oct. 1. They will no longer own or operate any of their Harley-Davidson dealerships together.

"It's exciting as we go our separate ways with our own companies. We've been in the Harley-Davidson business together for 11 years now, growing our footprint to cover the entire United States," said Michael Veracka. "I'm looking forward to my stores competing with Paul's stores."

"This move simply gives us the chance to establish our own visions for

our own companies," said Paul Veracka. "Owning our individual stores has been something we've discussed for a few years now and in anticipation of this split, we have been restructuring operationally. This will allow a seamless transition for the current staff at the dealerships."

As the brothers go their separate ways, they will be creating new roles within their respective companies, including opportunities to promote current staff and attract additional experienced talent from outside the industry.

"The systems and procedures we've created and implemented at the stores allow the average skilled performers to do a great job, and the highly skilled performers to excel. It's no secret that our stores have historically been some of the highest volume stores across the country while achieving industry leading customer service and employee experience ratings," said Michael Veracka.

This split by the Veracka brothers is a testament to their commitment to Harley-Davidson and for the continued success of the Harley-Davidson brand for many years to come.

In addition to the brothers split, their father, David Veracka, will continue to be involved in the motorcycle industry taking over The Motorcycle Company (TMC) and becoming a consulting company. **PSB**

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

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WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. 'Revolutionary technology' now available on all 2020 Sea-Doo GTI models
2. Kawasaki announces all-new 2020 Teryx KRX 1000 side-by-side
3. Owner closes five dealership locations: report
4. Dealership closing after 36 years
5. Veracka Family Harley-Davidson Dealer Group splits into two companies
6. Dealer reception 'positive' at Club BRP Can-Am Sea-Doo: analyst
7. Sea-Doo 2020 press event underway in Texas (Insta)
8. Honda updates 2020 Africa Twin models
9. Distributor adds 110K square-foot warehouse; second in state
10. Circuit of the Northwest to open new racing facility
11. New electric PWC ready to launch
12. County celebrates opening of new UTV/ATV campground to grow off-road tourism
13. Klock Werks HQ flooded; 'truly devastating' (video)
14. Kawasaki releases 2020 PWC lineup
15. Former diner becomes dealership: report

The headlines above belong to the most frequently viewed articles from the three-times-per-week Powersports Business Enewsletter during the Sept. 11-Oct. 20 period. The number is based on the percentage of e-news viewers who clicked on the article's headline.

POWERSPORTS BUSINESS BLOG

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



FORREST FLINN
Managing Partner,
Powersports
Managements
Concepts

Let's face it, hiring and firing can be a daunting experience, but what do you do when an employee who left, willingly or unwillingly, lists you as a reference for a job that they are applying for? Can you share with an outsider that the employee was a poor employee? Conversely, can you share with outsiders that a previous employee was a stellar performer?



LAUREN LABUNSKY
Public Relations
Manager,
Dealer Spike

In today's world, nearly everyone walks around with a smartphone day to day. In most cases, these devices make it possible to track the user's location using GPS technology. Not only does this come in handy when you want to pinpoint the location of your friends and family members or when you need directions yourself, but it's also highly useful as a marketer.



ERIC McMULLEN
Marketing
Coordinator, Team
WinnebagoLand

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



KENSEY EDWARDS
Content Manager,
Cycle Trader

So here's the situation. You have a unit for sale, and the guy down the street has something similar. Your unit costs a little bit more — whether that's \$100 or \$1,000 — and you're unwilling to lower the price. Could you, convincingly, tell a buyer why they should spend that extra money with you? Have you thought about what you would say if you were asked? If not, you should.

'The Mailman' continues to deliver in Salt Lake City

Customers receive celebrity treatment at the storefront

BY ABBY LARSON

■ STAFF REPORTER

Getting your dealership's name in front of the masses is critically important to your success, and there are a variety of methods being used to do just that. But what if your shop's name alone was the attraction?

Previously known as Plaza Cycle Motorsports, the newly-dubbed Karl Malone Powersports — named after owner and former Utah Jazz NBA star Karl Malone — has rapidly built a reputation among the community since taking on its new namesake. Though successful prior to taking on its new name, the Salt Lake City-based dealership has seen a massive uptick in the way business is done since the acquisition.

"Since the Karl Malone group bought us out, we've seen a lot of improvements to the store," said Jeff Schoetz, sales manager of Karl Malone Powersports. "We have access to better resources than we ever did before, which has helped us develop a better way of doing business. Those improvements are largely why we're up about 70 percent right now compared to last year. Of course, the name change was a big plus for us as well."

Known to his fans as "The Mailman," Malone spent 18 seasons of his NBA career playing power forward with the Utah Jazz. Though he officially retired back in 2005, the 14-time NBA All-Star has maintained an active presence among the Salt Lake City community, which has created a rapport between he and his fans that continues to this day.

"Karl was 'The Man' for several years. Everybody loved him," Schoetz explained. "He has that reputable name in the community, and people gravitate to that. He has done so much for Salt Lake City, and people want to give him their business."

Though Malone's name is the first thing people see upon looking at the building,



Jeff Schoetz, sales manager of Karl Malone Powersports, said that the recent acquisition has brought an all-around improvement to business. Photos courtesy of Karl Malone Powersports

customers won't always catch their favorite former NBA player in action at the storefront. Malone's home base of Louisiana, along with commitments to several businesses besides the dealership, makes it difficult for customers to catch him in the shop. However, when he does stop by, Schoetz says that guests are never disappointed.

"He normally comes in about once per quarter. He'll greet customers, shake hands, chat with employees and hand out cigars. He just likes to hang out with everyone," Schoetz said. "We don't typically advertise when he'll be there, so it's more of a sporadic, you-might-see-him-or-you-might-not situation. Though sometimes people will walk in and the first thing they'll say is 'Where's Karl?'"

Along with the celebrity namesake, the dealership's steady growth comes from the implementation of solid business strategies.

"When a customer comes in, they immediately become our top priority," Schoetz explained. "They are the people that feed us, so they are treated like kings and queens from the moment they walk through our doors. We want them to have a positive experience, so we take the steps to ensure that they do. Our slogan is 'We love to say yes,' and we genuinely mean that."

Maintaining customer relationships even after the transaction is complete is one reason of many for the dealership's success.

"We do a lot of follow-up to emphasize our appreciation for our customers through various methods. We use our CRM to our maximum, and customers who have previously bought, we call them to thank them all the time or call them to let them know about a sale, or a Black Friday deal, or that we have 20 percent off. We keep them engaged and involved."

Located just outside of Salt Lake City, Karl Malone Powersports services a market surrounded by millions of acres of public land, making it the ultimate place for a riding adventure.

"Given our region of the country, some units are more popular than others. We sell a lot of Polaris snowmobiles and side-by-sides,

See Karl Malone, Page 15



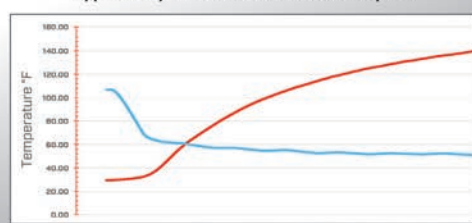
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Photo: ICS Climate Tunnel dedicated to Off-Road Vehicle Testing

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Dealership steps in to assist with UTV tourism business

Wisconsin county opens 10 new campsites specifically for ATVs, UTVs

The opening of 10 new campsites specifically designed for side-by-side and ATV trail riders is yet another step forward in one county's goal to increase its off-road tourism business.

Power Pac Equipment, a dealership in Marshfield, Wisconsin, helped to guide the opening of the new campsites in nearby Pittsville (Wood County).

The ribbon cutting in Pittsville's Dexter Park comes three months after announcing 42 miles of new on-road routes and 7 miles of off-road trails for UTV/ATV use in June.

"The new campsites and routes demonstrate Wood County's continued commitment to growing off-road tourism," said Scott Larson, Executive Director, Marshfield Area Chamber of Commerce and Industry. "It's a growing trend throughout the state and, with UTV registrations approaching the 400,000 range nationally, we must take advantage of the trend and cater to it in order to bring visitors to our area."

The new campsites in Dexter Park are located just off the Pittsville-area trails and are designed specifically for ATV/UTV riders with room for off-loading equipment and easy access to trails. The new sites and routes are a welcome change for local business owners as side-by-side use continues to grow in Central and Northern Wisconsin.

"Our UTV lines have seen a steady increase over the last five years and are



Power Pac Equipment in Marshfield, Wisconsin, helped guide the opening of new campsites geared at growing the local tourism business. Photo courtesy of Power Pac Equipment

now the top-selling piece of powersports equipment for us," said Josh Witt, co-owner of Power Pac Equipment and Motorsports in Marshfield. "The vehicles give folks access to scenic, remote locations and the pastime spans multiple age groups. The opening of more roads and trails for UTV and ATV use is a great step forward for local economies."

The new Wood County routes were strategically designed to connect to existing mainline routes and trails, thereby linking to adjacent counties. The goal: bring new traffic, visitors and dollars through the area.

"A study from the County Highway and Planning Departments estimated the economic impact of the new trails and routes to be around \$355 to \$427 per rider from visitors to Wood County," said Matt McLean, Director, Marshfield Convention & Visitors

Bureau. "Not only are these developments a great asset for people that enjoy the sport, but they will invigorate local businesses by increasing traffic from a previously untapped group of visitors and consumers."

A 2011 case study of the Cheese County Trail that spans Green, Lafayette and Iowa Counties in southern Wisconsin found that the total combined spending of all trail users exceeded \$15 million during the 12-month study.

Non-local trail users spending accounted for over \$13 million of that amount. A similar 2015 study in Jackson county estimated non-county trail users' expenditures to be between \$7.6 million and \$9.2 million annually.

"These aren't small numbers that we are talking about," said Mandy Witt, co-owner and CMO, Power Pac. "This type of tourism will do real things for our local economies

This type of tourism will do real things for our local economies and it's an innovative approach...

*Mandy Witt, co-owner
Power Pac Equipment*

and it's an innovative approach to strategic development. Central Wisconsin can no longer be seen as a 'drive through' area on the way to the Northwoods. We applaud Wood County for seeing this vision and working to continue its growth."

Wood County, local chambers and convention & visitors bureaus, ATV clubs and local businesses celebrated the opening of the ATV/UTV campsites at a ribbon cutting ceremony Wednesday at Dexter Park. Power Pac of Marshfield provided demo UTVs for attendees to use to help folks experience the local trails and businesses first-hand.

"It was a great afternoon for celebrating what these developments will mean for the county," said Larson. "We hope to partner with businesses like Power Pac and others in the area who see the value of growth and strategic planning like this and bring more routes closer to our area." **PSB**

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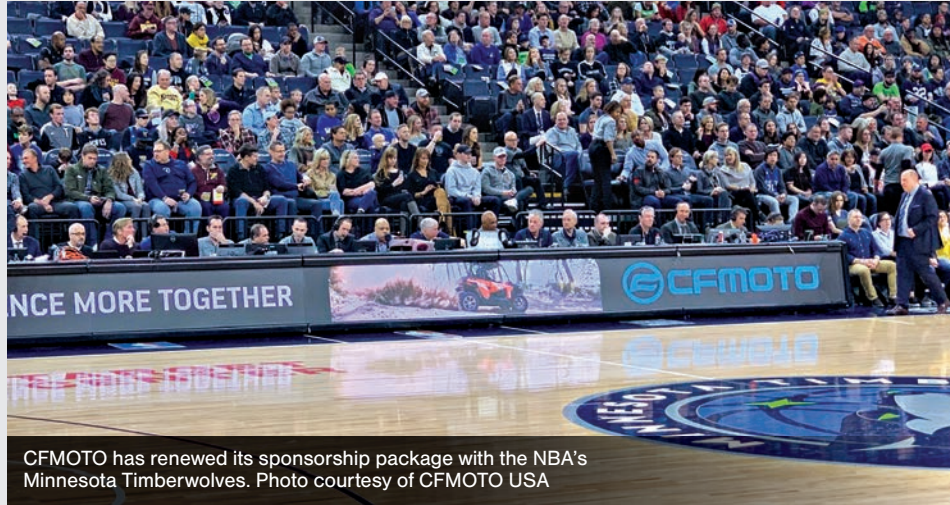
DIGEST

CFMOTO RENEWS PARTNERSHIP WITH NBA'S TIMBERWOLVES

CFMOTO USA has renewed an agreement with the NBA's Minnesota Timberwolves to remain an official partner of the team for another two seasons.

"We are extremely excited to renew our partnership with the Timberwolves," said Eric Fan, CFO of CFMOTO USA. "This sponsorship has helped promote CFMOTO nationally and internationally."

"During our recent dealer meeting to China, it was very apparent the growth the NBA is experiencing in China, so this spon-



CFMOTO has renewed its sponsorship package with the NBA's Minnesota Timberwolves. Photo courtesy of CFMOTO USA

sorship is essentially an international sponsorship for us," said John Tranby, director of Marketing for CFMOTO USA. "With the amount of Timberwolves games broadcasted overseas this year, our logo and name will be seen by millions watching the game internationally and in the U.S."

As part of the sponsorship agreement, CFMOTO will have a presence in-arena with logo placement via the LED panels, in-game logo placement on the arena scoreboard, and a CFMOTO vehicle in the Target Center for a month during the season.

TV branding includes logos on the rotating scorer's table courtside, along with a logo placement several times in-game above the digital game clock on TV broadcasts.

CFMOTO will also co-brand an in-game player stats "side-by-side" comparison, along with several in-arena promotions.

CFMOTO has 310 multi-line dealers in the U.S.

THREE SIDE-BY-SIDES UP FOR SEMA POWERSPORTS VEHICLE OF THE YEAR AWARD

SEMA Show exhibitors have cast their votes and selected vehicles that represent the best business opportunities for the aftermarket in five categories: powersports vehicle, car, truck, 4x4/SUV and sport compact.

The top three finalists in each category for the awards will be announced and presented Monday, Nov. 4, at the SEMA Show Vehicle Reveal, in Las Vegas.

The SEMA Powersports Vehicle of the Year finalists are Honda Talon, Mahindra Roxor A/T and Polaris RZR.

ASSAULT TRAILERS LAUNCHES FOLDING TRAILER FOR UTVS

The new Tactical Hauler from Assault Trailers allows owners to fold and stow



The Tactical Hauler from Assault Industries was created to solve a space problem at home for UTV drivers. Photo courtesy of Assault Industries

it away using only basic hand tools and a couple extra sets of hands. The trailer folds up at the center and a pair of steel dog legs are folded down to prevent the rear of the trailer from moving while the forward half is lifted. Removing retainer pins will allow the tongue to fold down. The trailer can be stored in a garage or storage space with ease.

The Tactical Hauler bed space measures 13 feet long and 6.5 feet wide; folded dimensions are 7.25 feet tall x 8.4 feet wide x 4.5 feet deep. It weighs 800 pounds. Tow capacity is 3,000 pounds and ground clearance is 14 inches.

The Tactical Hauler series starts at \$6,599.99.

CPSC'S SIDE-BY-SIDE RECALL AFFECTS 2,600 MODELS

The U.S. Consumer Product Safety Commission is recalling about 2,600 model-year 2019 and 2020 side-by-sides. An incorrect joint assembly can cause steering control loss, posing crash and injury hazards.

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DIGEST

CONTINUED FROM PAGE 15

This recall involves model year 2019 and 2020 **Kawasaki** Teryx and Teryx4 vehicles, models KRF800FKF/L, KRF800GKF/A/AL/L, KRF800HKF/L, KRT800FKF/L, KRT800GKF/A/AL/L, KRT800HKF/L, KRF800FLF/L, KRF800GLF/L, KRF800HLF/L, KRT800FLF/L, KRT800GLF/A/AL/L and KRT800HLF/L.

The recalled vehicles were sold in various colors including: black, camo, gray, green, orange and white; and in three different styles: Non-EPS, EPS and EPS LE. The vehicles have either two or four seats, automotive style controls and a rear box. Kawasaki is printed on the vehicle's hood and rear box. Teryx or Teryx4 is printed on the right and left front fender.

No incidents or injuries have been reported. The vehicles were sold at Kawasaki dealers nationwide from March 2019 through August 2019 for between \$13,000 and \$17,000.

The manufacturer is **Kawasaki Motors Manufacturing Corp. U.S.A.**, in Lincoln, Nebraska.

YAMAHA OUTDOOR ACCESS INITIATIVE AWARDS OVER \$86,000 IN Q2

Yamaha Motor Corp., USA, announced it is awarding more than \$86,000 to five organizations as part of its pledge to fund up to \$500,000 in **Yamaha Outdoor Access Initiative (OAI)** grants in 2019.

Supporting the company's commitment toward deploying essential resources to those meeting the challenges of accessing public lands for outdoor recreation, Yamaha encourages outdoor enthusiast groups and land stewardship organizations to apply for funding at YamahaOAI.com.

Grants were awarded to the following organizations in this latest funding cycle: **Arizona State Association of 4-Wheel Drive Clubs**; **Post Wildfire OHV Recovery Alliance (PWORA)**; **Save the Rider's Dunes**; **Southern California Mountain Foundation**; and **The Great Outdoors Fund**.

For more than 10 years, Yamaha's industry-leading OAI program has contributed nearly \$4 million in funding and equipment to more than 300 deserving grant recipients across the country. Yamaha continues to seek OAI grant recipients for projects from ATV, side-by-side, motorcycle, snowmobile, and outdoor enthusiasts and associations — all of whom share the common need for land access to enjoy their lifestyle.

Projects receiving a Yamaha OAI grant often have a strong stewardship component, as well as an inclusive community of users working together, ensuring all types of outdoor recreationists can access public land sustainably and safely. For 2019, Yamaha OAI is pledging up to \$500,000 in advancing land-access efforts.

"There are so many outdoor recreation organizations needing assistance in their work to protect, restore, and improve access to public land," said **Steve Nessel**, Yamaha's motorsports marketing manager. "With pledging up to \$500,000 in 2019, we want all of those fighting for access to know Yamaha is here to help and we're committed to ensuring public lands are available to everyone." **PSB**

KARL MALONE

CONTINUED FROM PAGE 14

and CFMOTO is one of our top sellers," Schoetz said.

For Schoetz, the dealership's new identity brought about the changes that were necessary to keep business moving upward and has continued to help the company flourish.

"Our biggest thing is customer retention. We don't let people buy elsewhere. If it means we lose a few dollars on a deal, that's OK. That customer is more important to us than those few dollars, so we do what we can to ensure they continue coming back to us. If that customer has a good experience, they are going to tell their loved ones, coworkers, whoever, that Karl Malone Powersports took care of them and that they were important to us." **PSB**



A new name and new business plan have brought about the necessary changes to continue successfully building Karl Malone Powersports in Salt Lake City. Photo courtesy of Karl Malone Powersports

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2020

VROOM!



Smoky Mountain H-D hosts bike tour to rave reviews

V-Twin Visionary's inaugural Smoky Mountain Tour brings builders, supreme riding

BY KALI KOTOSKI

■ CONTRIBUTING WRITER

For veteran editor and custom-motorcycle enthusiast Jeff G. Holt, the inaugural V-Twin Visionary Smoky Mountain Tour over Labor Day Weekend was a bit of a homecoming. As its former editor, Holt had brought the

Hot Bike Tour to Smoky Mountain Harley-Davidson in Maryville, Tennessee, two years ago. After nearly a year of planning, with some spirited prodding from dealership owner Scott Maddux, the 2019 V-Twin Visionary Tour in this lush corner of Tennessee was largely a success.

Three days of riding on a 2019 Harley-Davidson Low Rider courtesy of Smoky Mountain Harley-Davidson, a well-attended bike show and plenty of bands highlighted a shift in younger custom builder attitudes toward pure performance and functionality.

“Motorcycle shows have changed from



Riders being hosted by Smoky Mountain Harley-Davidson were treated to a memorable ride to Deals Gap, home of the The Tail of the Dragon twisty epicness.



Smoky Mountain Harley-Davidson owner Scott Maddux offered his full support to the highly successful 2019 V-Twin Visionary Tour at his dealership. Photos by Kali Kotoski

the flash and chrome and big red, and now are more performance-orientated. It's about something that you can ride,” Holt said. He added that while the bar-hopping choppers and baggers are still in vogue, a demographic shift was underway, largely driven by financial constraints of younger riders that want to get the most bang for the buck.

“It was important to me that the show encompassed what V-Twin Visionary is and allow fringe builders and pro builders the chance to come to Tennessee and get down

and do their thing,” said Holt.

Which is exactly what happened. Builders from Blue Ribbon Cycles, Buddy Stubbs Harley-Davidson, TPJ Customs, Dirty Dixie Performance, 40 Cal Customs and Death Metal Racing are just a few of the big names that attended the four-day event.

Johnathon Denton from Georgia's Dirty Dixie Performance showed up with what started as 2019 Softail Low Rider. The bike had been engineered into what he called the Real 2019 Sport Glide. “We were excited when

See Smoky Mountain H-D, Page 31

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KTM launches SX-E 5 electric motorcycle

Junior bike revealed at Red Bull Straight Rhythm

KTM introduced its all-new junior electric motorcycle, the SX-E 5, in October at the Red Bull Straight Rhythm in Pomona, California. The motorcycle grows with the rider while offering premium performance and all of the benefits that electrically-powered vehicles enjoy, the company said.

KTM has put a lot of effort and all of its electric know-how that's evolved over the last 10 years into the development of the KTM SX-E 5. The result is a highly competitive electric minicycle with minimal maintenance and noise. The bike has six power modes, allowing a complete beginner to step in with ease, while the full power mode is exciting and challenging for the fastest junior.

With a premium chassis developed by KTM engineers, the KTM SX-E 5 is fully adjustable in terms of ride height, especially with the additional KTM PowerParts lowering kit, and is aimed at riders ages 3 to 10 years old.

This innovative junior bike has an electric motor powered by an ultra-modern lithium-ion battery pack with a robust housing for maximum protection. The power is smooth and controllable, offering increased rideability over other bikes in its class, while also providing fantastic agility on the motocross course.



Six power modes allow for a range of riders, from beginner to advanced juniors.

Like its combustion counterpart, the KTM SX-E 5 is fitted with WP XACT 35 air fork technology, as well as the WP XACT shock absorber, and it also features high-quality components such as premium disc brakes, cast footpegs, tapered aluminum handlebars and confidence inspiring ergonomics.

In fact, the KTM SX-E 5 has undergone the same development process as the bigger SX models as raced by the Red Bull KTM Factory Racing Team. It's truly an exciting, innovative machine that will create new riding possibilities for riders and tracks in the future.

"The KTM SX-E 5 is a model we're really excited to see arrive in dealers. It offers a premium chassis, like those on all of our SX models, but also a lot in terms of rideability thanks to the electric motor, as it's easy to ride, but at the same time it can be super-fast without making noise," said Joachim Sauer, KTM senior product manager for Offroad. "We tested the bike with such a wide range of riders; the complete beginner can ride on a track almost straight away with this bike as it's so easy to ride, yet a national level rider can have comparable lap times to that of the combustion bike, which is something special."

"The adjustability of the bike means that a rider can use it for years as they get faster — they can also be more independent in the operation of the bike, and apart from oiling the chain there is really minimal maintenance required. In terms of safety, the electronics team worked hard to reach a really high level, and so with top level performance combined with a huge adaptability for the

rider, the KTM SX-E 5 is a fantastic new model in the KTM lineup."

The e-mobility sector is becoming an important part of modern travel and KTM has a dedicated R&D team working on this segment that are developing platforms for KTM's future plans in e-powered motorcycles. This, combined with years of knowledge in creating premium sportmotorcycles, ensures that KTM is at the forefront of e-technology.

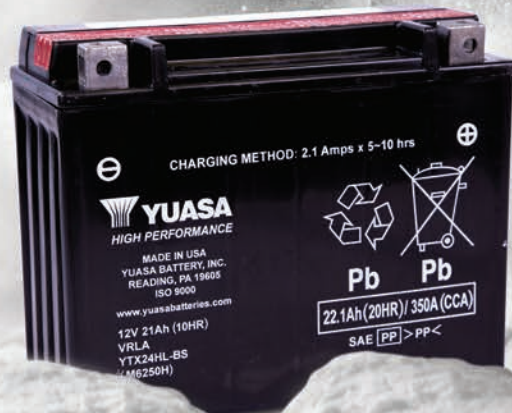
The new bike will be available during Q4 2019 at authorized KTM dealers. **PSB**



The KTM SX-E 5 offers a highly competitive electric minicycle to your customers in the age 3-10 range. Photos courtesy of KTM North America

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The 2020 Honda Africa Twin Adventure Sports ES brings an MSRP of \$17,999 for the DCT model, and \$17,199 for the manual. Photos courtesy of American Honda



2020 Africa Twin models bring more power, tech

BY KALI KOTOSKI
 ■ CONTRIBUTING WRITER

Honda has unveiled its two new 2020 Africa Twin models with a focus on providing more power and comfort for long distance rides both on and off the road, as well as a host of tech upgrades to keep the rubber side down and ensure that the throttle hand gets plenty of rest.

Since Honda launched a reboot of its

Africa Twin in 2016, after a nearly 30-year hiatus, the adventure bike has been a worldwide blockbuster, selling over 87,000 units primarily in North American and European markets, according to a Honda technical presentation *Powersports Business* attended in Ohio prior to AIMExpo.

For 2020, engine displacement for its liquid-cooled Unicam parallel twin has been bumped up to 1,100cc for both the standard version and the Adventure Sports ES, an 86cc-increase that delivers 6 percent more power by lengthening piston stroke by 6.5mm. With a lighter frame, aluminum cylinder sleeves in the pistons, a revised cylinder head, new ECU settings, larger throttle bodies and improved intake and exhaust systems, the CRF1100L claims 100 hp at 7,500 rpm, with peak torque at 77.5 pound-feet.

If increased power is just not enough to pull in new riders or convince the legions of Africa Twin diehards to upgrade, the brains in these machines appear to be highly persuasive. One of the main technological upgrades is cruise control standard on both models, according to American Honda's Onroad Media Coordinator Colin Miller.

"When we were developing this bike, we asked riders and dealerships what they want. The overwhelming majority said cruise control and at Honda, we listen to our consumers," Miller told *Powersports Business*.

Besides the convenient long-haul feature, overall rider experience will get a boost from a new standard six-axis inertial measurement unit (IMU) that provides cornering detection for the near-automatic Dual Clutch Transmission (DCT) system, three wheelie control settings, cornering ABS, electronic suspension (only for the Sports ES model) and rear-lift control.

The DCT option — the bike can still be purchased as a manual — has a refined algo-



A full-color 6.5-inch TFT color touchscreen allows for a variety of rider input.

rithm to optimize shift timing and is 4.9 pounds lighter than its predecessor. The IMU allows for six different power-selected riding modes: Tour, Urban, Gravel, Off-Road and two user-customized modes. The upgraded Honda Selectable Torque Control (HSTC) function allows for a broader range compared to the 2019 model, keeping the seven levels of adjustment but spreading it across a larger torque band.

"We found that HSTC was kicking in too early, so we stretched it out especially in higher torque conditions," Miller explained.

To explore and adjust these riding parameters, Honda has installed a full-color 6.5-inch TFT color touchscreen to easily pick between the riding modes, wheelie control and three levels of engine braking. It also hosts Apple CarPlay and is more compatible

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Harley-Davidson dealership gets new ownership

Grand Teton Harley-Davidson, two secondary retail locations purchased by Woodwards

Powersports Listings Mergers & Acquisitions (PLMA) announced the sale of Chester's Grand Teton Harley-Davidson, consisting of a main Harley-Davidson dealer location in Idaho Falls, Idaho, with secondary retail locations in Jackson, Wyoming, and Pocatello, Idaho. The secondary retail locations are Jackson Hole Harley-Davidson and Eagle Rock Harley-Davidson, respectively.

Jerry Szopinski, president of Sales & Networking at PLMA, established a rela-

tionship with the ownership group of the Chester's Harley-Davidson dealerships beginning in 2009.

The owners contracted with PLMA when it came time to move from buying mode to selling mode after 15 years of successful ownership at the Grand Teton Harley-Davidson locations in Idaho Falls, Jackson and Pocatello.

The PLMA team identified Greg and Mary Woodward of Salt Lake City as ideal candidates for the unique acquisition of the three-store package. Greg Woodward has a long track record of success as a business operator and has built and scaled several businesses in the private equity investment



Mary and Greg Woodward have purchased Grand Teton Harley-Davidson in Idaho Falls, Idaho. Photo courtesy of Powersports Listings Mergers & Acquisitions

arena. He has served in several executive positions with private and venture equity fund operators and currently manages his own family investment fund.

Greg and Mary have been longtime Harley-Davidson enthusiasts in addition to a long list of hobbies such as racing Porsches, building show-quality cars and collecting historical motorcycles.

The Woodward family closed on the purchase of the assets of the dealerships and took over operations as of Oct. 1. The Woodwards will retain the names Grand Teton Harley-Davidson, Jackson Hole Harley-Davidson and Eagle Rock Harley-Davidson with the retirement of the "Chester's" header. **PSB**

2020 AFRICA TWIN

CONTINUED FROM PAGE 20

with third-party apps.

"The electronic upgrades in both models were really at the center of our development goals," said Miller.

The six-speed manual transmission option shaves about 5.5 pounds off and has a revised slip-assist clutch.

The improved frame claims to be 4 pounds lighter and more rigid, giving an enhanced front-end feel. The separate rear subframe is no longer a solid steel-welded unit, being replaced by a narrower and lighter detachable aluminum unit. The aluminum swingarm also has increased rigidity.

Both the Africa Twin and Adventure Sports ES models have a more rally look, paying homage to the '80s Paris-Dakar Rally desert racers that helped develop a whole new motorcycle market.

Added features to the Adventure Sports ES model include Showa Electronically Equipped Ride Adjustment suspension, rider-demanded tubeless wheels, heated grips, a larger and thicker skid plate, an aluminum rear rack, and a 6.5-gallon tank for longer road time. Seat height ranges from 33.5 inches to the 34.3-inch standard position, and the handlebars have been raised by 22.5mm. It also has an adjustable windscreen that can be fiddled with on the fly, without tools. With a curb weight of 530 pounds, the DCT model goes for \$17,999, with a manual version at \$17,199.

The standard CRF1100L Africa Twin version is shorter and includes a fixed windscreen and a 5.0-gallon fuel tank. It still has tube-type tires and the same seat height as the Adventure ES. The 501-pound machine costs \$15,199 with DCT and \$14,399 as a manual.

"By listening to what customers want, that is how we developed the Africa Twin into two models. We have the standard for those who do more off-road and the ES with more comfort for the rider that wants to put on 3,000 miles," Miller said.

Both models are supported by a full line of Honda accessories, including premium luggage, seats, screen, guards, and assorted components and will arrive in dealerships in March.

"We really wanted to provide dealers with a bike that has all these premium features right off the bat, instead of looking into aftermarket," Miller said. "We have been getting a lot of positive feedback already." **PSB**

Kali Kotoski is managing editor of Thunder Press, a Powersports Business sibling publication.

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WAR IS NEITHER CHEAP NOR EASY

What is a manager, and do you have enough — or too many?

Did you know that the Department of Labor provides an official description defining the role of a manager? Dealers have used the title manager in many different ways, but guidelines for the title do exist.

A true manager:

- Has at least two (and preferably three or more) direct reports.

- Can hire and fire personnel who report to him/her.

- Has P&L and budgeting authority (including access to current financial statements for the area that he/she oversees).

- Spends at least 80 percent of his/her time doing managerial-type tasks. An employee who spends more than 20 percent of working hours taking care of clients and customers is not a manager.

While the ratio varies based on several factors, if more than 20 percent of your staff have the title of manager, then there is a good likelihood that you have too many bosses, and not enough workers. In my role as a 20-group facilitator, I have the opportunity to visit and evaluate dealerships across North America. I frequently see dealerships with too many managers, and in many cases the people filling these positions are not those best suited for the role.



MARK J. SHEFFIELD

So, how did we get into this situation?

Lots of reasons:

- The dealership didn't have a defined growth strategy and expanded in a haphazard manner. We got busy and started throwing titles at problems.

- A manager left and the next most-tenured employee in that department was promoted into management (without considering whether they really were qualified for that role).

- The dealership didn't have solid job descriptions defining the expectations for each role, resulting in a lack of clear accountability. (It's also important that job descriptions evolve with the dealership.)

- The dealership didn't have a strong hiring process and failed to cast a wide enough net when looking for new staff. (Hiring is an art, if you've never taken a class or course to help you develop your hiring skills then you are missing out.)

- The dealership was in the middle of the busy season and had to make a rushed promotion.

I'm all for promoting from within, but there are times where the best employee in a department might not be the best manager for that department. The skills that define a top salesperson don't always translate into the skills that make a good sales manager. Promote the wrong person, or promote too soon, and in the best-case scenario you lose a little money. In the worst-case sce-

nario you lose a good employee. Once an employee has been promoted, if they don't work out it's tough (almost impossible) to take that title back without doing serious damage to that person's pride.

There are many ways to avoid some of these problems.

Growth Strategy — As your dealership grows and expands, create management positions only when the four management criteria have been met. If the role doesn't quite require a manager, then look at intermediate positions such as team leaders, foremen, and supervisors.

Performance Reviews — Sit down with each employee at least twice a year and review his/her performance. Instead of just stating that the employee is doing a good job, compare their alignment with the company values and review each component of their job description to see if the dealership standards are being met. During the review, ask employees where they see themselves in the future, and then provide feedback on skills they will need to develop in order to grow into those positions.

Filling Positions — When new positions open up, advertise the job to all of your staff, but don't be limited by them. Develop a list of questions that you will pose to all candidates (internal and external) and track the responses as you complete the interviews. Include other leaders in your organization in the interview process and rank each candidate as impartially as you can. If an internal

employee doesn't make the cut, then sit down with that employee to let them know specific reasons why, and outline areas that they can work on to increase their odds in the future.

When dealerships retain Spader to help them in identifying the right candidates for key positions, we conduct in-depth assessments of those individuals that help identify the fit in these areas. In most cases, fewer than one in three candidates are strong fits in the positions for which they are interviewing.

While there are pros and cons to this method, I am also a fan of allowing a candidate to temporarily fill a position. He or she takes on the tasks and responsibilities of the new role for a pre-determined interim period, but there is no change in title or pay. During this trial period, it's important for leadership to provide continual feedback on how he/she is doing in the new role; be sure to provide detailed observations of the things they are doing right, and tasks and skills that can be improved. A candid conversation about this person's enjoyment of the role is also critical. There must be a strong motivational fit! (This is actually more important, and a better long-term predictor of success, than their capabilities.) At the end of the trial period, review performance with the employee and, assuming they meet the defined benchmarks, offer him or her the position.

It's critical to understand that titles can change people. Sometimes this change is

See Sheffield, Page 31



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GUEST COLUMN

Management update: Handling toxic employees

Everyone today is using the word “toxic” in their personal and professional lives, but what does the word mean and how does it affect dealership life?

Toxic employees can eat and destroy your dealership culture, and toxic employees have a direct correlation to your dealership's bottom line profit. This month I will explain to you what a toxic employee is, what



FORREST FLINN

to look for, and how to remedy the situation. Dealership life is painful at times, and hopefully, this blog will help you better manage your employees and open your mind to how the toxic employee affects your dealership.

What is a toxic employee? Well, first of all, people in themselves aren't toxic per se; it is their actions and/or behaviors that harm others, according to Employee-Performance.com. The question that should be coming to your mind is, how do I identify toxic employees, and how should I be managing them, or should I be firing them?

First, there is no one type of toxic employee floating around our dealership. *Entrepreneur Magazine* has identified five types of toxic employees and offers suggestions on not only identifying them but offers up tips on how to manage them better.

Below are the five types of toxic employees and their related behaviors.

The Hot Mess: This type of toxic employee is erratic, incompetent, and unreliable. These types of employees put stress on the entire team and are a complete drain on dealership productivity and profitability. The worst traits of The Hot Mess are displaying learned helplessness, disorganization, lack of credibility, passivity, and resistance to change. To manage the Hot Mess better, you should be offering extra training, implement improvement plans, foster awareness and check in on them frequently, and encourage screening for ADD and related issues.

The Slacker: This type of toxic employee makes a full-time job out of avoiding work. They take many breaks every day, and they don't care what their co-workers or managers think of them. They often challenge the rules to see if they can get away with it. The traits of The Slacker are low motivation, disregard for deadlines, bad time management, wasting time online and absenteeism. To help you manage The Slacker better, you should try to uncover their hidden resentment, provide them with clear expectations, demand accountability, check up on them frequently and unannounced, and recognize and reward their effort.

The Martyr: The Martyr is the exact opposite of The Slacker. The Martyr works endlessly, does everything themselves, and has severe control issues. The Martyr makes

sure that everyone knows how hard they are working and how it is breaking their back. The traits of The Martyr include not knowing their limits, complaining in unconstructive ways, comes to work sick and infects everyone, and is prone to burnout. To manage The Martyr better you need to enforce delegation of duties, foster a collaborative instead of competitive environment, encourage time off, introduce stress management efforts, and incentivize teamwork over individual efforts.

The Socialite: The Socialite is funny, engaging, and often everyone's friend. Whether on the phone or with other workers, the dealership is their personal stage. The traits of The Socialite is loud and distracting behavior, lack of focus, immature approach to work, unprofessional behavior, and are big fans of dealership drama. To manage The Socialite better, you need to provide regular direction, define dealership social time for staff, be clear about appropriate behavior, and harness their communication skills.

The Sociopath: We use the term jokingly, but the effect on the dealership is real. The employee with sociopathic tendencies leaves turmoil wherever they go. The Sociopath tends to poison the atmosphere and creates a hostile environment for everyone in the dealership. This type of apple will ruin the entire basket. The traits of The Sociopath are bullying behavior, disregard for rules and regulations,

has issues with management or authority, has severe personal problems, and they manipulate and sabotage dealership success. To manage The Sociopath employee better is to provide a safe and supportive environment, take employee complaints seriously, enforce strict anti-bullying policies, and make sure you document all interactions with the employee.

Identifying and dealing with any toxic employee requires careful thought and consideration. Having an employee handbook can make clear what your policies are and is the best way to protect the dealership from lawsuits and claims of harassment.

Most dealerships do not have human resource departments, so owners need to provide an atmosphere of safety and trust. You want your employees to feel comfortable coming to you or upper management with their concerns. Always trust your instincts, document everything, and be prepared to terminate employees if necessary. Dealership life is hard enough without toxic people and their behaviors.

After all, it is just good business. **PSB**

Forrest Flinn, MBA, PHR, SMS is the managing partner for a firm that specializes in outsourced accounting, human resources, social media strategy, dealership operations consulting and Lightspeed/EVO training. Recently Forrest became an associate recruiter with Henry Lonski and Associates. Contact him at forrest@powersportsmc.com.

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All-new 2020 Sea-Doo GTI platform a showroom boost

Sea-Doo adds storage space, LinQ accessories attachment system to all models

BRP is furthering its leadership in the world of personal watercraft through constant innovation focused on improving the rider experience. For 2020, this means bringing the revolutionary new Sea-Doo platform to more models. The platform is practically a living room on the water, with more room to sprawl out and enjoy the ride. It is also widely accepted as the industry benchmark for stability and control, all at a great value.

“People have had an overwhelmingly positive response to the new Sea-Doo platform since it was unveiled for 2018, and we’re thrilled to now bring it to even more models,” said Bernard Guy, senior vice president, Global Product Strategy, BRP. “We



The 2020 GTI SE 170 — built for new and experienced riders — offers incredible fun, stability and agility in the recreation segment. Photos courtesy of Sea-Doo

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made the leap and decided that across the board and for the first time, the revolutionary technology would be available on all Sea-Doo GTI recreation watercraft. Now everybody can experience the pinnacle of personal watercraft comfort and stability with unbeatable value.”

Powersports Business first saw the smiles from Sea-Doo dealers when they got some seat time in Las Vegas during the dealer meeting. Shortly thereafter, Team PSB was hustled to Austin, Texas, to give the new GTI lineup a workout, all while enjoying the conviviality that living the “Sea-Doo Life” brings while test riding the 2020 models on Lake Travis in Hill Country. More on that epic adventure will be found on these pages in the coming months, but for now, we’ll take a deep dive why we left the ride event with such smiles.

The enhanced GTI platform starts with a highly configurable deck, including a removable passenger seat that gives riders more space to enjoy themselves. There’s also a seamlessly integrated and high-quality Bluetooth sound system (optional on some models) so people can immerse themselves in their favorite tunes while living the aforementioned “Sea-Doo Life.” Needless to say, we determined that the speakers do, in fact, “go to 11.” But we respectfully tested the tunes in the middle of the lake, away from the luxury homes dotting Lake Travis. “The Underdog,” by local favorites Spoon, never sounded so good.

Storage is improved to allow riders to bring along whatever they need to maximize their favorite on-water activities. This includes a large increase in the size of the main compartment and glove box, as well as a watertight phone box. The new platform also features the ground-breaking LinQ attachment system — now available on all Sea-Doo models — which provides an easy-on, easy-off solution for accessories ranging from coolers to containers and ski pylons.

To ensure riders get to their favorite spot in time, several models with the new platform now offer a Rotax 1630 ACE-170 horsepower powerplant. The new engine provides improved acceleration from zero to 50 mph by more than 20 percent on



The Sea-Doo GTI 90 and 130 models offer enhanced stability and accessory options with the LinQ attachment system now available across the Sea-Doo lineup.

select models, and its Advanced Combustion Efficiency delivers industry-leading fuel economy.

All Sea-Doo models with the new platform also feature the industry exclusive ErgoLock system, which allows riders to sit in the watercraft, not on it, for confidence-inspiring control. And the Intelligent Brake and Reverse system (iBR), now in its third generation, offers enhanced control in tight spaces and reduces stopping distance better than ever.

The Sea-Doo GTI series has carved out its place as one of the most versatile in the industry. From afternoons snorkeling, to sunset cruises, sandbar parties, to tow sessions, the GTI is ready for any adventure. For 2020, that versatility is taken to a whole new level thanks to an ingenious new platform, advanced new Rotax engine option and a host of awesome new features. Plus, it remains one of the best values in the industry.

Sit behind the bars of the new GTI and riders will immediately notice new premium

features they’ve only previously seen on high-end watercraft. Now available on the GTI, the BRP-Premium audio system will have GTI owners riding the surf to a whole new beat. Industry-leading storage options and increased usable onboard space take the GTI redefine affordable family fun on the water.

A new Rotax 170-horsepower engine choice brings more power and performance to the GTI series. Featuring exclusive ACE technology, it holds true to the Sea-Doo reputation of the most fuel-efficient engines in the industry.

Built on a new and improved robust and scratch resistant Polytec GEN 2 hull, all GTI models are a close to 1 inch wider for improved stability.

Revised seating for both pilot and passenger creates a lower center of gravity while the new Ergolock seat design makes the rider one with the watercraft for confidence-inspiring control. The unique hull design keeps handling playful yet predictable for an incredibly high fun factor. **PSB**

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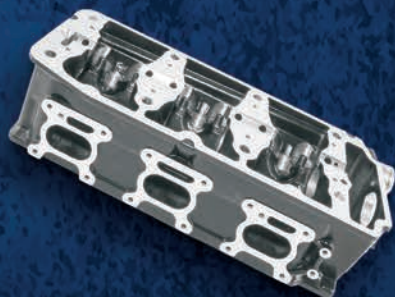
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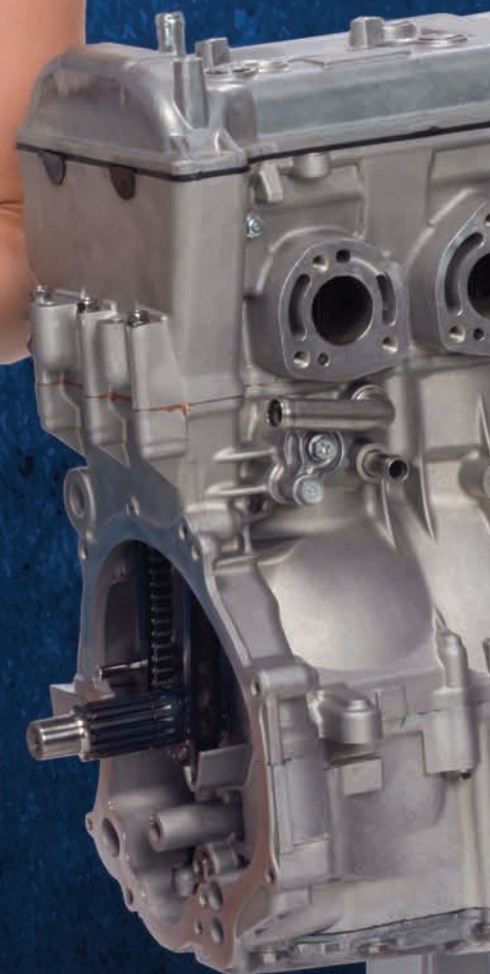


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Premium Engine Package comes with a 24-month, fault-free warranty and installation gasket kit. Standard Engine comes with a 12-month, fault-free warranty. All engines come with SBT's 2019 Poster Calendar. All prices are subject to change.

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A closer look at upgrades, additions to 2020 Sea-Doo GTIs

GTI family includes 90, 130, SE 130 and SE 170 models

An incredible new onboard experience comes standard with awesome new rider-focused amenities to maximize every minute on the water on the 2020 Sea-Doo GTI lineup.

ERGOLOCK SEATING

Revised seating where rider and watercraft truly become one, especially in tight turns and high-speed maneuvers. Optimized seating position and ergonomics for lower center of gravity and improved comfort for both driver and passenger.

NEW 4.5-INCH DIGITAL DISPLAY

Fully digital interactive multifunction display in a compact package. Orange/red backlight offers excellent visibility in all lighting conditions. Intuitive access to vehicle information such as cruise control, driving mode, speedometer, tachometer, hour meter, compass, clock, F-N-R indicator and more.

LINQ ACCESSORY ATTACHMENT POINTS

BRP's exclusive LinQ accessory attachment system now comes standard on each GTI model with a pair of attachment points on the deck. Riders can choose from a variety of quick-attach accessories, such as coolers, fuel caddy, watertight bags and cargo boxes.

GTI ON-BOARD EXPERIENCE POWERFUL SOUND SYSTEM

A powerful, 100-watt audio system is a cornerstone of the onboard experience. With a simple swipe of a finger, riders can enjoy a truly waterproof, Bluetooth audio system. The perfect song is always on deck and ready to amplify the next adventure. It is a factory-installed option for GTI SE models and it's an accessory option for GTI models.

EXPANDED STORAGE

Sea-Doo GTI models have an updated 40.2-gallon (152-liter) front storage bin for carrying all the essentials for a day on the water. There is also a 2.3-gallon (8.8-liter) glove box for smaller items, watertight phone box and adaptable, convenient LinQ quick-attach rear cargo system to easily secure any of the BRP-exclusive accessories.

VARIABLE TRIM SYSTEM – VTS

As the engine sends a powerful column of thrust into the water, the Variable Trim System enables riders to precisely and naturally control speed, pitch, and positioning as they explore the limits of the machine. It is available on GTI SE models.

HANDLE GRIPS WITH PALM RESTS

Affordability doesn't mean eliminating creature comforts. Handle grips with ergonomic palm rests add a touch of refinement to every ride.

GTI PLATFORM PLAYFULLY PREDICTABLE AND ROBUST

The GTI hull is made of a new Polytec GEN 2 material. The hull is highly impact-resistant thanks to thicker material and additional fiberglass inner skin, while remaining more scratch resistant than fiberglass hulls. No other material gives such lightweight performance in this price range, which engineers used to both improve overall performance and save weight, without compromising handling.

GTI FAMILY OVERVIEW

The Sea-Doo GTI series brings four new offerings to the water in 2020, each built on the ingenious new platform offering an enhanced onboard experience, improved stability and control for playful yet predictable handling. Available Rotax engine options include the 900 ACE-90, the new 1630 ACE-130 or the new 1630 ACE-170. Each model delivers incredible versatility at an extraordinary value to make every adventure on water exactly what you want it to be.



Dealers who attended the Las Vegas Club realized that it will be easy for their customers to get comfortable aboard the 2020 Sea-Doo model lineup. Photo courtesy of Sea-Doo

The 2020 GTI model lineup includes the 90, 130, SE 130 and SE 170.

Standard Features – Intelligent Throttle Control (iTC) with Sport Mode and ECO Mode; updated 42.5 gallons (160.8 L) of storage capacity; new watertight phone compartment; new exclusive LinQ Quick Attach System; handlegrips with palm rests; Closed-Loop Cooling System (CLCS); wide-angle mirrors; and Anti-Theft Security System (D.E.S.S.).

GTI 90 / 130

The Sea-Doo GTI series includes the GTI 90 and GTI 130 and is freshly updated for 2020 with a new rider-centric platform design focused on delivering an unmatched onboard experience.

New features like increased storage capacity, optional BRP-Premium audio system and improved stability reinforce the GTI reputation as the model of choice for unbeatable convenience, value and fun on the water.

The GTI 90 features the 90-horsepower Rotax 900 ACE engine. The GTI 130 is powered by a new Rotax 1630cc 130-horsepower engine.

Both use BRP's exclusive ACE technology to maximize efficiency and get the most out of long days on the water.

They are available in a striking Reef Blue/White color combination.

Sea-Doo GTI models come with all recreation standard recreation features, as well as iBR and UPDATED Robust and Scratch-Resistant Polytec GEN 2 Hull Material.

GTI SE 130 / 170

The 2020 Sea-Doo GTI SE gives riders playful performance with a touch of refinement in all the right places. Built on a new platform to offer riders a next-level onboard experience, the GTI SE 130 and GTI SE 170 offer responsive handling, confidence-inspiring stability and intelligent features that bring more to every ride. More standard cargo capacity, more useable onboard space and optional BRP-Premium audio system let riders create the ultimate experience no matter what the day brings.

Sea-Doo GTI SE models are powered by one of two versions of the Rotax 1630 ACE engine. The 130-horsepower version delivers a top speed of 50 mph (80 km/h), while the 170-horsepower version tops out near 56 mph (90 km/h). Both offer thrilling acceleration and exceptional fuel economy.

Available color combinations include Orange Crush/Ice Metal and Beach Blue Metallic.

Sea-Doo GTI SE packages come equipped with all recreation standard features, as well as new robust and scratch-resistant Polytec GEN 2 Hull Material; iBR; boarding Ladder; speed Limiter and Slow Mode; Variable Trim System (VTS); BRP Audio-Premium System (Optional); two color options; and 170-hp Engine (Optional).

GTI LINQ ACCESSORY OPTIONS

LinQ storage accessories can easily be added to all GTI models thanks to the standard LinQ Accessory attachment points found on the rear deck of each model in the GTI lineup.

Most Popular GTI Series LinQ accessories:

- LinQ Removable Ski Pylon: High-rise retractable pylon with built-in grab handles for the spotter can be easily installed in seconds.
- LinQ 4.2-gallon (16 L) Cooler: Rigid, durable and weather-resistant cooler that keeps contents fresh and cold.
- LinQ Fuel Caddy: Holds up to 4 gallons (15L of fuel in an easy-to-pour canister). **PSB**

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Ski-Doo, Polaris searches are tops on KBB.com

Polaris models make up 8 of the top 10 most searched sleds on KBB.com

BY LISA PELISSIER
CONTRIBUTING WRITER

Exclusive snowmobile data comes to *Powersports Business* readers with a look at interest by consumers of pre-owned models on Kelley Blue Book's KBB.com. Data is from KBB.com views from January through August 2019.

Top 10 Most Researched Snowmobiles
Eight of the top 10 most researched snowmobiles on KBB.com for 2019 year-to-date are manufactured by Polaris. Ski-Doo took the other two spots with snowmobiles from its

MX Z series.
The No. 1 snowmobile on the list, the 2018 Polaris 120 Indy, received significantly more KBB.com traffic than the No. 2 snowmobile on the list, the 2016 Polaris 800 Pro RMK 155. Seven of the top 10 snowmobiles were in the 800-850cc range.

Only two of the snowmobiles in the top 10 were more than 10 years old, the 2006 Polaris 600 HO Fusion and the 1999 Polaris Indy 500. Last year, the top 10 list included six snowmobiles over 10 years old.

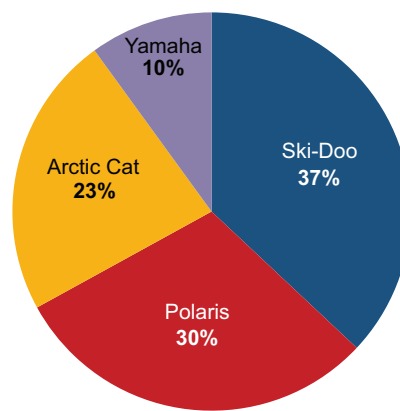
Most Researched Snowmobile Makes
Despite Polaris' dominance in the top 10 most researched snowmobiles list, it was Ski-Doo that garnered the greatest share of KBB.com traffic for snowmobiles overall at 37 percent. Polaris was second at 30 percent.

Both Ski-Doo and Polaris received a greater



The 2018 Polaris 120 Indy has retained 70 percent of its original MSRP, according to the August 2019 KBB update. An ideal first snowmobile for youth riders, its 120cc engine, safety tether and adjustable throttle help promote safe riding. Photo courtesy of Polaris

MOST RESEARCHED SNOWMOBILE MAKES OF 2019



share of KBB.com traffic for 2019 year-to-date than they garnered a year ago. Arctic Cat and Yamaha both dropped 2 percent. **PSB**

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

TOP 10 MOST RESEARCHED SNOWMOBILES ON KBB.COM: JANUARY-AUGUST 2019

Rank	Year	Make	Model	Original MSRP	KBB Trade-In Value	KBB Typical Listing Price	Retention of Original MSRP
1	2018	Polaris	120_Indy	\$2,999	\$1,390	\$2,085	70%
2	2016	Polaris	800_Pro-RMK_155	\$13,199	\$5,240	\$7,590	58%
3	2006	Polaris	600_HO_Fusion	\$7,899	\$1,645	\$2,450	31%
4	2017	Ski-Doo	MX_Z_TNT_850_E-Tec	\$12,449	\$6,070	\$8,700	70%
5	2017	Polaris	800_Switchback_Assault_144	\$13,499	\$6,030	\$8,635	64%
6	1999	Polaris	Indy_500	\$4,999	\$965	\$1,500	30%
7	2013	Polaris	P800_Pro-RMK_155	\$12,199	\$3,885	\$5,645	46%
8	2015	Polaris	800_Switchback_Pro-S	\$12,799	\$4,965	\$7,195	56%
9	2014	Polaris	800_Pro-RMK_155	\$12,299	\$4,320	\$6,270	51%
10	2016	Ski-Doo	MX_Z_X-RS_800R_E-Tec	\$13,699	\$5,930	\$8,500	62%

Source: Kelley Blue Book

Source: Kelley Blue Book

DIGEST

KLIM HOSTING AVALANCHE SAFETY AWARENESS AS PART OF 20TH ANNIVERSARY

To celebrate its 20th anniversary, KLIM is hosting an avalanche safety fundraiser. Anyone who donates \$5 to **Avalanche Alliance** will receive an entry to win the KLIM 20th Anniversary sled.

KLIM custom-built a 2019 Polaris 850 Pro RMK 163
See Digest, Page 29



KLIM's 20th anniversary snowmobile will be given away as part of the company's avalanche awareness fundraiser. Photo courtesy of KLIM

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DIGEST

CONTINUED FROM PAGE 27

with a host of upgrades including the new **SLP** Outlaw Twin Pipes. The 20th Anniversary Edition sled also has been upgraded with **Zbroz** Exit X1 shocks, Zbroz front and rear bumpers, Zbroz skid plate, SLP high flow air intake, SLP Mohawk skis, SLP clutch kit calibrated for the pipes, SLP tuning, and a custom **Arctic FX** wrap. KLIM's 20th Anniversary sled is valued at more than \$22,000.

Visit www.klim.com/avalanche-alliance to donate for a chance to win. The winner will be announced Dec. 16.



WPS LAUNCHES NEW SP1 PRODUCTS PARTS BRAND

WPS in October launched their newest exclusive brand — **SP1 Products**. SP1 is part of WPS's continuous mission of looking for unique products that help fulfill industry needs and grow dealerships by fueling customer demand.

SP1 is a snow-specific lineup of replacement parts, accessories and aftermarket tools for snowmobiles and the emerging snow bike industry with reimagined packaging and a state-of-the-art fitment-based website to guide consumers to the specific

items they need. The new fitment tool is an opportunity for customers to research products based on the make and model of their sled. Finding these items will drive consumers into SP1 dealerships, according to WPS.

This initiative is part of a continuous push to give customers the knowledge and brand awareness to step into their local dealership and demand for SP1 by name.

The SP1 catalog is diverse, from offering fun accessories like food warmers and beverage holders to highly specific suspension, starters and engine repair parts.

PINK RIBBON RIDERS ANNOUNCES 2020 SNOW RUN TOUR

The **Pink Ribbon Riders** 2020 Snow Run Tour will hit the road in celebration of the event's 16 years of existence and 14 years since the organization was formed.

The Snow Run is a one-day event that makes an impact all year long through the giving it provides. The Pink Ribbon Riders organization continues to help those in need by hosting the "Snow Run Tour," which consists of four Snow Run events held in four states.

The mission of the Pink Ribbon Riders organization is to provide direct financial assistance to men and women battling breast cancer and make one day less stressful. Financial gifts are given in \$500 increments through the **Patient Assistance Program**. Since the organization was formed 14 years ago, \$1.9 million dollars has been given to those in need.

2020 Snow Run Tour Schedule:

Jan. 18 — Michigan Snow Run, Eagles Lodge, Gaylord

Feb. 8 — New York Snow Run, George Hilbrandt Recreation Center, Old Forge

Feb. 15 — Minnesota Snow Run, Sugar Lake Lodge, Grand Rapids

March 13-14 — Wyoming Snow Run, Togwotee Mountain Lodge, Moran

SNOWMOBILERS INCREASED MILES RIDDEN LAST SEASON

As the 2019-20 snowmobiling season begins, the **International Snowmobile Manufacturers Association** has provided the following facts you can share with your customers as they get their sleds prepped for riding season. Approximately 79 percent of snowmobilers are male.

1. Snowmobilers come in all ages. The average snowmobiler, however, is 45 years old.

2. The average snowmobiler in the 2018-19 season rode 1,500 miles/2,414kilometers (a 20 percent increase in ridership compared to 2017-18.) The number of miles ridden, on average, is dependent on snow cover, so we will see if Mother Nature brings us more days of snow for riding this season.

3. Many snowmobilers belong to a club and participate in many of their club's events.

4. About half of the people who snowmobile, trailer their snowmobile to their riding area. The other half ride from their home or cabin.

5. Snowmobiling is a family-friendly



Expect about half of your dealership's customers to trailer their sleds to go riding. Photo courtesy of ISMA

activity. Most of all those responding to surveys report that they snowmobile with family, friends and club members.

6. Snowmobilers are outdoor recreationists all year round. Following is a list of recreational activities that snowmobilers participate in when they aren't out riding: 60 percent — ATV riding; 57 percent — camping; 54 percent — fishing; 53 percent — boating; 38 percent — hunting; 35 percent — hiking; 32 percent — motorcycle riding; 26 percent — golfing; 17 percent — personal watercraft riding; 15 percent — downhill skiing; and 15 percent — other recreational activities.

Snowmobilers are a big part of the winter economic engine by spending an average of \$3,349 each year going snowmobiling, traveling to their snowmobiling spot, and food, gas, and lodging.

In many places of North America, snowmobilers pay the bills for people involved in the winter tourism industries and related businesses. **PSB**

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Cardo Systems offers helmet communication during Supercross race

Monster Energy Cup hosts debut for racers, teams

Supercross race teams had the opportunity to utilize Cardo Systems's cutting-edge communication technology during the Monster Energy Cup on Oct. 19. For the first time ever in professional Supercross, riders were able to communicate instantly with their teams during the race, giving them the chance to make real-time adjustments in the midst of the competition.

Already in use by a number of teams in their training, Cardo products have been tested and proven in the Supercross environment on tracks all around the world.

As a result of this deal, all teams competing in the event had the opportunity to

use Cardo's top-of-the-line product, the Packtalk Bold. The Packtalk Bold is powered by Cardo's industry-leading Dynamic Mesh Communication (DMC) technology, which allows teams to create an intercom group and stay seamlessly connected with 2 to 15 members of their team, including their riders, throughout the competition.

Of course, the security of the team conversations is of the utmost importance, and with specific algorithms for device authentication and end-to-end encryption, the privacy of these individual networks was impenetrable by any outside listeners.

The IP67 waterproof and dustproof design of the Packtalk also provides durability and dependability regardless of track conditions.

In addition, the Cardo Packtalk Bold

features sound by JBL, so riders were experience crystal-clear sound quality when communicating throughout the race.

"The Monster Energy Cup is one of the most highly anticipated and exciting events of the year, and we couldn't have asked for a better setting for Cardo Systems to make its debut on the Supercross circuit," said Jamie Cheek, Cardo VP of Sales North America. "So many of these teams are already using our Packtalk products in their training and the feedback we have received has been overwhelmingly positive. The introduction of our communication devices is going to allow them to navigate the competition unlike ever before with real-time communication, adding another layer of excitement to what is already an incredible event." **PSB**



Racers at the Monster Energy Cup were able to communicate instantly with their teams during the race thanks to Cardo Systems. Photo courtesy of Cardo Systems.

DIGEST

TUCKER'S NEW PARTNERSHIP TO FOCUS ON ONLINE MARKETING

Tucker has announced its partnership with 7 Media Group in a bid to continue driving value with dealer partners by addressing the most common challenge facing powersports retailers — more customers, aka door swings. With this new partnership, Tucker's sales and marketing organization are introducing dealers to best practices in local, mobile and social media marketing and providing them an offer available only to Tucker dealers.

7 Media Group is offering a mobile marketing solution to Tucker dealers that includes SMS (text) capabilities, mobile web pages, mobile coupons with tracking capability, contest features for giveaways, and more. Through their exclusive partnership, 7 Media Group offers these value-added mobile marketing services to its dealers at exclusive-to-Tucker discounted rates.

Tucker and 7 Media Group have been sharing customers and working on this partnership for the last 18 months.

"We're proud to be able to extend our marketing services to Tucker dealers and can't wait to meet new ones at the 2020 Tucker Show," said Ron Cariker, president of 7 Media Group.

"Ron and his team have proven to provide value to over 200 powersports dealer customers," said Jim Barker, Tucker's vice president of Marketing. "Helping drive new dealer door swings is a primary focus for Tucker. We're proud to have a partner who understands the partnership we've built with our loyal Tucker dealer partners."

Dealers that sign-up for a six-month agreement will receive no set-up fee.

HJC LAUNCHES I10 STREET HELMET

Built to replace the CL-17, one of HJC's best sellers, the i10 has been launched by HJC to take the streets by storm. This brand-new helmet enhances all of your customer's favorite features for the ultimate ride, no matter the occasion.

Whether your customers are enjoying a relaxing sunset ride or getting ready for a new work-week on their morning commute, the i10 is their new go-to helmet. This helmet brings a new level of performance to the HJC lineup, including an advanced polycarbonate shell for a com-

pact, modern design.

HJC's i10 was designed for riders who turn even ordinary tasks into extraordinary adventures. Because convenience is key, HJC has made maintenance easy with simple, snap-on top vents. A maximized ventilation system circulates air three times more efficiently while the mouth vent has been designed to boost defogging performance.



The new i10 street helmet from HJC is built for the ultimate ride. Photo courtesy of HJC

The i10 is Bluetooth-compatible with SmartHJC. It's available in sizes XS-3XL and is SNELL- and standard DOT-approved.

GRAVES RACING SERVICES PARTNERS WITH EDO VIGNA RACING FOR U.S. DISTRIBUTION

Van Nuys, California-based Graves Racing Services is now the exclusive importer of EVR clutch in the U.S. The complete line of EVR clutches, tuning parts and tools are stock and ready to ship. EVR Clutches are available for most Japanese and European sport bikes as well as dirt bikes.

The EVR Clutch system is the next evolution of slipper clutch technology designed by the modern pioneer of the original slipper clutch system, Edo Vigna. These clutch systems help eliminate rear-wheel chatter and reduce chassis instability during aggressive downshifting. These kits will provide longer life thanks to a more simplistic approach to the distribution and balancing of forces.



EVR products are now being distributed in the U.S. by Graves Racing Services. Photo courtesy of EVR

KLIM TO REVEAL 2020 GEAR LINEUP AT EICMA

KLIM Technical Riding Gear will again be present at 2019 EICMA in Milan with its own booth to introduce the entire 2020 product assortment in Hall 22 / Booth S36.

One of the highlights will be the world exclusive introduction of its brand-new BAJA S4 jacket and pants. Born for warm and hot weather adventure riding, it features extensive four-way stretch zones and durable Schoeller-Dynatec nylon mesh — specially mapped with a lightweight liner for unrestricted airflow. And together with the Enduro S4 jacket and pant it becomes a perfectly versatile kit for when hot weather becomes inevitable rain. Also, be prepared for a heavily extended line of KLIM helmets ahead of all the recently introduced KLIM KRIOS PRO helmet.

Characteristics of KLIM products are the use of the technologically most advanced fabrics, guaranteed waterproofness, highly effective ventilation systems as well as their exceptional durability and manufacturing standards. KLIM works exclusively with premium suppliers such as GORE-TEX, Cordura, YKK or D3O just to name a few.

NEW EL DORADO 50-STATE LEGAL EXHAUST SYSTEM LAUNCHED BY S&S CYCLE

S&S Cycle's El Dorado performance exhaust system is a 50-state legal high flow exhaust designed around the company's proven 4.5-inch mufflers and stainless steel header for 2017-19 Harley-Davidson Milwaukee-Eight powered touring models.

The El Dorado is a complete system that includes Power Tune headers and a set of

MK45 mufflers fitted with the latest in S&S designed, high flow cat technology. Much like the automotive industry years ago, high flow catalysts have finally made their way to the V-twin space.

The El Dorado Exhaust combines clean styling and an authoritative note with increased torque and horsepower. They're 50-state legal (CARB EO# K-010-10), without the performance punishment.

Bolt-on installation does not require tuning. Choose from show quality chrome or black ceramic finish and Tracer or Thruster exhaust tips.

PEREBIJNOS JOINS RENTHAL AS U.S. BRAND MANAGER

Renthal has named Paul Perebijnos to the newly created role of managing the brand in North and South America.

Based in Southern California, Perebijnos brings over 15 years of experience in powersports and builds upon a unique combination of motorcycle racing and business expertise. His background as a professional factory race team technician, most notably with Monster Energy Pro-Circuit Kawasaki, where he took Dean Wilson to a National Motocross title, combined with his intense knowledge of the industry make him the perfect figure to spearhead this new era of Renthal growth and expansion.

Most recently, he successfully served as global brand manager for ProTaper, leading the development of multiple strategic marketing partnerships, multi-generational product plans, and sales channel strategies.

"I am very excited to secure Paul's expertise to lead the Renthal brand in the USA and the clear spill over that it has to the rest of the world," said Renthal president Tom Wade.

"Paul is a consummate professional whose knowledge of the Renthal brand started years ago as a supported amateur racer, even before his time as a technician at Pro-Circuit Kawasaki. He brings unrivaled passion, knowledge and perspective for the Renthal brand and the sport in general."

"We are looking forward to Paul's industry insight, skill sets and relationships to elevate our service to our customers, dealers and distribution partners. He's a lifelong enthusiast with a background of experience that epitomizes Renthal's commitment to quality and racing success," said Renthal commercial director Rees Williams. **PSB**



Racers at the Monster Energy Cup were able to communicate instantly with their teams during the race thanks to Cardo Systems. Photo courtesy of Cardo Systems.

HOT PRODUCTS

Z1R GUST WATERPROOF MESH JACKET

Benefits: Getting caught in the rain will never be an issue again for your customers thanks to the Z1R Gust Waterproof Mesh Jacket. With a highly vented nylon mesh shell, this riding jacket can combat almost any weather condition.

Specifications: Similar to other Z1R removable inner liners, the waterproof inner liner can be zipped in and out with ease, keeping riders dry at all times. Removable CE level 1 elbow and shoulder pads increase the level of protection within the jacket. Available in men's sizes S-5X and women's sizes XS-3X.

Suggested Retail Price: \$119.95-124.95

Contact: www.z1r.com

**PLASTEX PLASTIC REPAIR KITS**

Benefits: Tucker has announced the addition of Plastex Plastic Repair Kits to its brand product offerings. Plastex is a powder and liquid setup that becomes a plastic when combined. The repair kit is easy to use, has no mixing ratio and works great for repairs on fiberglass or plastic.

Specifications: Plastex easily glues, fills gaps, repairs stripped threads and can remake tabs or small parts in just minutes. Only Plastex has a reusable

molding bar that provides the ability to repair or reproduce almost any plastic part quickly and easily.

Suggested Retail Price: \$279.95 | Part #154299

Contact: www.tucker.com

**MOOSE RACING 2020 MX1 GLOVE**

Benefits: The Moose Racing 2020 MX1 glove features D30 knuckle protection and overlays in the palm for all-day comfort. The flexible D30 knuckle pad promotes roost and debris deflection. The sublimated stretch backhand provides a breathable, stretch fit for maximum comfort and performance.

Specifications: The pre-curved finger design allows for an ergonomic fit. The Clarino Palm features an overlay panel and tacky print on fingertips and palm for added control. Also features a new, lower profile adjustable hook and loop wrist closure.

Suggested Retail Price: \$29.95

Contact: www.moosering.com

**PROBEAM ADAPTIVE LED HEADLAMPS**

Benefits: The new ProBEAM LED headlamps have been improved to feature JW Speaker Adaptive technology, providing maximum light output where your customers need it most. With advanced engineering and design, Custom Dynamics ProBEAM Headlamps offer the highest-grade automotive LEDs and components. ProBEAM Adaptive headlamps are available in 7 inches and 5.75 inches with a chrome or black reflector.

Specifications: The 7-inch now comes conveniently packaged with all required components for all 2013-earlier (mounting ring) and most 2014-current (wiring adapter) Harley-Davidson Touring models. Superior quality is backed by a lifetime LED warranty with Custom Dynamics' customer service and reliability. Maximize visibility and safety for your customers with modern technology designed specifically for motorcycle use.

Suggested Retail Price: \$599.95-\$749.95

Contact: www.customdynamics.com

**CORBIN SOLO SADDLE**

Benefits: The Corbin Solo Saddle offers a host of color and material options that let your customers design a seat that suits their taste, from mild to wild. Like all Corbin saddles, the seat is crafted using Corbin's high-density Comfort Cell foam. This seat gives more square inches of body contact and firm support for amazing comfort value.

Specifications: Extended length reaches all the way to the tank and is sculpted to fit the shape of the human body to eliminate centralized pressure on the tailbone. It's built upon a Fibertech basepan that is rigid to support the carefully designed foam shape. Corbin's basepan rides on rubber bumpers to protect the paint.

Suggested Retail Price: \$393

Contact: www.corbin.com

**DRAG SPECIALTIES BATTERY CABLE KITS**

Benefits: The Battery Cable Kits from Drag Specialties contain all the cables necessary when replacing OEM cables.

Specifications: Cables are manufactured with pure electrolytic-grade, 36-gauge tinned copper strands, ensuring flexibility without sacrificing current transfer. They feature 1/4-inch and 5/16-inch terminals. These battery cable kits provide maximum current boost to the starter motor.

Suggested Retail Price: \$38.95

Contact: www.dragspecialties.com

**KURYAKYN PHANTOM FLOORBOARDS**

Benefits: Kuryakyn Phantom Floorboards are now available for Harley-Davidson Touring, Trike and select FL Softail models. Phantom Floorboards offer riders an easy bolt-on style and comfort upgrade over stock.

Specifications: Available in chrome or gloss black finishes, signature design cues include pass-through styling and sleek angular housings constructed from durable aluminum alloy. The aggressive design features more overall surface area and incorporates ribbed EPDM rubber inserts to create a solid foundation for stability, traction and vibration-dampening comfort.

Suggested Retail Price: \$299.99

Contact: www.kuryakyn.com

**SADDLEBAG LED LATCH LIGHTZ**

Benefits: Saddlebag LED Latch Lightz are a direct, plug-and-play replacement for the saddlebag reflectors on OEM Harley-Davidson hard saddlebags. Utilizing super bright, dual intensity red LEDs, these Saddlebag LED Latch Lightz provide enhanced side visibility to make your customers safer on the road.

Specifications: Available with a Red or Smoked lens, the Saddlebag LED Latch Lightz come pre-taped and include a plug-and-play wiring adapter for an effortless install on most Harley-Davidson Touring Models with OEM hard saddlebags.

Suggested Retail Price: \$189.95

Contact: www.customdynamics.com

**ARCTIVA VIBE GOGGLE**

Benefits: The all-new Arctiva Vibe goggle is the vision protection your dealership's customers have been seeking. The goggle offers a dual-pane anti-fog lens that makes for an enjoyable ride without fogged-up lenses. The tri-density layered foam secures the goggle in place while allowing for a custom fit on the rider's face.

Specifications: Vents are added on the top and bottom portion of the goggle for increased airflow. They are offered in five different frame/band colorways and multiple options for the lens, including smoke and mirrored.

Suggested Retail Price: \$69.95

Contact: www.arctiva.com

**100% RACETRAP GLASSES**

Benefits: The Racetrapp, one of the latest releases from 100%, features an enhanced fit and an expansive field of vision for users. Equipped with HiPER contrast-enhancing lens technology, the Racetrapp offers 360-degree visibility with a definitive look.

Specifications: The slightly less-angular frame is made in Italy using design cues from the Speedtrap for a sleek and comfortable fit. The Racetrapp's frame supports one-piece, shatter and impact-resistant polycarbonate lenses

featuring both scratch-resistant and hydrophobic/oleophobic coatings.

Suggested Retail Price: \$155 with smoke lens option; \$195 with HiPER lens option

Contact: ride100percent.com

**DRAG SPECIALTIES BRAKE PARTS CLEANER**

Benefits: The new Brake Parts Cleaner from Drag Specialties quickly removes dirt, grease, brake fluid and grime from critical brake components. This product flushes contaminants with a highly pressurized, fast-evaporating spray without disassembling the brake unit.

Specifications: Restores smooth brake operation. The 10 percent VOC formula is 50-state compliant and non-chlorinated, hexane-free and trichloroethane-free. It's available in a 20 fluid-ounce can.

Suggested Retail Price: \$6.95

Contact: www.dragspecialties.com

**► SUBMIT YOUR NEW PRODUCT**

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



Smoky Mountain Harley-Davidson was brimming with bikes to get excited about during the V-Twin Visionary Tour.



Nearly 800 people showed up for the main event on Saturday night.

SMOKY MOUNTAIN H-D

■ CONTINUED FROM PAGE 18

they were bringing out a new Sport Glide, but when we actually saw it we were a bit disappointed so I wanted to build what the Sport Glide should have been — a motorcycle that would do everything that the Motor Company is trying to do to compete in other competitive markets,” said Denton.

Denton’s Low Rider has a 124-inch S&S Big Bore Kit and puts out 138hp with 148 ft/lbs of torque, nearly double the horsepower of a stock Low Rider.

While the custom bike show was the main event on Saturday night, with a turnout of nearly 800 people judging the bikes and listening to The Georgia Thunderbolts and The Kentucky Headhunters, it was really the focus on riding that made the show exciting.

Minnesota native and Nashville transplant Natalie Kliener said it perfectly.

“Tennessee is definitely mind blowing with what it has to offer. The huge lush green rolling mountains and the kudzu everywhere and these twisties and it is just amazing. The riding was super fun and also very humbling,” she said. Kliener was found aboard her souped-up and trimmed 1994 FLXR.

For Maddux, the owner of Smoky Mountain who also led Saturday’s ride through The Tail of The Dragon, the thrill of the show is really about getting to meet new builders from across the country “because if you just breathe your own fumes you are not seeing how far people are taking things on the performance side.”

“In the end, it is really about having a higher caliber motorcycle that goes faster, turns harder and stops quicker. And I like that in a motorcycle. It is a hammer and it is a tool and I am not going to sacrifice a performance-

oriented machine for the sake of looks,” said Maddux, who was a longtime Road King rider until Jesse Rooke turned him onto Harley’s more sporty bikes a few years ago.

Maddux explained how in his 15 years of owning Smoky Mountain Harley-Davidson, there has been what he calls a boomerang effect in the market, where riders start on smaller bikes and arch to big bikes before coming back to smaller bikes.

“I am really excited to see what we can do with Harley’s new Softail platform. It is what I ride, so I can preach the gospel,” said Maddux. V-Twin Visionary has already locked down a five-year deal with Maddox to continue the show, so expect Holt to be around kicking for a while, or, as he puts it, “I hope to be putting on Smoky Mountain until I die.”

“There was really no other place to do this show besides Tennessee. We couldn’t go anywhere else and carve through twisties and switchbacks and hairpins for hours and hours and hours. It is beautiful here and the people love to ride,” said Holt.

In addition to V-Twin Visionary being at Smoky Mountain Harley-Davidson for the next five years, Holt has a four-year agreement for a show at the Sturgis Buffalo Chip, and has partnered with the Four Corners Motorcycle Rally in Durango, Colorado, for a show in 2020. **PSB**

Kali Kotoski is managing editor of EPG Media’s Thunder Press, a sibling publication of Powersports Business.

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SHEFFIELD

■ CONTINUED FROM PAGE 22

positive, but the possibility also exists that the change can be negative. It’s easy for power to corrupt. In many cases, it can be tough transitioning from the position as a regular employee on the team to suddenly managing your friends. The leadership team can assist new managers in this transition, but ultimately, respect is not just given, it’s earned. This can be a tough lesson that many new managers never fully grasp.

Just to toss it out there, it’s also possible to go too far in the opposite direction and not have enough managers. Research has shown that once a manager has seven or more direct reports, his/her effectiveness begins to decrease. Management is

not just about telling people what to do; it’s also about training and coaching the staff on how to do things. Under-managed dealerships can be slow to react and often suffer from higher turnover as ambitious employees don’t always see a future with the company. A lack of talent on the bench is also a risky proposition, as the loss of a key person can negatively impact the entire dealership. Managing people and dealerships isn’t easy! (This coming from a guy who made a lot of mistakes and learned a lot of hard lessons.) **PSB**

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

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Troy Barker



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