

# POWERSPORTS

## BUSINESS

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### 'The Rally at Exit 55' still key

*Black Hills Harley-Davidson relies 'almost exclusively' on tourism*

BY KALI KOTOSKI  
CONTRIBUTING EDITOR

At Black Hills Harley-Davidson in Rapid City, South Dakota, signs of a motorcycle industry slowdown are largely absent, especially during the annual nearby Sturgis Rally that brings a healthy injection of profits as loads of bikes are swept off the showroom floor.

With an expansive facility on a 40-acre layout, which hosts over 100 vendors from the industry's top brand names, estimates are that 70 percent of the 400,000-plus rallygoers show up for what Black Hills calls "The Rally at Exit 55."

"We are a complete anomaly in terms of Harley dealerships, relying almost exclusively on tourism and the turnout this year was larger than expected given that is a shoulder year ahead of the 80th anniversary of the rally," Terry Rymer, Black Hills general manager and co-owner, told *Powersports Business*.

And official sales figures showed that 596 new and pre-owned motorcycles were sold during a two-week period that included a week-long pre-rally rollout. With a breakdown of 60 percent new sales and 40 percent used, Black Hills broke a new single-day sales record of 76 bikes sold on the Friday before the official start of the rally. The previous single-day record was 64, with an all-time rally record of 605.

"At Sturgis, customers get on the ether here. They were probably sitting at home earlier in the summer thinking about buying a bike from their local dealer. Then they ride



Terry Rymer, Black Hills Harley-Davidson general manager and co-owner, said that the shop had resounding sales success during the 2019 Sturgis Rally. Photo by Kali Kotoski/*Powersports Business*

out here and they see that one and that one and they pull the trigger," Rymer explained.

Over a third of Black Hills annual bike sales of 1,500 occur during the rally, with average profit margins running between \$1,500 and \$1,800 per bike. The massive influx of customers means that customer service is paramount for sealing deals, with

dozens of staff on hand for financing support.

"Our customers are completely catered to. After they put money down, we bring them to the back, offer them some chips and a beer, and help them get ready to ride their bike out as soon as possible," said Rymer. Black Hills employs 75-80 full-time staff,

See *Black Hills H-D*, Page 4



FLY Racing offered an exciting finale to its Summer Camp branding event in Boise with a rafting trip on the Maine Payette River. Needless to say, the smiles were abundant. Photo courtesy of WPS

### WPS, Boise get premier billing at Summer Camp

*Summer Camp brings media, riders to Boise*

BY ABBY LARSON  
STAFF REPORTER

A description and images typically work well enough as a promotional vehicle for new apparel and accessories that greet the

industry landscape. FLY Racing, though, once again showed that typical isn't really in the brand's wheelhouse.

Instead, the Western Power Sports house brand opted for another edition of the FLY Racing Summer Camp in Boise, Idaho. With an exciting itinerary built around the presentation of FLY Racing's new 2020 product lineup that included a See *WPS*, Page 6

### FLY Racing ramps up 2020 moto lineup

*2020 products promise subtle changes, improved performance*

BY ABBY LARSON  
STAFF REPORTER

When it comes to the latest in aftermarket products and moto gear, Western Power Sports is always working to stay ahead of the game. At a recent media event in the company's hometown of Boise, Idaho, WPS staff provided media members with an up-close and personal look at the newest gear from FLY Racing's 2020 lineup. The always anticipated product launch at the FLY Racing Summer Camp featured products such as the EVO-DST pant and the highly-sought-after For-



FLY Racing's 2020 lineup comes with subtle improvements to preexisting lines.

mula helmet. The new gear lines for 2020 come with subtle improvements to pre-existing lines that promise to continue moving FLY Racing and other WPS house brands upward at dealerships nationwide.

"For our 2020 apparel, we really wanted to perfect our revolutionary changes that came in 2019," said Jason Thomas, two-time German Supercross champion and current FLY Racing sales manager. "From Monster Energy Supercross to GNCC Racing, we have riders across America winning in our brand. We are dedicated to providing the absolute best in off-road and motocross products."

Here's a look at some of the more notable 2020 products from FLY Racing:

#### FORMULA HELMET

Released back in February, the Formula helmet has already made waves throughout the moto community. After being in the works See *Camp*, Page 8



FLY Racing Summer Camp showcased the brand's 2020 apparel lineup.



### Pre-owned sales spurs dealership to open third location in three years

See page 30.

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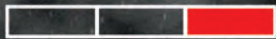
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(3XL) \$250.00



**WOMEN'S**

**JACKET**  
(SM-2XL) \$225.00

**BIB**  
(SM-2XL) \$225.00



# Demo rides available at AIMExpo Outdoors

Dealers interested in taking on a new line or merely seeing what the competitive models have to offer can throw a leg over some of the 2020 motorcycle models at AIMExpo Outdoors when the doors open to the 2019 AIMExpo presented by Nationwide.

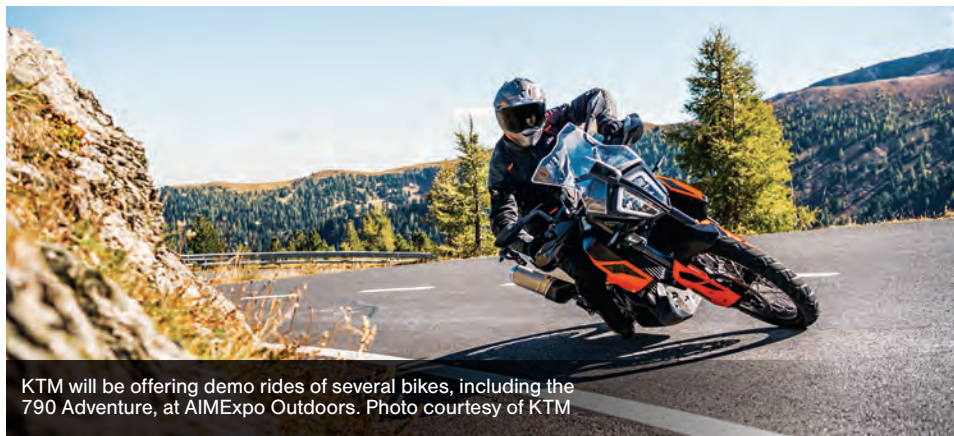
Located five minutes from the show floor, AIMExpo Outdoors will feature nine of the leading motorcycle manufacturers offering test rides of their latest models on the open road. Riders will need a valid motorcycle license and appropriate riding gear.

Demo rides will be offered by the following manufacturers participating in AIMExpo Outdoors:

- Harley-Davidson, Inc.
- American Honda Motor Co., Inc.
- Husqvarna Motorcycles – New to AIMExpo Outdoors
- Kawasaki Motors Corp., U.S.A.
- KTM – New to AIMExpo Outdoors
- Royal Enfield – New to AIMExpo Outdoors
- Suzuki Motor of America, Inc.
- Vanderhall Motor Werks Inc.
- Yamaha Motor Corp., USA

While many of the companies are finalizing their 2020 products for visitors to ride, Kawasaki Motors Corp., U.S.A. has confirmed it will bring a number of Ninja and Z motorcycles, as well as the new Versys 1000 SE LT+ and the new W800 CAFÉ.

Joining the demo lineup for the first time ever at AIMExpo, KTM has a comprehensive list of models available for demo rides to



KTM will be offering demo rides of several bikes, including the 790 Adventure, at AIMExpo Outdoors. Photo courtesy of KTM

eligible riders. These include the KTM 390 Duke, 790 Duke, 1290 Super Duke GT and 1290 Super Duke R. They will also have the KTM 790 Adventure, 790 Adventure R, 1090 Adventure R, 1290 Super Adventure S and 1290 Super Adventure R plus the 690 SMC R.

New to the show, those interested in Husqvarna can test ride the 2020 Vitpilen 401 and Vitpilen 701 as well as the Svartpilen 401 and Svartpilen 701.

For 2019, AIMExpo Outdoors will be open to the public on all four days of the show during the following show times, while the indoor expo will be accessible to the public on Saturday and Sunday only.

AIMExpo Outdoors provides the opportunity for thousands of motorcycle riders to experience the latest and greatest products from nine of the leading motorcycle

manufacturers. Interested participants are required to have a motorcycle endorsement on their driver's license and must register for each ride directly with individual manufacturers at AIMExpo Outdoors. Each manufacturer may have its own requirements for riders, so please dress accordingly.

"Being able to test ride and experience so many motorcycles, along with 350,000 square feet of indoor exhibits with hundreds of exhibitors is a unique and valuable experience," said Andre Albert, Director, Sales and Marketing, MIC Events. "Today's consumers make buying decisions based on experiences and there's no better way to get a feel for what new bikes offer than to ride one. AIMExpo Outdoors is the ultimate experiential playground for every motorcycle enthusiast." **PSB**

## HOTNEWS

### ANALYST PROVIDES INSIGHT ON JULY RETAIL SALES

July retail core powersports sales (motorcycle/ORV) is summed as follows in a research note provided to *Powersports Business* in August by **Wells Fargo Securities** analyst **Tim Conder**.

"Collective U.S. July unit retail likely +LSD-MSD% and +LSD% YTD. Channel inventories remain healthy with broad wholesale/retail balance. Aging still at 4-5 year low ~10%. Delinquencies at comfortable levels. YTD liquidations strongest in Southeast, TX, CA. Northeast weakest region."

For the motorcycle segment, Conder reports "July unit retail +LSD% inclusive of BRP's new Ryker vs. a -0.9% comp. We believe even the Heavyweight segment was positive in July (note easy -6.3% On-Highway comp).

"YTD industry retail flat-to-up LSD% vs. -2.2% comp, but -LSD% ex-Ryker. We

believe 2019 unit retail could end +LSD% benefiting from Ryker and other new product introductions, but likely -LSD% in Heavyweight.

"Canada retail +HSD% July, but -LSD% YTD.

"ATV. July unit retail +MSD% vs. a moderate +4.4% comp. YTD retail +2% vs. -1.5% comp. We believe 2019 unit retail could end +LSD% all-in. Canada retail +MSD% July.

"SxS. We believe retail is still tracking +MSD% for 2019. We remain cautiously optimistic for steady modest growth led by ORVs."

### LARGE FIRE CAUSES HEAVY DAMAGE TO DEALERSHIP

A four-alarm fire in July at **Big St. Charles Motorsports** in Missouri caused heavy damage but no one inside the dealership was injured, according to a report on [www.ksdk.com](http://www.ksdk.com).

Employees evacuated on their own after the fire began around 8 p.m., according to a report on the St. Louis Post-Dispatch's website.

An adjacent Harley-Davidson showroom was not affected by the fire.

### DEALERSHIP OWNER CHARGED WITH \$1.9 MILLION SALES TAX FRAUD: REPORT

A boat and ATV dealership co-owner has been charged with underpaying sales tax over a period of years and faces three charges of preparing fraudulent tax returns following a lengthy audit investigation, according to a report on [BringMeTheNews.com](http://BringMeTheNews.com).

Adding penalties and interest, the final tab for **61 Marine and Sports** in Cottage Grove, Minnesota, is \$3.25 million, the story said.

### LONGTIME POLARIS SNOWMOBILE DEALER PASSES AWAY; SOLD 160 SLEDS ANNUALLY AT PEAK

Sad news out of *The Daily Mining Gazette* in Houghton, Michigan, which in July reported of the passing of longtime **Polaris** dealership owner **Jack Poynter**.

Poynter played an integral role in the growth of snowmobiling in the Copper Country, growing **Dan's Polaris** into a dealership that sold over 160 Polaris snowmobiles a year at its peak, tops in Michigan's Upper Peninsula at the time.

### MOTOCROSS RACER MAYZAK, 20, PASSES AWAY

**MX Sports Pro Racing** reported in August the tragic loss of **AMA Pro Motocross** racer **Jonathan Mayzak**, of Murrells Inlet, South Carolina. The 20-year-old racer died as a result of injuries sustained Friday night before the **Unadilla National** in New Berlin, New York, when he was struck by a vehicle while crossing the road in front of the paddock on Route 8.

State Police have charged the 31-year-old man operating the vehicle with driv-

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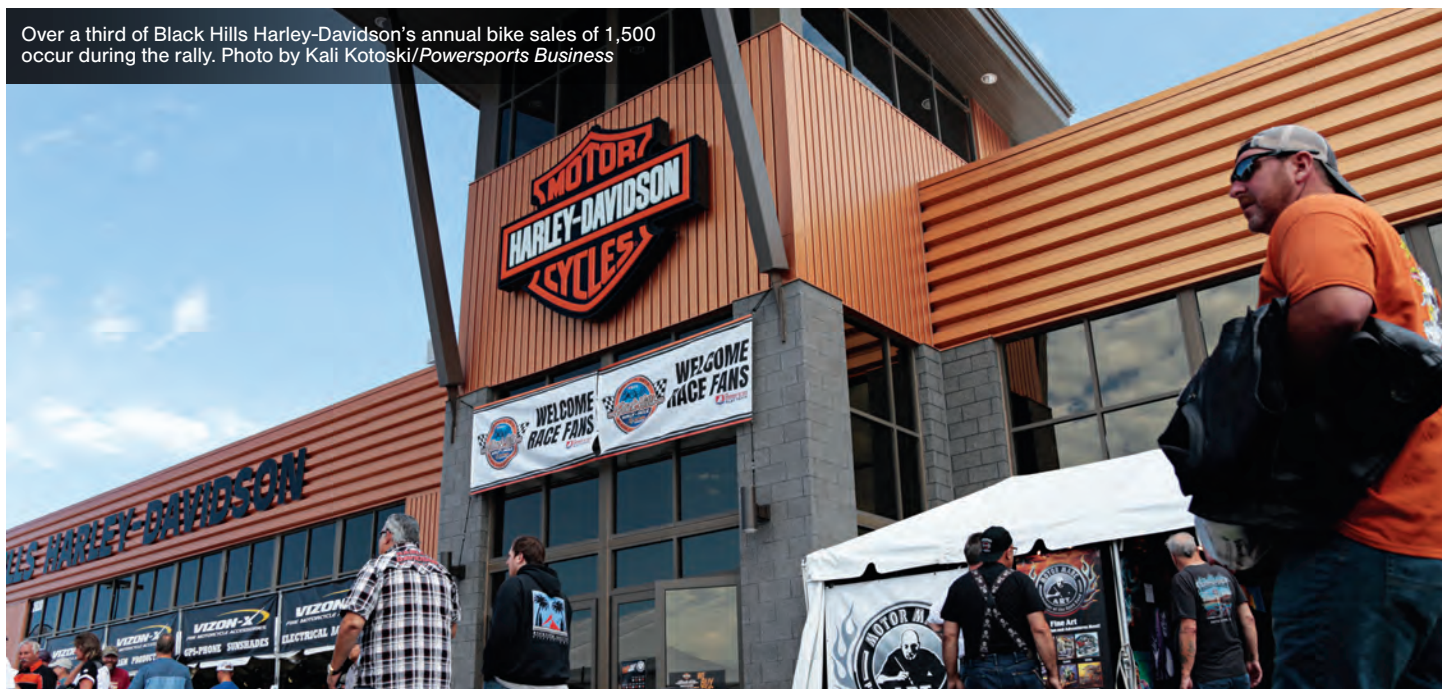
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Models like the Can-Am Outlander Xmr 850 have made a splash at retail in July. Photo courtesy of Can-Am



Over a third of Black Hills Harley-Davidson's annual bike sales of 1,500 occur during the rally. Photo by Kali Kotoski/Powersports Business

## BLACK HILLS H-D

■ CONTINUED FROM THE COVER

with rally staff surging to over 150.

While the success of Black Hills Harley-Davidson is slightly preordained given the continuing popularity of the Sturgis Rally, Rymer is blunt about the rally's shortfalls in terms of maximizing business potential.

"The elephant in the room is that Sturgis sucks in terms of being welcoming. That includes high vendor fees, no parking, too many cops and too many tax people," he said. "So, people come to us knowing they are going to be spending money."

Black Hills' business model is unique in the fact that the dealership puts all of the capital upfront, with all models on the showroom floor being fully paid for upon arrival. However, that presents its own challenges when annually receiving its 900 or so allotment of new models from Harley-Davidson, which typically arrive in May, June and July of every year.

"This is a problem I have been barking about for five or six years. When [Harley-Davidson] dumps all those new bikes close to the rally, we have no way to accessorize



Terry Rymer of Black Hills Harley-Davidson was a 2019 inductee into the Sturgis Motorcycle Museum and Hall of Fame.

all of them. We don't have the time or the physical work hours," Rymer said.

But negotiations with the Motor Company are in the works to find a solution, as the heavyweight dealership claims to have the capital to outright purchase 550 or more new motorcycles in the non-riding winter months.

"Harley needs to make the strong dealers stronger and weed out the small guys that are pissing customers off," Rymer said.

In Rymer's opinion, Harley-Davidson can do a lot more in terms of marketing to increase sales in an industry that is slowing down in the

American market, primarily by promoting the Motor Company's Milwaukee-Eight engine and its vastly improved Softail lineup.

"It is not necessarily that the Baby Boomers are buying less, it is that the new Harley engines are just so damn good that you don't need to upgrade every three or four years," Rymer said. "Of course, they don't want to tarnish the name brand, but they know their new bikes are way, way better." **PSB**

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

## CALENDAR OF EVENTS

### POWERSPORTS BUSINESS

#### AUGUST 2019

- 29-Sept. 1: V-Twin Visionary 2019 Smoky Mountain Tour hosted by Smoky Mountain Harley-Davidson (media partners are Rider and Thunder Press)
- 29-Sept. 1: UTV Invasion, St. Anthony, ID
- 29-Sept. 2: Milwaukee Rally, Milwaukee, WI
- 30-Sept. 2: Muddy Bottoms Mud Stock, Muddy Bottoms ATV Park, Sarepta, LA
- 30-Sept. 2: Busco Beach Fall Bash, Goldsboro, NC
- 31: ATV Big Air Tour, Elk Raceway Eve of Destruction, Elko, MN

### POWERSPORTS BUSINESS

#### SEPTEMBER 2019

- 1: American Flat Track Springfield Mile II, Illinois State Fairgrounds, Springfield, IL
- 1: AMA Vintage Flat Track National Championship Series, Illinois State Fairgrounds, Springfield, IL (Short Track)
- 2-3: Ducati Revs Track Event Series Mid-Atlantic, Virginia International Raceway,

- Alton, VA
- 5-8: Roar to the Shore, Wildwood, NJ
- 7: JetFest, Mayfield, NY
- 7: American Flat Track Williams Grove Half-Mile, Williams Grove Speedway, Mechanicsburg, PA
- 7: International Ural Ride Day
- 7-8: 53rd Annual Sno Barons Snowmobile Club Hay Days, The Official Start of Winter, North Branch, MN
- 7-8: MotoAmerica New Jersey Motorsports Park, Millville, NJ
- 7-8: P1 AquaCross, Pensacola Beach, FL
- 8: Tampa MX Top Gun Dealer Cup Round 5, Tampa, FL
- 10: 2019 Drag Specialties Exclusive Dealer Training Tour, Nashville, TN
- 10-11: Club BRP Can-Am Sea-Doo 2020, MGM Grand, Las Vegas
- 11-15: 13th Annual Lake of the Ozarks BikeFest, Lake of the Ozarks Harley-Davidson, Lake of the Ozarks, MO
- 12: 2019 Drag Specialties Exclusive Dealer Training Tour, Chattanooga, TN
- 12: ATV Big Air Tour, Clay County Fair, Spencer, IA
- 12-15: Delmarva Bike Week, Delmarva, MD
- 12-15: Ocean City Bifest, Ocean City, MD
- 13-15: 16th Annual KTM Adventure Rider Rally,

- Beaver Run Resort, Breckenridge, CO
- 13-15: Sand Sports Super Show, Orange County Fair & Event Center, Costa Mesa, CA
- 14: Broward Motorsports Rec Ride, Key Largo, FL
- 14-22: Pro Watercross Rec Tour Lake Powell Houseboat to Rock Creek, Wahweap Marina, Page, AZ
- 15: Speed Kings Cycle Supply presents Dyna Days II, Lake Perris Fairgrounds, Perris, CA
- 16: Ducati Revs Track Event Series Northwest, The Ridge Motorsports Park, Shelton, WA
- 19-22: Rednecks with Paychecks Fall Mudcrawl, Saint Jo, TX
- 20: Ducati Revs Track Event Series California, Fontana Raceway, Fontana, CA
- 20-21: Thunder Valley Rally, Cottonwood, AZ
- 20-21: Backyard BBQ Competition, M&S Harley-Davidson, Chambersburg, PA
- 20-22: MotoAmerica Barber Motorsports Park, Birmingham, AL
- 21: Roland Sands Design Super Hooligan National Championship, Costa Mesa Speedway, Costa Mesa, CA

Send an email to [dmcMahon@powersportsbusiness.com](mailto:dmcMahon@powersportsbusiness.com) to get your industry event added to the calendar.

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BPA WORLDWIDE

Recycle This Magazine

# MIC launches long-term initiative to attract new riders

*Consulting firm Centauric LLC selected to lead research-based phase of long-term program*

The Motorcycle Industry Council is launching a broad, long-term initiative to bring more people into the world of motorcycling, the MIC board of directors announced in July.

"It's clear the industry needs to reach and inspire new customers. While many of us, with our individual businesses, have taken steps to grow ridership, we also should be working together, and the MIC wants to help make that happen," said Paul Vitrano, MIC board chair

and senior assistant general counsel at Indian Motorcycle and Polaris Inc. "To help us fully understand the barriers to entry, and to create an inclusive strategic plan to conquer those barriers that will be available to all stakeholders, we have partnered with a team of researchers and strategists to bring fresh perspectives to this challenge and opportunity."

Following a months-long competitive search, the MIC hired consulting firm Centauric LLC to lead the first phase of this initiative.



PAUL VITRANO

"Centauric has committed an impressive multi-disciplinary team of behavioral scientists, engineers, and business consultants, and takes a unique approach to problem-solving. We are excited to be working with them on this critical initiative," Vitrano said.

With the MIC's in-depth library of primary industry research as a starting point, Centauric has begun conducting secondary and additional primary research that, after a series of ideation and solution labs involving a mix of industry stakeholders, will lead to a strategic plan. The plan will be presented at the MIC's American International Motorcycle Expo Presented by Nationwide in Sep-

tember in Columbus, Ohio.

"This is not designed to be a quick fix, nor is it just about sales," said Chuck Boderman, MIC vice chair, and vice president, motorcycle division, American Honda Motor Co., Inc. "It's about showing people how motorcycles can fit into and enrich their lives, no matter where they live, what they do, what their hobbies are, or how old or young they are. This will take time, so we are committed to building a campaign that takes the long view. We strongly encourage the entire industry to attend AIMExpo to learn more about the program, and how united as one, we can attract new riders to motorcycling." **PSB**

## HOTNEWS

CONTINUED FROM PAGE 3

ing while drug-impaired and vehicular assault. More charges are expected as a result of Mayzak's death.

Mayzak first competed on a national stage in 2006 when he earned a gate at the 2006 AMA Amateur National Motocross Championship at Loretta Lynn's in the 51cc (4-6) Class, and again in 2015 in Open Pro Sport. In 2016 he earned his professional motocross license and was assigned #210. This year the #210 competed in the Lucas Oil Pro Motocross Championship in four events in the 250 Class, including the inaugural Florida National and historic Southwick National, making the "Fast 40" in both.



JONATHAN MAYZAK

### KAYO USA PARTNERS WITH DEALER SPIKE AS EXCLUSIVE ENDORSED VENDOR

Kayo USA has named Dealer Spike the exclusive endorsed vendor for Kayo USA dealership websites in the U.S. The goal of this partnership is to streamline Kayo USA's branding efforts across the country and to provide a strong digital marketing presence for dealers.

"On behalf of the Dealer Spike team, we are delighted to enhance our value and drive more leads to our Kayo USA dealer partners," said **David Mitchell**, vice president of OEM Relations at Dealer Spike. "We are honored and thank Kayo USA for selecting us as the exclusive endorsed vendor."

Kayo USA dealerships benefit from increased online leads through a state-of-the-art responsive website platform as well as additional digital marketing tools that help drive leads and sales for dealers online. Dealer Spike's digital marketing suite includes Search Engine Optimization, Search Engine Marketing, Marketing Automation and Targeted Digital Advertising.

"This partnership is a huge step forward toward our ultimate goal of growing and serving our dealer network to maximize exposure of our products," says **Anthony Fay**, national service manager at Kayo USA. "Kayo USA is excited to see what will become of this great partnership. We at Kayo USA would like to give a huge thank you to Dealer Spike for the opportunity." **PSB**

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Decorations included hatchets emblazoned with each media outlet represented at the event.



Attendees heard from WPS CEO Craig Shoemaker about FLY Racing's new 2020 lineup. Photos by Abby Larson/Powersports Business

## WPS

■ CONTINUED FROM THE COVER

riding day and a day on the river, industry media members from near and far converged on the Gem State for a unique — and interactive — product launch.

Upon arrival in Boise, members of the media were introduced to WPS employees along with several FLY Racing-sponsored athletes, including notable names like Weston Peick and Damon Bradshaw. A happy hour atop Jack's Urban Meeting Place (JUMP) in downtown Boise provided attendees the chance to mingle throughout the evening while the star of the show, FLY Racing's 2020 products, were on display on the rooftop overlooking downtown on a picture-perfect Boise night. The fun turned competitive when the party moved over to JUMP's Team (an 8-person offering with a near-vertical curve) and Spiral slides (a tubular five-story chute) and a series of light-hearted competitions ensued.

The competitive nature bled into the next morning for riding day. The distinction between media, riders and WPS employees blurred as everyone suited up in their new FLY gear and hit the track to test out the new products. The track came alive as riders flew around the course, the FLY brand displayed on their chests and all around the property. Several laps around the track gave everyone the opportunity to break in their new gear and truly test it out.

Even more fun was to be had when the pit bikes came out and the true competition began. A series of races led to several wipe-outs on the track and plenty of encouraging laughter from the sidelines. The competition intensified so much that riders were barely visible through the cloud of dust kicked up on the track. The day ended with a catered lunch and an awards ceremony for the winners of the pit bike races.

Paul Davies, marketing manager at WPS, was chief guru in charge of Summer Camp, and once again found the gathering to be highly beneficial for the brand and the industry members that support it.

"Everything went great," he said of the day at the track. "When we invite everyone out here, we want everybody in the gear and experiencing it hands-on, asking questions and testing it out. Our gear has gotten so great over the years and we're proud of it."

Davies also had to mention the riders who took the time to come out and show their support for the brand.

"We sponsor these athletes for a reason," he said. "Everybody loves to be around them, and I think we have some of the best riders on board. It's an intimate setting for us to all be together and watch these professionals ride, and it shows the type of company we are."

The third day of Summer Camp gave attendees a choice between whitewater rafting and a bike ride through the mountains. Team PSB opted for water over dust, and little did we know we were in for another kind of thrill. While riding on two wheels is a thrill in its own right, there is no controlling a raft as it careens down a river straight for rushing, white-capped water that proceeds to throw the raft around — with reporters and industry types aboard. The two-hour trip down the Main Payette River ended with smiles all around and not a single stitch of dry clothing in any raft.

While some riders departed early for Washougal, Washington, for the ninth round of the 2019 Lucas Oil Pro Motocross Championship, the rest took to the town for an evening of socialization and checking out the hot spots in Boise before an early morning departure the next day.

See WPS, Page 43

# POWER YOUR PASSION

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Powersports Business tested out FLY Racing's new gear first-hand during a riding day at Summer Camp in Boise, Idaho.

## CAMP

■ CONTINUED FROM THE COVER

for over five years, the Formula has received a flood of positive feedback that coincides with its promise to “redefine helmet performance and safety expectations.”

“FLY Racing changed history with the Formula helmet,” Thomas said. “It was five years in the making and introduced the world to RHEON, an energy absorbing material that uniquely dissipates both linear and rotational forces. The ultra-lightweight carbon fiber shell is truly a difference you can feel.”

## LITE

Popular with the racing crew, the Lite line delivers pure performance in a light,

minimalist build.

“The Lite is all about subtle improvement,” Thomas said. “This is the brainchild of Trey Canard and Andrew Short, and the line has improved year after year. In 2018, the Lite line saw the addition of our BOA Closure System, mirroring the EVO-DST level of performance. Since then, it has been a process of refining and incremental gain. One of the focus points of the 2020 Lite line is better ventilation, increased freedom of movement, and eeking out every ounce of weight reduction possible.”

## KINETIC

“The Kinetic line has been the mid-priced workhorse for decades. Its broad range fit and 900D material gives it the long life that customers want without sacrificing mobility and ventilation. It’s also the line that our vented Mesh slots into due to the popularity that Kinetic is synonymous with. If you have worn FLY Racing in the past, it’s almost a guarantee that you have been in Kinetic along the way.”

## PATROL AND PATROL XC

“Our Patrol and Patrol XC were completely rethought, redesigned, and revamped for 2020. With an emphasis on premium materials and quality design, the Patrol and Patrol XC products live up to the FLY Racing expectation. The Patrol Over-the-Boot pant got an ultra-long burn guard to protect against exhaust and improved stretch paneling throughout. The Patrol XC pant is an in-the-boot design and with both storage and ventilation, is the perfect off-road option. The Patrol Jacket was rebuilt from the ground up, too, utilizing new ideas for the pocket storage and ventilation for changing climates. The final addition to the Patrol line was an off-road vest for those cool mornings, allowing freedom of arm movement but core temperature protection.”

The diverse new features and designs for FLY Racing’s 2020 lineup have been developed to provide riders with the ultimate level of safety and comfort, along with a renewed level of trust with the FLY Racing brand.

“From our next-gen Formula helmet all the way down to F16 gear built for backyard warriors, we truly believe we have the most complete range of off-road riding gear worldwide,” Thomas said. “It has taken 22 years of relentless pursuit, but we feel like FLY Racing’s time is now. Regardless if you’re riding for the very first time or hoping to win a national championship, FLY Racing has a product that was purpose built just for you. That’s a fundamental characteristic of FLY Racing and one we are very proud of.” **PSB**



FLY Racing’s new 2020 lineup was developed with the safety and comfort of every rider in mind.

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What are you working forward to?



## FROM THE EDITOR

# No mid-summer blues overall as dealers post strong July sales



DAVE McMAHON

On average, dealerships across the U.S. scored a major victory in July, according to the most recent data provided to *Powersports Business* by CDK Global Recreation.

A survey of 1,695 dealerships that use the company's Lightspeed DMS found that July was one of the better performing

months of the year, with revenue from parts, service and new and pre-owned major unit sales increasing an average of 9.4 percent vs. July 2018. As always, you can find the detailed map pointing out the performance by region in the Finance section.

There was plenty to like about July, based on the Lightspeed data. Parts sales rarely post into positive territory, but the segment saw overall average sales growth of 4 percent, with the Midwest leading at 6.1 percent. All regions were positive for parts sales in the month.

Service had an overall 5.6 percent increase in revenue, with the South's 9.5 percent bump leading the charge. And perhaps most importantly, revenue from new and pre-owned major units saw a 10.3 percent increase vs. July 2018. The South (12.4 percent) and West (10.6 percent) both had impressive double-digit percentage gains during the month.

## FREE DEALER TRAINING SEMINARS JUST AROUND THE CORNER

If you haven't done so yet, go ahead and make the decision to take a couple of profit-building days away from the shop. You will want to join us Sept. 26-27 in Columbus, Ohio, for the Powersports DEALER Seminars @ AIMExpo sponsored by National Powersport Auctions and Synchrony.

Going strong now for their seventh year and with a lineup curated by your friends here at *Powersports Business*, the seminar series will offer a range of topics and speakers that are meant to provide you with tips for success heading into 2020.

You'll find the entire schedule listed elsewhere in this edition.

Here's a closer look at each track:

### Leadership Plus Track sponsored by McGraw Powersports Western Service Contract

Seminars in this track will be presented by industry leaders and will offer attending dealers a deeper understanding of what it takes to effectively train, mentor and manage people in the powersports industry while also positioning your business as a leader in the marketplace.

Like all seminars at this year's show, the Leadership Plus education track has been reimagined for the 2019 AIMExpo presented by Nationwide as a result of feedback from last year's attending dealers. It has been restructured to offer more management training than ever before, with the aim of successfully managing one or more dealerships and helping to provide pathways to greater business profitability.

With dealers converging on AIMExpo presented by Nationwide from across the entire country, the show is the perfect setting to host a lineup of respected speakers from a variety of industries, both inside and outside powersports. These seminars were designed to inform dealers about the best way to manage their businesses and will be especially beneficial to the many entrepreneurs and small business owners who attend the show.

"Technology and trends are evolving rapidly. Being able to tap into the Powersports DEALER Seminars @ AIMExpo is invaluable for attending

dealers trying to remain relevant," said Andre Albert, director of Sales and Marketing, MIC Events. "Positioning yourself as a leader, attracting customers and expert staff is imperative to a successful dealership, so we're happy to have so many experts speaking to dealers from across the country to help them fine-tune these areas of their business."

### Powering Profits Track sponsored by Aegis Powersports

Seminars in this track will be presented by industry leaders and will cover the ways in which business owners can increase profits and better understand the behavior of their key demographics.

For 2019, the educational platform has been reimagined to better serve attending dealers and provide them with crucial information to help their business that is relevant to the current market and customer. The Powering Profits Track will provide attendees with key information on how to manage more efficiently, make more money in the process and how to help with business expansion. Guests will hear from speakers covering a wide range of topics, including everything from the day-to-day operations to building and maintaining a loyal customer base to grow profitability.

As the powersports market continues to evolve, dealers are constantly pivoting to reflect their customer's interests. This year, the Powering Profits educational track will tackle this topic with Paige Bouma, Vice President of Recreational Brands at Trader Interactive, as she covers the rise in popularity of side-by-sides and examines off-road motorcycle sales trends. While dealers have adapted to the market change, Paige will further breakdown the shift in consumer habits and how to effectively market to this segment to drive dealership profitability.

"Dealers are looking for fresh content based on current market trends and how they continue to evolve," said Cinnamon Kernes, vice president and general manager, MIC Events. "The market has changed and Powersports DEALER Seminars will give dealers the tools they need to gain the insights necessary to best serve their customers."

### Sales & Marketing Track sponsored by Torque Group

For 2019, the Sales & Marketing Track contains a varied collection of topics crucial to building a thriving business in 2020. It also takes a close look at the consumer habits that will be affecting the industry in the near-future.

Emphasis has been put on the ever-changing digital marketing space and the relationship it plays with a brand's reputation. Hailed as the "Modern Day Dale Carnegie," and one of the world's leading sales intelligence and digital reputation experts, Sam Richter will share his insight on how everything from an email to a social media post can be scrutinized by today's technology-savvy consumer. Attending dealers can join Sam to receive practical, easy-to-implement strategies to avoid embarrassing errors and manage a positive digital reputation for their brand.

"The education seminars are one of the top reasons dealers attend the show. Having access to two days of free education that is relevant to the current market is invaluable," said Albert. "Each year, those dealers that attend the education tracks leave invigorated and engaged, excited to get back to their dealership and put to use what they have learned." **PSB**

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

## ONLINE WITH POWERSPORTSBUSINESS.COM

## WHAT'S THE HOTTEST INDUSTRY TOPIC?

1. Polaris reveals innovative new products at ORV dealer show: analyst
2. Indian prepares to grill up Sturgis
3. Yamaha Motor Co. fiscal first half sales boosted by North America marine, PWC
4. Dealer walk-through of RZR Pro XP (video)
5. Analyst provides retail insight on side-by-sides
6. Family parts with dealership after 47 years of ownership
7. Dealership owner charged with \$1.9 million sales tax fraud: report
8. Leadership, organizational changes at Tucker, with 'several' jobs eliminated
9. Polaris sees Q2 North American retail side-by-side sales rise
10. Harley-Davidson Q2 U.S. retail sales decline 8 percent
11. Motocross racer Mayzak, 20, passes away
12. Polaris gears up for 3-day 65th party in Roseau: report
13. Longtime Polaris snowmobile dealer passes away; sold 160 sleds annually at peak
14. Large fire causes heavy damage to dealership
15. Wells Fargo CDF exec provides mid-year outlook

The headlines above belong to the most frequently viewed articles from the three-times-per-week *Powersports Business* Enewsletter during the July 22-Aug. 16 period. The number is based on the percentage of e-news viewers who clicked on the article's headline.

## POWERSPORTS BUSINESS BLOG

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



**ERIC MCMULLEN**  
Marketing  
Coordinator, Team  
WinnebagoLand

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.



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

Cash in your dealership should be considered one of the most important assets that you have, and yet cash is one of the most elusive ones to wrestle with every month. The ups and downs of cash vary from dealership to dealership, and cash seems to be one of the things that we always need the most.



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

While Google is not the only search engine that exists – and there are certainly other search engines that are important to optimize for and advertise on – there is no arguing that Google is the dominating force in the world of online search. 3.5 billion searches are made on Google every day and it holds over 85% of the desktop search engine market share. It's important to get on Google's good side and stay there.



**KENSEY EDWARDS**  
Content Manager,  
Cycle Trader

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

## Dealers' aged inventory is at its lowest level in five years

BY JEREMY JANSEN  
 ■ CONTRIBUTING WRITER

It is hard to believe we're already more than halfway through 2019. What better time to reflect on how the industry has performed so far, discuss expectations for the balance of the year, and offer insights on how to maintain positive performance.

Overall, the industry continues to be stable. There are certainly pockets of strength, some of which we didn't necessarily expect at the beginning of the year. All-terrain vehicles have seen positive retail sales year over year, and the motocross segment has been strong this year, with double-digit retail growth. The last two to three months of snow season were also successful with heavy, late season snow in key markets. Snowmobile inventory levels are the lowest we have seen in years.

Dealership inventory appears to be reasonably balanced. The amount of aged product on a dealer's floor that exceeds one year is the lowest we have seen in five years. Vendors and dealers are working together to ensure that dealers have the right amount of product at the right time (versus too much product just in case it is the right time). We continue to see a consistent flow of dealership sales and transfers, as many as 20 per quarter.

However, there are market headwinds. Retail sales of cruisers, touring bikes, and medium and large sports bikes continue to be down in the high single digits year over year. The generational shift concerns vendors and dealers as consumers evolve in the way they share or engage in experiences. A lack of new riders entering the market, especially in motorcycles, is forcing dealers to rethink the way they connect with potential customers.

Together, there is a huge opportunity for dealers and vendors to leverage social media to drive product and lifestyle recognition, interest potential new riders and connect with them. Also, having events to draw people, riders, and non-riders alike is a terrific idea. Not just a place to buy, but a place to go and a place to be — more of an experience. That is something we are seeing many successful dealers doing.

Looking ahead to the rest of 2019, we are optimistic about performance in the side-by-side sector. That has been an area of growth for the industry. Even though sales slowed a bit in the first half of the year, we expect them to be a bright spot in the second half. The snowmobile channel is in good shape, and if Mother Nature cooperates again in 2019-2020, dealers could be in for a successful season.

Our team will continue to work with the dealer network and our vendor customers to provide transparency into inventory levels and product aging. Using the available tools to constantly manage inventory levels and cost of carry remains a critical compo-

ment of dealership profitability.

The opinions expressed in this document are general in nature and not intended to provide specific advice or recommendations for any individual or association. Contact your banker, lawyer, accountant or tax advisor with regard to your individual situation.

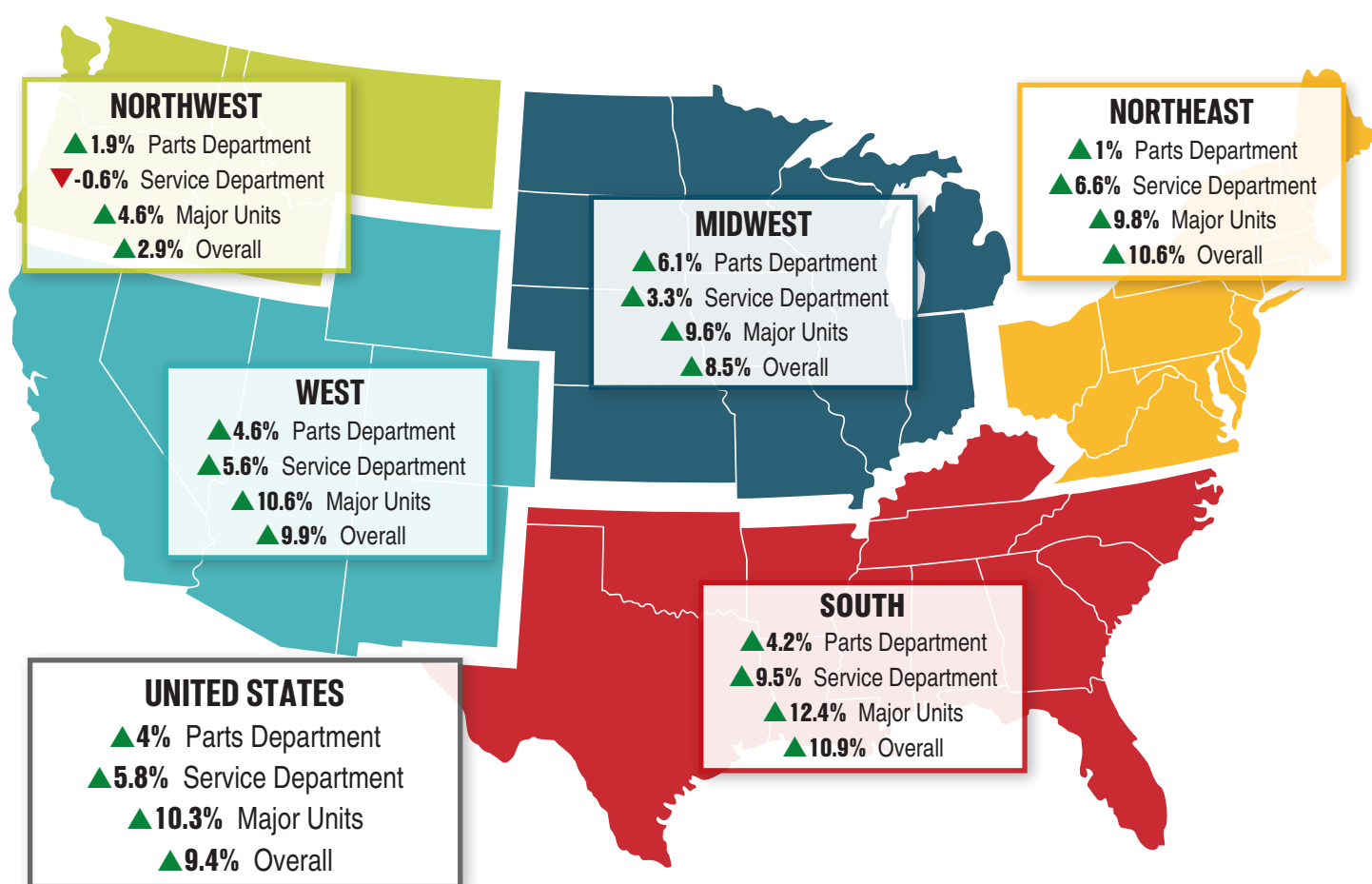
The opinions of the author do not necessarily reflect those of Wells Fargo Commercial Distribution Finance or any Wells Fargo entity. Wells Fargo Commercial Distribution Finance is the trade name for certain inventory financing (floor planning) services of Wells Fargo & Company and its subsidiaries. **PSB**

Jeremy Jansen is president of Motorsports for Wells Fargo Commercial Distribution Finance.



With fall creeping up ever so quickly, dealerships will be turning to ATV sales to boost their second-half performance. Photo by Mark Rosacker/Powersports Business

### DEALER FINANCIAL SNAPSHOT



#### JULY 2019

Same Store Sales dollars at 1,695 dealerships in the U.S. that use the CDK Lightspeed DMS were up 9.4 percent overall in July compared to July 2018. New and pre-owned Major Unit sales dollars were up 10.3 percent while Service dollars were up 5.8 percent and Parts dollars were up 4.0 percent. The South saw the largest amount of growth with a 10.9 percent overall rise.

#### PARTS SALES

Parts sales were up at 973 dealerships and down at 722.

#### SERVICE SALES

Service dollars increased at 957 dealerships and decreased at 698 dealerships.

#### MAJOR UNIT SALES

A total of 932 dealerships were up, and 593 were down.

#### FOR MORE ON THE SAME STORE SALES DATA

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



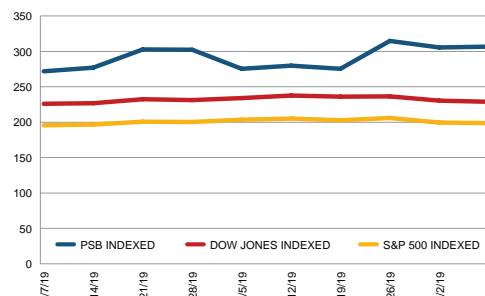
### STOCK MARKET WATCH

#### MARKET WATCH

	8/9/19	Change from 7/19/19	% Change
Powersports Business Index	▲ 306.7	31.5	11.44%
Dow Jones Index	▼ 228.6	-7.6	-3.20%
S&P 500 Index	▼ 198.6	-4	-1.97%

Source: Wells Fargo Securities LLC

#### STOCK MARKET ACTIVITY



#### POWERSPORTS BUSINESS WINNERS AND LOSERS

Company	Stock Ticker	Price 8/14/19	Percent Change
Universal Technical Institute	UTI	\$4.30	15.30%
Assurant, Inc.	AIZ	\$120.42	7.90%
Speedway Motorsports, Inc.	TRK	\$19.70	5.20%
Carlisle Companies	CSL	\$139.58	3.10%
Intl. Speedway Corp. Cl. A	ISCA	\$44.97	-0.80%
Polaris Industries, Inc.	PII	\$83.76	-3.10%
Brunswick Corp.	BC	\$44.30	-4.00%
Bridgestone Corp. ADR	BRDCY	\$18.53	-5.50%
Dover Corporation	DOV	\$88.29	-11.80%
TCF Financial Corporation	TCF	\$36.64	-12.40%



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## DIGEST

### Wells Fargo Extends Financing Relationship with Polaris

Chicago-based **Wells Fargo Commercial Distribution Finance (CDF)**, a unit of **Wells Fargo Commercial Capital**, announced in August the continuation of **Polaris Acceptance**, a joint venture with **Polaris Inc.**, into 2027. CDF and Polaris began the dealer wholesale financing joint venture in 1996.

"It has been remarkable to watch Polaris Acceptance expand and prosper over the past two decades," said **Steve Battreall**, president of CDF. "We feel fortunate to continue to serve Polaris's expansive dealer network with a stable financing source and high-quality customer service."

With the extension of this program, CDF will continue to ensure dealers have access to working capital and provide Polaris with financial solutions as they develop new products, innovate across distribution channels and grow their global business.

"CDF has provided Polaris and our U.S. dealer network with industry-leading wholesale floorplan financing service and support for more than two decades," said **Mike Speetzen**, Polaris executive vice president and chief financial officer. "Polaris Acceptance is a vital tool for many of our dealers and the extension of this joint venture signals our strong commitment to continue providing unmatched products and services for our dealers."

Polaris Acceptance is managed by CDF's **Steve Hupp**, who has 20 years of industry experience, including 10 years with CDF.

"Our relationship with Polaris is invaluable to CDF and we are thrilled to continue providing more than 1,400 Polaris dealers in the U.S. access to wholesale financing solutions," said Hupp. "For nearly 23 years, we have worked side-by-side with Polaris and witnessed firsthand their growth and impact on the powersports industry. We look forward to working with them for years to come."

### RUMBLEON REPORTS RECORD FINANCIAL RESULTS FOR Q2

**RumbleOn** recently announced financial results for the three months ended June 30, 2019.

"I am very proud to report, in less than two years, RumbleOn achieved record revenue of \$270.2 million in a single quarter and unit sales of 13,928. Our second quarter results were well ahead of our prior expectations and are evidence that consumers and dealers are demanding a better way to buy, sell and trade pre-owned vehicles," said RumbleOn CEO **Marshall Chesrown**. "Our success in powersports has given us a playbook that we are deploying across the automotive business rapidly and we are in the early days of establishing ourselves as a leader. We believe there is an immense opportunity for us to continue to gain market share in powersports, while expanding our presence in automotive." **PSB**

## POWERSPORTS BUSINESS STOCKS

### POWERSPORTS BUSINESS INDEX COMPONENTS

Company	Stock Ticker	Price 08/14/19	Price 07/14/19	Percent Change	52-Week High	52-Week Low
Assurant, Inc.	AIZ	\$120.42	\$111.59	7.9%	\$122.91	\$82.31
Brunswick Corp.	BC	\$44.30	\$46.14	-4.0%	\$69.82	\$41.02
CDK Global	CDK	\$43.58	\$50.68	-14.0%	\$64.77	\$43.10
General Electric Co.	GE	\$9.03	\$10.37	-12.9%	\$13.25	\$6.40
Harley-Davidson, Inc.	HOG	\$31.85	\$36.63	-13.0%	\$46.22	\$31.36
Honda Motor Corp. ADR	HMC	\$22.92	\$26.48	-13.4%	\$31.04	\$22.91
Polaris Industries, Inc.	PII	\$83.76	\$86.43	-3.1%	\$115.40	\$70.27
TCF Financial Corporation	TCF	\$36.64	\$41.84	-12.4%	\$59.10	\$34.62

### DOMESTIC STOCKS OF INTEREST

Company	Stock Ticker	Price 08/14/19	Price 07/14/19	Percent Change	52-Week High	52-Week Low
ArvinMeritor	ARM	\$17.89	\$23.32	-23.3%	\$25.78	\$15.01
Bridgestone Corp. ADR	BRDCY	\$18.53	\$19.61	-5.5%	\$20.32	\$17.70
Carlisle Companies	CSL	\$139.58	\$135.38	3.1%	\$146.16	\$92.16
Cooper Tire & Rubber	CTB	\$23.68	\$30.79	-23.1%	\$35.36	\$23.27
Dover Corporation	DOV	\$88.29	\$100.06	-11.8%	\$103.47	\$65.83
Intl. Speedway Corp. Cl. A	ISCA	\$44.97	\$45.35	-0.8%	\$45.62	\$35.12
Deere & Company	DE	\$143.17	\$165.37	-13.4%	\$171.22	\$128.32
Marinemax, Inc.	HZO	\$14.20	\$17.00	-16.5%	\$26.11	\$13.73
Spy Inc.	XSPY	\$0.08	\$0.09	-16.0%	\$0.19	\$0.06
Speedway Motorsports, inc.	TRK	\$19.70	\$18.73	5.2%	\$19.90	\$13.47
Universal Technical Institute	UTI	\$4.30	\$3.73	15.3%	\$4.56	\$1.86
TCF Financial Corporation	TCF	\$36.64	\$41.84	-12.4%	\$59.10	\$34.62

### INTERNATIONAL STOCKS OF INTEREST

Company	Stock Ticker	Price 08/14/19	Price 07/14/19	Percent Change	52-Week High	52-Week Low
BMW AG	BMW-ETR	59.60 €	65.89 €	-9.5%	86.74 €	59.30 €
BRP, Inc.	DOO-TSE	\$41.26	\$48.62	-15.1%	\$74.67	\$32.36
Kawasaki Heavy Industries	7012-TKS	2040 ¥	2533 ¥	-19.5%	3345 ¥	2024 ¥
Michelin	ML-PAR	93.30 €	110.15 €	-15.3%	118.60 €	82.68 €
NGK Sparkplug	5334-TKS	1890 ¥	1945 ¥	-2.8%	3405 ¥	1823 ¥
Suzuki Motor	7269-TKS	3949 ¥	4551 ¥	-13.2%	7666 ¥	3501 ¥
Yamaha Motor	7272-TKS	1729 ¥	1879 ¥	-8.0%	3215 ¥	1657 ¥
Yokohama Rubber	5101-TKS	1986 ¥	2056 ¥	-3.4%	2500 ¥	1795 ¥

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



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BUMPERS

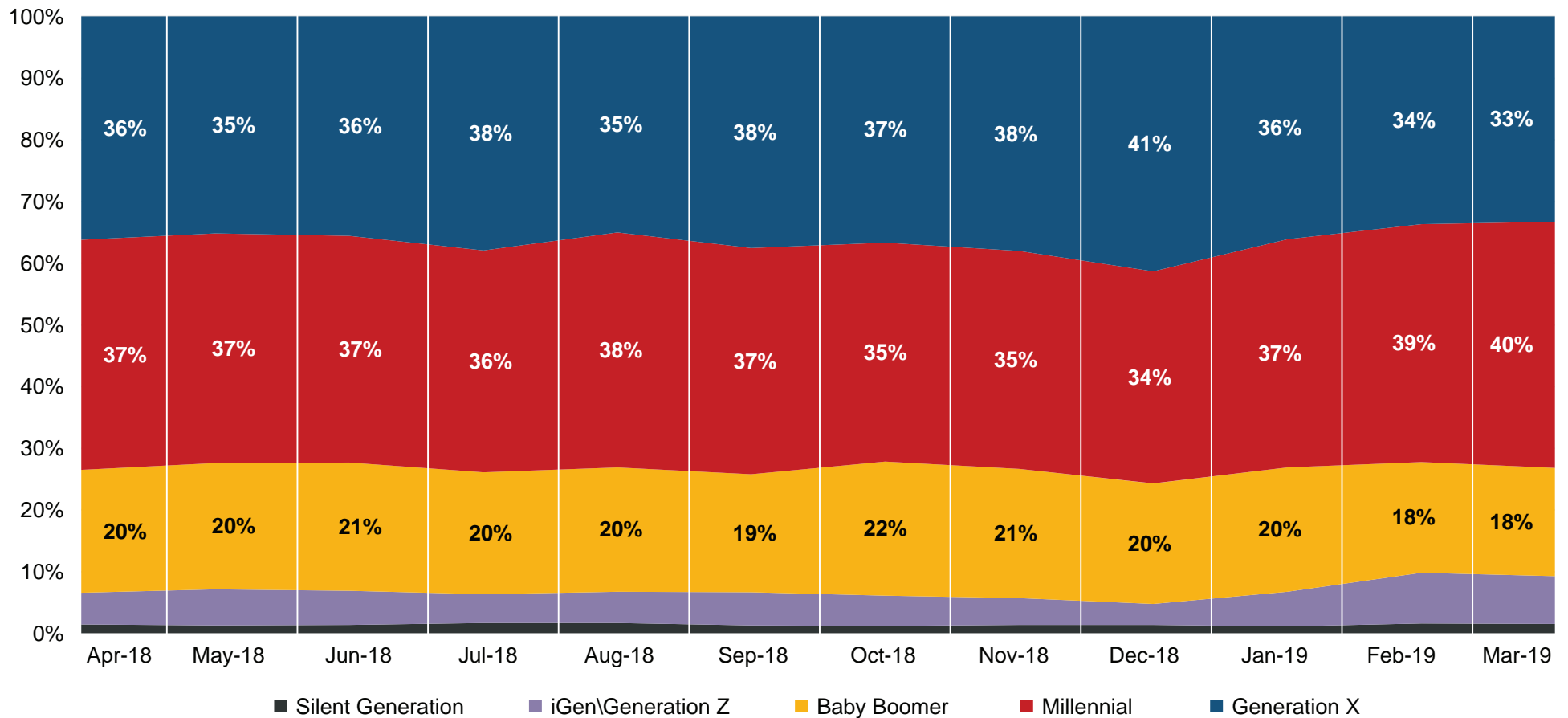


DOORS



AUTO LATCH HARNESSES

**CHART B: PERCENT OF TOTAL NEW UNIT PURCHASES; 61,000 SPORT SIDE-BY-SIDE PURCHASES FROM APRIL 1, 2018-MARCH 31, 2019 BY BUYER GENERATION**



Source: CDK Global Recreation

## Sport UTV accessory sales surge past \$2,500 in Calif.

*Lightspeed data shows accessories added at time of unit purchase*

A study of purchase orders from 61,000 new and pre-owned sport side-by-sides from April 1, 2018 to March 31, 2019 that CDK Global Recreation provided exclusively to *Powersports Business* shows that dealerships in California are banking on accessory sales at the time of the sport side-by-side purchase by customers.

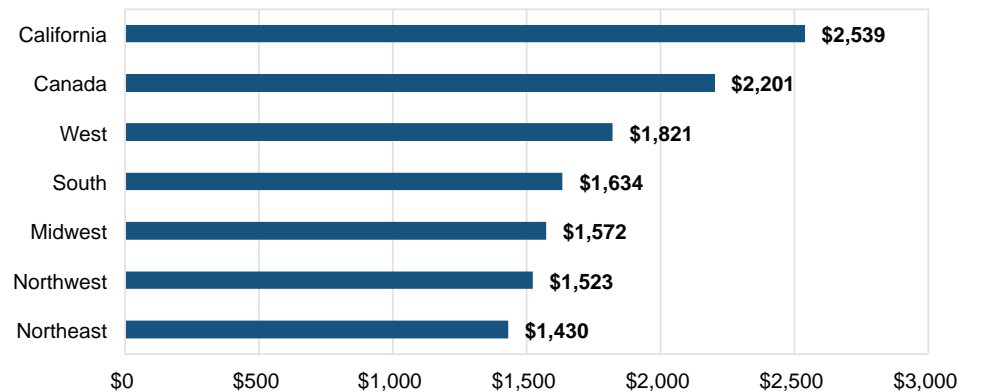
As shown in **Chart A**, dealers in California average \$2,539 in accessories sold at the time of the side-by-side purchase. **Chart D** analyzes the average dollars spent on installed accessories at the time of unit purchase.

There is over a \$1,000 difference between the lowest and highest region regarding the average dollars spent on accessories. California spends the most on accessories, averaging \$2,539 worth of installed accessories. Consumers in the West spent \$1,821 on accessories. The South is slightly behind, at an average of \$1,634 spent on accessories.

Consumers in the Northeast spend the least on accessories, averaging \$1,430 per unit sold.

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

**CHART A: AVERAGE ACCESSORY DOLLARS SPENT ON 60,000 NEW SPORT SIDE-BY-SIDES BY REGION; APRIL 1, 2018-MARCH 31, 2019**



Source: CDK Global Recreation



Even go-fast vehicles like the Polaris RZR XP 1000 can rack up some hefty accessory lines on the consumer's purchase order. Photo courtesy of Polaris

**Chart B** analyzes the percentage of total purchases by generation for Sport UTV purchases made between April 1, 2018 and March 31, 2019. The generation is determined based on the buyers age at the time of the unit purchase.

Generation X was the highest consumer of Sport UTV units, purchasing 37 percent of all units. Generation X was also the highest spender on their Sport UTV units, with an average purchase price for consumers in this age group at \$18,611 per unit.

Millennials purchased 36 percent of the total Sport UTVs in this study. On average, Millennials spent \$18,301 towards the price of the unit.

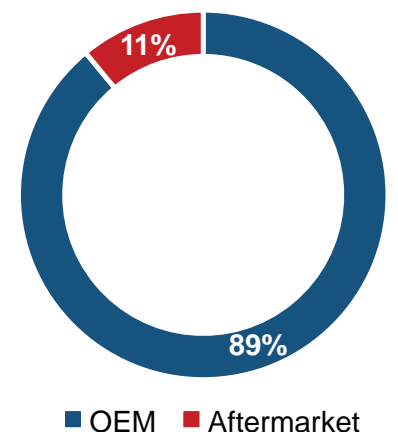
Baby Boomers had the next highest percentage of new unit purchases in this study, at 20 percent. The Baby Boomer generation spent the second most on the unit price, at an average of \$17,719 spent per unit.

iGen/Generation Z consumed 6 percent of the total number of units sold and had the lowest amount spent towards the unit, at an average of \$16,940.

The Silent generation purchased 1 percent of the total units purchased and spent an average of \$16,282 towards the unit price.

Generations were determined as follows: Silent Generation, 1945 or earlier; Baby

**CHART C: PERCENT OF OEM VS. AFTERMARKET ACCESSORY**



Source: CDK Global Recreation

Boomer, 1946–1964; Generation X, 1965–1979; Millennial, 1980–1995; and iGen/Generation Z, 1996–Current.

**Chart C** shows the percentage of OEM vs. Aftermarket accessory sales on 60,000 new Sport UTVs sold between April 1, 2018 and March 31, 2019.

This chart only represents parts that were installed on the unit at the time of unit

See Lightspeed, Page 21

# Polaris Ranger launches first-ever Texas utility edition

*2020 Ranger XP 1000 Texas Edition targets vast number of buyers in state*

Polaris Ranger, the industry's No.1-selling utility side-by-side vehicle, introduced the 2020 Ranger XP 1000 Texas Edition in both three-seat and CREW models to dealers in July at the company's dealer meeting in Minneapolis. The new vehicle offers consumers in the Lone Star State even bigger and better features on the industry's best utility side-by-side.

Built on the Ranger XP 1000 platform, the vehicle offers increased performance and durability including unmatched, load-adaptive suspension, a Polaris Pro HD 4,500-lb. winch and high-performance electrical output to keep the machine going in any condition.

"The Ranger XP 1000 Texas Edition is the hardest-working, smoothest-riding utility vehicle we make. It was specifically designed to serve Texans who work hard and ride harder," said Chris Musso, president of Polaris Off Road. "Delivering unmatched, load-adaptive suspension and the ability to confidently power electrical accessories in extreme conditions thanks to a 900W charging system, this special-edition is the most capable machine available in Texas. To top it off, it comes with a one-of-a-kind paint scheme that looks great."

Up front, the Texas Edition features a class-leading 11 inches of suspension travel, while the rear receives all-new Nivomat

shocks. The load-adaptive rear shocks are designed to automatically adjust to support added weight. This adjustment allows the machine to maintain its 13 inches of class-leading ground clearance and continue delivering a smooth ride, no matter the load. Additionally, consumers can confidently handle the rugged Texas terrain with the added feature of arched A-arms to maximize ground clearance. The 900W charging system offers maximum electrical output so when Texas heats up, the work doesn't stop. Combined with the Polaris Pulse electrical system, the Texas Edition is ideal for added electrical accessories including lighting options, extending the work day.

A Polaris Pro HD 4,500-lb. winch comes standard and is perfect for large acreage homeowners, farmers and ranchers looking to get more done with less effort. From removing downed trees to stretching fence, no other machine offers more power or convenience when tackling Texas-sized tasks. A 2,500-lb. towing capacity offers the ability to haul and do more. Other model-specific features include a Sport Roof for comfort and protection, Texas-Edition badging, attention-grabbing embroidered cut-and-sew premium seats and a limited Black Cherry Metallic automotive-style premium paint.

The 2020 Ranger XP 1000 Texas Edition and Ranger Crew XP 1000 Texas Edition have a base U.S. MSRP of \$18,899 and \$20,299, respectively. **PSB**



The 2020 Polaris Ranger XP 1000 Texas Edition will be available as a Limited Edition model with an MSRP of \$18,899. Photo courtesy of Polaris

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Troy Barker



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## KBB.com data shows used ATV popularity

BY LISA PELISSIER  
 ■ CONTRIBUTING WRITER

Search data as of July 18, 2019, from Kelley Blue Book's KBB.com shows that nine of the top 10 utility ATVs are from the Polaris Sportsman series and all displace between 500cc and 570cc.

### TOP 10 MOST RESEARCHED ATVS

The only non-Polaris in the top 10 utility ATVs list is the 2006 Yamaha Grizzly 660 4x4. Last year, Yamaha topped the list with its 2002 Grizzly 660 4x4.

Of the top 10 utility ATVs, only the 1999 Polaris Sportsman 500 saw an increase in KBB.com web traffic compared to the same

time period last year.

The top 10 sport ATVs list was split between Honda and Yamaha.

The newest ATV on the top 10 sport ATVs list was from model-year 2008. Of the top 10 utility ATVs, six were model-year 2012 or newer.

The top 10 ATVs under 400cc included

four model-year 1999 vehicles. They were the only ATVs on the list to show an increase in KBB.com web traffic compared to the same time period last year. Model-year 1999 is the oldest year listed on KBB.com.

All the model-year 2019 ATVs in the top 10 showed an increase in KBB.com web traffic compared to the same time period last year. See KBB, Page 26

### TOP 10 MOST RESEARCHED ATVS ON KBB.COM FROM JAN. 1, 2019-JULY 18, 2019

MOST RESEARCHED UTILITY ATVS								
Year	Make	Model	MSRP	KBB Trade-In Value	KBB Suggested Retail Value	Retention of Retail	Change in Interest	
1	2015	Polaris	Sportsman 570	\$6,599	\$3,040	\$4,425	67%	▲ 19%
2	1999	Polaris	Sportsman 500	\$6,749	\$1,490	\$2,230	33%	▲ 10%
3	2014	Polaris	Sportsman 570 EFI	\$6,499	\$2,945	\$4,295	66%	▼ 28%
4	2005	Polaris	Sportsman 500 4x4	\$6,699	\$2,275	\$3,340	50%	▼ 32%
5	2013	Polaris	Sportsman 500 HO	\$6,199	\$2,925	\$4,260	69%	▼ 29%
6	2004	Polaris	Sportsman 500 4x4	\$6,599	\$2,125	\$3,130	47%	▼ 32%
7	2016	Polaris	Sportsman 570	\$6,599	\$3,105	\$4,520	68%	▼ 10%
8	2012	Polaris	Sportsman 500 HO	\$6,199	\$2,900	\$4,225	68%	▼ 17%
9	2006	Yamaha	Grizzly 660 4x4	\$7,199	\$2,765	\$4,030	56%	▼ 31%
10	2017	Polaris	Sportsman 570	\$6,699	\$3,220	\$4,685	70%	▼ 9%

MOST RESEARCHED SPORT ATVS								
Year	Make	Model	MSRP	KBB Trade-In Value	KBB Suggested Retail Value	Retention of Retail	Change in Interest	
1	2005	Honda	TRX450R	\$6,499	\$1,880	\$2,785	43%	▼ 44%
2	2007	Honda	TRX400EX	\$5,999	\$1,720	\$2,550	43%	▼ 31%
3	2005	Yamaha	Raptor 660R	\$6,199	\$2,110	\$3,105	50%	▼ 27%
4	2004	Honda	TRX400EX Sportrax 400	\$5,699	\$1,400	\$2,100	37%	▼ 25%
5	2006	Yamaha	YFZ450	\$6,999	\$2,075	\$3,055	44%	▼ 33%
6	2006	Yamaha	Raptor 700R	\$6,999	\$2,200	\$3,235	46%	▼ 40%
7	2001	Yamaha	Raptor 660R	\$6,499	\$1,645	\$2,450	38%	▼ 38%
8	2005	Yamaha	YFZ450	\$6,899	\$1,980	\$2,925	42%	▼ 29%
9	2008	Yamaha	Raptor 700R	\$7,399	\$2,390	\$3,505	47%	▼ 28%
10	2002	Honda	TRX400EX	\$5,699	\$1,240	\$1,880	33%	▼ 37%

MOST RESEARCHED ATVS UNDER 400CC								
Year	Make	Model	MSRP	KBB Trade-In Value	KBB Suggested Retail Value	Retention of Retail	Change in Interest	
1	1999	Honda	TRX300	\$4,399	\$1,175	\$1,790	41%	▲ 221%
2	1999	Honda	TRX300FW 4x4	\$5,199	\$1,430	\$2,140	41%	▲ 153%
3	2008	Yamaha	Raptor 250	\$3,899	\$1,455	\$2,175	56%	▼ 27%
4	2007	Honda	TRX250EX Sportrax 250	\$3,799	\$1,330	\$2,005	53%	▼ 43%
5	2001	Yamaha	Warrior 350	\$4,999	\$1,245	\$1,895	38%	▼ 37%
6	1999	Yamaha	Warrior 350	\$4,949	\$1,175	\$1,790	36%	▲ 75%
7	1999	Honda	TRX250 Recon	\$3,799	\$955	\$1,485	39%	▲ 68%
8	2015	Polaris	Sportsman ETX 30HP	\$5,999	\$2,675	\$3,905	65%	▼ 19%
9	2005	Yamaha	Raptor 350	\$4,999	\$1,480	\$2,215	44%	▼ 41%
10	2002	Honda	Rancher 350 ES 4x4	\$5,399	\$1,620	\$2,410	45%	▼ 42%

MOST RESEARCHED MODEL-YEAR 2019 ATVS								
Year	Make	Model	MSRP	KBB Trade-In Value	KBB Suggested Retail Value	Retention of Retail	Change in Interest	
1	2019	Polaris	Sportsman 570	\$6,699	\$3,770	\$5,480	82%	▲ 23%
2	2019	Yamaha	Raptor 700R SE	\$9,199	\$5,520	\$7,985	87%	▲ 127%
3	2019	Polaris	Sportsman 450 HO	\$5,999	\$3,425	\$4,985	83%	▲ 22%
4	2019	Yamaha	Raptor 700R	\$8,599	\$4,965	\$7,195	84%	▲ 16%
5	2019	Honda	TRX420FM1 Rancher 4x4	\$6,399	\$3,680	\$5,345	84%	▲ 162%
6	2019	Polaris	Sportsman 570 EPS	\$7,599	\$4,320	\$6,270	83%	▲ 56%
7	2019	Yamaha	YFZ450R	\$8,999	\$5,470	\$7,920	88%	▲ 60%
8	2019	Yamaha	Grizzly EPS SE	\$10,499	\$6,070	\$8,700	83%	▲ 244%
9	2019	Yamaha	YFZ450R SE	\$9,399	\$5,750	\$8,315	88%	▲ 74%
10	2019	Can-Am	Outlander X mr 1000R	\$14,299	\$8,170	\$11,440	80%	▲ 53%

KBB.com web traffic, January 1 – July 18, 2019

Source: Kelley Blue Book

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# Polaris marks 65th anniversary with all-new models

*RZR Pro XP's 181HP is highest yet for company; 55-inch-wide Scramblers also launched*

The 2020 Polaris RZR Pro XP Premium packs 181 horsepower and a brand-new 96-inch wheelbase with eight-times stronger axles and a three-times stronger drive system. Photos courtesy of Polaris



Polaris introduced its 2020 model-year lineup at its 65th anniversary dealer meeting in Minneapolis, with dealers from across the world giddy with anticipation. The reveal was highlighted by a host of ORV products, including the new 64-inch-wide RZR Pro XP (181HP); the next generation of the all-time best-selling Ranger with the new Ranger 1000 and Ranger Crew 1000; and the industry's first 55-inch wide ATV offerings with the Sportsman XP 1000 S and Scrambler XP 1000 S.

"There's no better way to celebrate the 65th anniversary of Polaris than by introducing world-class off-road machines that truly elevate each brand's product offering," said Chris Musso, President of Polaris Off Road. "The all-new RZR Pro XP takes drivers to the next level and is the most capable, most agile and most versatile RZR we have ever built. The Ranger 1000 and Ranger Crew 1000 offer consumer-inspired improvements to get more done and are the ultimate combination of price and performance, while the newly designed Sportsman and Scrambler boast the first-ever, 55-inch wide ATV chassis, offering riders the most capable machines on the market."

Polaris Ranger, the industry's No.1-selling utility side-by-side, introduced the all-new Ranger 1000 and Ranger Crew 1000. Polaris built upon the world's best-selling Ranger, the Ranger XP 900, to create the ultimate combination of price and performance. The Ranger 1000 delivers added capability to haul more, tow more and last longer with an all-new ProStar 1000 single overhead cam (SOHC) engine, all while delivering more riding comfort, convenience and value.

Polaris RZR, the world's No.1-selling sport performance side-by-side, pushes the industry to a whole new level with the first of a new generation of extreme performance side-by-sides with the ground-break-

ing introduction of the RZR Pro XP, Pro XP Premium and Pro XP Ultimate. With an all-new platform, professional-grade performance and thoughtful design, the RZR Pro XP can dominate the most rugged terrain thrown at it.

Pioneering the premium ATV category for more than 30 years, Polaris Sportsman has unleashed the industry's first 55-inch wide ATV equipped with more than 14-inches of unmatched suspension travel. Designed to conquer boundless territories, the No. 1-selling brand of automatic 4x4 ATVs introduces the 2020 Polaris Sportsman XP 1000 S and Scrambler XP 1000 S.

Here's a closer look at some of the more notable 2020 Polaris models:

**2020 RANGER 1000 –**  
STARTING AT \$12,999 U.S. MSRP  
**2020 RANGER CREW 1000 –**  
STARTING AT \$14,399 U.S. MSRP

Driven to Do More, the all-new Ranger 1000 and RANGER CREW 1000 feature owner-inspired improvements on a newly-designed chassis. This machine was engineered to work with an all-new ProStar 1000 SOHC engine delivering 61 horsepower and 55 lb-ft of low-end torque, allowing users to get the most out of the class-leading 2,500-lb. towing capacity.

Overall vehicle comfort has been taken to the next level with improved ergonomics and 25 percent thicker seats, while the one-piece chassis, full-body skid plate and large steel bumper offer improved durability, making this machine a true workhorse ready to take on any job or trail.

#### RANGER FACTORY CHOICE PACKAGES

Ranger has also introduced new Factory Choice Packages available on a variety of models and colors for the new 2020 Ranger

1000 family lineup. As the only utility side-by-side vehicle manufacturer to offer factory-installed packages, the latest accessory offerings are designed to pair with a variety of use cases to meet every rider's needs. The Factory Choice Packages include:

■ **Ranger Winter Prep Package** – Starting at \$2,000 U.S. MSRP

Available for the Ranger 1000, Ranger Crew 1000, Ranger XP 1000 and Ranger Crew XP 1000 models, the Winter Prep Package is designed to extend riding through the winter season and easily install accessories for plowing and outdoor recreational activities. Accessories include a heater kit, Polaris Pro HD 4,500-lb. winch and pre-installed cab seals offering a turn-key package to customize units with the Ranger Pro Shield cab system.

■ **Ranger Back Country Package** – Starting at \$2,800 U.S. MSRP

Built to tackle uncharted terrain, the Back Country Package is now available in all Premium model colors for the Ranger XP 1000 and Ranger Crew XP 1000. Accessories include high-mount air intakes, arched A-arms, sealed electrical components, Polaris Pro HD 4,500-lb. winch, Active Descent Control and a 20 percent stronger driveline.

■ **Ranger Ride Command Package** – Starting at \$2,500 U.S. MSRP

Offering the same improved riding experience consumers expect with Polaris Ride

See Polaris, Page 25



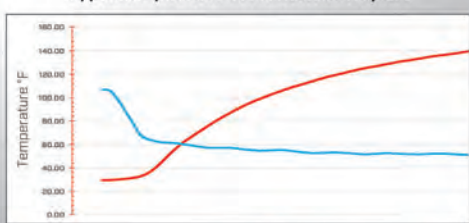
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Photo: ICS Climate Tunnel dedicated to Off-Road Vehicle Testing

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The Polaris Ranger's Winter Prep Package includes winch and plow integration, Pro Shield cab systems and a Polaris Pulse electrical system.

## DIGEST

## Mahindra eyes ex-Buick facility in Flint as manufacturing plant

**Mahindra Automotive North America (MANA)** has signed a Letter of Intent with **RACER (Revitalizing Auto Communities Environmental Response) Trust** to evaluate the former Buick City site for a new manufacturing plant in Flint, Michigan.

Mahindra's current manufacturing facility in Auburn Hills, Michigan, home of **Roxor Off Road** vehicles, is at capacity, and a significant facility expansion is envisioned to support manufacturing and assembly of new products for the U.S. market.

The plant would include production of mail delivery trucks should Mahindra be awarded the USPS's Next Generation Delivery Vehicle contract. Mahindra is one of five companies short-listed for the contract award, which is expected to be announced later this year. The plant would also house production for a number of future products that have not been announced publicly. It is projected the plant will create up to 2,000 jobs over the first five years with additional jobs to follow.

Mahindra also is in discussion with several other states that have suitable sites. The decision about where to make this substantial investment will be driven in part by the financial incentives that are available from the State of Michigan.

"Winning the USPS contract is a key element of our growth strategy but it's only a piece of what we have planned," said **Rick Haas**, president and CEO of Mahindra Automotive North America. "We have a long-term product plan and we believe the former Buick City site in Flint is a strong contender for what would essentially be Mahindra's first large scale manufacturing operation in the United States."

MANA launched the Roxor Off-Road work and recreational vehicle in 2018 in its Auburn Hills facility, which also serves as its North American corporate headquarters. The engineering team at MANA is leading the development of Mahindra's next generation global vehicle platform.

"While we're keeping our options open, we think the former Buick City site in Flint would be a great fit for us," said Haas. "It's close to our current facility, which improves overall enterprise efficiency, and the site is one of the oldest manufacturing sites in the United States with a long, storied automotive history. We look forward to working with RACER Trust, the City of Flint and the State of Michigan to fully determine whether this site represents our best opportunity to build Mahindra's automotive future here in North America."

MANA will continue to operate its current HQ and technical center in Auburn Hills.

**TEXTRON UNIT SELLS 'ICONIC' DIXIE CHOPPER TO ALAMO GROUP**  
Seguin, Texas-based **Alamo Group Inc.** has acquired the assets of the **Dixie Chopper** business from **Textron Outdoor Power Equipment Inc.**, a subsidiary of **Textron Inc.**

Dixie Chopper manufactures a wide range of commercial and high-end residential mowing equipment. The business, which is currently based in Greencastle, Indiana, has been serving this market for nearly 40 years.

"We are pleased to have completed the acquisition of Dixie Chopper," said **Ron Robinson**, Alamo Group's president and CEO. "They are an iconic brand in the zero turn mowing industry and provide both a range of products and channel coverage that

will complement and enhance our platform for growth. They will become part of Alamo Group's Agricultural Division."

**Rick Raborn**, the executive vice president of Alamo Group's Agricultural Division said, "We are truly excited to be further investing in the outdoor power equipment channel with an established brand such as Dixie Chopper. We look forward to working with our new team members and supporting all of our new dealers in an effort to grow in this market."

### TOYO TIRES REVEALS FIRST UTV TIRE

Cypress, California-based **Toyo Tire U.S.A. Corp.** released its first tire dedicated to the

See Digest, Page 21



The all-new Open Country SxS tire has been race-proven and is being launched as a performance upgrade for sport and super sport side-by-sides. Photos courtesy of Toyo Tires

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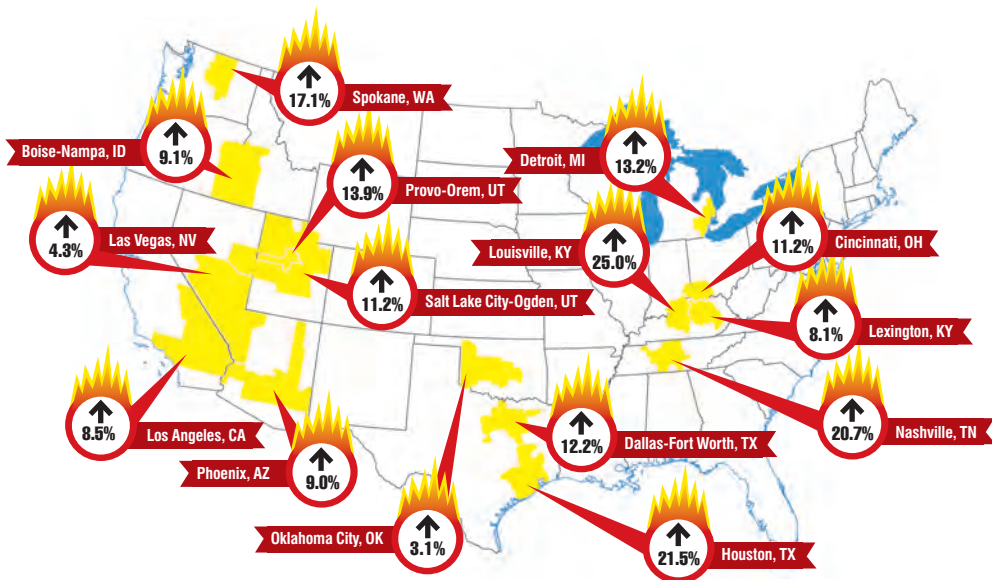
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**HOT SPOTS**

**USED UTV REGISTRATIONS  
JANUARY-MAY 2019 VS. YEAR-AGO PERIOD**



Source: Statistical Surveys, Inc.

**Used UTV registrations make strong gains, data shows**

*Louisville and Provo-Orem, Utah, metro areas show biggest increase, according to Stat Surveys*

Louisville and the Provo-Orem area of Utah are the big winners to start the year with pre-owned side-by-side registrations, according to U.S. Basic Trade Areas data provided exclusively to Powersports Business from Statistical Surveys, Inc.

Overall U.S. registration growth of pre-owned side-by-sides at state motor vehicle agencies has increased 13.3 percent from January through May vs. the year-ago period, the Stat Surveys data shows.

Pre-owned side-by-side registrations in the

Louisville area lead the U.S. with a 25 percent gain. The Provo-Orem, Utah, area followed with a 22.7 percent increase in pre-owned side-by-side registrations. Houston was also on the rise, with a 22.5 percent increase in registrations. Nashville (20.7 percent growth), Spokane, Washington (up 17.1 percent), Detroit (up 13.2 percent), Dallas-Fort Worth (up 12.2 percent), Salt Lake City-Ogden (up 11.2 percent) and Cincinnati (up 11.2 percent) were the other double-digit growth areas in pre-owned side-by-side registrations vs. the year-ago period.

Is your dealership located in these geographic areas experiencing similar pre-owned side-by-side sales? Learn more about how your dealership can capitalize on this type of hyper-local data from Statistical Surveys, Inc., by contacting Ryan Kloppe at [rkloppe@statisticalsurveys.com](mailto:rkloppe@statisticalsurveys.com). **PSB**

Western U.S. Basic Trade Areas like Provo-Orem and Salt Lake City in Utah have seen a rise in pre-owned side-by-side registrations. Photo by Mark Rosacker/Powersports Business



## DIGEST

■ CONTINUED FROM PAGE 19

side-by-side market, the Toyo Open Country SxS. The Open Country SxS delivers performance and design features of the race-winning Open Country M/T-R in a smaller package specifically designed for side-by-side vehicles. A 32-inch diameter provides high ground clearance for tackling obstacles. Durable construction and advanced compounds developed through strenuous motorsports testing provide responsive off-road traction on rocky paths, muddy trails and uneven surfaces.

Available in a 32x9.50R15 size, the Open Country SxS is a performance upgrade for sport and super sport side-by-sides

such as the Polaris RZR, Can-Am Maverick, and Arctic Cat Wildcat.

Features include hook-shaped tread blocks for traction in a variety of conditions including sand, mud and rocks. A silhouette of the tread wraps onto the sidewall for extra grip, whether on extreme angles or on low traction surfaces. In addition, a bruise and abrasion-resistant sidewall compound helps to



The all-new Open Country SxS tire has been race-proven and is being launched as a performance upgrade for sport and super sport side-by-sides. Photos courtesy of Toyo Tires

protect the tire from damage. The result is an extremely responsive and durable side-by-side tire that lets drivers power through the most rugged of terrain.

The Open Country SxS is already race-proven with a win at the 2019 National Off-Road Racing Association (NORRA) Mexican 1000 by CageWrX in the stock UTV class and an impressive performance by Team Toyo racer **Bryce Menzies** earlier this year.

“Our staff was extremely dedicated and tenacious in developing the new Open Country SxS,” said **Adrian Puente**, manager of motorsports, Toyo Tire U.S.A. Corp. “This has been a dream for a long time and to finally bring the right tire to market for this ever-growing group of enthusiasts — one that will exceed their expectations and give them the upgrade in performance they desire — is very rewarding.”

The Open Country SxS is for recreational use only, not for use on the highway or for use on light trucks or SUVs.

### SSV WORKS ANNOUNCES NEW OVERHEAD POWERED STEREO SYSTEM FOR UTVS

SSV Works has launched a new powered overhead stereo system for select **Polaris Ranger** and **Can-Am Defender** models. Made in the USA, the WP3-RG3404 (Ranger) and WP3-DFO4 (Defender) have an MSRP of \$749.99.

“Proudly made right here in America, our new weatherproof 200 Watt amplified overhead stereo system utilizes two different, specific brackets for select Polaris Ranger and Can-Am Defender models,” said **Trevor Kaplan**, SSV Works CEO. “It comes



SSV Works has released its new overhead stereo system for select Polaris Ranger and Can-Am Defender models. Photo courtesy of SSV Works

equipped with a Bluetooth and AM/FM media player and 6.5-inch durable full range powersports speakers manufactured to withstand outdoor elements, and also comes in a low-profile design that won't block visibility. Compatible with factory roofs, its low power consumption is also designed specifically for UTV charging systems while still providing market leading power and performance that SSV Works has become famous for.”

#### Compatible models include:

■ Ranger (WP3-RG3404): XP1000/Crew/EPS 2017-2019, XP1000 EPS Premium/Crew 2019, Crew/Diesel/HST/HST Deluxe 2017-2018, XP1000/Crew EPS Special Editions 2018-2019, XP900/EPS/Crew/Premium 2017-2019

■ Defender (WP3-DFO4): MAX 2016+, DPS/MAX 2016+, XT-P 2016+, 6x6 DPS 2016+, X MR & MAX 2016+

“WP in the product name stands for weatherproof, so this system stays high and dry, even if you and your ride don't,” Kaplan added **PSB**

## CDK

■ CONTINUED FROM PAGE 13

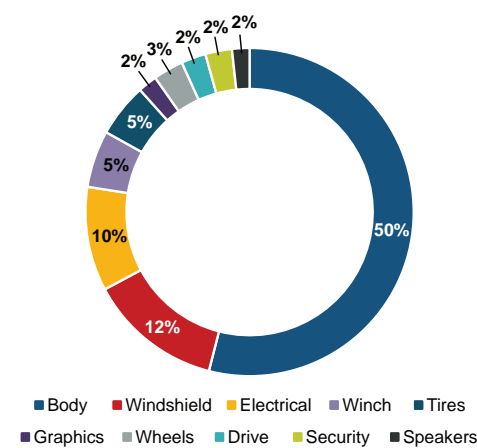
purchase. This chart does not reflect consumer buying for accessories that are not installed on the unit or are installed after the time of unit purchase.

In the Sport UTV segment, it's clear that OEMs are offering the accessories that consumers are seeking, as 9 out of every 10 accessories sold to sport UTV customers are an OEM accessory. A total of 11 percent of accessories installed at the time of the new unit purchase were an aftermarket part.

**Chart D** looks at the top 10 accessory part categories that were installed at the time of new unit purchase.

The top 10 was determined by the percentage of quantity sold in each category compared to all parts sold. **PSB**

CHART D: TOP 10 ACCESSORY CATEGORIES



Source: CDK Global Recreation



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2020

VROOM!



# ATV/UTV

## KBB

CONTINUED FROM PAGE 17

traffic compared to their model-year 2018 counterparts a year ago.

Yamaha took the most spots in the top 10 model-year 2019 ATVs list. There were five Yamahas, three Polaris, one Honda, and one Can-Am in the top 10.

### MOST RESEARCHED ATV MANUFACTURERS

After years as the most researched ATV manufacturer on KBB.com, Honda has ceded the No. 1 spot to Polaris. Polaris has shown an increase in KBB.com web traffic every year since 2013, whereas Honda has steadily declined.

Can-Am is the only other ATV manufacturer that has a continually increasing share of KBB.com web traffic since 2013.

CFMOTO and KYMCO still top the list of "other" makes. Both manufacturers have gained more than a percentage point share

of KBB.com web traffic for "other" makes compared to their share in 2018.

Dinli, Linhai, and Bennche dropped out of the top 11 "other" ATV makes for 2019 year-to-date, replaced by Textron Off Road, Bad Boy and Hyosung. **PSB**

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

TOP 11 MOST RESEARCHED OTHER ATV MANUFACTURERS		
Rank	Make	2019 share*
1	CFMOTO	28.8%
2	KYMCO	21.8%
3	John Deere	12.6%
4	KTM	9.4%
5	Textron Off Road	6.9%
6	E-Ton	6.2%
7	Hisun	3.0%
8	Odes	2.0%
9	Massimo	1.5%
10	Bad Boy	1.4%
11	Hyosung	1.3%

Source: Kelley Blue Book

### TOP MOST RESEARCHED ATV MANUFACTURERS ON KBB.COM: 2015, 2016, 2017, 2018, AND 2019 YTD

MOST RESEARCHED ATV MANUFACTURERS										
Make	2019 share	2019 rank	2018 share	2018 rank	2017 share	2017 rank	2016 share	2016 rank	2015 share	2015 rank
Polaris	25.0%	1	24.5%	2	23.9%	2	23.3%	3	23.1%	3
Honda	23.9%	2	24.7%	1	25.4%	1	25.5%	1	26.0%	1
Yamaha	23.5%	3	23.7%	3	23.7%	3	23.7%	2	23.2%	2
Can-Am	9.1%	4	7.7%	4	7.3%	4	6.6%	6	6.0%	6
Suzuki	6.7%	5	6.8%	5	6.9%	5	7.3%	5	7.4%	5
Kawasaki	6.4%	6	6.5%	6	6.7%	6	7.3%	4	7.8%	4
Arctic Cat	4.8%	7	4.9%	7	4.9%	7	5.1%	7	5.3%	7
Others**	0.6%	-	1.2%	-	1.1%	-	1.2%	-	1.3%	-

KBB.com web traffic, January 1 – July 18, 2019

Source: Kelley Blue Book

# It's a Vegas-To-Reno 3-peat for Blurton in Maverick X3

## X3 racers take top six spots in Vegas-to-Reno UTV Pro Turbo

Can-Am factory racer and three-time UTV World Champion Phil Blurton won his third consecutive Best In The Desert (BITD) Vegas-To-Reno desert race in August to expand his UTV Pro Turbo class points lead. The defending two-time BITD champion wasn't alone on the podium as Can-Am Maverick X3 Turbo side-by-side vehicle racers swept class, took the top six finishing spots and also won the UTV Unlimited division. It was one of the most dominating BITD performances ever for the brand.

"These Vegas-To-Reno results further prove that Can-Am has the best side-by-

side vehicle from the factory for the desert," said Jeff Leclerc, manager Can-Am racing department. "Like the Maverick X3 vehicle's uncompromising design, our team of devoted racers and their unwavering attitude for success is the best in the industry."

Blurton and co-pilot Beau Judge, seeking their third straight BITD UTV Pro Turbo class championship, won the 2019 General Tire Casey Folks Vegas-To-Reno event, leading wire-to-wire. The tandem behind the No. 944 Can-Am XPS No Limit RD Can-Am Maverick X3 Turbo R side-by-side vehicle was the pre-race favorite and didn't disappoint with a convincing victory in the Nevada desert. Their final time of 09:37:28.359 easily won the UTV Pro Turbo class by more than 20 minutes. **PSB**

Can-Am factory racer Phil Blurton and his team celebrated his third consecutive Best In The Desert Vegas-To-Reno desert race in August. Photos by Harlen Foley/courtesy of Can-Am



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- Want to keyword load your site and increase your web ranking but are unsure how to do so?
- Want to have a social media platform that generates growth and exposure?
- Want to effectively email market but not sure how to build, market and grow?
- Need fresh content, context and ideas? Stuck in a creative rut?



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Visit us at [www.organixSEO.com](http://www.organixSEO.com) and mention this ad in PSB to get **25% off** your evaluation.



**POLARIS**

■ CONTINUED FROM PAGE 18

Command technology, the 2020 Ride Command package now comes standard with a Sport Roof, Polaris Pro HD 4,500-lb. winch and new Ride Command software enhancements for the Ranger XP 1000, Ranger Crew XP 1000, Ranger XP 1000 NorthStar Edition and Ranger Crew XP 1000 NorthStar Edition. The Ride Command software now features Plow Mode which automatically engages (lifts, drops and drags) the plow based on the gear the vehicle is in and Group Ride, allowing riders to stay connected with other riders.

**2020 RZR PRO XP –**

STARTING AT \$22,999 U.S. MSRP

**2020 RZR PRO XP PREMIUM –**

STARTING AT \$24,499 U.S. MSRP

**2020 RZR PRO XP ULTIMATE –**

STARTING AT \$28,499 U.S. MSRP

The all-new RZR Pro XP lineup delivers the next level of performance for the most demanding off-road drivers. Featuring professional-level performance, revolutionary design and brute strength, each Pro XP model packs 181 horsepower, 20- and 22-inches of usable travel, and a brand new 96-inch wheelbase with eight-times stronger axles and a three-times stronger drive system.

The top-of-the-line RZR Pro XP Ultimate features unmatched technology, including DYNAMIX 2.0 and an updated Ride Command system. The new machines form an unrivaled rider-to-machine connection.

**2020 SPORTSMAN XP 1000 S –**

STARTING AT \$14,999 U.S. MSRP

Redefining sport-utility standards, the 2020 Polaris Sportsman XP 1000 S features the industry's first 55-inch wide chassis for unmatched capability and high-speed stability to dominate any terrain. Class-leading long-travel suspension (front: 11.5-inches and rear: 14-inches) and Walker Evans 2.0 shocks with compression adjustment provide ultimate control and confidence. Boasting extreme performance, including 14.5-inches of ground clearance, riders will have the confidence to go further and do more. An incredible 1,750-lb. towing capacity, factory-installed two-inch hitch receiver and 500-lb. combined front and rear rack capacity allow for even more hauling to help get the toughest jobs done.

**2020 SCRAMBLER XP 1000 S –**

STARTING AT \$14,999 U.S. MSRP

Engineered for ultimate performance, the Scrambler XP 1000 S sets new industry standards with key features and improvements, including a 55-inch wide stance. Industry-leading long travel suspension (front: 12.5-inches and rear: 14-inches) and two-mode (standard and performance) throttle control allows riders to dominate any trail. Walker Evans 2.0 shocks with hi-low speed compression and rebound adjustment offer the confidence to attack rugged terrain, while 12-inch lightweight, aluminum wheels allow the 27-inch tires to resist puncture.

**SPORTSMAN FACTORY CHOICE PACKAGES**

Polaris Sportsman has launched new Factory Choice Packages to enhance vehicle capabilities for an elevated riding experience. The factory-installed packages include the Trail Package and Utility Package – providing consumers with added accessories that help them work hard and play harder.

■ **Sportsman Trail Package** – Starting at \$1,000 U.S. MSRP

The Trail Package makes the Sportsman XP 1000 and Sportsman 850 Premium models the ultimate off-road machines capable to take on the toughest trails. Features include sealed suspension bushings, LED lower headlights, dual arched A-arms, Polaris Pro HD 3,500-lb. winch with handlebar controls, Bluetooth phone connectivity, cut-and-sew seat, 27-inch Duro Power Grip tires and color-matched springs.

■ **Sportsman Utility Package** – Starting at \$300 U.S. MSRP

Thanks to factory-installed front and rear metal racks and a front utility bumper, the new 2020 Utility Package offers the ultimate protection for the toughest jobs. The added metal racks provide unlimited tie-down locations so that riders can get more done with the Polaris Sportsman 570 EPS, Sportsman 570 and Sportsman 450 H.O. **PSB**

The 2020 Polaris Sportsman XP 1000 EPS are part of a lineup that introduced the industry's first 55-inch wide ATVs. Photo courtesy of Polaris



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## WAR IS NEITHER CHEAP NOR EASY

## Firing on all cylinders to make every department profitable

Occasionally we'll receive an email from someone asking questions about selling or buying a dealership. The most common question is:

"What kind of multiple should I expect?" And then there are those about valuing the parts inventory, pricing used vehicles, valuing maintenance plans, how to tell the staff and many others.

In the current business cycle, there are significantly more sellers than buyers, and there are lots of reasons for this disparity.

- A powersports dealership is an asset-intensive business. Returns on the unit and parts inventories are relatively low compared to other potential investments.
- Our industry provides wants, not needs, and we are very susceptible to downturns in the economy. With the high stocking requirements, we come with a lot of risk, and we are deep into the current growth cycle.
- The further north you go in North America, seasonality creates large revenue swings, and investors are often looking for a more stable stream of returns.
- The powersports industry has yet to mature, and too many OEMs are fighting



MARK J. SHEFFIELD

over shrinking market share; in many markets, there are just too many existing dealerships.

- Many owners feel their dealerships are worth a certain amount, but their current level of profitability (or lack thereof), and 20 years of poor parts inventory management and bad major unit purchasing decisions don't justify the asking price.

If you are interested in selling your dealership, hopefully you started getting ready sometime around 2013, if not earlier than that. Think of each department in your dealership as a single cylinder in the engine in your car. If you plan to maximize the sales price, then every department in the dealership needs to be a profit center; you must be firing on all cylinders.

Many of today's owners came from either the sales or finance departments (don't look over your shoulder, there is no one there) and many don't have much experience in fixed operations (service and parts). In times past, when the economy was good, a dealership could make a decent net if the sales and finance cylinders were firing, even if the parts and service plugs were fouled out, but that's no longer the case. Every department needs to carry its own weight, but making that happen requires an owner/GM who either has a deep understanding of how each department operates, or who compensates by deploying strong

managers in those other departments.

What's wrong with the "what multiple of earnings should I expect" question? It has to do with many dealerships being operated more like a hobby than a business. Many owners have done as much as they can to reduce their annual tax liability. They've run personal vehicles through the dealership (sometimes for the whole family), travel, kids' college tuition, vacations, insurance and anything else that can be charged onto the company card. While these tax reduction strategies do have the effect of reducing your annual tax bill (until the next audit), the reduction in profits greatly reduces the value that an outsider is willing to pay for the business. I've seen many dealerships where the earnings are close to \$0, and at that level, 1000-times earnings are still essentially nothing. If you run your dealership like a business, then we can talk about a multiple of earnings, but if you run your business like a hobby, the only buyers you are going to attract are hobbyists or vultures.

If you think you are going to want to sell your dealership in the next 15 years, then now's a good time get started on this to-do list.

- *Write off and dispose of old inventory.* An astute buyer isn't going to want it, nor are they going to pay for it. Even at the same sales volume, lower levels of inventory increase the return on assets.
- *Stop running all those personal expenses through the dealership.* If you want to earn a

multiple of earnings, the first step is to have some earnings.

- *Owners should draw fair wages from the business.* If you treat the monthly rent check like a paycheck, an astute buyer is going to recognize that payroll expenses are going to be higher.

■ *Develop a strong team.* If every position in the dealership is micro-managed, and the owner is the only one who can make decisions, you've limited potential buyers to a small group of people who have in-depth knowledge of the industry.

■ *Pay for audited financials.* Just because your DMS will allow you to make an entry doesn't mean it's correct. Having a third party audit your financials at least once a year is a good practice.

■ *Pay attention to your reputation.* If Google rates you all of 1.7 stars, then the next owner is going to have to have an uphill battle from Day One.

■ *Know your market and your business model.* When we look at dealerships from the perspective of a buyer, we think about the future. We always see more opportunity in a low volume/high margin dealer than we do with a high volume/low margin dealer. It's a lot easier to grow the former than the latter, especially as the employees don't have the bad habit of discounting, and the customers don't need retraining. Own your market, and make sure your model is sustainable.

See Sheffield, Page 43

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## GUEST COLUMN

# 5 tips for creating a CRM implementation strategy

Most everyone understands what CRM (customer relationship management) technology is, and most even understand what a CRM can do for them and their business. However, when it comes time to select and implement a CRM, the struggles abound. The outcome often ends with the dealership throwing in the towel and going back to the “just wing it” approach. It’s no surprise that 55-75 percent of CRM implementation projects initially fail, according to Meta Group, Inc.



ROBERT GRANT

So how do you ensure the successful implementation of a CRM system within your dealership? I’ve listed five tips to consider as you approach this project for your team. After all, you owe it to your dealership and customers to try. Studies have shown that for every dollar spent on your CRM, it can pay you back over eight dollars.

## 1. WHAT’S YOUR END GOAL?

■ **Identify why you need a CRM** — This should include a way to track incoming leads to ensure they are contacted. Ensure an easy way to track follow-up contacts

with follow-up chain reminders that happen right within your daily workflow. Ensure post sales visit follow-ups are done and customers are happy with the services offered. Make sure you have a way to encourage your existing customers to come back through email and texting communications. This should include all departments, especially your service and parts. After all, they can be your best sales team if utilized properly.

■ **Set internal usage guidelines** — Adopt a philosophy and stick with it.

■ **Customer-first approach** — Studies show that it can cost more than 7x more to acquire a new customer than retain an existing customer. Make sure you are focused on mining your existing customer base to improve profits.

■ **Every lead is contacted FAST!** — Ensure new leads are contacted within at least one hour after receiving the lead. Consumers today have come to expect instant gratification and if you are not delivering, someone else will. So drop what you’re doing and pick up the phone!

■ **Follow through** — If you commit to something, follow through with it. Maintain the sales trust relationship with your customers.

■ **Be realistic** — Understand the effort it will take to implement the CRM successfully. As simple as it may seem from a high level, when you get into the weeds, the effort

of changing processes and habits can be extreme. Budget your team’s time accordingly.

■ **Select a reputable CRM provider** — If you Google CRM you will get pages and pages of results. Select a reputable CRM provider that is familiar with the powersports industry and understands your processes within your dealership. Many providers will promise that they can customize their system to fit your business, but if they don’t have a track record within the industry you should pass.

■ **Strengths/weakness of the CRM** — Identify the strengths and weaknesses of the products you are considering. Be realistic, understanding there is no perfect system. However, it should fit within your workflow and be used by all departments, not just sales.

■ **Knowledgeable support staff** — You will have questions. You will run into walls. Rely on the resources available to you through your CRM provider.

■ **CRM provider’s corporate vision** — Your vendor’s vision should mirror yours as a dealer. Your CRM provider should be in the business of providing a customer experience that surpasses that of both your competition and their competition.

■ **Dealer References** — Talk with your peers and get feedback on real world experience.

## 2. MANAGE YOUR PEOPLE

■ **Top-down approach** — In order for a

change in CRM to be successful in your dealership, everyone needs to be on board. If the top management team is not on board, the project will not see success. Show the team that you are on board with the project by engaging from the top down and following through with all tasks.

■ **Create a kickoff event** — What better excuse than implementing a new CRM do you need to throw a party for your staff? This is a great way to involve employees at every level of your dealership.

■ **Involve employees with the planning** — The more your employees are involved with the planning and strategy behind implementing your new CRM, the more they will adopt and be vested in the process. A study by the Katzenbach Center found 44 percent of participants (implementing a change) reported not understanding the changes they were expected to make, and 38 percent said they didn’t agree with the changes. If they are involved they will be able to see the end goal and push-back will be minimized.

■ **Communicate with your employees** — It is ultra-important to communicate throughout the process and adjust as needed. Communication is a two-way street. Be open and willing to receive feedback. However, remember that you are the leader and need to ensure the project is successful. Don’t allow “the inmates to run the asylum.”

See Grant, Page 43

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**THURSDAY, SEPTEMBER 26**

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## SALES & MARKETING TRACK

sponsored by Torque Group

**9:00 a.m. – 9:55 a.m.**



### Don't Steal the Cheesecake: How Your Digital Reputation Defines Your Personal Brand and Shapes Your Dealership

Presented by **Sam Richter**

In today's "everything is online" world, people pass judgment and form opinions about you and your dealership before even meeting. What you post online, text, leave as a voicemail, say or do in front of a public camera, and even email is not limited to private networks. This session will provide you with practical and easy-to-implement strategies that will help you avoid personal and company embarrassment, manage your reputation, and enhance your personal brand.

**1:00 p.m. – 2:00 p.m.**



### The Human Factor – Increasing Profitability and Performance in F&I and Sales Through Customer Interaction

Presented by **Rob Greenwald**

In our businesses driven by passion and enthusiasts, we will explore the emotional and mental side and how to integrate and appeal to it through your qualifying, conversation and interaction with the owner. Through taking the time to use The Human Factor, we can increase our sales of units, products and protections, margins and drive up our CSI, all while satisfying our customers.

**2:20 p.m. – 4:00 p.m.**

## Dealer-to-Dealer Roundtable Discussions

**ROOM A114**

Get connected and share insight with other dealers that are fac table; and learn from others who are like-minded. Want to learn

## POWERING P

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### How to Enhance Your Service

Presented by **Robert Grant**

When we hear CRM, most of us th benefits that good customer relati practices of implementing CRM pr better customer experience. We w cycle from the initial contact to post-visit satisfactio department to work more efficiently to provide the b



### Capturing the Millennial M

Presented by **Paige Bouma**

It's no secret that the average mot demographic perspective. The rea industry, do we have a firm unders down the path to purchase? What first place? In this presentation, we will use data-dri

**FRIDAY, SEPTEMBER 27**

**ROOM A123**

**ROOM**

## SALES & MARKETING TRACK

sponsored by Torque Group

**8:30 a.m. – 9:30 a.m.**



### ROI to ROE – Identifying Factors of a Great Retail Experience and Measuring the Impact

Presented by **Jill Nickels**

By 2020, customer retail experience will overtake price and product as the key brand differentiator. The purpose of physical stores has shifted to engagement and connection. In our qualitative research, we have identified five universal intentions of experience: Task, Social, Discovery, Entertainment and Aspiration. Learn how to create a more valuable dealership brand.

**9:50 a.m. – 11:00 a.m.**



### Used Powersports: The Fastest-Growing Segment in the Industry. Are You Keeping Up?

Presented by **Tony Altieri**

Over 2 million used powersports were sold in 2018. Learn best practices and resources to ensure your dealership gets its fair share. We will address the major obstacles dealers face when trying to expand their pre-owned footprint. We will provide proven solutions that have been tested nationwide to problems like slow moving inventory, subprime financing and more.

**1:00 p.m. – 2:00 p.m.**



### High Performance F&I – Finding the Next Gear for Your Business Department

Presented by **Rob Greenwald**

This high-energy seminar will discuss the key areas your dealership can examine to increase the performance of your F&I program. We will look at several major areas where minor changes may cause dramatic increases to your bottom line in the most profitable department in your dealership. Small actions often yield huge results.

**2:20 p.m. – 3:30 p.m.**



### ROI to ROE – Identifying Factors of a Great Retail Experience and Measuring the Impact

Presented by **Jill Nickels**

By 2020, customer experience will overtake price and product as the key brand differentiator. The purpose of physical stores has shifted to engagement and connection. Experience starts with why. In our qualitative research, we identified five universal intentions of experience: Task, Social, Discovery, Entertainment, and Aspiration.

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### Off-Road to the Rescue – H ATV and Dirt Bike Customer

Presented by **Paige Bouma**

The rise in popularity of off-road u ATVs and side-by-sides just as mo to maintain, despite the shift in what consumers wer grasp on who makes up this growing segment of buy



### The Normalization of Devian

Presented by **Tony Gonzalez**

The normalization of deviance is in supposed to manage. This session ance is, how to address it, and ide to ensure that normalization of dev



### Second-Chance Financing a

Presented by **Ben Donnarumma**

This session will examine how sub sales, revenue and repeat and refe trained, staffed and and effectively the subprime credit segment? Lea the large opportunity for dealership growth that exist



### The Normalization of Devian

Presented by **Tony Gonzalez**

The normalization of deviance is in are supposed to manage. This sess deviance is, how to address it, and need to ensure that normalization

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ROOM A120

**PROFITS TRACK**

Aegis Powersports

**Department Workflow with an Effective CRM**

Link sales. Service can also take advantage of the relationship management can bring. Learn about the best processes within your service workflow to create a will cover the customer's complete service interaction in contact. We'll also identify ways for your service best experience possible for your customers.

**Market — It's All in the Story You Are Telling**

Motorcycle buyer has changed — and not just from a person they're buying bikes has also shifted. But, as an understanding of what's actually driving this new generation is motivating them to consider buying a bike in the even research to answer those questions.

Facing similar challenges and opportunities through the Dealer-to-Dealer Roundtable Discussions. Pick your favorite topic; grab a seat at the corresponding table about a different topic? Switch tables after each 30-minute session. **New for 2019: \$250 Gift Card Giveaway to 1 Lucky Dealer.**

ROOM A110

**LEADERSHIP PLUS TRACK**

sponsored by McGraw Powersports Western Service Contract



**Training = Gross Profit and Gross Profit = Training**

Presented by Sam Dantzer

This session will walk you through a key ingredient that few dealers put enough attention towards... a CULTURE of on-boarding and training. Why do we fight for another \$50 in the deal, but we don't fight as hard to minimize staff turnover? At what point do we realize that on-boarding, training and retention is as important to the bottom line as margin and marketing? Sam will walk you through the necessary focus for what you DIDN'T get in the industry to do. It doesn't have to suck or be a thorn in your side.



**The Top 27 Hottest Topics That 20-Group Dealers Are Talking About in 2019**

Presented by Gart Sutton

See what topics are hot this year among 20-group dealer principals that Gart moderates. As always, this session is a highly interactive learning opportunity that you can't afford to miss if profitability is your No. 1 priority. Gain solutions and learn best practices for tackling current issues, improving productivity, reducing expenses and growing your business.

ROOM A120

**PROFITS TRACK**

Aegis Powersports

**How to Attract the Growing Side-by-Side,**

As profits came at the perfect time. Consumers flocked to motorcycle sales flattened, helping powersports dealers are buying. But, as an industry, do we have a firm answer?

**Deviance is Killing Your Bottom Line**

Deviance play in every facet of your business. Managers are will help you understand what normalization of deviance identify the characteristics of leadership that you need deviance decreases in your dealership.

**Deviance is Killing Your Bottom Line**

Prime customers and opportunities can deliver more overall business to your dealership. Is your dealership closing and delivering deals with customers from learn what the subprime segment looks like today and its in this area.

**Deviance is Killing Your Bottom Line**

Deviance play in every facet of your business. Managers will help you understand what normalization of deviance identify the characteristics of leadership that you deviance decreases in your dealership.

ROOM A110

**LEADERSHIP PLUS TRACK**

sponsored by McGraw Powersports Western Service Contract



**Help Me, Hurt Me — How to Convert All 5 of Your Profit Centers into 'Help Me' Moneymakers Using Best Practices You Can't Afford to Ignore**

Presented by Gart Sutton

Do all of your dealership's departments carry their own weight? Do your department managers know how to control expenses as well as drive profits? Can you honestly say that every manager is doing their part to drive results to your bottom line?



**#WHOADAM — Learn How to Create Exceptional Experiences That Make Your Customers Go "WHOA... DAMMMM!"**

Presented by Collin Austin

This session features a dealership principal who operates a business that simply brings the WOW! Factor to a new level. Learn how and why your dealership can become a place where young buyers simply want to first become a buyer, then come back for more.



**5 Proven Strategies in Facebook Marketing to Grow Sales and Decrease Costs**

Presented by Jim Jabaay

The consumer buying journey is now over 70 percent digital and a majority of that time is spent on Facebook. Learn 5 proven strategies that increase sales and connect with your consumer in today's digital age to sell bikes, not just get likes.



**How To Be A Social Media BadA\$\$ — The Opportunities You're Missing and Mistakes You're Making**

Presented by Collin Austin

Has your social media content plan become sorta meh in 2019? For 2020, learn how a dealer principal effectively connects with his customers via a variety of tips, best practices and techniques that will simply make your customers become more engaged with your dealership's brand.

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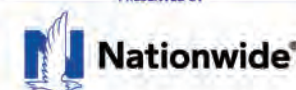
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# Third time's the charm with Lucky Penny

*Texas dealership opens third store selling pre-owned bikes only in three years*

BY **ABBY LARSON**

■ STAFF REPORTER

Call it luck or call it hard work, but Texas has gained another dealership.

Just three years after opening its flagship store in Bedford, Texas, Lucky Penny Cycles has opened a third location in Houston. The new dealership comes on the heels of its second location, which was added just a few months ago in Fort Worth.

Principal Neil Noble believes the move to Houston will bring new opportunities to expand Lucky Penny's customer base.

"The Houston market has a lot of riders who use all brands, so it made sense for us to move down there with our third store," said Noble.

"That particular location is close to one of the airports along with other densely populated communities in terms of motorcycle ownership. We thought it had potential and might be a good place for us to open a new shop."

After opening its flagship store in 2016, Lucky Penny Cycles quickly became popular among the community as a pre-owned dealership. The success of the dealership led



The newest Lucky Penny Cycles location is a 28,000-square-foot facility in Houston. Photos courtesy of Lucky Penny Cycles

to the opening of its second location in Fort Worth earlier this year, followed soon after by the Houston location.

"We love the facility we're in," Noble said of the Houston store. "It's a 28,000 square foot space, so it's about twice as big as our Fort Worth location."

"We're very visible from the freeway with plenty of parking for our customers. So far, the reception from the community has been fantastic. It'll be an awesome store for us and for our customers."

With its ever-expanding popularity,

Lucky Penny Cycles continues to maintain its primary goal of servicing customers and providing quality service to the Texas area.

"The bottom line is that coming to us is a simple way for customers to buy a used bike," Noble said. "We have 17 brands in stock, so they have a huge selection to choose from. We make it fast, easy and convenient for anyone buying a used motorcycle, and we give them a great selection on top of that."

"We do a lot of wholesale and retail business as well, so we buy a lot of bikes from other dealers and sell them wholesale

to other dealers."

With three locations up and running, Noble says that the ultimate goal is to continue building relationships within the industry.

"We're just trying to be apart of the motorcycling community and it's a little different model than what some folks are doing. We're looking forward to continuing to grow our brand and service the motorcycling community."

The new store is located at 235 Cypress Creek Parkway at the intersection of Interstate 45 and 1960. **PSB**



The immediate success of Lucky Penny's flagship store in Bedford, Texas led to the opening of two more dealerships in only three years.



Principal Neil Noble reports that Lucky Penny Cycles provides customers a huge selection of pre-owned bikes, with 17 brands being offered when the store opened.

## Owners hand over the keys after 47 years

*Roundy family parts with California's Fun Bike Center*

Temecula Motorsports and East Bay Motorsports have just added another California dealership to their ownership group.

Powersports Listings M&A announced that after 47 years of ownership by the Roundy family, Fun Bike Center in San Diego has been acquired by Jerry Gilding and Phil Acton. Gilding and Acton currently own and operate Temecula Motorsports and East Bay Motorsports in California and took over the dealership operations at Fun Bike Center on Aug. 5.

Fun Bike Center was owned and operated by the Roundy family since 1972. Darrow Roundy preceded his son and current exiting owner, Gary Roundy, who fully took over the reins in 2007 as the dealer principal. The dealership houses Honda, Yamaha, Kawasaki, BRP, Suzuki and Textron Off Road vehicles from its 60,000 square-foot facility in San Diego. After decades of successful operations, Gary's decision to retire came around. Upon this decision, Gary reached out to Jerry Szopinski, president of Sales & Networking of Powersports Listings M&A, as the result of recommendations from several industry associates.

The Powersports Listings team identified and worked with dozens of interested parties for the physi-

cally attractive and profitable enterprise known as Fun Bike Center.

As interest was evaluated, Szopinski identified powersports dealership veterans Gilding and Acton as the lead buyer candidates. Gilding's Temecula Motorsports operation houses Honda, Yamaha, Polaris, Kawasaki, BRP, Suzuki, and Textron Off Road and is one of the nation's largest volume dealerships.

Gilding and Roundy were big-time rival dealers in the 1990s and early 2000s, when Gilding was an owner of San Diego House of Motorcycles, which was acquired by America's Powersports (APS), where Gilding served as president. Powersports Listings M&A was able to build a bridge and bring a deal together, despite decades of discord over recruitment of each other's employees and head-to-head competition on sales deals.

Gary Roundy noted at the transaction closing, "I was really impressed with the Powersports Listings M&A team as they had the expertise to successfully manage all aspects of my transaction from beginning to end. They proved to be a critical factor not only as to deal mechanics but also the management of personal relationships."

Gilding and Acton further commented, "We appreciated David Clay's and Tom Macatee's contribution in being on-site for the closing process and final reconciliations. Their time and attention made our lives much easier in consummating this complex transaction." **PSB**



(From left) Jerry Gilding, Gary Roundy and Phil Acton were all smiles after the sale of Fun Bike Center in San Diego was completed. Photo courtesy of Powersports Listings M&A

# Riding class left, so dealership created its own

*Coleman Powersports launches PowerRide University classes for new riders*

Dealers across the U.S. have their own methods for getting new riders through their doors, but only some bring it to an entirely new level.

Kim Harrison, general manager of Coleman PowerSports (two locations in Virginia), has spent years focusing on the education and preparation of new riders prior to sending them out the door on two wheels. A change to the former program prompted Harrison to look into new methods of changing things up and, with the help of Reno Birt, who has over 27 years of experience as a motorcycle riding instructor, Harrison successfully created a new rider's program called PowerRide University.

An exclusive interview with Powersports Business staff reporter Abby Larson gives readers the inside scoop on the new university and the process taken to get there.

**POWERSPORTS BUSINESS:** Walk me through the process of developing this program.

**KIM HARRISON:** We have supported rider education for the last 40 years. Whether it was through a stateline program or a local private company, we've loaned units to them, sent students to them, and what changed was that our local training company sold, and they ended up selling to another dealership that is outside of our market. That led to us start thinking about making this change and develop a school where we could send our own clientele. We were fortunate enough to meet Reno, who has 27 years of experience with motorcycle education and training. We started talking in early March, and we ran our first class on May 16. It all came together very quickly.



KIM HARRISON

**RENO BIRT:** It was a time-consuming project; tons of paper work, contracts needing to be signed, getting instructors on board, finding uniforms, you name it. Pages and pages of duties had to be checked off before we could open the doors. No one thought we would be up and running for at least six months.

**PSB:** How did you manage to get it up and running so quickly?

**KH:** Luckily I know the dealership side of things, and both Reno and I have a lot of industry contacts. Instead of mailing the applications in, Reno got in his car and drove them down to [the capital city of] Richmond, met with people and sat in their office until it was finished. I focused on the marketing side, such as the Facebook page, Google account, Twitter, our website, all those things. It was a lot of hard work, but in the end we got it done.

**RB:** We came up with a task list, made a plan every week and stuck to it. Kim was busy on the OEM side getting the contract, insurance and everything else in place. I was on the outside trying to get the ranges painted and finding instructors. We definitely had

our to-do list. It required a lot of teamwork.

**PSB:** How did you go about getting your instructors?

**RB:** All of the instructors are certified through Motorcycle Safety Foundation, or MSF, for two-wheel instruction, or through the Evergreen Safety Council for three-wheel instruction. Our council offers both instructions for licensing. We interviewed them, told them what our plans were and asked them to be part of our team. Kim and I have worked with some of the instructors in the past. We have 12 instructors that are all part-time.

**PSB:** How many riders are in each class? How long do classes run?

**RB:** As of right now, we just hold two classes on the weekend. The sessions go from 8 a.m.-4 p.m. on Saturday and Sunday. Each class, either two- or three-wheel, can accommodate up to 12 students. As far as I know, we're the only school that offers a two-day format that is certified by the state and MSF.

**PSB:** Where is the track located?

**RB:** The track is at the Manassas Mall in Manassas, Virginia, which is about 17 miles

from the dealership. We have the parking lot that is to the rear of the mall for training on Saturdays and Sundays. The two ranges are side-by-side.

**KH:** Of course, it would be really nice to have it here at the dealership, but we don't have the land. The range requires nearly a full acre of pure asphalt with no light poles and no landscaping. It's hard to find spots that are made for a range, but the mall works well.

**PSB:** What has been the response from some of the riders who have taken the course?

See PowerRide, Page 33

# DRIVE

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# MOTORCYCLE

## An 'amazing race' for amazing cause

Dealership hosts reality TV-show-themed charity ride

BY ABBY LARSON  
STAFF REPORTER

If you've ever wondered how to go about getting involved within your community, take a few pointers from this dealership.

Low Country Harley-Davidson is known in Charleston, South Carolina, for hosting charitable events and showing support for those who need it. The events span from an annual 9/11 ride to a ride that honors nine firefighters who were killed in a 2007 fire. The dealership participates in community events to engage with other members of the community and to lend a helping hand where needed and appreciated.

In 2015, a tragedy occurred that hit close to home for the dealership. One of its cus-



The funds from Harper's Amazing Ride are donated to the cardiac care unit at the local Children's Hospital. Photos courtesy of Low Country Harley-Davidson

tomers had a grandson, Harper, who had lost his battle with a condition called congenital heart defect, or CHD. Andy, who regularly rides and has heavy involvement at Low Country Harley-Davidson, had an idea

that would preserve his grandson's memory while helping those that came after him: creating a ride to commemorate him.

Andy approached the dealership with the idea to create a ride named after Harper that would generate funds to be donated to the cardiac care unit at the local Children's Hospital. The dealership was, of course, on board almost immediately.

"When Andy first presented the idea of creating a ride in Harper's name, we were happy to work with him to make it happen," said Christina Kelley, marketing manager of Low Country Harley-Davidson. "We love helping out local causes, and Harper's story was something we couldn't say no to."

The dealership has hosted the event every year since 2015. Teams consisting of between one and four people participate for a fee of \$40, with proceeds going to the pediatric care unit at Medical University of South Carolina's



Harper's battle with congenital heart defect, or CHD, inspired the charitable event put on by the dealership each year.

Children's Hospital. The theme of the event models the popular reality TV show, The Amazing Race, with multiple aspects of the show implemented into the ride.

"Harper's family loved watching The Amazing Race together, and that's where they got the idea on how they wanted to put together the ride," Kelley said. "This year we had 17 teams that participated. There is a disclosed amount of stops, and at each stop is a challenge you must try to complete. The number of points you get is determined by how far you get in the challenge. Once you finish, you get a clue and figure out where it leads you. They implement different aspects from the show, such as the Fast Forward. This year the Fast Forward was a Rubik's Cube, but other years it has been something like shaving off an eye-

brow or even getting a tattoo. They definitely keep it interesting and go to different realms."

At the conclusion of the ride, the teams that placed first, second and third were all rewarded with cash prizes. However, Kelley said that the generosity of participants didn't end at the conclusion of the ride.

"The majority of the winning teams donated back the funds they won after the ride was over," she said. "A few local businesses also donated some merchandise for a raffle, where they did a 50/50. The winner of the raffle was also generous enough to donate their portion back to the charity."

Events like Harper's Amazing Ride and the other charitable events thrown annually by the dealership not only show support to people in need within the community, but they help form connections between riders and members of the community who may not have otherwise crossed paths.

"At the end of the day, we're just happy to help out any time we can," Kelley said. "Doing rides like Harper's Amazing Ride is a great way for us to connect with the community while giving us the opportunity to help a great cause." PSB

A total of 17 teams showed up to participate in the ride and show their support for the cause.

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## DIGEST

## Florida dealership moving to downtown Orlando

iMotorsports of Orlando is set to open its new Orlando location approximately 1 mile north of **Camping World Stadium** at 46 North Orange Blossom Trail.

iMotorsports of Orlando, home of **Indian Motorcycle of Orlando** and the largest used motorcycle dealer in Florida, will be relocating from its current location on Jetport Drive. The new 14,172-square-foot store is slated to open early this fall in downtown Orlando near the **Amway Arena** and the new **University of Central Florida** campus.

"This area of Orlando offered our client a high-traffic location in the heart of an up-and-coming federal Opportunity Zone," said **Katherine Zelman**, senior associate for landlord and tenant services at Franklin Street's Orlando office. "The property has served well-known motorcycle dealerships for decades, making this recognizable location an ideal spot for iMotorsports to launch a fully renovated new store."



iMotorsports of Orlando is relocating to Orange Blossom Trail in downtown Orlando. Photo courtesy of iMotorsports of Orlando

"We are very excited to move to our new location and be in the heart of Orlando," said **Haider Saba**, partner and co-founder of iMotorsports of Orlando. "We are looking forward to bringing new life to an opportunity zone."

iMotorsports of Orlando is a premier Indian motorcycle dealer with a full line of parts and accessories as well as a certified service department. They carry **Indian** motorcycles, **Vanderhall** autocycles and the largest selection of used motorcycles in

Florida. iMotorsports also owns and operates stores in St. Petersburg, Florida, and Elmhurst, Illinois.

## GENUINE SCOOTERS ANNOUNCES BACK TO SCHOOL SALE AND TUITION REIMBURSEMENT CONTEST

Chicago-based **Genuine Scooters** announced a Back to School Sale and a contest to win up to \$5,000 in tuition reimbursement.

Through Sept. 21, all newly purchased Genuine Scooters will come with a three-year warranty (excluding the Stella model), a three-year roadside assistance plan and a



Genuine Scooters is offering \$5,000 toward tuition reimbursement for one customer in a contest being held at Genuine dealerships in the U.S. The Buddy is one of the more popular Genuine models. Photo courtesy of Genuine Scooter Co.

\$50 service credit on their first service. This includes popular models such as the Buddy, Buddy Kick, Grand Tourer, Hooligan, Rattler, Roughhouse and Venture.

"We all know about skyrocketing tuition costs and the heavy student loan debt faced by many students long after they've graduated from school," said **Dorothy Hanley**, president of Genuine Scooters. "Genuine wants to help reduce that debt by paying up to \$5,000 toward one student's school tuition or student loans."

To enter the \$5,000 tuition reimbursement contest, customers must be currently enrolled in school and have a valid student I.D. Customers can participate by visiting any of the more than 200 Genuine dealerships across the country. No purchase is necessary and the randomly selected grand prize winner will be notified by email.

## SLINGSHOT PARTNERS WITH FLORIDA GATORS FOR PROMOTION

**Polaris Slingshot** has announced a partnership with the **Florida Gators** highlighted by a promotion to award fans with a once-in-a-lifetime chance to lead the iconic Gator Walk. The "Florida Gators Ultimate Joyride powered by Slingshot" sweepstakes will give six Gators Football fans the chance to lead the fan walk at six 2019 home football games in the stylish and spirited Florida Gators-themed Slingshot, as well as win a pair of game tickets.

"Nothing turns heads and excites a crowd like a Slingshot, particularly one all decked out in Florida Gators colors," said **Chris Sergeant**, vice president of Slingshot. "The bold styling and open-air cockpit lends itself to be the perfect vehicle for one lucky fan each week to lead the Gator Walk. We're excited to kick off the season as a proud sponsor of the Florida Gators."

The "Florida Gators Ultimate Joyride powered by Slingshot" sweepstakes will run through Nov. 22. Fans have the chance to

participate in the Gator Walk and win a pair of tickets to one of six home games: Sept. 7 vs. Tennessee-Martin, Sept. 21 vs. Tennessee, Sept. 28 vs. Towson, Oct. 5 vs. Auburn, Nov. 9 vs. Vanderbilt and Nov. 30 vs. Florida State.



The "Florida Gators Ultimate Joyride powered by Slingshot" sweepstakes will give six Gators Football fans the chance to lead the fan walk at six 2019 home football games in the stylish and spirited Florida Gators-themed Slingshot. Photo courtesy of Polaris

Slingshot's 2019 lineup includes four models: the S, SL, SLR, and Grand Touring. Pricing ranges from \$20,999 (S) to \$30,999 (Grand Touring). **PSB**

## POWERRIDE

■ CONTINUED FROM PAGE 31

**RB:** We've received very positive feedback. Many riders have said it was awesome, unbelievable, never-thought-I-would-want-to-ride-and-now-I'm-already-buying-my-first-motorcycle. We've had students come in the very next day and purchase their first motorcycle or three-wheeled Can-Am. We had one person a few weeks ago say that it was a life changing experience because she had been told for years that she couldn't do it. She came out for the two-wheel class, did great and got her license. Opening the doors up to riding a motorcycle can be life-changing for many people.

**KH:** I talked to our three-wheel instructor and he told me that every single person from one of his recent classes had already bought a unit or was in the process of buying a unit.

**PSB:** How has foot traffic in the store been affected?

**KH:** We're starting to see a lot of people come through the store that have already

taken the course, but a lot of it is coming from people that are walking in and are interested in getting into motorcycling. For many years, we held an introduction to motorcycling seminar, and we've maintained a big following as a result of that.

**PSB:** Overall, how would you say that forming the university has been beneficial for the dealership?

**KH:** The university has really done a lot for the dealership. It has been a natural fit for us. We've always believed in safety and education throughout the dealership and now we have our own program that we can do our own way. We didn't form the university to create sales, but we have definitely seen a direct correlation between classes and sales. On top of that, our staff seems almost revitalized. They are so excited about it. Some of them have even taken the class, or are signed up to take one in the near future. We train our riders the best we can, promote safety, and then our sales staff is here to help them get on their vehicle of choice if they choose to go that far after they've taken the class. We're excited to see the program continue to grow. **PSB**

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# MOTORCYCLE

## New Rider Academy program getting butts on seats

*Harley-Davidson of Madison benefits from New Rider Course instructor's experience*

**BY ABBY LARSON**

■ STAFF REPORTER

While we as an industry want to see new riders hopping on bikes and enjoying the open road, we also want to see them practicing safety and protecting themselves and other riders. Doing so requires knowing everything from the universal hand signals on the road to simply knowing how to operate the bike. So how can the new rider acquire those skills necessary to enjoy the open road with fellow riders?

Longtime rider and experienced coach Dee Dee Sorg has the answer to every new rider's questions. Sorg, marketing manager and one of the coaches of the Riding Academy New Rider Course at Harley-Davidson of Madison, has worked with thousands of riders over the past 15 years to fill the roads with the sound of roaring engines and expand the pool of Harley-Davidson enthusiasts. One of 10 coaches at the Wisconsin dealership, Sorg educates future riders with tips and tricks on how to safely operate a motorcycle while perfecting techniques learned in-class with the ultimate goal of promoting motorcycle safety.

"The class is designed for the brand-new rider," explained Sorg. "We make sure that everything on the bike is gone through start to finish. We go through everything from starting and stopping on the first day to per-



The New Rider Academy program at Harley-Davidson of Madison gets new riders comfortable with the basics of motorcycling before they hit the road on two wheels. Photo courtesy of Harley-Davidson of Madison

fecting new techniques on the third and final day. We want riders to keep in mind that this is just the beginning of their journey, and

from there we encourage that riders find a motorcycle and start putting miles on them while using what they learned in class."

Sorg's years of experience as a coach and long-standing passion for the brand is

See New Rider Course, Page 35

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The success of the course has led to an increase in sales at Harley-Davidson of Madison in Wisconsin.

## NEW RIDER COURSE

■ CONTINUED FROM PAGE 34

exactly why she was approached by Harley-Davidson for help in taking their educational methods to the next level.

"The Motor Company came in recently and filmed me demonstrating the methods a coach would use while showing a student how to ride the Jumpstart," she explained. "That video will be distributed to all dealers so that everyone teaching this course around the country is speaking in the same terms and using the same phrases as the student will hear when they get to class. It's important to maintain that consistency nationwide."

With 10 students and two coaches approved for each class, riders in the program at Harley-Davidson of Madison are given one-on-one experience that wouldn't be possible in a larger class-size, thus better preparing them for life on the road. Efforts have also been made to accommodate those who aren't able to fit weekend classes into their schedules at

Harley-Davidson of Madison, with a new set of classes planned for the weekday evenings.

"We're trying to get creative with scheduling so we can get as many people registered as possible," Sorg explained. "We normally have classes on the weekends, but we're trying to meet their needs as far as when they can be available, so we've even added a class that runs from 5:30 p.m. to 9 p.m., Monday through Friday. That allows people who work full time to make time for the class."

While getting new riders on the road is the goal of the program, the dealership isn't without its benefits. Sorg says that the number of students that go straight to the dealership following the class may be surprising... or not surprising at all.

"We've had students go to the dealership the next day to buy a bike following the class," Sorg said. "They're familiar with us and enjoy the course, so they gain the confidence to take that next step. Because we have a large selection of new and pre-owned bikes, we have a price point that will fit many different budgets. And who doesn't want to ride a Harley-Davidson?" **PSB**

# Kayo USA reveals 2020 model lineup expansion

Kayo USA is expanding its model lineup for 2020, adding three new dirt bikes from 230cc to 250cc. The new models will complement the current line of sport and utility ATVs ranging from 70cc to 200cc.

With U.S. operations in Fontana, California, and Carrollton, Texas, Kayo USA has been supplying products from its China-based parent company since 2016.

"We started with just three small ATV models to test the market," said Anthony Fay, national parts and service manager for Kayo USA. "Over the last few years we have grown our model line up to eight different ATV models ranging from 70cc to 200cc, and now we are adding the three dirt bikes."

The T-2 is an entry-level trail/play bike with an air-cooled 230cc engine and 5-speed transmission.

The T-4 is an enduro/trail bike with an air-cooled 250cc engine and 6-speed transmission.

The K6-R is a cross-country-style bike with a water-cooled, 250cc engine and 6-speed transmission.

The 2020 model lineup will be arriving at

dealerships during the fourth quarter of 2019.

"Kayo is an off-road powersports manufacturer aiming to bridge the gap between cheap, low-end powersport products and the more expensive well-known brands," Fay said. "Since 2002 our focus at Kayo has been small to midsize ATVs and dirt bikes, built with an emphasis on strength, simplicity,



Kayo USA's newest motorcycles for the 2020 model-year include the K6-R. Photo courtesy of Kayo USA

dependability and affordability. After finding great success all over the world, we are now bringing our products to the U.S. market."

Check out Kayo USA at AIMExpo booth No. 1307. **PSB**



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# Yamaha WaveRunner 2020 lineup all about that bass

*Custom-designed speaker kits will have dealers taking notice for accessory sales*

Yamaha WaterCraft in August unveiled its 2020 WaveRunner product lineup that includes new custom-designed speaker kits and storage solutions for WaveRunners, and bold new colors and graphics throughout.

For 2020, Yamaha is introducing new speaker packages that are exclusive, and custom-designed for Yamaha WaveRunners.

These speaker kits come in two variations, one for the EX/VX Series models, and a larger set for the FX Series. The speaker sets feature high quality sound and increased wattage output. In addition, the playtime battery life is double.

The EX/VX Series marine speakers are affixed to the WaveRunner using standardized

The old VXR has taken on a new name for the 2020 lineup, changing to the GP1800R HO as it is powered by the 1,812cc engine. It still offers the same smiles for your customers, however.



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RAM mounts. The FX Series marine speakers feature a new Yamaha-exclusive attachment system for an integrated appearance.

The Yamaha speaker kits (MSRP \$349 and \$399) are available exclusively through Yamaha powersports and marine dealers.

### NEW INNOVATIVE STORAGE SOLUTIONS FOR VX AND EX SERIES WAVERUNNERS

Designed for the more adventurous VX WaveRunner owner who enjoys extended cruises or wants to fish from their PWC, Yamaha is now offering a unique storage solution that is compression-molded for added ruggedness and versatility, but inside is actually a removable soft case that can serve as an insulated cooler with outstanding thermal properties.

In addition, it can be used for a fishing setup with rod holders and tackle storage to create a fully fishing capable WaveRunner.

For the EX Series WaveRunners, a new expanded EX waterproof bow storage replaces the existing storage tray with a larger storage bag that takes full advantage of the interior space. There is also a custom styled deck lid storage that is compression molded for an integrated look as well as a new stern storage bag.

### NEW YAMAHA 195S

The Yamaha 195S boat is a brand-new model based on the recently-updated 19-foot hull and deck introduced for 2019. This premium See Yamaha, Page 38



The 2020 WaveRunner FX Series Ram Multi Mount Accessory Tech Package is sold separately, except for the FX Limited SVHO.



For the 2020 EX Series WaveRunners, a deck lid storage that is waterproof and compression molded for an integrated look as well as a brand new stern storage bag are among the enhancements.



The EX/VX WaveRunner-specific Bluetooth speakers are sure to bring an additional line to customer purchase orders. Photos courtesy of Yamaha WaterCraft

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## DIGEST

## Sea-Doo picks up more design awards

Last year, BRP marked a record year with 15 design awards in total. The OEM is off to a strong start in 2019, and BRP's design and R&D team intends to outdo itself again.

Once again, the ingenuity and thirst for innovation of BRP's teams have been recognized at the **Good Design Australia** awards. BRP has been awarded three prestigious prizes in two different categories for outstanding design and innovation.

**Here are the winners:**

Automotive and Transport category:  
*Sea-Doo FISH PRO and Can-Am Ryker*

Sport and Lifestyle category:  
*LinQ System for Coolers (51L)*

"Receiving a recognition as prestigious as Good Design Australia always makes us extremely proud. This demonstrates that our teams maintain their outstanding expertise, creativity and ingenuity year after year," said **Denys Lapointe**, Senior Vice President, Design, Innovation and Creative Services at BRP.

Comments from the Good Design Awards Jury included the following about the Sea-Doo FISH PRO: "This is brimming with clever ideas to turn a personal watercraft into a recreational fishing craft. The bespoke touches, such as the dedicated holder for the Garmin Fish Finder, the easily detachable and transportable esky (with ruler) and the side-saddle rear seat and gunwale non-slip footrest all tick clever design boxes."



After picking up seven Red Dot product design awards for products including the Sea-Doo FISH PRO, Sea-Doo RXT-X, Can-Am Ryker and Can-Am Maverick, the BRP design team picked up more Sea-Doo honors from Good Design Australia. Photo courtesy of BRP

And the LinQ System for Coolers brought this commentary: "What a brilliant design concept brought to reality by a design team that lives and breathes this sector. This is such a novel idea that will open up a whole new raft of possibilities and functions for the end-user. Every aspect of this product has been meticulously designed — form, function, material selection, ergonomics, aesthetics, design for manufacture — all coming together to create a world class product with high market appeal. Well done BRP Design for continually setting the bar for good design in this category."

**RIVA RACING ANNOUNCES NEW DEALER PARTS CATALOG**

RIVA Racing has released an all-new 140-page, full color printed dealer catalog packed with the latest PWC Performance Products and top accessory brands in the industry. This catalog is the ultimate guide for PWC performance kits and upgrades

that will set your dealership apart and increase profitability.

RIVA Racing is the leader in watercraft performance and reliability. The products offered in their catalog have been developed by RIVA's Research & Development Group and brutally tested by their World Class Racing Team. They provide a dedicated staff of PWC Performance Experts to provide professional advice and customer service as well as dedicated technical support.

View the 2019 E-Catalog at [www.rivaracing.com/dealer](http://www.rivaracing.com/dealer). **PSB**



RIVA Racing has revealed its all-new 140-page digital dealer catalog. Photo courtesy of RIVA Racing

## YAMAHA

■ CONTINUED FROM PAGE 36

model features a host of new appointments, a co-captain's chair, docking lights, 7-inch Connex with maps, Wet Sounds speaker package and a custom CNC name plate on the 195S tower structure.

**NEW YAMAHA 195FSH**

The Yamaha 195FSH boat comes with a single, supercharged Yamaha 1.8L SVHO marine engine, putting out comparable performance to the SX and AR195. 0-30 mph acceleration is achieved in under 6 seconds and the boat has a top speed of 50 mph.

In addition, the new 195FSH models have a new MarineMat flooring kit, upgraded switch panels, steering wheel knob, rod and cup holder combo on the bow and a brand new electric raw water wash down pump with a higher PSI than the previous Jet Wash system.

**NEW YAMAHA WAKEBOOSTER SURF ACCESSORY PACKAGE FOR 19-FOOT YAMAHA BOATS**

Also for 2020, the award winning Yamaha WakeBooster is now available for Yamaha's 19-foot boats including FSH models, opening up the ability to wakesurf behind all new models in the lineup. The Yamaha WakeBooster will come in a new package that also includes a custom ballast solution for maximizing the surf wake.

With the extra ballast and the Yamaha WakeBooster attached, the wake behind the 19-foot boats is super impressive and easy to ride. With this addition, every single boat in the Yamaha line is very surfable even for beginner and intermediate level riders. **PSB**

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# SnowStuds changes ownership, looks to expand lineup

Snowmobile dealerships take note of a transition within the traction market.

Officially announced on June 1, 2019, Eagle Machine Products LLC has purchased the SnowStuds brand of traction products from Accord Racing Products. Terms of the deal were not publicly disclosed.

A longtime snowmobiler and racer himself, new president of SnowStuds Dave Pichler is no stranger to snowmobiling and its performance accessories.

"I've been an active snowmobiler for most of my life. My parents started me young at 18 months old riding in front of my dad on family trips in Wisconsin. My love of snowmobiling only grew as I started building and tuning sleds in my teenage years," Pichler said of his lifelong sledhead roots. "I began work-

ing for a few local performance shops doing engine builds, clutch tuning and dyno work. I was lucky enough to start my own business in 2009, offering repair work, tuning and engine building. I've raced speed runs and drag races for the last 10 years — from my 1978 Yamaha SRX 440 open mod on the grass, to a turbo outlaw sled on snow."

With his racing pursuits sponsored by Accord Racing Products, Pichler became personally familiar with the SnowStuds brand. In time a love for racing with a team he trusted ushered in a lifelong business decision. When he saw the opportunity to purchase the brand, he jumped at it.

"After using SnowStuds products the last 15 years, I am truly a believer... Earlier this year the owners of Accord Racing Products

contacted me and explained they were thinking about getting out of the traction business to focus on other product lines, and I immediately expressed my interest and the acquisition process started," Pichler said.

Despite the acquisition, SnowStuds will continue to be manufactured in Wisconsin and plans to retain its current staff and product line, of which it hopes to expand in the future.

"We are hopeful to have new race studs and trail studs available for the 2019-2020 season," Pichler said. "We have completed initial specifications, and will be working on manufacturing soon."

The transition should be seen as good news to snowmobile dealerships within the industry, as well as sledheads everywhere.

"Our business model is to sell direct to

our dealers, not to compete with them. By eliminating the middleman and selling direct, dealers will have the opportunity to hold higher margins, which will allow dealers and SnowStuds the ability to sell a superior product at better prices than our competition," Pichler explained. "Our goal is a seamless transition so that our customers will have the same, if not better, access to our product line. We will also be sponsoring several race teams this year in addition to offering a racer support and development program... Being able to work to improve the sport that is my passion, and sell a product that I truly believe in is the fruition of a lifelong dream. We welcome everyone that is interested in selling our product to contact us for further information." **PSB**

## DIGEST

### Speedwerx Lineup Expansion Underway

Forest Lake, Minnesota-based Speedwerx has announced plans to expand performance product offerings for Arctic Cat, Polaris and Ski-Doo snowmobile brands.

With 25 years of engineering, testing, manufacturing and sales experience, Speedwerx provides a distinct power advantage by staying at the forefront of snowmobile innovation for performance owners wanting to win.

"Speedwerx is known and respected worldwide as the company who has primar-



Speedwerx has celebrated great success with its performance parts for Arctic Cat snowmobiles. It's now expanding into Polaris and Ski-Doo products. Photo courtesy of Speedwerx

ily powered performance snowmobile parts and championships for the Arctic Cat brand

since 1999. We're taking our testing and winning experience, combining that with our tried and true products, and are applying them to the Polaris and Ski-Doo brands," said Jeremy Houle, Speedwerx vice president.

Polaris and Ski-Doo owners can expect to purchase some of Speedwerx most popular parts like their lightweight mufflers, supercharger kits and clutch parts this summer.

### BRP EXPANDS SKI-DOO RECALL DUE TO FUEL LEAK, FIRE HAZARD

The U.S. Consumer Product Safety Commission announced that BRP is expanding its recall of model-year 2017 Ski Doo MXZ,

Summit and Renegade snowmobiles and 2018 MXZ and Renegade snowmobiles.

The vehicle's fuel delivery system can leak fuel, posing a fire hazard. The recall affects about 14,600 snowmobiles. (About 10,000 were previously recalled in May 2019.)

This recall involves model year 2017 Ski-Doo MXZ, Summit, and Renegade snowmobiles and 2018 Ski-Doo MXZ and Renegade snowmobiles equipped with an 850 E-TEC engine. The vehicles are sold in a variety of colors.

BRP has received two additional reports of fuel leaks bringing the total to 15. There are two reports of fires. **PSB**

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# AFTERMARKET

## DIGEST

### S&S Cycle product now 50-state legal

The Grand National 2:2 Exhaust for 2018+ Harley-Davidson Softail models is now 50-state legal, S&S Cycle announced.

Inspired by their total domination in American Flat Track, S&S Cycle has taken performance exhaust to the next level. Combining a 2-into-2 format with a hidden crossover, the Grand National system is designed for pure, relentless performance. Clean bends, stainless header tubing and full shielding create an exhaust that makes real power without the punishment of melted boots and uneven torque delivery of most other short tract systems.

Available in chrome or black ceramic, the Grand National 2:2 exhaust has been cleared by the California Air Resources Board (CARB) and has met the requirements of the



The S&S Cycle Grand National 2:2 Exhaust for 2018+ Harley-Davidson Softail models is now 50-state legal. Photo courtesy of S&S Cycle

Environmental Protection Agency (EPA) as legal for sale and installation in all 50 states.

Fitment is for most narrow wheels Softails (Fat Bob, Street Bob, Low Rider, Slim and Deluxe).

### Z1R INTRODUCES THE NEW PUSHROD JACKET

Z1R has introduced its new Pushrod jacket. The uniquely styled jacket is a mixture of premium milled cowhide leather and woven soft shell material. Equipped with an easy to remove zip-off hood and performance inner cuffs, versatility is at your customers' fingertips. Adjustability in the waist and cuff areas allow for a tailored fit for any rider. Armoring up isn't an issue either because it has interior back, shoulder and elbow pouches for additional armor (sold separately). The Pushrod jacket is also equipped with two conceal and carry pockets, and two exterior hand warmer pockets.



Z1R has released its new Pushrod jacket. Photo courtesy of Z1R

It's available in sizes S-5XL and has a suggested retail price of \$199.95-\$209.95.

### RINEHART RACING RELEASES REVOLUTIONARY EMISSIONS-COMPLIANT FULL SYSTEM EXHAUST

North Carolina-based Rinehart Racing has released its revolutionary Slimline Catalyst Duals exhaust system for 2017-later Harley-Davidson Touring models. This full system exhaust has been cleared by the California Air Resources Board (CARB) and has met the requirements of the Environmental Protection Agency (EPA) as legal for sale and installation in all 50 states.

The new Slimline Catalyst Duals exhaust system features a proprietary Power Flow catalyst engineered to outperform even "open" catalyst-free systems. The results

observed in independent dynamometer testing show significant increases in power and torque compared to stock exhausts and other emissions-compliant systems currently on the market.

Other design features promise to make this latest rendition of Rinehart's classic exhaust system a must-have for Harley Touring motorcycle owners. The unique design moves the catalytic converter away from both rider and passenger legs and feet, providing a cooler and more enjoyable ride. The system also features 12mm and 18mm O2 ports, optimally placed for dyno tuning and proper measurement of exhaust gas concentration from the port, allowing the engine to perform efficiently.

The Slimline Catalyst Duals are sold in a complete system with a choice of Rinehart 4-inch Slip-On mufflers or Rinehart



Rinehart Racing's Slimline Catalyst Duals exhaust system is 50-state compliant. Photo courtesy of Rinehart Racing

4.5-inch MotoPro45 Slip-On mufflers. The system is available in chrome or black, with chrome or black end caps. In addition to being legal for sale and installation in all 50 states, the Slimline Catalyst Duals are backed by Rinehart's limited lifetime warranty. **PSB**

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## Lumbroso takes over as CEO at Cardo Systems

Cardo Systems, Ltd., the industry pioneer and global market leader in wireless communication systems for motorcyclists, announced the appointment in June of Alon Lumbroso as its new chief executive officer.

Lumbroso succeeds Cardo's founder, Dr. Abraham (Avi) Glezerman, who steps aside as CEO after 16 years at the helm of the company. Glezerman, who retains a substantial interest in the company, will also continue serving as Cardo's Chairman of the Board.

Lumbroso joins Cardo amidst a period of significant momentum and rapid growth over the last several years. In a corresponding move, Fortissimo Capital, an existing shareholder in Cardo, has now acquired a controlling stake in the company through a combination of a stock purchase and a direct investment.

"Leading a venerable motorcycle-accessory brand such as Cardo is not only a privilege, but also a great opportunity to further accelerate its remarkable growth and to bring the company's unique value proposition to new and expanding markets. Cardo's products, especially since introducing mesh technology in 2015, continue to alter the landscape, and I look forward to further cultivate customer loyalty and product innovation, with a strong emphasis on reliability and ease of use," said Lumbroso.

Lumbroso brings extensive executive experience in leading and managing international companies.

"Founding Cardo, and leading the company over the last 16 years, have been one of the most fascinating and inspiring experiences of my life," said Dr. Glezerman, the company's founder and Chairman. "It gives me immense satisfaction to look back at Cardo's ground-breaking achievements — from literally inventing a new product category in 2004, to introducing the vast majority of all innovations in the motorcycle communication market. Nothing thrills me more than hearing from end-customers worldwide, how their use of Cardo products has changed and vastly improved their riding experience. I'm confident that Alon, with his experience and leadership, will provide a level of vision and know-how to power Cardo's growth and global success for years to come."

"Our decision to increase our investment in Cardo is a clear vote of confidence in the company and its team," said Yuval Cohen, founding and managing partner at Fortissimo Capital. "At Fortissimo we take a unique, long-term, hands-on approach to private equity investments, working closely with our portfolio companies to help them achieve their full potential. In Cardo Systems, we found the right ingredients for continuous success. With Alon Lumbroso, one of our most seasoned portfolio company CEOs on board, we believe Cardo is optimally positioned for its next growth stage." **PSB**



ALON LUMBROSO

## Camso reveals all-new track system

Magog, Quebec-based Camso has launched its new versatile X4S track system, engineered to fit on both side-by-sides and ATVs.

Customers who are equipping their vehicles with the X4S conversion track system will benefit from better flotation, greater traction and responsive handling. The new system fits right into Camso's current lineup for both UTVs and ATVs.

"Whether purchasing conversion track systems for their UTVs or ATVs, riders are always seeking an option that enables them to make the most of their outdoor activities, without compromising the vehicles' versatility," said Bruce Dashnaw, sales executive director for Powersports at Camso. "With the X4S, that's exactly what they're getting: a system that fits on two types of machines, which will evolve with the user over time."

The X4S track system has been designed for small to mid-size side-by-side vehicles with three seats or less. It is

See Camso, Page 43



Camso's all-new track system for side-by-sides includes new and improved geometry of the steel frame, which provides better front steering and handling. Photo courtesy of Camso



# UTV UNIVERSITY

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

*John Washington, Director Business Development, Ariens*

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



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

*Eric McMullen, Marketing Manager at Team Winnebagoland*

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



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

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

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

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## HOT PRODUCTS

## Z1R CONQUEROR JACKET

**Benefits:** The Conqueror Jacket from Z1R is constructed from premium milled cowhide leather and has a polyester shell. It's equipped with an easy to remove zip-off hood and stylish, quilted-accent stitched panels.

**Specifications:** Armoring up is made easier with the interior back, shoulder and elbow pockets for additional armor (sold separately). The Conqueror is also equipped with an interior mesh liner that wicks moisture and has two conceal and carry pockets and two exterior hand warmer pockets.

**Suggested Retail Price:** \$169.95-\$189.95, sizes S-5XL. (Also available in women's version — Transmute jacket in sizes XS-3XL at \$169.95-\$179.95.)

**Contact:** www.z1r.com



## CORBIN DUAL SADDLE FOR 2017-19 SUZUKI VAN VAN 200

**Benefits:** Corbin's Dual Saddle for 2017-19 Suzuki Van Van 200 bikes is crafted using high-density Comfort Cell foam to retain resiliency and avoid crushing down like stock foams. The Comfort Cell foam gives riders good ground reach and a balanced riding position. The seating position is neutralized to help curb sliding forward in the saddle.

**Specifications:** This seat gives riders more square inches of body contact and firm support for heightened comfort value. It's sculpted to fit the shape of the 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.

**Suggested Retail Price:** \$234

**Contact:** www.corbin.com



## DRAG SPECIALTIES OEM-STYLE FORK TUBES

**Benefits:** The highly-durable, chrome-finished fork tubes from Drag Specialties come in sizes that range from 20.875 inches, 22.875 inches and 24.875 inches. The 20.875-inch tubes fit 1997-2013 Harley-Davidson FLHT/FLHR/FLHX/FLTR models without cartridge style forks (repl. OEM #45890-97). The 22.875-inch tubes fit 2000-2017 FLS/FLST models (repl. OEM #45930-00). The 24.875-inch tubes fit 2000-2017 FXST/FXDWG models (repl. OEM #45417-00).

**Specifications:** All tubes accept OEM components. They offer less drag and improved seal wear over other fork tubes.

**Suggested Retail Price:** \$199.95

**Contact:** www.dragspecialties.com



## CUSTOM DYNAMICS LOAD BALANCING SMART TRIPLE PLAY

**Benefits:** The new plug-and-play Load Balancing SMART Triple Play module from Custom Dynamics acts as a no-load, no-heat load equalizer and converts rear 1156 turn signals (models with a center taillight) to function as run, brake, and turn with a choice of 10 user-selectable, built-in brake light strobe/flash patterns.

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

**Suggested Retail Price:** \$139.95

**Contact:** www.customdynamics.com



## CORBIN FRONT SADDLE FOR 2016-18 SUZUKI GSX-R 1000

**Benefits:** The Corbin Front Saddle for 2016-18 Suzuki GSX-R 1000 comes with ergonomically correct seating platforms built up of high-density Comfort Cell foam for sport-touring comfort.

**Specifications:** Shaped like the body to create a greater area of body contact and proper weight distribution, the Corbin saddles eliminate pressure points and increase riding range. Built firm to stay resilient and offer support all day.

**Suggested Retail Price:** \$343

**Contact:** corbin.com



## STI OUT&amp;BACK MAX 9.5

**Benefits:** STI's new Out&Back Max 9.5 tire line features four new sizes for side-by-side owners seeking the best all-around mud tire for a better value. By designing these new tires at 9.5-inches wide, STI was able to deliver tires that are lighter, better handling and available at a 15-percent lower retail price — all with top-notch performance — compared to similar 10-inch Out&Back Max tires.

**Specifications:** These new tires are available in four sizes, from 28-inch up to 33-inch. Like the other Out&Back Max mudders, the new 9.5 offerings use stepped, 1.5-2.0 inch deep all-terrain tread that tracks through mud and cleans well. And while the new sizes are lightweight, they remain durable thanks to their 8-ply-rated carcass.

**Suggested Retail Price:** \$230-\$294

**Contact:** www.stipowersports.com



## HELITE TURTLE 2 AIRBAG VEST HI-VIZ ORANGE

**Benefits:** The highest level of safety for motorcyclists, the Helite Turtle 2 Airbag Vest is practical, lightweight and discreet. Helite Airbag technology can save a rider from serious injuries. The Turtle 2 guarantees absolute optimum protection without sacrificing comfort. It can be worn by anyone aboard a motorcycle, scooter or ATV.

**Specifications:** Turtle Technology provides the highest level of back protection with a fully integrated SAS-TEC back protector. The Turtle 2 disperses the energetic force of any impact twice as well as the previous models. If a rider is wearing the Turtle 2 in an accident, the vest provides semi-rigid head and neck protection, as well as incredible support to the spine, chest, ribs, internal organs, and even provides direct hip and pelvic protection.

**Suggested Retail Price:** \$679

**Contact:** helitemoto.com



## PROBEAM LED HALO FOG LAMPS

**Benefits:** The ProBEAM Motorcycle LED Halo Fog Lamps utilize Cree LEDs to produce a superior beam pattern with a super bright white LED halo for extreme light output. An adjustable beam ensures maximum brightness with vertical or horizontal mounting.

**Specifications:** The 2.36-inch diameter lens casts a bright white pool of light near the motorcycle and fills in the dark area between the bike and the low-beam headlamp pattern while 12 white LEDs illuminate as a constant on running light halo. The high-power LED fog lamp can be independently turned on and off with the integrated push button switch.

**Suggested Retail Price:** \$379.95/pair

**Contact:** customdynamics.com



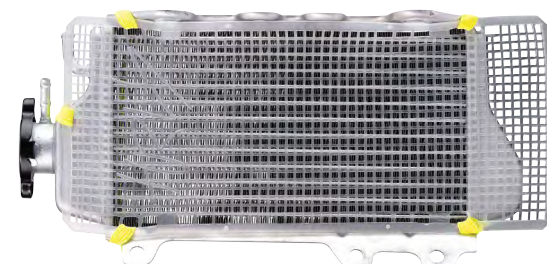
## MOOSE RACING MUD RADIATOR COVERS

**Benefits:** Keep your customers' bikes running cool and prevent a DNF with the new Mud Radiator Covers by Moose Racing. Manufactured from heat-resistant silicone, the Mud Radiator Covers will prevent mud from sticking to and clogging the radiator in nasty conditions.

**Specifications:** Used by many U.S. and European factory MX teams, the Mud Radiator Covers easily slide over the radiator louvers and are secured by elastic straps.

**Suggested Retail Price:** \$37.95

**Contact:** mooseracing.com



## THIRD EYE DESIGN'S INVIEW

**Benefits:** inVIEW from Third Eye Design is a wireless helmet brake and turn signal light that promotes visibility for riders while increasing safety. inVIEW integrates to the motorcycle and signals in-sync with the bike for the brake or directional.

**Specifications:** It will even know when you are engine braking, simultaneously lighting the helmet brake light as well as an accessory brake light that attaches near the motorcycle brake light. Batteries last 2-3 months with a system warning to alert riders when the battery is getting low.

**Suggested Retail Price:** \$249.95

**Contact:** thirdeydesigninc.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](mailto:al Larson@powersportsbusiness.com).

## WAR IS NEITHER CHEAP NOR EASY

### SHEFFIELD

■ CONTINUED FROM PAGE 26

If you are thinking about selling your business, then start preparing at least five years out. If you aren't in one, then join a 20 Group. Be willing to take criticism from your peers. Be prepared to make tough decisions. Commit to a plan and then follow through with it.

In today's market, there aren't many buy-

ers. If you want to maximize the sale of your dealership, start planning now, and make sure you are firing on all cylinders. **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.*

## GUEST COLUMN

### GRANT

■ CONTINUED FROM PAGE 27

#### 3. PROJECT CHAMPION

Although it might be tempting to micromanage the project, you will have much more success if you have an internal champion that is respected by the whole dealership. According to the Project Management Institute, a project champion can generate the organizational support and obtain resources they need to realize their projects. Ask yourself if you have the right person who can drive the project home. Here are a few things to look for when considering your project champion, according to the Institute:

- Qualifications and aptitude to understand all elements of the project
- Capacity to meet and exceed expectations of management
- Ability to motivate and inspire a team to buy in and become engaged in the project's success
- Finesse to negotiate with all parties to ensure project success
- Exceptional problem-solving abilities and the resourcefulness to defeat obstacles
- Superior organizational talents, and a knack for keeping team members on track
- Stellar communications skills, keeping all project stakeholders aware and engaged

#### 4. PROVIDE SUFFICIENT TRAINING AND SUPPORT

This is related to selecting the right vendor. When considering your CRM partner, find out what training and support resources will be available initially and long term. You will have turnover and will need to bring new employees up to speed with the system. Make sure there are resources available both online and over the phone. Documentation is another key aspect. Different people learn different ways.

#### 5. DON'T GIVE UP

If at first you don't succeed, try, try again! Remember, like anything that's worth it, you will have ups and downs. Keep pushing forward with resolve and ultimately you will find success. The result will be a more profitable company that provides an amazing customer experience that keeps them coming back for more. **PSB**

*Robert Grant has over 25 years of powersports, marine and RV industry experience. He has managed the parts and service departments at local dealerships in Salt Lake City while attending the University of Utah where he received a BA in Finance. He has been employed by CDK Global Recreation for 19 years. During this time he has worked in various roles including customer support, training, implementation, quality assurance, product management and business development. He now manages the OEM relationships for the recreation business. Reach him at robert.grant@cdk.com.*

which benefits from a number of innovative and Camso-exclusive features:

- A Flex-Track design which offers stable handling and a more comfortable ride than traditional flat tracks
- New and improved geometry of the steel frame which provides better front steering and handling
- Increased width of idler and mid-roller wheels which provides superior track support

The X4S track system is of course covered by Camso's best-in-class two-year warranty and is now available at dealers across North America. **PSB**

"This year was extremely successful because of the relationships we have begun to build with our riders and members of the media," Davies continued. "We've done that through events like Summer Camp where we can ride and socialize with everyone. Connecting with people in the industry and letting them in on who we are and what we're about has helped us get to where we are today. We want people to know that we aren't a SoCal company; we're an Idaho company. We want to show everyone where we ride, where this gear is tested and allow them to experience it all for themselves."

Mission accomplished. **PSB**

### WPS

■ CONTINUED FROM PAGE 6

Putting on Summer Camp year after year has been an important way for WPS to continue connecting with members of the industry, whether they are media or sponsored riders.

"The start of Summer Camp — and the purpose — was to bring people to Idaho to show them who we are," Davies said. "This is something we live on a daily basis — our designers ride, our marketing team rides, people from all departments have a passion for riding.



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