

Mark Rodgers Makes A Case For A National Dealers Association



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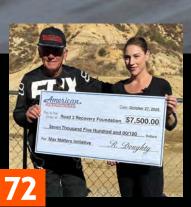
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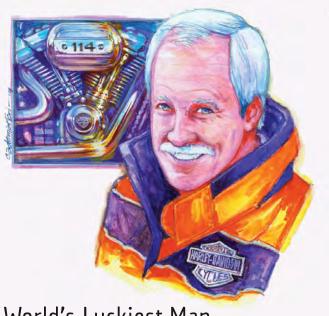
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World's Luckiest Man By Bob Althoff

NOW THE HARD WORK BEGINS The Need For A National Powersports Dealer Association

S o, I have entered the term "trade association" in my search engine two or three times over the last several months... Turns out there may be somewhere between 60 and 90 THOUSAND such associations here in the U.S. who are serving their respective industries! The vast majority of which are much smaller than our \$24 Billion powersports industry.

There is nothing more important to our team here at *Dealernews* than the health of our industry; the success of our dealers and the customers who write all our paychecks. Like you, I'm sure, I have often thought about the good work being done by other industry associations and wondered, "Why don't we have the benefit of such an association?"

Over the past 10 months *Dealernews* has been invited into a weekly hour-long conference call. Some smart people have generously shared their advice, experience and best wishes. People from inside our industry, and insiders from the marine, RV, auto, trucking and other similar associations have generously weighed in.

Let me cut to the chase: The question has never been "Should there be a national powersports dealer association?" but, rather, "Why isn't there a national powersports dealers association?" We have heard it all. The "dues/no dues"; the differing priorities; the affiliate/independent models; the governance issues--wrap it all up in the typical "start up" realities. Yep. There is a big job ahead. Real work to be undertaken. Risks? To be sure!

But in all these months and hundreds of conversations with dealers and outsiders alike, never once did we hear "this should not be done" —It is not the "why" but the "how" that has become the issue.

In this issue, you will read the thoughts of our team on all this. From the omnichannel side of the real world presented by Dr. Paul Leinberger to Eric Anderson's "Confessions Of A Customer" and Alisa Clickenger's Diversity angle, the team has focused their uniquely qualified points of view on the subject. The one common denominator of each of these accomplished folks is that they love motorcycles and the people who ride them. Oh, and by necessity, my fellow brother and sister Dealers who make it all happen.

We have also heard the "herding cats" analogy — "Dealers are too independent to make this work" thing. To that we have this conviction: Dealers are too smart, too invested; too in touch with our customers not to do the hard work ahead.

We have no time for any issues that divide our industry. Only for the things that make us all better.

Our customers deserve this. We deserve this.

Enjoy this issue. And let us know what you think; your recommendations; your convictions. We can be reached at **editor@dealernews.com**

Bob 🔝









Editor's Not By Robin Hartfiel

WHY NOT US?

Where are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly affects all indirectly. Never again can we afford to live with the narrow, provincial 'outside agitator' idea. Anyone who lives inside the United States can never be considered an outsider... the immortal words from Reverend Martin Luther King's 1963 "Letter From A Birmingham Jail" could just as easily pertain to the divisive and disenfranchised world we find ourselves facing in 2021.

Then, as now, civil rights, politics and class struggles threaten our union and seek to unravel the fabric that binds us together. Ironically as I write this on MLK Day, the parallels between the powersports industry and the "real" world are unmistakable. It is not out of hubris that I draw on Dr. King's wisdom, but a genuine concern for the fate of the 9,500+ franchised dealers, PG&A outlets, independent retailers and repair shops that are interwoven in our industry.

"We have no time for any issues that divide our industry. Only for the things that make us all better." — Dealer and *Dealernews* owner Bob Althoff cuts to the chase better than I do. "Our customers deserve this. We deserve this."

For the past year, Bob and columnist Eric Anderson have been spearheading an ad hoc committee to determine the feasibility of a National Powersports Dealers Association and do what is necessary to create a 501 (c) organization, complete with its own founding board of directors... of the dealers, by the dealers, for the dealers.

It is crisis time... but you already knew that. While we can't stop the crazy train that is COVID/Politics/Lockdown Fever, we can heed the call to action to get the National Powersports Dealers Association stood up on its own two wheels. Educator and dealer advocate Mark Rodgers was one of those hand-



raisers who the *ad hoc* committee has been looking for and he volunteered to tackle the cover story. He also quotes Curt Schilling's "Why not us?" World Series moment.

Why not us, indeed? Well for one, *Dealernews* can not and will not be on any NPDA board for the simple fact that we are not a dealership. However we can help call attention to the matter.

Our focus for this January issue is on NPDA from multiple unique perspectives. Alisa Clickenger knows about the disenfranchised from her diversity angle and although it took a 100 years, women still have a voice and the right to vote! Scot Harden knows how hard it is to herd cats, channel a team toward winning a race and communicate an OEM message to fiercely independent dealers, Dr. Paul Leinberger has already warned the dealers of the Omnichannel and has a crystal ball of what will happen if the dealers can't reverse the current state of rectal myopia. Don Musick knows where the dealers live (down to the zip code) and has the raw data of how many rooftops there are... and how much stronger NPDA could be if near/adjacent markets like UTVs and eBikes could be added to the collective voice of motorcycle retailers.

"Dr. King's message can be applied to a lot of things these days, where the #1 issue is people not listening to one another or disenfranchised voices not being heard," concludes our newest columnist and my fellow MIC Board member, Jim Woodruff, National Powersports Auctions CEO. " Today's leaders, politicians and media seem more concerned about being "right" and silencing those with a different view. Inclusion solves many ills that exclusion creates..."

In the end, there is only one voice that really counts... yours! My friend George Gatto says it best: "I had 5 bicycle stores before jumping into my parents motorcycle business and was a board member for the National Bicycle Dealer Association for many years. We worked diligently to 'make a difference' to all size dealerships. I never understood why there was not an existing National Powersports Dealer Association.

"The wheel doesn't need to be reinvented, discussions have already taken place with other industry organizations so we know what a great organization can look like," he adds. "What we need now is a board of directors and dealer members to get it done!

"This is for all powersports dealers, all brands, all sizes, all over North America.

Make your voice be heard!"

To paraphrase a bit more from Dr. King, "If we have said anything in this issue that is an understatement of the truth and is indicative of an unreasonable impatience, forgive us. If we have said anything in this issue that is an overstatement of the truth and is indicative of us having a patience that makes us patient with anything less than brotherhood, forgive me."

Former Editor-in-Chief and publisher of Dealernews circa 1990-2003, Robin returns to the magazine. In addition to having been instrumental in creating the Dealernews Top 100 program (still the industry's ultimate accolade for a motorcycle dealership), Hartfiel has worked for most of the B2B publications in the Powersports arena. Prior to the trade side, he worked as a beat reporter for a local newspaper and was an editor of publications ranging from All About Beer to VW Trends.



The Vanderhall Dealer Network is expanding

and so is our model selection. Inquire about territory opportunities and join with us in delivering joy in motoring.





Venice

A classically refined demonstration of art-on wheels. 1,375-pound dry weight, with a 4cyl turbo charged engine. An American-made, hand-crafted auto-cycle starting at \$25,950.

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This model brings more luxury and convenience to the Vanderhall lineup. With front entry doors, a wider cabin and elegant custom touches, the Carmel promises additional class and comfort for your journey. \$39,950

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To be released as part of the 2022 Vanderhall Model Line. Vanderhall is not just a three-wheel vehicle company. With the production of the Navarro, Vanderhall will revolutionize and create a new catergory of adventure vehicle.

Vanderhall Motor Works is seeking partners to create a unique and high-end experience for our clients. Expected dedicated showroom area of at least 900 to 1000 square feet is targeted to create a store within a store—a boutique experience with a trained Vanderhall Brand Ambassador who is knowledgeable and refined in their delivery. If you feel your facility will deliver these requirements and you are ready to bring additional passion into your business, inquire now.

https://vanderhallusa.com/dealer-inquiry/





COVER ME!

This guy is pure gold. We must elevate his work. Every sales associate; every manager; every person who sells... should be devouring his Sales Success in 60 Seconds videos.

Hell, put him on a cover!

Bob Althoff, World's Luckiest Man Farrow Harley-Davidson farrowhd.com

Dealernews did cover Mark Rodgers back in the day when he was when he was pictured with Hannum's Harley-Davidson. But in the immortal words of Brittany Spears, Oops, We Did It Again!



BYTE-SIZED VIDEOS MAKE FOR A FULL PLATE

I simply want to let you know how much we appreciate these 60 second videos from Mark Rodgers. We share them consistently and want you to know these bite-size videos can turn into a whole meal of knowledge once you dive into them with some team input. Great idea! This one (Mark's Laws Of Success) reminds me of when we discuss "easy for us or the customer"... meaning that oftentimes, in order to make something easier for the customer, it won't be easier for us as the salesperson or dealership. So, be prepared to put in the work to make it an enjoyable and easy experience for the customer.

Thank you for all that you do for us and keep the great content coming!

Jon Sargent, Sales Manager NEHDDA Walk-Around Champion Wilkins Harley-Davidson The Most Award Winning Harley-Davidson Dealership in New England www.wilkinsharley.com



WISE WORDS... From A Wise Guy!

Ahhh... like the revisiting a profound passage of the Bible — the revisiting of Mark's wise words only grow sweeter over time...

Thank you Mark Rodgers

Mike Schwartz, Founder Mike's Famous Harley-Davidson www.mikesfamous.com



CONSIDER THE SOURCE

Happy New Year! And thanks for the note! Great to hear from you and great to see you are still guiding the dealers... a never-ending journey! I loved the latest video and Cletus Graves was surely a character!! Beyond the cigar... and to your point about "Distinction"... Cletus (and Jeri) connected with their customers at a core level that was truly Distinctive!

The HOG Pavilion he built was actually at his house... and his recurring Texas Brisket Bar-B-Ques were legendary. He rode with his customers, regularly invited all of them to his house... and was known to literally "arm-wrestle" some of the biker-gang leadership over a disputed parts bill.

Mark... I hope this level of "Distinctive Connection" with riders is happening every day in every dealership. My guess is some are doing it... but more than likely your work spreading this gospel is far from finished!

Keep up the great work... I'm always impressed with your insight and delivery.

Happy New year to you and Amy... and may 2021 be a much better year.

Jerry Wilke, Retired Harley-Davidson



SO NOW WHAT? Mark Rodgers "I can get it for less" video on January 1 was a great way to ring in the New Year:

https://youtu.be/x5bVo61tWWg

Now tell us how you are ready for their response. We all have our own ideas of the response, but I am curious about yours.

BMW Of Denver Colorado's #1 BMW Motorrad Dealer Centennial, Colorado bmwofdenver.com/

Mark says: Happy to help. Okay with you if I do it in the next video, so everyone can benefit? Here is how BMW of Denver can respond:

https://youtu.be/kvThQ7h6pSI





THANK YOU FOR THE INSIGHT

Thank you for your video insights. Many of our staff watch and discuss them every day! We love that they are quick, to the point and relevant!

I wish you and Amy a Happy New Year, and am looking forward to 2021 with renewed optimism!

Caron Zora-Hertzog, Owner/Business Manager Prairie Harley-Davidson Emerald Park, Saskatchewan CANADA www.prairieharleydavidson.com/ meet-our-team--xstaff



NORTH FROM ALASKA!

Wishing you and your family a very happy and healthy New Year. Keep

those Sales Success In 60 Seconds... Or Less videos coming. I enjoy them a lot, they are refreshing and insightful! Plus, I crack up every time you say "now go sell something will ya". It never gets old!

Zafar Harley Outpost Fairbanks, Alaska www.outpostalaska.com

Mark says, "Thank you Zafar... Now go sell something, will ya!"

888.811.3883

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SOUND OFF!

Dealernews is indeed back. Join in the conversation via e-mail: **Editor@dealernews.com**

Check us out on Instagram: https://www.instagram.com/ dealernews/

Like us on Facebook: www.facebook.com/DealernewsFan/ Follow along on Dealernews.com

Tune into the new YouTube channel: www.youtube.com/ channel/UCZE6q4gQ5Elz0nOX4WaXw1w

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DAYTONA BIKE WEEK 2021 IS A GO! 80th Anniversary Event Will Be At 60%

According to the City of Daytona Beach, the 80th Anniversary of Bike Week will go on... at least in the City of Daytona Beach itself, March 5-14. Making concessions to the pandemic, the City says it will have plans in place to help prevent the spread of #COVID19.

Commissioners approved the Bike Week 2021 Private Property Master Plan as submitted by the Daytona Beach Regional Chamber's Bike Week Festival Task Force at the 1/20/21 commission meeting. As part of the plan, outside vendors will be permitted, and businesses on Main Street will have to limit capacity inside to 60% to help promote social distancing.

Check the site for details: http://www.codb.us/ 🔟



KING OF THE BAGGERS TO HOLD COURT AT 5 MOTOAMERICA ROUNDS

Proving you can never have too much of a good thing, Rob Buydos' one-off harebrained scheme is now going big as The King of the Baggers will return in 2021 as a five-round series held in conjunction with the 2021 MotoAmerica HONOS Superbike Series. "Honestly, the MotoAmerica King of the Baggers debut race at WeatherTech Raceway Laguna Seca went better than we ever dreamed of," said MotoAmerica President Wayne Rainey.



"The popularity of the event was crazy so how could we not do more? We know there are plenty of Bagger fans out there as our videos of the debut Laguna event were watched by millions," he adds. "Having five races gives us the opportunity to bring King of the Baggers to fans in several different areas of the country. We've also opted to make the series open to any qualified racer, which should bring new teams and new bike builds to the series from the aftermarket and motorcycle dealers who specialize in baggers." Dealernews bagged an exclusive interview with Buydos when the event blew up! Click here if you missed the King Of The Baggers "coverage" on the cover of November:

https://issuu.com/dealernews/docs/isuue_11_ november/80

Bagger season will begin at Michelin Raceway Road Atlanta, April 30-May 2, in Braselton, Georgia, and will conclude September 17-19 with the MotoAmerica season finale at Barber Motorsports Park in Birmingham, Alabama. In between, there will be rounds at Road America, WeatherTech Raceway Laguna Seca and Pittsburgh International Race Complex. Check out this King of the Baggers video: https://youtu.be/PMDAOiPudCO



TRIUMPH TEAMS WITH MSF TO GET MORE RIDERS RIDING MORE

Taking a proactive move during the pandemic-enforced social distancing, Triumph and the Motorcycle Safety Foundation are bringing an eCourse to potential new riders. To help more riders begin their riding adventure, Triumph has partnered with the Motorcycle Safety Foundation (MSF) to offer their Basic eCourse at no charge. The 3-hour on-line course is a great introduction to riding, and a prerequisite to the Basic RiderCourse to secure a motorcycle endorsement.

"Triumph Motorcycles has always been 'For The Ride' so this is a very fitting partnership to help share that passion," explains Rod Lopusnak, General Manager, Triumph Motorcycles America. "Now more than ever, people are looking for new forms of recreation, so I couldn't think of a better time to help them discover the joy of riding."

"We're excited to partner with Triumph and help people embark on their journey into motorcycling," adds MSF President and CEO Erik Pritchard "The Motorcycle Safety Foundation believes in lifelong learning, and prospective riders will find the eCourse to be the best first step to becoming a lifelong rider."

To facilitate the offer, Triumph has launched a dedicated website where prospective riders can complete a form to be emailed a unique promo code, which can be applied when they register on the MSF website to redeem the Free Basic eCourse, compliments of Triumph:

https://www.triumphrider.com/ 🔟



FUEL GETS ON THE GAS... Funding For Powersports Loans

With the addition to their online, 100% paperless installment loan program, Fuel has thrown gas on the F&I space! Their new loan program allows them to offer financing for new and used motorcycles with all the benefits that dealers have become accustomed to with their leasing program.

"This is a major step for Fuel Capital Group, Inc. as we strive to be the One-Stop Shop for Powersports Financing," claims Rick Collins, President and CEO of Fuel Capital Group, Inc. "Our Lease Program has been widely accepted by our dealer partners. The addition of the Loan Program continues our commitment to listening to our dealer's needs as we strive to be their first choice in Powersports Finance."

Fuel's Installment Loan Program provides dealers opportunities to help their clients finance motorcycles and get funded fast, with a completely paperless process. Additionally, they offer prime, near prime, and subprime financing, as well as service contracts, GAP, and tire and wheel protection. With easy, and nearly instant financing options, Fuel continues to offer even more business solutions that allow dealers to move more inventory and generate more repeat business.

"What allows Fuel to offer these innovative solutions is our commitment to a technology-driven platform," Collins explains. "With the use of this platform, prospective buyers can complete the application process securely and entirely online through the use of DocuSign. As a result, a funding commitment is acquired, on average, within 48 hours." For more information, click: https://www.fuelcapitalgroup.com

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SLICK MOVE!

A couple iconic brands have come together as Cometic Gasket has acquired Klotz Synthetic Lubricants. "Cometic Gasket is exceptionally proud to add one of the most recognizable and trusted lubricant brands in the industry to our portfolio," said Cometic Founder and CEO Bob Gorman. "I've known John Klotz since I was a teenager and we've become far more than friends. John is one of the most genuine, passionate and caring individuals I've ever met, and he's built this company from the ground up, with his own hands. Becoming the caretaker of a brand as rich in history and proud as Klotz is a humbling moment for the entire Cometic family."

"After 60+ years, it's time to turn over the reigns," added Klotz. "The Gorman and Klotz families have been very close for many, many years. I've always been very impressed with how Cometic Gasket has grown over the years into perhaps the most reputable and nimble gasket company in the industry. They have the skills, the product knowledge and the resources to carry the Klotz name well into the future."

However this doesn't mean John Klotz is leaving the eponymous operation. "I'm not going anywhere but it's time to leave the heavy lifting to a team with a fresh set of eyes and great expectations. I know that Klotz is in the very best of hands."

Based in Fort Wayne, Ind., and founded by John C. Klotz Jr., in 1959, Klotz Synthetic Lubricants will remain at its Fort Wayne headquarters, where all products are proudly engineered, formulated and packaged in its purpose-built, state-of-the-art facility.



YOU ARE CORDIALLY INVITED TO AN AUDIENCE WITH THE DUKE

While the industry was readying itself for the virtual version of AIMExpo CONNECT and Harley-Davidson was sharing their 2021 plans with the digital realm, KTM was simultaneously holding court with a Duke. The digital launch of the KTM 890 Duke literally coincided with H-D 21 going live.

"KTM invites you to be part of the digital media presentation of its 2021 KTM 890 DUKE launch on the KTM Official YouTube channel on Tuesday, January 19th, at 17:00 CET. The KTM 890 DUKE takes our learnings in the mid-sized NAKED motorcycle segment and gives it an added, even sharper SCALPEL's edge. 169 kg, 115 HP and 92 Nm in a lightweight chassis developed for extreme agility, the KTM 890 DUKE doesn't only cut through traffic - it slices the urban landscape in two."

Want to meet the scalpel but didn't have media access like *Dealernews* did? Cut to the chase here:

https://www.youtube.com/watch?v=E_zuc9_XGbU 💹





SUZUKI STEPS UP ITS DIGITAL PRESENCE

To help ring in the new ear of online engagement, Suzuki launched its all-new website at SuzukiCycles.com The Suzuki site has been completely rebuilt to provide a more responsive and engaging consumer online experience; and features the entire line of Suzuki motorcycles, scooters, ATVs and genuine accessories.

"We are very excited to launch this brand new website," said Kerry Graeber, Vice President MC/ATV Sales and Marketing. "The new SuzukiCycles.com delivers a fresh, new, and more dynamic site that not only provides information, but also gives consumers a rich and engaging experience on everything about Suzuki motorcycles and ATVs."

Graeber adds the goal is to drive traffic to its dealer network. "The new website has been created with a focus on delivering a wealth of content that is easily accessible for all devices, including mobile, and will help riders conduct the research, request a price quote from, and find their nearest Suzuki dealer." Click here to experience it for yourself: https://suzukicycles.com/



NPA'S WEEKLY AUCTION INSIGHT REPORT January 18th - January 22nd

Last week's auctions (NPA Philadelphia, NPA Sacramento and NPA Atlanta) performed similarly to the previous month. As January comes to a close, we expect Spring demand to start in the cleaner lower mileage units.

- On-Road Average Sale Price (ASP) and MSRP both trended down compared to last week. This was driven by ASP going down in units other than Domestic Cruisers.
- Mileage in the On-Road category also trended down this week.
- The Off-Road ASP and MSRP remained relatively stable compared to the prior week even though Side-by-Side sale volume decreased by over 30%.

https://www.npauctions.com/cp/WeeklyAuctionReport 🕅





HONDA WINS DAKAR, AGAIN

Ricky Brabec won the final stage, but teammate Kevin Benavides took the Tuareg trophy as the Monster Energy Honda Team finished the 2021 Dakar Rally with a one-two finish. After 13 grueling days came to a close in Jeddah on the shores of the Red Sea, defending champ Brabec had to settle for second place overall, despite winning the final special of the rally in an intense 202-kilometer thriller.

Monster Energy Honda Team ruled the roost throughout the world's toughest race for a second consecutive year, as the squad won 10 stages and led 9 of the 13 days of racing. Benavides made history to become the first South American rider ever to take the title. Broken nose and all, the Argentinean claimed two stage wins in the rally and rode consistently. Brabec's title defense included 4 stage wins but a couple of tough days where he lost ground by having to break trail as the "reward" for winning a stage.

In the end, just 2 minutes separated Benavides and Brabec. The last time Honda managed a one-two in the Dakar Rally was back in 1987 at the hands of Cyril Neveu and Edi Orioli.

"I tried to make a push and get the seven minutes from Kevin, but unfortunately I failed that. I had to settle for the number two spot," said last year's champ from the finish line in Jeddah. "All in all it was a great rally. My mentor and my assistant Kendall, my mechanic Eric did a great job and kept Nacho and I focused and in one piece. Thank you guys once again, and hopefully next year we'll be able to take the number one back on this bike."



AN AMERICAN STORY

"American Landmaster is a UTV manufacturer located in Indiana," says marketing director David Piercy. "We build UTVs right here in the USA... and when I say build, I mean design, fabricate, weld, powdercoat, assemble and ship out, all from our facility in Columbia City, Indiana." The 2021 Landmaster UTVs are equipped with 30+ new customer and dealer-inspired features, a best-in-class suspension system, automotive-grade components and a weather-sealed electrical system. But the real value-proposition is that the 2021 2-passenger lineup of UTVs are all listed under \$10,000. "When you look at all the features you're getting in the new Landmaster for under \$10,000 it's incredible, Piercy points out. "Every other OEM in the marketplace seems to be increasing their prices significantly year after year without a significant increase in value. We want to stay an affordable UTV in the marketplace while providing incredible value to our customers."

One of the biggest changes to the 2021 line is the innovative L-ROSS suspension setup (Landmaster Ride Optimization Suspension System). "L-ROSS is unique to the industry, combining a super-sport trailing-arm concept with dual-rate shocks, all on an independent suspension platform. These components work together to create an ultra-smooth riding experience, even when you have the bed fully loaded," explains Piercy. "Get your work done, and then go have fun on the trails. You'll be very impressed with how smooth the ride is on aggressive trails."

See the entire list of features at: www.americanlandmaster.com







Chuck Boderman moving beyond motorcycles for American Honda after nearly four decades. "I will begin my 11th assignment at American Honda, and my first outside of the powersports business area. My next assignment will lead a new Honda business unit supporting procurement, resources and administration across the Auto, PE and PSP business areas effective January 1st 2021," he says of his new role. "I am very excited to contribute to our One Honda competitiveness and efficiency in the U.S. for my next ride. For almost 38 years I have had the privilege of working in the Motorcycle/ Powersports business area and the honor of working with an amazing team of associates and business partners. The teamwork of Honda PSP associates (active and retired). our **dealer network**. distributors, race teams and vendor partners around the world all working towards the common goal of bringing joy to our customers is the power of Honda. My heart smiles when I think about all the challenges we took on and the accomplishments we realized together over the years. Let's keep dreaming and staying passionate for 'this thing we all love so much!"



McGraw Powersports is a family business... and has been since Jack McGraw wrote his first motorcycle insurance policy on the back of a bike in 1962! Being based in the heart of the powersports industry, McGraw saw what a splash the first Jet Ski made and immediately stepped up, pioneering PWC coverage back in the '80s. The firm is now expanding its family to include Brent Pittman as their latest Regional Sales Manager. Pittman will be covering dealers in Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, West Virginia, North and South Carolina, Alabama, Georgia, Tennessee (east of the time zone line) and Florida. Originally from New Jersey, Brent moved to Florida in 2005 to pursue a career as a professional golfer. After a career ending injury in 2007, he refocused his professional path. For well over a decade, Brent has managed and grown inside and outside sales teams for both a Fortune 500 company and a family-owned business. "With this kind of experience, we are thrilled to announce Brent as our newest Regional Sales Manager," says McGraw. In his spare time, Pittman loves fishing and exploring the Florida Keys with his wife Kristi and their 3-year-old son Carter. Golf is still being played, with hopes his son will share the same passion.



More from the McGraw Family: Experienced industry pro **John Walker** has joined the team at **McGraw Powersports**. In his new role as Regional Sales Manager, Walker will be working with **dealers** in the South/Central territory which includes **Tennessee, Louisiana, Texas, Oklahoma, Missouri, Arkansas,**

Mississippi and Kentucky. He has a wealth of experience stemming from 20 years in a variety of industry positions. Walker started his career at a dealership in the parts department and eventually worked his way up to General Manager, a job he has held for nearly a decade. John helped guide the business from two OEMs to seven during his tenure at Central Texas Powersports, resulting in one of the fastest-growing dealerships in the state. His success continued as he helped launch a successful software marketing company in the powersports industry and then secured a crucial role as a sales rep for a major distributor, increasing sales and dealer count. "John is a motivated, hard-working, and passionate career man with an extensive background in the powersports industry and a proven track record of success," says McGraw. "We are so excited to welcome him, his wife Aimee, and their two daughters to the McGraw Powersports family."



Can you hear me now? Scott Hochmuth, owner Real Performance Marketing says, "We welcome John Gray to the RPM team to work the DC, DE, MD, VA, WV and Southern NJ areas." Gray brings 20 years of Mobile Electronics Industry experience to the gig, along with a passion for motorcycles which makes him a great fit for the team. With the addition of Gray and existing reps expanding into Louisiana and Kentucky, RPM is now serving **dealers** in 14 states with 18 lines in the Mobile Electronics, Powersports, and Marine Industries. RPM is an Atlanta based group of seven independent reps and office staff boasting more than 190 years of combined industry experience.

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SHIFTING GEARS⁺ Brought To You By MotorcycleIndustryJobs.com Continued from page 16



motion, industry pro Brandon In Baldwin has joined the International Motorcycle Shows team just in time to take the industry's shows outside and to a new level. In his key account manager role, Baldwin will support both consumer event and digital sales for the Group. "I'm thrilled to be joining the Informa Market's Powersports Group," says Baldwin. "I've been fortunate to have worked with many members of the team in the past and have attended many IMS shows throughout the years. I believe we are in the midst of one of the most exciting and important times for the industry. IMS is innovating the ways consumers and the industry businesses and professionals connect and interact to create changes that promote lasting interest and growth to our community." Baldwin brings 28 years of expertise in three step distribution, B2B, and international sales, most recently coming from a 21-year stint at Motion Pro where he was Director of Sales and Marketing.



Bangor-based Automatic Distributors has upshifted a couple of gears as industry veterans James Priestnal and Russ Harper have joined the team. **Dealers** may know Priestnal from his time as the GM for Cycra Plastics as well as international sales with MTA. He will now be responsible for helping develop specialty accounts within the state of Ohio as Automatic launches its version of manifest destiny and westward expansion. In the meantime, click to connect with James: jpriestnal@autodist.com



"We are also pleased to welcome **Russ Harper** to the **Automatic Distributors** sales team," says director of sales & marketing **Paul Davis**. After attending MMI and working the parts counter at a local dealership, Harper found himself taking an inside sales role with **Sullivan's** before ultimately moving to **Parts Unlimited** in 1999. After an 18-year stint handling sales within **Alabama**, Harper is now handling his old territory, as well as calling on dealers in **Mississippi** for Automatic. Click to connect with Russ: **rharper@autodist.com**



Now hear this! Industry veteran Jamie Cheek is the new VP of Operations for HISUN Motors. Most recently with Cardo Systems, where, as the VP of Sales and Marketing, he led the business from infancy to becoming a global leader in its category. Prior to his 13-year tenure at Cardo, Cheek helped direct the production staff for American Ironhorse Motorcycles. "Beyond his professional experience, Jamie has the candor and charisma we need to inspire the team" says Jason Sun, CEO of HISUN Motors Corp., USA. "I want our staff to thrive on taking care of people and experience the gratification that comes from it. If we take care of the people, our success will be evident. When I met Jamie, I could tell he held these same values. Therefore, I trust in his ability to develop our team around similar principles and embark on this new chapter with HISUN." Cheek's primary objective is to forge healthy relationships with the company's business partners and **dealers**. He will also be responsible for developing and managing the most responsive team of customer service and tech support personnel the organization has ever seen. You can reach him directly at (972) 446-0760 or jamie. cheek@hisunmotors.com 🔟









LEONCINO

TRK502X

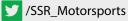
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SHIFTING GEARS⁺



POLARIS CEO SCOTT WINE RESIGNS AFTER 12 YEARS Leaves To Join Ag Specialist CNH Industrial

Polaris Chairman and CEO Scott Wine left the company at the end of the year to assume the CEO role at CNH Industrial, a global manufacturer of agricultural and construction equipment. Wine joined Polaris in 2008 as CEO and was elected as Chairman of the Board in 2013. During his time as CEO, Polaris grew from a \$1.9 billion company to a nearly \$7 billion global conglomerate.

"For the last 12 years, I have had the extraordinary honor of leading the best team in powersports, and it is incredibly rewarding to reflect on all that we have accomplished together," Wine said via prepared statement. "I am most proud of the team and the culture that have made working here so gratifying, and having witnessed firsthand the ingenuity, passion and drive that permeates the company. I leave with complete confidence that Polaris' future is bright."

"Scott has been an exceptional leader for Polaris," said Polaris' Lead Independent Director John Wiehoff. "During his tenure, Polaris grew from a strong Minnesota company into a global leader in the powersports market — more than tripling sales and vaulting Polaris into the Fortune 500."

Minnesota's 13th-largest public company by revenue, Polaris says succession plans will be announced at a later date, but has appointed interim CEO Michael Speetzen (see sidebar) and promoted Wiehoff to Chairman of the Board. Polaris changed materially over the past decade, moving from a traditional discretionary spending business to a more diversified industrial conglomerate via purchases of a number of varied businesses outside its legacy categories. Polaris under Wine's watch expanded its reach with the 2011 purchase of Global Electric Motorcars LLC (GEM), Goupil Industrie SA., and the Indian Motorcycle brand; the 2013 purchase of A.M. Holding SAS (dba Aixam Mega); the 2016 purchase of Taylor-Dunn and Transamerican Auto Parts (TAP); the 2018 purchase of Boat Holdings LLC; and the 2019 purchase of the assets of Larson Boat Group.

Not to be forgotten is the 2017 ending of the Victory Motorcycles brand, which launched in 1998 – 10 years before Wine's installment.

More recently, Wine came under pressure as the company faced a spate of lawsuits in connection to side-by-side vehicle fires.

"On the plus side, while he was never really a 'motorcycle guy,' he saw the vision of what Indian could become," a Polaris insider told *Dealernews*. "On the other hand, his cuts to engineering and testing that helped Polaris' bottom line but resulted in some massive recalls hurt the brand reputation with enthusiasts... It's not surprising he is moving on."

"What is surprising is that he's leaving Polaris for CNH, which isn't a leader in any of the markets it does business in," a source within the construction industry told us. "Either he's looking for a new challenge, or they threw quite a compensation package at him."

In March 2020, Wine announced he would be forgoing his salary through the end of the year as part of the company's effort to save funds during the early days of the COVID-19 pandemic. Not to fret, however, Wine's \$1 million annual salary is only a fraction of his total annual compensation, which reportedly amounted to \$10 million in 2019 — more than what is normal for CEOs of companies of similar size.

Prior to joining Polaris, Wine held executive positions with United Technologies Corp., Danaher Corp. and Allied Signal Corp., which became Honeywell International Inc. after a 1999 merger. He also served as a United States naval officer.

CNH Industrial is a United Kingdom-based manufacturer that includes: Case IH, New Holland and Steyr tractors and agricultural machinery; Case and New Holland construction equipment; lveco vehicles; and FPT Industrial engines and transmissions.

Wine started as CEO of CNH Industrial on Jan. 4, 2021.

Polaris says it expects adjusted net income to be in the range of \$7.15 to \$7.30 per diluted share for the full year 2020 — a 13%-16% increase over 2019. Expected sales growth was in the range of 2%-3% compared to 2019 adjusted sales of \$6.783 billion. — *Guido Ebert* 1





BOILERMAKER REPLACES WINE Michael Speetzen Named Interim CEO For Polaris

n December 22, 2020 the Polaris Board of Directors appointed **Michael Speetzen**, Polaris' executive vice president and Chief Financial Officer, to serve as interim Chief Executive Officer to step in for the departing **Scott Wine**. Simultaneous shuffling of the deck saw **John Wiehoff**, the company's Lead Independent Director, appointed Chair of the Board. Meanwhile **Bob Mack**, Polaris' senior VP of Corporate Development & Strategy and president of Global Adjacent Markets and Boats, has been appointed interim Chief Financial Officer. Each of these appointments became effective January 1, 2021 following the previously announced departure of Chairman and CEO Scott Wine.

"We appreciate Mike and Bob taking on these expanded roles while we progress our CEO search," said Wiehoff. "Mike and Bob have made significant contributions to Polaris' success during their respective tenures. In addition to leading the Company's finance organization and expertly managing the liquidity of Polaris during this global pandemic, Mike has helped shape and drive key growth initiatives, including Polaris' digital transformation and productivity enhancements.

"Bob's operational accomplishments and financial experience leading Polaris' M&A and corporate development strategy are well-suited to advance Polaris' strong financial foundation. We are confident that Mike and Bob, and the deep understanding they bring of both the business and the industry, will enable a seamless transition during this interim period."

For his part, interim CEO Speetzen added, "I have witnessed time and again the Polaris team's passion and commitment to delivering for all of our stakeholders, I am excited to lead the continued execution of our strategy and accelerate the positive momentum underway across the organization."

About Michael Speetzen

Speetzen joined **Polaris** in August 2015 as EVP, Finance and Chief Financial Officer. Prior to Polaris, Speetzen was SVP and CFO of **Xylem**, **Inc.** starting in 2011, when the company was formed from the spinoff of the water businesses of **ITT Corporation**. He joined ITT in 2009 and prior to that, he served as EVP and CFO for the **StandardAero Company** owned by the private equity firm **Dubai Aerospace Enterprise**. Previously, he held positions of increasing responsibility in the finance functions at **Honeywell** and **General Electric**. Speetzen currently serves on the Board of Directors of **Pentair**. Speetzen earned his MBA from Thunderbird School of Global Management at Arizona State University and his bachelor's degree in management from **Purdue**.



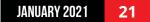
About Bob Mack

Mack joined Polaris in April 2016 as SVP of Corporate Development & Strategy, and president of Adjacent Markets. Prior to Polaris, Mack was VP, Corporate Development for **Ingersoll Rand**. In that role he had global responsibility for its acquisition and divestiture activities. With Ingersoll Rand for 20 years, Mack held a variety of sales, financial, M&A, and operational positions with the company. Mack currently serves on the Board of Directors of **West Marine** and is chairman of the Audit Committee. He received his MBA from **Duke University** and his BA from **Siena College**.



About John Wiehoff

Wiehoff has served as a member of the **Polaris Board of Directors** since 2007 and as Lead Independent Director since 2013. He serves as the Chair of the Corporate Governance and Nominating Committee. Wiehoff served as Chairman of the Board and CEO for C.H. Robinson, retiring in May 2020 and May 2019, respectively. Previous positions with C.H. Robinson include president, senior vice president, CFO, treasurer, and corporate controller. Prior to joining C.H. Robinson in 1992, he was employed by **Arthur Andersen LLP**. Wiehoff also serves on the Board of Directors of **Donaldson Company, Inc.** and U.S. **Bancorp**.





A NEED FOR SPEED! Vreeland Reflects On AHDRA Top Fuel Championship

By Tim Hailey, photos courtesy of Hailey and Vreeland's Harley-Davidson

hen I got my first AHDRA license in 1992, I never dreamed I would be Top Fuel champion 28 years later!" said Pennsylvania Harley-Davidson dealer and Top Fuel Motorcycle pilot, Rich Vreeland. At that time, Vreeland and his brother Ray were fresh from opening Vreeland's H-D in 1990 as The Motor Company's youngest dealers ever.

Young Rich was a sportsman gasoline racer and didn't necessarily have the brutal Top Fuel bikes in his plans, let alone dreams of a championship. And even if he was dreaming of a title, the Nitro Top Fuel championship 28 years later would have really been a stretch of the imagination!

Name Rich VACELAND Class STREET Date 8 23.197 Approved by Zarle Million Expires 8 23.194 To be fair, there was no AHDRA All-American motorcycle drag racing series for a good chunk of that time, and Vreeland was busy winning two AMRA Nitro Funnybike championships in the meantime. But when Bill Rowe plugged the starter cart back into AHDRA for the 2020 season, Vreeland was quick to jump on board as both racer and sponsor.

He bookended this first new-AHDRA season, winning the Cordova opener and then again at the finals in Gainesville. While Rich has always had his brother Ray's help when it comes to running the Bloomsburg dealership, 2020 was the first season with Ray as fulltime crew chief on the race team.

And clearly, the results were there. Vreeland's steady A-B performances qualified no worse than third and made it to the semis at every race he attended. He won two races and was undefeated in final round appearances.

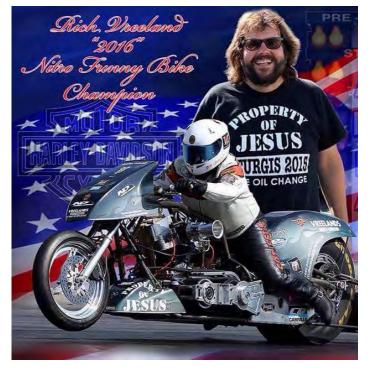


"I'm honored to be the inaugural Top Fuel champion under the new AHDRA ownership of Bill Rowe," said Vreeland. "I am humbled to have my name added to the list of AHDRA Top Fuel champions like Ray Price, Jim McClure, Jay Turner, and Tommy Grimes." Vreeland was also runner-up for the 2010 and 2012 V-Rod championships in the "old" AHDRA and was the 2011 Pro Rookie of the year while competing in Pro Fuel/Pro Dragster.

"It's been a long haul since that 1992 license for sure, and I'm not sure that younger, slimmer Rich ever seriously dreamed of being Top Fuel champion," he jokes. "But it's a great feeling, a great accomplishment for my team, and a great responsibility heading into the new year."

It's not just motorcycles that gets Rich's heart racing. He also serves as chaplain at All-Harley Drag Races all over the country, and is an accomplished Christian motivational speaker. In addition to AHDRA, Rich and his team also run the high-exposure, nationally televised, internationally followed, NHRA Camping World series.... And he is open to sponsors in 2021. So if big exposure, a piece of the action, and an extraordinarily positive and successful representative are important to your brand, then Rich and his Top Fuel Harley are the vehicle you've been looking for.

"I just want to thank my girlfriend and my team for giving me a consistent bike all year. I also want to thank all my sponsors — especially Advanced Sleeve and Worldwide



Bearings. But also Christ in Action, CP-Carrillo, Sam The Spark Plug Man, Just Batteries and of course Vreeland's Harley-Davidson."

This report was prepared by Tim Hailey. Enjoy everything there is to read, see and watch about motorcycle drag racing and more at **https://www.eatmyink.com**





THE BROTHERS VREELAND CELEBRATE 30 YEARS OF BEING ON THE GAS!

t the time Vreeland's Harley-Davidson opened its doors on December 5, 1990, brothers Rich and Ray were the youngest franchise holders in The Motor Company's storied history. Since then, they have received the coveted Harley-Davidson Bar & Shield Award for outstanding customer service and dealer operations many times. They may have been a little wet behind the ears, but the boys were on the gas from Day 1 — Rich with drag racing and Ray as crew chief and engine builder.

Vreeland's began in a 5,000 square foot building, but an "accelerated" growth plan has seen the shop expand to a more than 25,000 plus square foot facility. The Bloomsburg, Pennsylvania, location called for a winter storage area. "We just expanded our showroom and our warehouse... We now have a 10,000 square foot area dedicated to winter storage," notes Ray. "This is a heated and secure facility that will protect your bike from November to April."





The dealership itself is divided into three areas: Service, Sales and Parts & Accessories. The star of the show is the service department — an approximately 8,000 square foot enclave located in the rear of the building. This area is used to service and fully customize all Harley models from the restored vintage Panheads and Shovelheads seen on display in the showroom to the V-Rod "destroyers" at the dragstrip. Vreeland's even bills itself as: THE WORLD'S #1 SHOP FOR HARLEY-DAVIDSON® V-ROD® RACING PARTS!

In fact, the dealership proudly displays its V-Rod Racing "Winners Circle" in reality and virtually. All of the bikes in this hall of fame won with a Ray Vreeland Racing Engine: https://vreelandsharley.com/winners-circle



The Parts & Accessories department encompasses approximately 2,000 sq. ft. of prime real estate. Note this department contains a full line of parts and accessories, there is an entirely separate Motorclothes department, located in the front of the building as part of the sales area.

"Our Sales Department is located at the front of the store featuring a large selection of new and used motorcycles," adds Rich. "We offer very competitive pricing on all of our inventory and a Lifetime Powertrain Warranty on all eligible motorcycles at no cost to the customer. Financing has never been easier, with Harley-Davidson Financial Services."

Other F&I products offered include Extended Service Plans, Tire & Wheel Protection, GAP Insurance, Harley Insurance, Debt Protection Plan and Harley-Davidson Planned Maintenance. "We do accept all brands of motorcycles for trades on any of our Harley-Davidson bikes. Trade-ins are liquidated at auction."

HELPING THE COMMUNITY

"We love to help our community," concludes Rich. "Each year we help raise money for the Muscular Dystrophy Association (MDA) through several charitable events. Every Christmas we collect toys for the needy children in Danville, PA. We hold a Toy Run with Santa and Mrs. Claus and hand deliver them to the Danville Municipal building where they are distributed. We also support a Little League Team, a Robotics team, young racers and most area motorcycle runs." He also serves as chaplain at All-Harley Drag Races all over the country.





317 Montour Boulevard Bloomsburg, PA 17815 (570) 784-2453 https://vreelandsharley.com

COVER STORY



IT'S TIME Why Dealers Need To Come Together Now

By Mark Rodgers

Dealers should create a national association dramatically improving U.S. powersports retailers through world-class education, guidance, and support.

Author's Note: This piece explores arguments for and against dealers creating and operating a National Powersports Dealer Association (NPDA). The idea is to create a community of dealers to help make your dealership, and the industry overall, smarter, stronger and faster. Fundamentally improving everyone's long-term prospects is the overarching goal.

'd like to think I have no dog in this hunt. I'm in the winter of my career and am not looking to overload my calendar. My passion, however, is the creation, exploration, communication, and execution of ideas. And this national powersports dealer association is a BIG idea.

This piece is written to inform, educate, and if I may be so bold, enlighten. Full transparency: my position is positive. But in the end, you have to decide — because you're the ones who will have to do the work.

But if you're asking my advice, I say: Do it now!

I'm fascinated by the study of persuasion. What makes a person say yes to one offer and not another. In fact, my third



book, *Persuasion Equation – The Subtle Science Of Getting Your Way*, talks all about it. As humans, we find loss to be much more compelling than gain. Look at all the investors who pulled out of the stock market in March of 2020, only to miss out on huge market increases.

So, we begin our conversation about creating a national powersports dealer association here. What do you stand to lose if you don't say yes?

The Time For Subtlety Has Passed

We could experience the continual erosion of motorcycle sales. The website Statista shows U.S. motorcycle sales down from roughly 1MM in 2007 to just 472,000 in 2017. The insightful MIC data shows total U.S. unit sales from a zenith in 2007 and 2008 of 1.124MM and 1.104MM respectively to being roughly cut in half by 2018 to 533K units.

According to HDMC investor relations, Harley-Davidson's U.S. Motorcycle Sales have shown a downward trend. From 2017 to 2019, unit sales went from 147,972 to 132,868 to 125,960. Some dealers tell me just prior to the pandemic, year over year new unit sales declined anywhere from 15%-20%.

Anecdotal reports from dealers in my network report their gross revenue, prior to the pandemic was down anywhere from high single digits to as much as 20% and 25% in some stores. Spend five minutes on social media and you'll see all sorts of dealer closings and dealer buyouts.

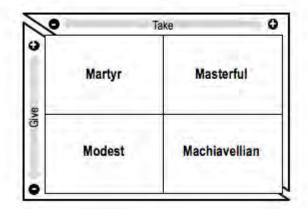
But don't take my word for it, look at your own numbers. If there's a downward trend, how might you stop the slide? If you've experienced an uptick, how might you continue the momentum? You can't hide from the numbers. Of course the pandemic through forecasting models went out the window for 2020 (see "A Different Sort Of Surge" sidebar).

The survival of a dealer, it was once explained to me, is a lot like combat triage. Some will survive whether they get help or not. Some will die whether they get help or not. But there's another group whose survival depends exclusively on whether they get help or not.

The question is: Do you know which group you're in?

Not to be hyperbolic, but if you don't start to help one another, you could lose it all. Many already have. The time for subtlety is definitely over!

Give-and-Take Mindsets



A DIFFERENT SORT OF SURGE

or some, the pandemic has brought increases in sales and profitability. The outdoor recreation opportunities powersports dealers provide make for a truly socially distanced activity. So that has actually spiked sales for some dealers.

Some consumers had more discretionary dollars due to not spending on travel, restaurants and entertainment. Simultaneously, new motorcycle production ceased or was significantly reduced, dropping supply, thereby increasing prices and profitability. Some dealers reduced their workforce which decreased expenses and further improved profits.

Was this just a blip on our speedo?

I don't know, but for those of you who have experienced an increase in new riders, you need to heed the advice of Personnel Files pundit Alex Baylon when he says, "Our industry can't afford to let these newly minted motorcyclists go, because they are all our lifeline to a future that keeps this industry going strong."

Re-Imagine Your Brighter Future

Now, for just a moment I want you to imagine a world where top talent is banging down your door to work for you. Think about a world where you have as much business as you want. Envision a world where you make smarter decisions, faster, with significant ROI. Because that's the promise of a national dealers' association.

What if you could with a click of a mouse, access world-class online training and development opportunities?

What if you could have immediate access to world-class coaches and consultants helping work through your thorniest of issues from talent acquisition to business valuation to family succession planning?

How might your decision making improve if information about consumer buying trends, operating costs, or typical marketing expenditures were readily available to you?

What if powersports retailing was taken even more seriously at a local, state, and federal governmental level?

Sounds good, right? But understand your most precious resource: time.

An ancient Chinese proverb that says, "The best time to plant a tree is ten years ago. The second-best time is today." This wisdom informs both the tragedy of lost opportunity and the power of the present moment. As one of my mentors taught me, you can always make another dollar, but you can't make another minute.

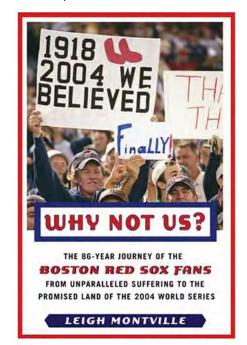
You May Need Group Therapy

Businesses have been creating groups and associations focused on business improvement since Ben Franklin's Junto Club in the fall of 1727. Their tone was earnest, they discussed contemporary issues, devised plans for improvement and formed networks to further their careers. Sound like something you would be interested in? For a more contemporary example, you need to simply look to the National Automotive Dealers Association (NADA). From advocacy to education, options for retirement plans to research including the NADAguides widely used by the powersports industry and featured as monthly aggregate in this very issue, few associations wield the influence of the NADA.

Representing nearly 16,500 franchised new car and truck dealerships, both domestic and foreign, NADA was established in 1917. NADA now monitors federal legislation and regulation impacting dealerships and publishes forecasts and reports about industry trends. NADA even lobbied to keep car dealerships outside of the purview of the Consumer Financial Protection Bureau (CFPB). When the CFPB and the FTC put financing markup in their crosshairs, NADA was one of the few organizations willing to provide guidance to dealers.

When lawmakers don't understand what they are regulating, problems can occur and NADA has historically stepped in and helped. They really could be considered the gold standard of associations and can serve as an exemplar for us.

When lawmakers don't understand what they are regulating, problems can occur and NADA has historically stepped in and helped.

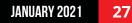


Why Not Us?

Curt Schilling's great rhetorical question posed to his teammates during their improbable and quite frankly miraculous come from behind 2004 World Series Championship winning season is appropriate for the powersports business: Why Not Us?

Creating a National Powersports Dealer Association could be the silver bullet improving the business prospects of powersports dealers in this country. And, more than likely, it should have been done years ago. And if it were, we'd probably be much better suited to face the current marketplace challenges.

Continued on page 28



Continued from page 27

You have to ask yourself, with roughly 70,000 business associations in the United States, why haven't powersports dealers gotten together? According to the Motorcycle Industry Council, the current value of the motorcycle retail marketplace is approximately \$39B. With around 7,800 franchised dealers and distributors employing nearly 74,000 people.

The current landscape of powersports dealer associations includes the aforementioned MIC and around seven to ten active and engaged state dealer associations. You do belong to a state dealer association, don't you? Do you even know if your state association is still active? A national powersports dealer association has never existed. The industry has been around, what, well over a century and still no association?

Why don't dealers have a vibrant trade association? You got me.

But I do know the one thing we don't sell in our stores is a time machine. We can't do anything about the past... but you can act now.

What Exactly Are We Talking About?

A value proposition might be: The NPDA dramatically improves the condition of U.S. powersports retailers and their people through trusted, world-class education, guidance and support. We're talking about a dealer-created organization.

Founders could get the ball rolling, then step aside and let dealers take over. It could be dealer governed with a board of directors and committees in charge of all key policies and governance. But it should be a dealer perpetuated organization.

From the acquisition of new members, adapting programs and offerings to adjusting to members' needs would be selfdetermined by the dealers. This could mean everything from online education, co-op purchasing programs, insurance benefits, best practices, benchmarking, communication, promotion, to governmental advocacy.

As the Dealernews masthead states: Of the dealers, by the dealers, for the dealers. (DISCLAIMER: Dealernews cannot and would not be on the NPDA Board by virtue of the fact that we are not a dealership.

"Without deviation from the norm, progress is not possible."

Frank Zappa, composer, guitarist and musical anarchist.

What Do You Stand To Gain?

For individual dealers, especially those not already involved in associations or performance groups (which I suspect is the majority), you could expand your information and support networks. In motorcycle speak, you need charge of clean, fresh air in your combustion chamber.

An association could help you grow as a business owner. You need people whom you can trust to give you good information, and to tell you when you've done well and when you've veered off track. Owners are often surrounded by sycophants, rather than a guy like John Wycoff (see sidebar). 🔟



Eric Anderson from Scorpion Sports, John Wyckoff and Paul Golde, now with Kawasaki.

"I'VE FOUND YOUR PROBLEM"

obin Hartfiel, Eric Anderson and I share a common denominator. In addition to being involved with Dealernews longer than we would all care to admit, we all had a person in our lives by the name of John Wyckoff. John was an early motorcycle industry thought leader before there ever was such a term. He served as a partner, a collaborator and a mentor to all of us.

John and I delivered H-D dealer seminars together for many years (When it was suggested by H-D management that he and I work together his response was epic: I work alone.) After a day of delivering seminars together, John and I lingered at a ballroom table having after-dinner conversations with a handful of dealers.

John, as usual, was holding court and we were talking about — what else — improving personal and dealership performance. Two of the people seated with us were business partners. One was asking a lot of questions, and John, as usual, was not sugar coating his advice.

Finally, the other partner, not enjoying having their shortcomings pointed out, shook a finger in John's face and said, "You know there's nothing wrong with being mediocre!"

John, ever unflappable, turned to the other and said, "I found your problem."

Two takeaways: 1. You need trusted advisors in your life. 2. You must aspire for more than mediocrity. Participation in a National Powersports Dealer Association meet both needs.



An association of like-minded dealers could also speed your decision making. Thinking of buying a dyno, and wrestling with which one to get, or how to make it work, here you could speak with someone who has been there, done that.

Wrestling with a performance problem? Can't get your sales team to make outbound calls? Here you could talk with others and find out potential solutions. The association could help your talent development. With immediate online access to high-quality powersports training programs (not some other industry program that you're trying to make work for you) you could make those who work with you smarter, faster.

It could help you with your talent acquisition and retention. You need to be a workplace of choice. For example, only 31% of dealers offers health insurance. To attract top talent this needs to change. NPDA could help.

Three Rivers Harley-Davidson President George Gatto adds to the conversation, "I had 5 bicycle stores before jumping into my parent's motorcycle business and I was a board member for the National Bicycle Dealer Association for many years. We worked diligently to "make a difference" to all size dealerships.

"I never understood why there was not a similar National Powersports Dealer Association. Even Western Pennsylvania has a regional Harley-Davidson dealer organization, but the big difference is that a national organization is like being turbocharged... with a big giant nitrous bottle! There is strength in numbers, especially when it comes to dealing with the government i.e. rider safety, off-road access, eMotorcycle/ eBicycle categories, legislation in general.

Because the NBDA had so many dealer members we worked diligently to "make a difference" for our member dealers," says Gatto. "We offered training, 20 groups, credit card discounts, insurance discounts, worked with government to address legislative issues and provided a venue to discuss and solve issues for all size dealers."

What a national association would really do for you would be to expand your resources and options. And thereby help ensure your future stability and viability for you and your family.

"Dealers need a strong voice, and a National Dealer Association is the only way to accomplish this regarding legislation, training and addressing dealer issues."

George Gatto, President Three Rivers Harley-Davidson.

Industry Benefits

Through a national association we could grow ridership through improved retailing experience. We could grow ridership through coordinated marketing efforts. We could grow ridership through sharing of data.

We could improve OEM relationships, supplier relationships, and in addition to the important work being done already by the MIC, we could improve governmental relationships at all levels.

In short, a high-quality association will make you and the industry smarter, faster, bigger, and better.

Heck, it might even make us better looking.

How Do You Know

Sometimes people have an unusually strong Certainty Bias. As in, they don't want to act if they're not certain of success. We'd all like to know if a stock will increase in value, or a team is going to win a game, or a business initiative will reap dividends.

But that's not how the world works. (Oh, your mind can create a world where you're certain, but that might be another article). I'm sure if we had the time or the inclination we could go from the preponderance of the evidence to clear and convincing evidence to beyond a reasonable doubt, but I don't think we need a six-months long, double-blind study to tell us that walking backwards with your coffee leads to increased chance of spillage (an actual study).

In fact, I might make the argument that the fact that there isn't proof, is the very proof that we need to do it. At the end of the day, you really have to just examine available facts and then make an intuitive leap.

First Things, First

To make any new idea of this magnitude a reality is really akin to assembling the rocks at Stone Henge. First, you need to organize the starting structure. Get some founders to add some spark to the kindling.

Then you have to build a critical mass of support for this idea you care about.

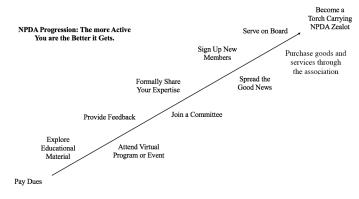
To build means to bring together disparate people and perspectives. A critical mass of support means enough to get the fire going. And finally, you will have to feel passionately about the association, if you are ever to overcome and sustain the effort necessary to make it a reality.

And it may not mean that the founders have to convince a ton of dealers. Some say we are living in a "postpersuasion" world. Where it's not about persuasion, it's about mobilization.

If there are approximately, 7,800 franchised dealers and distributors, and roughly 8,000 non-franchised parts and service retailers, it wouldn't take thousands to get the ball rolling. Someone else could statistically forecast this I'm sure, but I'm betting, 250 – 400 very active early members could do it.

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The More Active You Are, The Better It Gets

Active Participation Progression (Upward Line Visual) i) Pay dues

- ii) Read or listen to some educational material
- iii) Attend a virtual program or event
- iv) Provide feedback
- v) Join a committee
- vi) Formally share your expertise
- vii) Spread the good news
- viii) Purchase goods and services through the association
- ix) Sign up new members
- x) Serve on a board
- xi) Torch Carrying Zealot

But if an association is going to happen, we need to start to see each other differently. We need to see the other dealer as a worthy opponent, healthy competition.... Not an enemy to be eliminated.

Healthy Competition Vs. Cut-throat Competitors

Competition is good! It creates innovation. It creates problem solving. When we compete for customers' business it's better for all. We create more interesting marketing, better online experiences, we ramp up our instore presence, we home in our product selection, we make our brick-and-mortar shine, we constantly work to improve our service.

And then, much like an NFL team, we work to make the playoffs again and again. Sports are a much better analogy than say, war. Other dealers are NOT the enemy to be killed. In a UFC match, the fighters compete mightily to win. They want it intensely. But they don't want to KILL the other person. (There's a name for those who do. Let me see what's the word ... ah, I know: *psychopath*.)

I knew a dealer once who hated his local competition so much, he told me, "I will give away all my inventory, before I let the dealer across town have the sale." Yikes!

Yep, you guessed it. He's not in the game anymore.

When I work in other industries, I have on occasion mentioned the cut-throat discounting that sometimes goes on between our dealers. High-level, strategic people say to me: Surely you guys aren't that dumb. Nope, I reply, "We're exactly that dumb."



It's human nature to want to have an advantage. If you have kids, you want them to have a leg up. But this can be a rheostat and not an on off switch. It doesn't have to be all for me and none for you. We should encourage healthy competition; we should not encourage "win at all costs" strategies.

For the industry to thrive we need diversity, cooperation, and collaboration. A national association would be a step in the right direction.



YOUR OEM RELATIONSHIP MUST NOT BE HOSTILE

"Your OEM relationship cannot be, must not be, antagonistic. Partnership is imperative to everyone's success." – Mark Rodgers

started in a Harley dealership, then worked at Harley-Davidson corporate, and proudly continue to work in the Harley-Davidson business. I've seen both sides of the coin.

I read with great interest, Dr. Leinberger's well-articulated article, "Dealers Deserve It!" He describes from his extensive automotive experience the disconnect between OEMs and dealers. He states, " ... we never helped them (dealers) apply what we had learned. Why? Because we didn't know how."

You can't do exceptionally well what's not in your area of expertise. They make. You sell. That's the nature of this mutually beneficial relationship. You are business partners. There will be conflict. There is in any good partnership. Conflict is typically about either the destination or the route to get there. That can be solved. Compromise is the key.

There are bright and well-intentioned people on both sides. But there are differences in perspective.

Manufacturers often think strategic and long-term. "This product should be ready in 18 months." Dealers are often transactional. "What did we make on that last sale?"

An OEM might say, "This initiative will be ready by 4QTR." A dealer creates a store scavenger hunt in the morning and launches it on social media that afternoon. A manufacturer might be thinking about the 4QTR earnings call. The retailer thinks, "I wish March had two more days." It's not a bad thing. It's just the nature of who does what.

Transparent, trusting business partnerships are imperative for success.

The Cause For Pause

What follows are some of the most obvious objections to creating a National Powersports Dealer Association:

"I already belong to an association. I already belong to a 20 Group. I don't think we need a national powersports dealer association."

Participation in groups or associations don't need to be mutually exclusive. If you did both, you would more than likely have a diversity of nutritional protein from which to fuel your growth.

One of the challenges of persuasion is ego. Once we go on record with an opinion or a belief, we tend to cling to that position. Hey, we don't want to seem like a hypocrite! However, the magic bullet here in terms of changing a hard no into a yes is new information. This allows for a recalculation of risks and rewards and allows for ego preservation.

So, what might be some new information here?

I don't know what the numbers are, but you have to ask yourself, how many dealers currently belong to dealer associations? How many dealers currently belong to 20 Groups? Either way it's highly unlikely you're currently enjoying the kind of support a national powersports dealer association can provide. Benchmarking, advice, performance shortcuts, trusted support systems and all of the other aforementioned benefits.

"I don't have the time, the money, or the energy to participate."

Time is often the red herring of resistance. People are often busy, but not engaged meaningfully. It's a priority issue, not a resource issue. I love it when people say, "I don't have time to work out!" But you never hear them say, "I just can't find time to eat."

We have time for what we prioritize in life. You could reduce your social media and or Netflix time by 10%, and voila, you're in.

Okay, fine. But it's the money, that's the real issue.

An association will require funding to get up and running. How much? I have no idea. But there will have to be monthly or yearly fees to get the association started and then operating. But even if the fees were \$1,500 a year, so what? If you're telling me you don't have \$1,500 to spend on improving your business, that's exactly why you need to sign up!

Now, don't get me wrong. The association will have to live up to its promise. It would have to deliver trusted, world-class education, guidance and support. And the true test would not be if you signed up the first year. But if you did it year after year.

But what might be the return on your investment? The front and back profit of one unit would for most stores more than double your return. Imagine if your participation helped you sell three! What would be the return if your interactions with fellow members allowed you to dodge a business bullet? As in, not buying the wrong lift or hiring a bad actor?

What might be your return if through the association's formal programs or informal relationship you were able to speed problem solving? How helpful quick resolution of an online chat dilemma, a pay-per-click issue, or some sort of family business issue?

Okay, fine. But I don't have the energy for one more thing in my life.

In this post-modern era, you have an unbelievable number of interests vying for your attention, your mindshare, your share of wallet.

Food scientists engineering products to exploit your taste buds. Silicon Valley engineers designing apps, games and social media to be as powerfully addicting as gambling or drugs. The media manufactures stories designed to provoke outrage, anger and thereby monopolize your attention. To be successful today you need to focus on what's important.

Stephen Covey's book *First Things, First* had this great matrix that organized tasks into Urgent and Not Urgent; Important and Not Important.

Urgent and important? There's a customer standing in front of you. Urgent and not important? That alert you've just received an email. Not urgent, but important. Taking care of your physical and mental health. Not urgent and not important? Checking social media!

Guess where you should spend your time?

I always liked how dealer principal Maurice Slaughter talks about having "laser focus". You have to pick your priorities. Because energy and focus are finite. You only get so much every day.

But let me ask you another question. What if participation instead of draining your battery, charged it? What if you became enthusiastic and energized as a result of your interactions? In life there are battery chargers and energy suckers. Hang out with the chargers.

Okay, fine. But now's not the right time. We've got the pandemic, the vaccine, and the seasons right around the corner.

I'm tempted to revisit my Chinese Tree proverb here, but I won't. I will say there will always be things going on, the question is can you slice through the clutter? There is no time like the present!

Get involved and getting active in a national association right now just speeds the benefits your way. Do it now and who knows, you and your team might be benefiting before this season. Let's go back to the insight of George Gatto:

"The good news is a National Powersports Dealer Association is ready to be put into action. The wheel doesn't need to be reinvented; discussions have already taken place with other industry organizations so we know what a great organization can look like. What we need now is a board of directors and dealer members to get it done!"

If you bought Zoom in March of 2020, your stock would have increased 566%! Imagine if you would have invested \$1500 in Bitcoin a decade ago, or bought Microsoft or Apple in 1990?

Continued from page 31

Yeah, yeah (Apparently two positives do make a negative!). I'm not sure I like the looks of how it's being put together.

Well, it cannot be the old-time trade association model of an annual meeting and a newsletter. It will have to be a vibrant, dynamic association that embrace a 24/7 availability mindset, and speak to contemporary dealer needs.

But that's the great aspect of the National Dealer Association. YOU get to create it. If you don't like some aspect, raise your hand, get involved and influence the structure, the policy, and or the programs. And it's iterative. There will be versions. Constant improvement. Damn few people are walking around with that Razor Flip phone anymore. It was the hot lick in 1998, but not in today's iPhone 12 world.

Will it go through changes? Of course, think infancy, growth, maturation, recreation. It's a cycle. Pun intended. Don't let the fear that "sometime down the road this will be something I don't like" stop you. Let's cross that bridge when we get there.

Power & Pushback

There will be those against the creation of a national association. They will simply say it's not needed. That it's redundant and these support mechanisms already exist.

There will be some who point out inaccuracies (It's 30%, not 31%!) and thereby claim faulty premise.

There will be those who criticize this article or this issue of *Dealernews* for its tone, or intent without addressing the real argument.

There will be those who launch *Ad hominem* attacks or revert to name calling; a clear sign the person has lost the intellectual debate.

Just human nature, I guess.

Assent & Ascent

Agreement, like disagreement, takes many forms. The first is passive.

There will be those who like this idea. There will be those who like my credentials or me personally. There will be those who like this article and agree with its position.

The second is more active agreement. There will be those who agree and add to the argument. There will be those who improve this argument or help correct my oversights. And there will be those, smarter than I, who will be able to improve the entire premise.

Agreement is good. Action is better.

Don't Tread On Me

I'm proud to call myself an American. Even with all of our flaws and problems, the United States is a great country. French political observer, Alexis de Tocqueville (You have to like an article that quotes Alexis de Tocqueville, Frank Zappa, Curt Schilling and George Gatto.), observed and wrote about American culture in one of the most influential books of its time, *Democracy in America* in 1835. In it de Tocqueville describes enlightened self-interest "... an enlightened regard for themselves constantly prompts them to assist each other and inclines them willingly to sacrifice a portion of their time and property to the welfare of the state."

In sum, Alexis is saying, if it's good for me, good for you, and good for our situation – or at least not harmful – let's do it. (Some might say it's the gravitating away from enlightened self-interest to self-interest which is giving us current problems.)

It's human nature to preserve self-interest. It's a learned behavior to practice enlightened self-interest. That's the masterful give-and-take relationship the association promises. Capitalism at its finest.

The irony here is that as a person who has some expertise in persuasion, I realize I can't persuade you of anything. All I can do is attempt to inform, remind, and maybe make you think.

The ultimate decision is yours.

"If you choose not to decide, you still have made a choice."

Late Neil Peart, Motorcyclist Extraordinaire (and occasional percussionist)

Hard To Do; Easy To Take

In life I've discovered if something is easy to do (eat chips) the results are hard to take (weight gain). If something is hard to do (workout), the results are easy to take (be fit).

In one of my favorite films, *The American President*, during the climax, Michael Douglas, playing the fictional president Andrew Shepard, proclaims, "America isn't easy. America is advanced citizenship. You've gotta want it bad, 'cause it's gonna put up a fight."

I imagine that's what creating the National Powersports Dealer Association will be like...

And that's exactly why you should do it.

Editor's Note: Dealers should create a national association dramatically improving U.S. powersports retailers through world-class education, guidance, benchmarking and support. Seize your future and email **editor@dealernews.com** to get involved today.



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Dealernews Research By Dr. Paul Leinberger

DEALERS DESERVE IT! Strike While The Iron Is Hot

Monomial on the in and month out, I have used this column to give you a sense of how consumers are changing and what you can do to take advantage of those changes. You have heard me say over and over again that we now live in a customer-centric world a C2B world (customer-to-business world) — a world where the customer calls the shots, not the OEMs, the distributors, the marketers or the sales force. In 2021, it does not matter how good your products are or how much money was spent on the last product launch. If you don't understand what your customers need and want and don't understand how to meet those needs and wants immediately, you will not succeed.

Two questions arise: Who knows the customer best and who *should* know the customer best? I have always contended that it is the dealers who know the customer best – that is **WHY** I write this column. I also believe it is the dealers who *should* know the customer best.

I once ran the market strategy and research function at a major automotive OEM. I had a large team of market and research analysts working with me and together, we knew more about changing consumer tastes, buying habits, behavior and attitudes than anyone in the company. We were the in-house experts on consumers and customers. Our advice and counsel was sought for everything from making design changes, product planning and pricing decisions. However, like all the other OEMs (at the time) in the automotive industry, we did NOT have close ties to our dealer body and we were never able to take advantage of their extensive customer knowledge. We didn't help them and they didn't help us. Out of courtesy we would provide them with many of our findings, but we never helped them apply what we had learned. Why? Because we didn't know how.

Our focus was upstream – helping our design studio understand how changes in demographics and consumer behavior would impact design decisions or helping the product planning department make trim level decisions. We didn't really know how our dealer body worked and did not know what our dealers needed. Likewise, they didn't know much about our function and didn't know how they could help us.

Why am I telling you this? Because as powersports dealers you are in a similar situation. You know more about this "recreationally-based, relationship-driven industry" (as Eric Anderson puts it in his column this month) than anyone else. You know all the nuances of selling and relationship building. You know the history of your customer base and you know what sells and what doesn't. And, more importantly, you know *why*. That's the nuanced part, the part that no one else knows. That is why you should be the "keeper of the keys" of the research function.

Dealers need access to the Big Picture. I try to give you some of that each month, but you deserve – and need – far more. You need to understand the context, the underlying hopes and fears that are driving changes in consumer attitudes and behavior. You need to understand how what you are seeing at your dealership mirrors or diverges from changes taking place nationally. You need the best research and analysis (and far more than I can give you through my monthly columns). You need the kind of market research expertise you could never gain (or afford) on your own.

And here is the most important part: You – as dealers – need to be in charge of the research agenda. In order for that to happen, you need a national powersports dealer association. The OEMs will never give you what you need because they have different needs that take priority (as discussed above). Industry-based associations cannot be the kind of advocate you need because they have different goals. You need the power of the collective, the wisdom that comes from working together toward a common goal.

One of the great benefits of being a member of a national dealer association – beyond benchmarking, sharing best practices, education and training programs, and co-op purchasing – is the ability to problem solve together. For example, as Alex Baylon points out in his *Personnel Files* column this month, you are in a unique position as you start the new year. The pandemic swelled the ranks of first-time riders/enthusiasts. The industry experienced record sales. And that has created the best-kind of



problem, but nevertheless a problem: how to keep new customers coming back. As Alex says: "Our industry can't afford to let these newly minted motorcyclists go, because they are all our lifeline to a future that keeps this industry going strong."

You can tackle this "problem" in your own way, drawing on your deep experience of what has worked in the past, or, with the help and wisdom of your fellow dealers and a skilled team of consumer market researchers and analysts, you could merge your best thinking with the best expert analysis. Which option gives you the best chance to succeed?

In my view, the answer is obvious. It is time to stop going it alone. Now is the time to gain the benefits of working together. Now is the time to create a national powersports dealer association. There has NEVER been a better time.

Let's strike while the iron is hot!

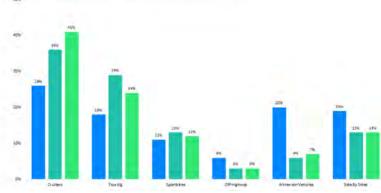
A perennial keynote speaker for the Motorcycle Industry Council's annual Communications Symposium, Dr. Paul Leinberger has become the powersports industry's de facto futurist/strategist. Dr. Leinberger is an expert in market/brand strategy and research with more than two decades of social trend forecasting, market strategy and strategic planning. Prior to joining TTD, he was Senior VP of GfK NOP, where he ran the company's flagship consumer trend services, Roper Reports, as well as the company's groundbreaking Global Visual Database. His client list reads like a Who's Who of corporate America: Hewlett-Packard, Apple, Disney, Nordstrom, Microsoft, Levi Strauss, E.& J. Gallo Winery and Toyota, among many others. Prior to his global responsibilities at GfK NOP, Dr. Leinberger was the Corporate Manager in the Product Planning and Market Strategy department at Nissan North America. Dr. Leinberger holds a Ph.D. in organizational and social psychology and a Masters of Urban Planning (Highest Honors). He lives in Irvine, California, and his work can be seen at www.dennyleinbergerstrategy.com



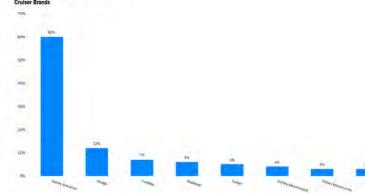


Powersport Categories

Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2020 Q1-Q3







Dealernews Research By Lenny Sims

BY THE BOOK NADAguides Market Insights Power The Market

A ll bets are off! Lack of new unit inventory caused by COVID shut downs at virtually all OEMs combined with a surge in demand for anything on two wheels have thrown a wrench into the works when it comes to the historic trends. "Pandemic Values" — the new normal — continue to crush the previous two years. Interest in all segments of the powersports industry remained hot throughout the summer, as new enthusiasts entered the market and existing riders were looking for new bikes and side-by-sides.

Even as the traffic tapered off in September, average retail actually peaked! In the motorcycle segment, cruiser values increased steeply once warmer months hit, and are now running 5.2% ahead of last year. Sportbikes also saw a healthy rebound in the summer months, currently bringing 8.3% more year-over-year. Side-by-sides were strong in the most recent period, with the utility segment valued a whopping 16.2% higher than the same period of 2019, and the sport segment higher by an impressive 10.5%.

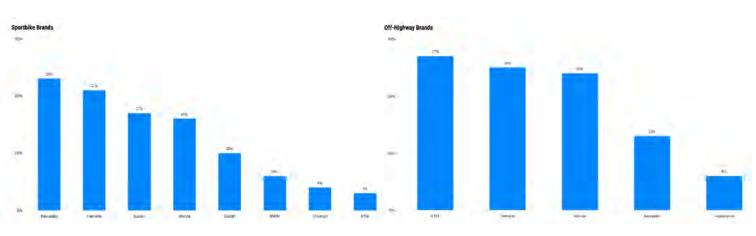
It is also interesting to note where the look-ups are coming from. F&I guys were interested in cruisers; dealer look-ups lead the way for touring and sportbikes; and retail customers were checking the values of ATVs and Side-by-Sides by a substantial margin (see Table 1).

Not nearly so surprising is the fact that Harley-Davidson headed up the cruiser and touring look-ups — more than all other brands in the category combined! Ditto in the dirt for KTM, if you include Husqvarna and now GasGas. Kawasaki was the category killer in sportbike look-ups.

Although all bets were off in 2020. The spread of the vaccine and the corresponding loosening of lock-down restrictions will likely lower the prices and see inventory levels replenished as the manufacturing comes back on line.

In the short term, the powersport industry should continue to benefit from customers shifting their discretionary income from Super Bowl tickets, concerts and vacations to other forms of entertainment. Getting out on the trails and roads — properly socially distanced of course — remains our best bet for low-risk, high-fun adventure.





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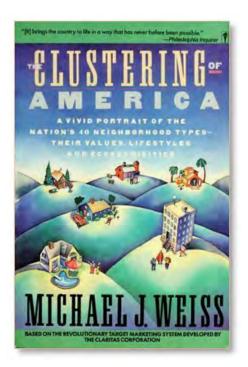
- Blake Irving, former GoDaddy CEO

THIS READ WILL MAKE YOU BETTER AND SMARTER." - Jim McLaughlin, Campaign Pollster and Public Opinion Expert



Dealernews Research By Don Musick

FINDING WALDO



A CLUSTER...

n 1988, Harper Collins published the first edition of "The Clustering of America" by Michael J. Weiss. Amazon's synopsis of the book reads:

"It offers a detailed analysis of geodemographic statistics, listing the forty basic lifestyle types that can be found in the country's 250,000 neighborhoods".

The book is based on the Claritas PRIZM system of market segmentation (**P**otential **R**ating Index for **Z**ip **M**arketers). Today, PRIZM defines 68 segments which profile unique characteristics in "household demographics, lifestyle and media preferences, shopping behavior, technology usage and geography". Translation? Find the "X" and you've found the Spot! You can check out your zip code PRIZM segment on this **link**.

So far in this series we've leveraged a bunch of "free" applications to determine the geography of your customer base and how it can be used to define your trade area. Continuing in that spirit, it's time to add another "freebie" to our toolkit!

TAPESTRY

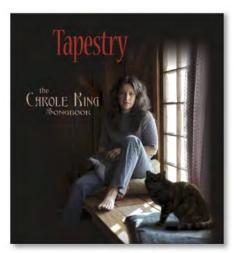
No... not that Tapestry (sorry... musical puns come with the last name)! This Tapestry is from the Geographic Information System giant ESRI's (Environmental

Systems Research Institute) ArcGIS group. Similar to PRIZM, Tapestry divides all U.S. neighborhoods into 67 unique segments based on socioeconomic and demographic composition grouped into 14 "LifeMode" categories and 6 "Urbanization" levels. However, in addition

to providing segmentation at the zip code level, Tapestry lets you drill down to the Census Block Group level (600-3,000 people)!

The good news here is that you can sign-up for a free 21 day trial of "ArcGIS Online" which gives you access to a wealth of Tapestry data through their "Living Atlas" library. A sample image of Tapestry segmentation is illustrated in Fig 1., while a complete view of all 67 segments for 2020 can be found on this <u>link</u>. Be sure to check out segments 6B, 6D, 10B, 10C and 12C for ATV/UTV ownership and 6F for motorcycles!







Continued from page 39

Getting an ArcGIS Online trial account is super easy! In your browser, just navigate to this link and fill out the form. You'll receive an email confirmation with a link for activating your account. Once activated, you can sign-in directly from the sign-up form (Fig. 2) or from the ArcGIS Online homepage @ <u>https://www.arcgis.com/index.html#</u>. Once signed in, the ArcGIS Online application interface appears as shown in Fig. 3.

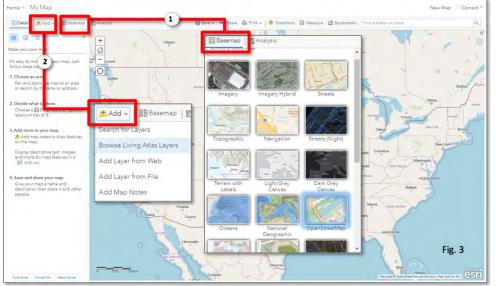
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There are literally thousands of layers to choose from around the world, so to narrow the search I've selected a filter of "2020 USA".As you can see from Fig.4, the "Tapestry" layer pops up first (we could have just searched for "Tapestry", but where's the fun in that?). Finally, click on the "Tapestry" icon and select "Add to Map" from the fly-out menu.

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A couple of things to point out on the interface. First, you can choose from a variety of different map motifs by clicking on the "Basemap" icon in the toolbar (I prefer "OpenStreetMap", but pick whatever pops your clutch!). Second, clicking the "Add" icon will let you search for additional layers which you can add as overlays on your map. For our first pass, we'll jump into the "Browse Living Atlas Layers" to search for "Tapestry". For a complete description of what's available in ESRI's Living Atlas, <u>click here</u>.



A TAPESTRY OR A PATCHWORK QUILT?

ArcGIS Online adjusts content detail to correspond to the zoom level of the map (Fig. 5). Typically the starting point is a County level view. As you progressively zoom in on the map, content detail becomes increasingly detailed until the Census Block Group level is reached.

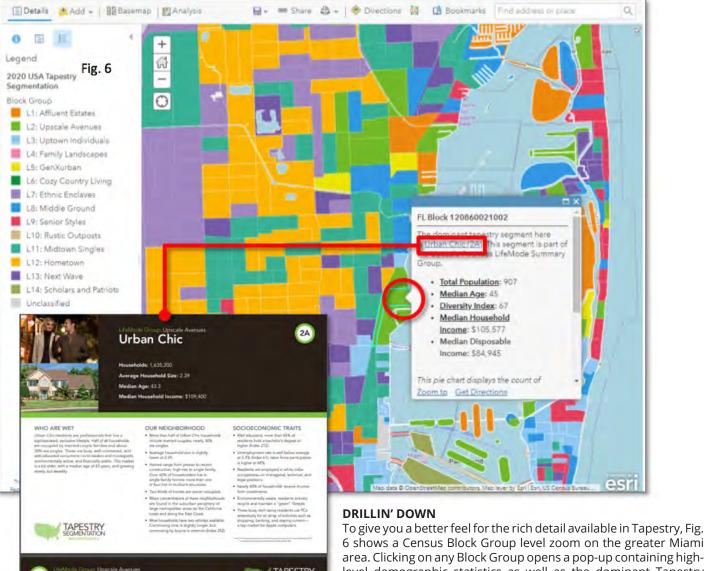
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Again, there are a couple of things to point out. First, clicking on the "Show Contents" icon will open a sidebar that displays all map layers. Clicking on the "2020 USA Tapestry Segmentation" expander will display all available content levels and the currently active level. Note that you can choose which content levels are displayed on the map. Second, clicking the "Show Legend" icon will open a sidebar detailing the summary group legend for the currently active level.

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Continued from page 40





6 shows a Census Block Group level zoom on the greater Miami area. Clicking on any Block Group opens a pop-up containing highlevel demographic statistics as well as the dominant Tapestry segment in the Block Group. The Tapestry segment in the pop-up is actually a hyperlink which will open a detailed analysis of the segment as shown in the inset below. To see a complete profile of the "Urban Chic" segment, click on this <u>link</u>.

With this shiny new tool in our toolkit, how can we use it to determine the composition of our customer base? One approach would be to overlay customer base and trade areas data that we created in Google My Maps and Google Earth into ArcGIS Online. The bad news here is that ArcGIS Online has limited data import capabilities and does not support KML. Soooo.... Back to Google My Maps!

From his first motorcycles (a Honda S65 and an S90) when he was 16 to 50 years later, Don Musick has never stopped twisting the throttle. Although his accomplishments in the research arena have surpassed his MX career Don has over 25 years experience with major manufacturers in the Powersports and Automotive industries specializing in e-business solutions for retail distribution networks. His solution portfolio includes the development and implementation of manufacturer/dealer extranets, consumer-direct commerce portals, manufacturer/dealer e-channel integrations as well as development of web-based sales force automation tools. For most of his career, Don has been fascinated (his wife would say obsessed) with geographic market analytics, dealer location planning and sales territory optimization. He founded Genesys Technology Solutions (GenesysTech) <u>http://www.genesystech.com/</u> to develop new tools and market intelligence products to help manufacturers understand the competitive landscape of their industries, recognize opportunities and grow their businesses. A Spartan to the core, Don earned a B.S. in Physiology and PhD in Biochemistry from Michigan State University. Contact: <u>dmusick@genesystech.com</u>



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NPAMarketReport[™] DECEMBER AWP IN REVIEW

Robust Winter Selling Continues

The unprecedented growth in Average Wholesale Prices (AWP) has stayed consistent from November to December. On-Road pricing is up nearly 5% compared to previous three-month averages for all categories. In the Off-Road categories, Side-By-Sides are up 7% over the prior 3 months, but other Off-Road categories experienced a low single-digit drop. Even with the drop in AWP for a couple of the Off-Road categories, the Off-Road segment out performed last year's AWP and the five-year average AWP for December.

Product Mix And Category Demand

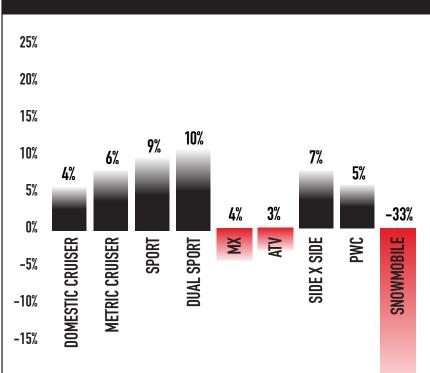
The Domestic-Cruiser category saw another dip in total units offered in December. The drop is largely a result of the limited supply from out clients rather than a representation of the overall market mix. If history repeats itself, On-Road unis will expand their share of product mix in the Spring of 2021.

Demand for Off-Road units dominated the latter half of the year. Since the summer months of 2020, the average model age for Side-By-Sides and the MX category have dropped ~1.5 years. This trend is typical for the time of year, but the average condition of Off-Highway vehicles are slightly lower compared to previous years. As inventory begins to enter the market in 2021, we expect the condition of Off-Highway units to improve and model age to tick up half a year.

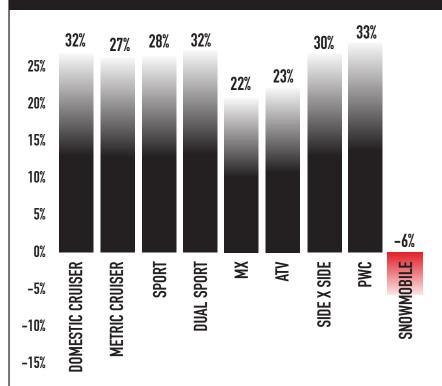
Light at the End of The Tunnel!

As we cross over to 2021, manufacturers will replenish dealer showrooms with inventory. Demand should remain high and more inventory means dealers will have more sales and more trade-ins for auction.

COVID-19 remains at the forefront, but consumers continue to turn to powersports to recapture what this pandemic has taken away. As an industry, lets so all we can to embrace these riders and turn them into life-long enthusiasts. Here's to an exciting 2021! DECEMBER '20 VS AVG OF PRIOR 3 MONTHS AVERAGE WHOLESALE PRICE CHANGE



DECEMBER '20 VS DECEMBER '19 AVERAGE WHOLESALE PRICE CHANGE





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CURRENTS⁺



SYNERGY

Arcimoto Teams With Corbin And National Cycle

Back in November, Eugene, Oregon-based Arcimoto announced they were partnering with a couple of iconic aftermarket brands to develop their Roadster, a new model built on the three-wheel Arcimoto platform. "With the Roadster, we set out to create the ultimate on-road fun machine," said Arcimoto Founder and CEO Mark Frohnmayer. "We are very excited to have Corbin-Pacific and National Cycle on board to help develop this next-level ride."

"Electric motorcycles have been central to my life, going all the way back to 1972 when we set the land speed record for EVs at the Bonneville Salt Flats," added Mike Corbin, President and Founder of Corbin-Pacific. "I took my first drive with the Roadster prototype last week. In short, it's the best driving three-wheeler I've ever ridden."

Arcimoto is teaming with the leader in motorcycle seats and saddles, Corbin-Pacific, to develop quality, hand-crafted saddles and accessories for the Roadster. All Corbin seats are hand-built with pride in the USA using proprietary, purposebuilt materials and patented manufacturing processes. Corbin was founded by motorcycle industry legend Mike Corbin, who invented the Corbin Sparrow three-wheel electric vehicle and holds more than 80 patents in his name.

To develop the Roadster windshield, Arcimoto has turned to National Cycle, the worldwide leader in motorcycle windshield technology, which also supplies the windshields and roofs for the Fun Utility Vehicle (FUV). Founded in 1937, National Cycle pioneered the use of polycarbonate in the motorcycle windshield space. Their proprietary Quantum hardcoated polycarbonate offers superior scratch resistance, optical clarity and durability.

"We measure success at National Cycle by how many times we can innovate and push our industry forward," said National Cycle President and CEO, Barry Willey. "We look forward to incorporating our latest technologies to bring the Arcimoto Roadster to market."

See The Whole Arcimoto story here: https://www.arcimoto.com/ 🕥



TILT! Arcimoto Leans In, Literally

In addition to the Roadster collaboration, Arcimoto announced an agreement to acquire Tilting Motor Works. Under the terms of the agreement, Arcimoto will acquire the assets of Tilting Motor Works, how of the TRIO conversion kits for a combination of cash and Arcimoto shares in the range of \$9.25 million to \$10.25 million. The transaction, which is subject to customary closing conditions, is expected to close during the first quarter of 2021.

"I've been riding motorcycles my whole life, and after my first ride on the TRiO, I was blown away by how naturally and intuitively this three-wheeler leaned into every turn," said Terry Becker, COO of Arcimoto. "This amazing technology manages to combine the added safety and stability of a three-wheeler with the one-of-a-kind ride sensation of a two-wheel bike."

TRiO is billed as the leading three-wheel conversion kit for touring motorcycles and viewed as a fit for Arcimoto's other endeavors. The TRiO technology allows the rider to lean naturally, maintaining performance and the thrill of the ride while increasing safety, stability and confidence. All TRiO kits come standard with the TiltLock leveling system, allowing the bike to stand up by itself, eliminating the need to put your feet down at lights or in stop-and-go traffic.

"It's an honor to join forces with Arcimoto, a true thought-leader in the three-wheel EV space," said Bob Mighell, founder and CEO of Tilting Motor Works, who in 2013 broke the land-speed record for 3-wheeled motorcycles at the Motorcycle Speed Trials held at Bonneville Salt Flats in Utah. "We will continue to build our TRiO kits that make motorcycles safer to ride, and we are thrilled to begin development on new Arcimoto products that utilize our technology to create a better, more sustainable world."

"This acquisition is a springboard for creating a whole new line of Arcimoto products aimed at true micromobility," said Mark Frohnmayer, Founder and CEO of Arcimoto. "Bob and I have known each other for a long time as we have built complementary technology companies in the emerging threewheeled vehicle space. I'm very much looking forward to working with him and his team to go full tilt for ultra-efficient transportation."





FOMENTING A RETRO REVOLT

Alternet Systems, an electric vehicle innovation company headquartered in Dallas, claims to have pre-sold all available slots for the first 200 Retro ReVolt Electric Motorcycles. Built on a BMW R71 clone frame, the Retro ReVolt has been designed for ALYI by MODUS and represents a unique value proposition in the eyes of the company.

In fact, the ReVolt Electric Motorcycle is only ALYI's first electric vehicle. ALYI is currently designing electric delivery trucks specifically for the Sub-Saharan Market, and a host of additional electric vehicles are in the works.

"The current global market for motorcycles, scooters and mopeds is approximately 130 million units per year resulting in \$120 billion in annual sales," claims ALYI. "As per capita income in developing economic regions continues to improve, motorcycle, scooter and moped sales are correspondingly expected to grow."

The ReVolt has just begun! Get a sneak peek at what is coming here: https://www.revoltmotorbikes.com/ 🔟



CURRENTS⁺



NOUVEAU NAVARRO NEWS

Vanderhall is playing a numbers game. By adding a 4th wheel to their modular platform and stuffing a massive motor into the forthcoming Navarro, Vanderhall is out to prove they are not just a three-wheel vehicle company. "With the production of the Navarro, Vanderhall will revolutionize and create a new category of adventure vehicle," says founder Stephen Hall. With that in mind target specs have been announced calling for 200 miles on a single charge without skimping on performance - 300+ horsepower on tap and 500+ lb./ft. of torque.

Navarro's top-of-the-line model variant will have 35-inch tires and offer more than 20 inches of suspension travel enabling class-leading off-road performance. Four inboard electric motors producing more than 300 horsepower and more than 500 lb-ft of torque are reigned in via regenerative braking, and inboard wet carbonfiber brakes with electronic ABS. Individually controlled motors and four-wheel steering combine to offer unparalleled maneuverability options.

The Navarro will feature seating for four adults, a fully enclosed heated and air-conditioned cabin with a removable roof interface to accept Vanderhall's own Modular Adventure Packs. The Adventure Packs will support camping, gear management, consumer customization, and other utilitarian overland industry-specific advantages.

With an estimated range of up to 200 miles, DC fast charging, and an onboard 6-kilowatt charger, and regenerative braking, the Navarro provides a gambit of convenient charging methods. In short, the Navarro provides exceptional recreational motoring, modular customization, with an extremely powerful yet environmentally quiet and clean battery-electric powerplant.

Vanderhall is currently seeking National and International dealers. Authorized dealers will have an allocation of the Venice and Carmel. If certain provisions are met, dealers will also have access to the all-electric Edison² Roadsters and the forthcoming Navarro.

Interested in becoming a Navarro dealer? https://vanderhallusa.com/dealer-inquiry/ 100



VOXAN SETS ESPEED RECORDS

Wait, WATT? During the height of the pandemic in Europe, veteran racer Max Biaggi set 11 eSpeed world records including a top speed in excess of 400 kilometers per hour on the Voxan electric motorcycle. By using a variety of modular fairing components and rolling and standing starts, Biaggi was to set the records in just three days at the Chateauroux airport in France.

On October 31 the first record fell as Biaggi piloted the Voxan Wattman to two-way FIM approved average of 366.94 km/ h in the 'semi-faired electric motorcycle over 300 kilos' category. They dethroned Ryuji Tsuruta and the Mobitec EV-02A which had previously reached 329 km/h and actually went through the traps at 408 km/h!

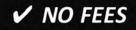
Next the 'non-streamlined' version turned a 1-mile rolling start record 349.38 km/h. Here too, it is the average of the 2 speeds that are used in accordance with FIM protocol: 1 mile down,1 mile back in less than 2 hours. However, the on-board systems revealed that the Wattman, with its 270 kW (367 hp) powerplant actually reached 372 km/h at top speed. This measure also bodes well for future attempts; Voxan plans to keep its record program running until the end of 2022.

9 OTHER RECORDS

At the end of 3 days of attempts, the record tally included:

- 1/4 mile, rolling start, semi- faired: 394.45 km/h (no previous record)
- ¹/₄ mile, rolling start, not faired: 357.19 km/h (no previous record)
- 1 km, rolling start, semi- faired: 386.35 km/h (previous record: 329.31 km/h)
- 1/4 mile, standing start, unfaired: 126.20 km/h (no previous record)
- ¼ mile, standing start, semi- faired: 127.30 km/h (previous record: 87.16 km/h)
- 1 km, standing start, non- faired: 185.56 km/h (no previous record)
- 1 km, standing start, semi- faired: 191.84 km/h (previous record: 122.48 km/h)
- 1 mile, standing start, unfaired: 222.82 km/h (no previous record)
- 1 mile, standing start, semi- faired: 225.01 km/h (no previous record)









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ADVOCACY⁺



THE NATIONAL POWERSPORTS DEALER ASSOCIATION A New Years' Resolution Worth Making

By Scot Harden

N ew Years' resolutions are all well and good. It's commendable we take stock of our lives every so often and resolve to evolve, improve ourselves and set new goals. This is especially relevant as we begin 2021, especially in light of what we just went through in 2020. The coming year will present an exciting set of new challenges — challenges that will no doubt impact our industry, our sport and our collective lives. Let's face it, so much of what transpires in the coming year will be out of our hands. Amongst other things, we have a new administration, new political calculus, continuing hurdles on the COVID front, new economic realities and a nation struggling to resolve its differences. I'm hopeful that it all works out but accept that most of it is out of my control.

That is why for 2021, my resolution is to focus on what I can control. I choose to be a better listener, a more sympathetic ear, a better friend and partner. On the business and sport front, I will continue to advocate for causes I believe in, initiatives that I think will help make our industry stronger, support associations that fight for our rights and way of life as motorcyclists and powersports consumers. That is why I will continue to support the AMA and MIC, two associations whose charters align with motorcycling's overall health and well-being.



Say what you will about both organizations, the fact is they are our primary voices regarding industry economics, retail sales reporting, commerce, legislation, racing and rider's rights. I support them because I've always believed you can be of greater service by changing things from the inside than by hurling rocks from the outside.

No matter how much I support their missions or how you measure their success representing their stakeholders' interests, I firmly believe there is a need for both organizations. I also think there is a need for an organization that represents the voice of the powersports dealer. The time has come for a National Powersports Dealer Association.

I say this because I believe the powersports dealers of these United States need to come together like never before. After all, they are under attack like never before. There needs to be a national organization focused specifically on their interests. Let's face it; retailers have been dealing with wide sweeping changes in consumer behavior, especially when it comes to buying habits. E-Commerce, Big Box stores, major national chains, the power of the Internet have all made life exceedingly difficult for brick-and-mortar dealerships.

But make no mistake, it's still the local dealer that drives our industry; that serves as the focal point for new motorcycle and powersports vehicle sales: and that provides a destination for shoppers to see, touch and feel their "dreams" in a timely and easily accessible basis.

The team here at *Dealernews* has been talking about this for a long time. You will read elsewhere in this issue the thoughts and ideas of other members of the team on why this is needed... and how such a national organization could serve its members while at the same time supporting and complementing the efforts of the AMA and MIC. Every one of us on the Dealernews team is highly opinionated. We don't always agree, and we all have different ideas about what it will take to address the challenges facing our industry. One thing we do agree on is the need for creating a National Powersports Dealers Association.

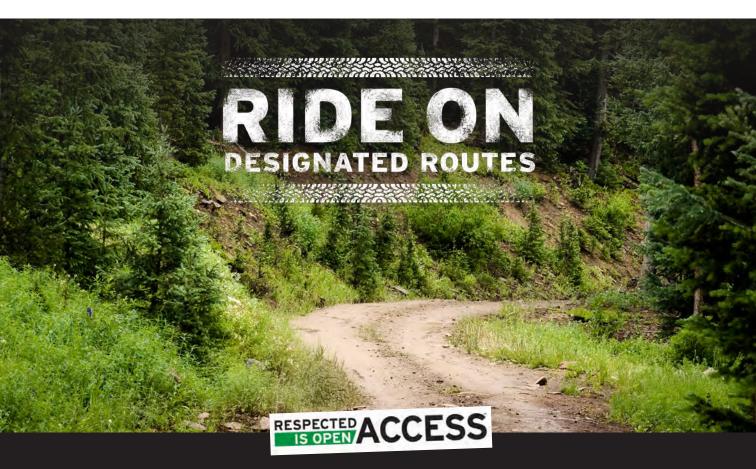
Powersports dealers are in the front lines of dealing with consumers, old and new; they understand current owners' motivations, the hurdles potential new buyers must overcome, and the economic realities of engaging in our sport. They are in the perfect place to help provide direction for the sport and industry — unfortunately they haven't been united by a collective national voice.

Frankly, I'm not sure if dealers realize just how much power they have or how much their voice matters. A National Powersports Dealer Association could provide just such a platform for the 9,500+ franchised dealers and non-franchised PG&A and independent repair shops in the U.S. Undoubtedly this will ruffle some feathers, and the heavy lifting of creating such a national organization will require substantial effort and perseverance. In the end, however, it will be worth it. You will be hard-pressed to name one other major industry that does not have a national association consisting of its retailers. It's time for powersports to take that next step. I, for one, can't wait to see where it leads. So, amongst my other resolutions for 2021, I resolve to advocate for and support the National Powersports Dealer Association's establishment. At least it's something within my power to control.

Scot Harden

scot.harden@harden-offroad.com

AMA Motorcycle Hall of Famer Scot Harden has enjoyed a nearly 40-year career as one of the world's top off-road racers and compiled a set of records that few can match. From 1971 until his final professional race in 2007 — at the age of 51 — Harden mastered a wide range of off-road disciplines. He also has compiled an impressive executive management resume within the motorcycle industry as a brand builder, race team manager, sales professional and product planner with such companies as Husqvarna, KTM, BMW, Zero Motorcycles and Best in the Desert. Harden also is owner of Harden Offroad, a business consulting practice. He was inducted into the AMA Motorcycle Hall of Fame in 2008.



Please tread lightly and travel only on routes and in areas designated open for motor vehicle use. Remember, Respected Access is Open Access.



PERFORMANCE⁺



ACCSELLERATE® THE SALE! Something Wicked This Way Comes, Part III

By Mark Rodgers

t's an oft-used analogy: "You have to sharpen your blade." A knife, much like a person or a dealership, gets dull from several things. Disuse. Misuse. Abuse.

Now is the perfect time to hone and sharpen your edge. Last time we focused on creating bulletproof processes and talent development. Here we finish the cut, slicing through the clutter and offering new ideas to master your marketing and to manage your managers.

Become A Master Marketer: Peter Drucker once said, "The goal of marketing is to make selling irrelevant." Meaning the purpose of a marketing initiative was to deliver a buyer to your business who is already determined to buy. Step 1) exploring the buying process.

You should go through the buying process (Not the selling process; big difference). Google how to buy a bike. What did you discover? Google motorcycle dealers near me. Did you come up in the top three? Then, go to your website. What you see is what you get!

Were you engaged by an online assistant? Was it easily navigable? Did you find the model you were looking for? Was pricing clear and transparent? Was there an online credit application? Was there an easy way to contact a live person in the store? Shoot an email from a cover address. How long did it take to hear back? Was the response professional? Was there something in the messaging that nudged you to take the next step?

If not, I would set about tightening up those areas. YESTERDAY!

Okay, so that's incoming prospective buyers. How do you reach out to prospects?

Three Keys To Marketing Outreach

One of my mentors, Alan Weiss, (who also wrote the foreword for two of my books), taught me that there are really three timeless components to putting together any marketing initiative:

1) Articulate specifically what you are selling.

2) Identify who can actually buy it.

3) Figure out how to best get in front of them.

For example, if you are targeting used entry level motorcycles, heated riding gear or performance work, these are separate and distinct offers. Your targets will be different, and your methods and message will need to be specific.

This is why information is now the key to effective marketing. If you're not currently able to sort your customers by specific model motorcycle purchased, or size, or accessory purchase, you should create the means and methods for you to do so... fast!

Social Media Presence

A word about your social media presence: I would say to you that although many folks have Facebook presence, often they're not used well. The way to leverage Facebook, I believe, effectively is to provide value to those folks who are on your "friends" list.

If you're not posting short, informative video clips of your experts talking about product, you're behind. An accessory expert talking about the latest must-have item that has just come in, and what's cool about it; a riding gear specialist talking about heated gear or helmet fitment, a salesperson doing a quick 60 second overview of the new model. You know these are things that are done very easily and very inexpensively and provides value for your social media followers.

YouTube has exploded and of course, the exemplar here is Matt Laidlaw. We recently worked with Matt and his sales crew during one of our *Accselleration*[®] Boot Camps (Matt has been to a bunch of stuff) and he tells me roughly 60% of all Laidlaw buyers mention his YouTube channel. If you haven't seen it, you're simply missing out.

https://www.youtube.com/user/zeallistic

Customer Engagement

Then the other thing that is effective here is engaging your customers. A talented person in the Pacific Northwest created a Facebook "hidden prize" contest. She would post clues about where in the dealership she's hidden a prize (\$25 here, \$10 there, Free T-shirt coupon). Then whoever found it of course received the prize, got their picture taken, and got posted on the store's page. Kind of like the gift that keeps on giving.



If you really want a cool story, check out Rooster's Harley-Davidson's Facebook page and checkout their Knucklehead Collaborative project that their parts manager Zack initiated. Mandi Thompson attended our management boot camp and told us all about it. They're a building a Knucklehead (Yep, you read that right.) with input from their customers. I'm told its going gangbusters:

https://www.facebook.com/106792596018783/ videos/489612212012978/

Your Top Tier Needs To Be Top Tier

Your management team needs to be what I call "Belichickian" — That's right, like the Patriots coach. Hey, you may not like him or the Patriots, but you can't argue with success. And although he's had a tough year, you have to admire the body of work. He holds nine conference titles (the most in the modern era), 12 Super Bowl appearances, and six titles. There are only two other coaches to have that many and their names are Halas and Lambeau.

He does it, not by having the best players (he often has low draft choices, overlooked players, or last gasp types) but by an intense focus on what matters. Here are my suggestions for what matters:

You set the tone. I can spend about five minutes with a sales crew and give you a fairly decent portrait of the management. Your team takes on the characteristics of your management team. Your team is always watching you. How you answer the phone, how you receive bad news, how you work with a disgruntled customer. Make sure you are creating the right culture.

Be willing to not know it all. There is an age-old misnomer that managers must know how to do everything their direct report must do. This couldn't be further from the truth, but it is dogged in its persistence, and often relates in feeling of insecurity in managers, who then often react badly in situations. Be willing to NOT know it all and see how it transforms your relationships.



Make weaknesses irrelevant. One important component of managers is to make people's weaknesses irrelevant. Why make the person who has a flare for displays, work the cash wrap? Why make the gregarious counter person, spend hours on end in inventory? Match the person and their skills to the team and the task and big things can happen.

Get high quality feedback. As managers, especially dealer principals, you need to find people who will tell you the truth. Far too often, your staff will tell you what you want to hear, not what you need to hear.

Think ipsative (self) versus normative (group). You're in the top three in your performance group. Big deal. What if you should be in the top three in the country? You should compare yourself to yourself and only occasionally compare yourself to others. Often when you do, it's a cop out. "Hey, we're at \$1,200 a copy in our F&I department! More than anyone else in our performance group." Really? You have the talent and the market to be at \$1,500 and massaging your ego by comparing yourself to others in this example, won't help you.

Management does not consider trifles. The Roman senate used a Latin phrase to describe this policy. You should adopt it. You don't need to crowd your day with, "Sally took my customer!" or "What do you think we should serve for refreshments at the open house?" or "I cleaned more bikes than him." You have larger issues at hand.

There's always an X-Factor. Trust me when I say to you there is always something happening in your dealership that you do not know about. Theft. Affairs. Drugs. Alcohol. So, my advice is to always have a Plan B.

Have contingency plans for the big cogs in your machine. You have to launch your top salesperson tomorrow. What would you do? Lose your bookkeeper. What would you do?

If recent times have taught us anything it's that anything can happen. You have to make sure you're in your sharpest condition to take on challenges.

These six strategies — increasing revenue, containing costs, improving processes, developing talent, mastering your marketing, and dramatically improving your management efforts — will enable you to cut through any situation.

Regardless of what the future may hold, I say, bring it on!

How about you? 🔟

Be sure to tune into: SALES SUCCESS IN 60 SECONDS OR LESS as sales expert and award-winning Dealernews columnist Mark Rodgers shares how to accsellerate® your sales. Watch Mark explain the guiding principle of how to succeed in the motorcycle business even in these stormy times. (FYI, Mark only counts the content after the whizbang video open in his time limit, so start your stopwatches then!) Mark Rodgers is an award-winning speaker, best-selling author, and sought-after consultant, who has spent 33 years working in the Harley-Davidson industry. Check out his 60-second sales tips twice a week at Dealernews social media channels or contact him via e-mail: Mark@RodgersPC.com

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Personnel Files By Alex Baylon

WE ARE ALL IN THIS TOGETHER... Or Would Be If Dealers Were On The Same Page

Time for change: 2021 has just gotten started, we have a new President, and vaccines to end the pandemic are on the way. While 2020 was certainly a year that we won't forget, it did prove just how resilient most of us in the powersports industry are. it provided us record sales and a lot of new riders/enthusiasts. We were one of the lucky industries that this pandemic elevated to whole new heights. However dealerships struggled to find their way between following local laws, keeping employees employed and serving their customers with free at home deliveries and pick-ups. We all managed to think outside the box and get the job done largely on our own.

My concern going forward is the dealers (the frontline to the public) are going to be ultimately responsible in keeping the flood of new customers coming back. Dealers need a refresher course in Customer Service 101. Our industry can't afford to let these newly minted motorcyclists go, because they are all our lifeline to a future that keeps this industry going strong.

If there was only a way to provide benchmarking, education and best practices for the retail excellence that will be required to keep these customers in the future... In addition to 2020 proving how strong we are, it also drove home the point how disjointed we are. There is a real need for an association that allows for the dealers voice to be heard, best practices to be shared and the common good to be accentuated. However, until such time as a National Dealers Association stands up, I have some thoughts to share to keep the doors swinging in the interim.

The past year saw a shift in the way "virtually" everything is purchased, and UPS and FedEx have been feeding the change. We have all done more online shopping, like it or not. Some customers will prefer buying online over walking into a store, but luckily for the local dealer, they will eventually need to go back in for service, parts and hopefully another unit.

I know of at least one OEM that scrapped its internal employee sales program and even raided its press fleet for units! Many dealers aren't selling units to employees because they can sell them for more to a retail customer. Some dealers are also starting to panic because the new units from manufacturers are slow coming, parts and accessories are scarce and OEMs can't keep up with demand, let alone forecast for that type of increase. I know overhead is the same, but the lack of new units, scarcity of parts and limited accessories are starting to hurt dealer sales. Even NPA's dealer-only auctions are seeing some high demand units going for retail prices at auction. Crazy!

How to keep the customers coming back? The importance of customer service is the key to the success of any company and it seems like it's fading year after year. I encourage you to have a gift card sale, this way customers can receive a saving for future savings and you get to hold on to the cash now. Here are a few more tips and ideas for you to refresh your memory on keeping customers happy and coming back:

Communication: Stay in touch with your customers. You can do this through social media, email services like Constant Contact, or even better, call customers on the anniversary of their bike purchase just to check in on them. Ask them if they are riding as often as they like, offer advice on keeping the battery alive with a battery tender. Offer a special discount on parts just for your anniversary... whatever it takes.

Turn Your Dealership Into A Destination: People love a party, so invite your customers back for a post-pandemic get together when we reach that point. In the meantime, offer small incentives. Organize ride days for beginners to introduce them and keep them on their motorcycle.

Constant Reinvention: Re-merchandise store and show your customers new products and experiences... in person and online.



Say Thank You: Simple but often overlooked. When loading your customers new dirtbike on the truck, offer them a set of tie downs on you as a thank you. Make it seem impromptu and not planned like free tie downs with purchase... trust me, it will carry more weight.

Know When To Apologize: Learn to be accountable and own your mistakes. Many times we deal with people who just can't be pleased, but I refuse to believe that is our customer base. We are selling fun. Being sincere and genuinely trying to make a disappointed customer happy will undoubtedly help you in keeping customers coming back.

What about the employees who should now be trained on how to keep customers? While this could be a Personnel File all on its own, and certainly another selling point in favor of a national dealer body, let's look at a few basics. Sometimes it's not all about money! Simply giving your top employees praise and recognition in public will make others rise to the occasion, especially those of us with a competitive spirit.

Reward your top performers. It's easy to fall into a habit of giving them extra work. Don't micromanage! I can't think of a single person on earth who wants to be micromanaged, so make sure you and your managers aren't doing It. Talk to your employees and ask them about their job and what they like and dislike about it, and obviously try to create more likes and remove dislikes.

I encourage you to just pick one of these things and try it. Or do your own research and come up with something that works for your business. Every little bit we do to improve on employee and customer satisfaction will help the industry grow and stay strong... after all, we are all in this together!

MIJ Industry #PROfiles

Dealernews is honored to work with Motorcycle Industry Jobs to recognize the people who make up this great industry. "When you start reading the Industry #PROfles, you will notice that 80-90% of them get their start at a motorcycle dealership," says MIJ founder Alex Baylon. "The dealers are on the front lines and have always been the heart and soul of the industry. Without motorcycle dealerships, most of us wouldn't be where we are today, so part of our message is always going to be 'support your local motorcycle shop.""

In addition to recognizing industry pros, *Dealernews* is also working with MIJ to create a job ticker tape of the latest positions opening in the industry at the **Dealernews.com** site. Check it out at: **www.dealernews.com/Industry-Jobs**

"Tell us your story," adds Baylon. "We would love to feature you! Click here to fill out the questionnaire: www.motorcycleindustryjobs.com/industry-profiles/



MotorcycleIndustryJobs.com founder Alex Baylon has been hiring and firing people in the powersports industry for 25 years.

Currently with a major distributor, he has also been with Dragon Alliance, Ceet Racing, MX GP Services in Europe, Acerbis USA, Motonation/Sidi Boots and Scott USA. He started MIJ as he saw a need in the industry for people who are passionate about the motorcycle industry to have an employment outlet. The motorcycle industry like many others has always recycled employees from one company to another and it has always been done by word of mouth. MIJ allows companies in the industry to post their openings and give others in and out of the industry a chance to apply and insert new blood and fresh ideas in the many opportunities in the motorcycle industry.



Confessions Of A Customer® By Eric Anderson

TIME FOR BIG DECISIONS Lead Us Not Into Indecisiveness...

Regardless of your point-of-view, the same question applies throughout our industry: Who is in charge of making BIG big decisions? It doesn't matter if you are a dealer, a product manufacturer, a service provider or a distributor — Who is in charge of making the really big "decisions" in our industry, our individual businesses and our dealerships? Is it "management" or "leadership" that is guiding the powersports industry these days?

This bold question breaks down into three parts regarding:

- 1) Product Decisions manufacturing, design, price/quality, etc.
- 2) Supply/Logistics Decisions distribution, freight, convenience, etc.
- 3) Marketing & Sales Decisions branding, advertising, training, trust building, retailing, etc.

From a historical perspective, our industry has always had its leaders — those well-respected few who set a high standard for the rest of us to strive for. Most motorcycle industry visionaries were self-made — not head-hunted, appointed or anointed. There is no reason here to "name names" (this isn't an awards banquet), but if you have been around long enough you will be able to recall at least 5 to 10 industry heroes whom you have looked up to, and in turn, emulated in your own business endeavors. And if you are a dealer, you will remember the *Dealernews* Top 100 recognition program.

These heroes include those who built dealership dynasties, aggressive distributors, creative manufacturers, refreshing publications and others who grew their businesses while also growing the related portions of industry. Do we still have strong leaders who publicly place a stake in the ground, then go out



and make it happen? Or do we have "mini-teams" who make milquetoast decisions based on theories that are rarely realized in reality? Too many board members? Excessive executive management teams? Added advisory councils? Multiple cooks making the soup? Too many layers between leaders and reality? The cloaked indecisiveness, levels of separation and hesitation are all killing us!

I am all for feedback and communication up and down the corporate ladders, but who is really at the helm of the ships in our respective fleets? A brain trust like *Star Trek's* Borg only collects knowledge — it doesn't know how to interpret, then apply it effectively. Captain Picard's team — the human element — wins because of creatively thinking and interpreting well beyond the data! Free enterprise and Mother Nature usually require an alpha dog to steer the pack in one direction, right or wrong. Without firm direction, chaos, death and extinction ensues.

My worst fear is that our industry has fewer knowledgeable leaders than it has ever had before. They are selling their businesses, aging out and taking their knowledge and decisiveness with them... only to be replaced by collectives at all levels. Certainly, there are more advisors, consultants and CEOs from outside the industry than ever before... all attempting to enlighten us about how it is done elsewhere. How has the outsiders' record faired historically in powersports? Not that well. Of course, our industry needs the help of anyone willing to join the battle in making profits, growing businesses and increasing the number of excited riders. But the fact is "experts" from the outside don't understand the nuances of a recreationally-based, relationship-driven industry. Likewise, our own industry veterans don't objectively see the light of the rapidly approaching technohorizon. Thus, teams of managers rather than industry-wise individuals are now making the BIG decisions for our industry.

Trouble is, these collective teams don't seem able to make such decisions quickly or in response to the faster moving marketplace. Why? Because those executive and mid-level managers don't visit the marketplace anymore. Many are out of touch with reality... which happens at retail. Managers are keeping their jobs by accumulating and assimilating data, interpreting it and funneling it back to the collective so more theoretical decisions can be made. Is this simply a self-fulfilling prophecy which will eventually be broken by a reality check when sales stop?

Many people are terrific at the "theory of business" but not so good at the "reality of applying business." Remember the "theory" of a college education vs. the cold, hard smack-in-theface we all received after graduating into the real world? I have seen such "theory" in many start-up and mature businesses manufacturing mostly — where a "team" leads the business. It



sounds good at first, but all too often misses the mark because no single person is responsible for decision making. Thus, nobody can point a finger at an individual when failure occurs. They all walk away saying "Oh, well!" Unacceptable!

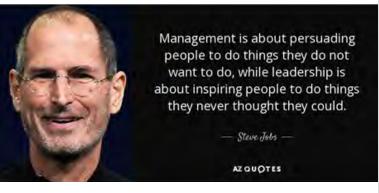
Team decisions make sense when you consider the large combination of experience sitting around the conference table, but something strange happens in such situations. It reminds me of a big group ride — the more people on the ride, the more likely there will be an issue to distract from the joy of that ride. Like a pack of charged-up teenagers, the collective IQ of the group decreases in direct proportion to the increasing size of the group. Exciting, but common sense disappears in the absence of a strong leader.

The inequalities and dysfunction coefficients increase almost logarithmically as the size of the enabled "management team" expands. Power plays, alliances and even sabotage emerge to distract from the group's larger goal. It's *SURVIVOR!* Once the vision becomes more about the individual PEOPLE on the team and not the company's customer, things unravel quickly and profits drop off a cliff.

When the eyes move off the "customer ball" and move to the "money ball," customers begin to defect and things begin unraveling up the channel from there. Customers have a 6th sense for a lack of leadership and direction... usually because no one is telling them about the brand's or business' "Big Picture" any longer. The golden goose isn't being nurtured—it's being squeezed for all it's worth! Rather than *foie gras*, organizations are getting something far more unpalatable out of the south end of a north bound Gander.

An alpha leader won't permit such tail-chasing dysfunction — they are leading. Dictatorship? Yes, but with a sharp guiding board of directors and a positive, motivating twist to share his vision with the team... and the world.

Prior vision and leadership have been replaced with noncommunication and excessive middle management. Apple's Steve Jobs is an example of leadership... as quirky as he was. He wasn't always right or fair. But the vision and direction, subsequently the culture of the company, was 100% clear — Think Different! It was absolutely clear who was leading the company. I am sure Job's quote here came later in his career after he truly learned the juxtaposition between management and leadership:



"Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could." — SJ

Management or leadership, who's in charge of making these big decisions these days?





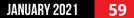
DECIDE NOW! *Time For A National Powersports Dealer Association!*

Powersports dealers need a national leader... to unify, promote and synergize "retail growth" on a countrywide level. Auto, marine, RV and sporting goods dealers have had national associations for decades, yet one has never surfaced in our industry because we have been fiercely independent entrepreneurs who haven't wanted help. But now is different. It's 2021—a new era!

Retailing has become a science. Mobile-friendly online training 24/7/365 is needed. Benchmarking and best practices could be collected and shared for the greater good. Co-op purchasing benefits could save you *beaucoup* dollars on insurances, uniforms, dry goods, trucks, forklifts, services and utilities. Legislative affairs and manufacturing relations could be dovetailed with state associations, ARRA, MIC and AMA. Research and analysis — along with trusted leadership seeing the Big Picture — could also lead us out of our current state of independent, yet collective indecisiveness.

It's time to change the way we do business individually fighting over local market share... and start to look at the horizon to build a bigger and better pie.

Would you participate and gain benefit from joining a national dealer association? Think different before you answer... then take action!





GOVERNMENT RELATIONS

March 31 Application Deadline

New Paycheck Protection Program Funds Available to Powersports Businesses

Today, the <u>U.S. Small Business Administration</u> is required to issue new regulations for the reopened Paycheck Protection Program, part of the coronavirus relief act passed by Congress late last month. Firms that obtained a PPP loan in 2020 may again qualify, and first-time applicants can also request a loan out of the \$285 billion in available funds. The deadline to apply is March 31.

"This is welcome news for small powersports businesses, and we encourage those who need help to <u>visit the SBA website</u>, see if they are eligible, and fill out an application," said Scott Schloegel, senior vice president of the MIC Government Relations Office. "There will be more flexible rules regarding loan forgiveness and, thanks to a change in the recent bill, the loans will be tax-deductible. But, the criteria for a second PPP loan is stricter and loans are capped at \$2 million."

Second-time applicants must have fewer than 300 employees, and show that they suffered a 25-percent drop in gross receipts during the first, second, or third quarter in 2020.



The new PPP regulations extend the employee-retention tax credit into 2021, as well as a payroll-tax subsidy for employers offering paid sick-leave. The year-end appropriations legislation also included an extension of the two-wheel, plug-in electric vehicle credit. Worked on by the MIC's GRO, this extension provides a 10-percent tax credit on the purchase price of a new electric plug-in motorcycle, up to a maximum of \$2,500.





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POLITICS & POWERSPORTS Never Talk About Politics, Religion Or Dealer Associations By Donald Amador

As a 1960s-era teenager growing up in the small coastal town of Eureka in northern California, I had no clue about the nexus between on and off-road riding, politics, and public lands. My only worry was how to fund my passion for enjoying the great outdoors via my dirtbike. Hanging out at the two local powersports dealers in Eureka was a rite of passage where we slobbered over a wide range of motorcycles or asked the shop owner when the new models were going to arrive. My buddies and I also perused the shop's selection of helmets and other riding gear or bought parts if we were lucky enough to own some sort of motorized vehicle.

The naivety of youth notwithstanding, dealers are still on the front lines and the "face" of our industry, and it is still taboo to talk about politics, religion or a national dealer association in some circles. However, we have to have this discussion now because we need a healthy dealer body to rally around and protect our rights to recreate.



During my youth, most of the beaches and forested lands in that area and elsewhere in the West were open for exploration by riders using products sold by the powersports industry. The local sand dunes offered an endless amount of fun and excitement and also served as our *de facto* test area for the newly introduced ATC 90.

Little did I know that anti-OHV political forces were working overtime behind the scenes on a series of legislative or administrative actions to severely restrict or shutdown my sport or the timber and fishing industries where I earned money to support my outdoor recreation habits... money to be spent at my local dealership.

My first clue was in 1968 when the Redwood National Park was created via legislation signed into law by President Lyndon Johnson. That bill started a decades-long cascade of political efforts that resulted in closing almost all of the beaches in the area to OHV use and signed the death warrant for the lumber mill where I worked.

I had planned for a natural resource career in either the private or public sector. However in the early 1970s, I saw the handwriting on the wall and elected to leave the area to train for a vocation in healthcare and business so I could support my family and be able to enjoy OHV and other outdoor activities with them.

During the late 1970s and mid 1980s, I was like a lot of folks who worked and played hard not realizing there was a need for me and others to get engaged in protecting our access to public lands. The genesis for my 30-year career in the advocacy and recreation management profession started in 1988 when my trail ride was abruptly halted by a newly installed closure sign placed in the middle of a popular OHV route.

Today, the powersports industry and their customers continue to face an avalanche of new legislation, regulations, and policy that threatens to increase fees, further restrict, or even abolish our sport.

Powersports dealers are no longer just a place for youthful dreams and where vehicles/products are sold. They are now an important part of the advocacy equation. The future of our sport depends on an engaged riding community and your dealership could and should be the hub of that effort. 🕅

Don Amador has been in the trail advocacy and recreation management profession for almost 29 years. Don is President of Quiet Warrior Racing/ Consulting. Don served as a contractor to the BlueRibbon Coalition from 1996 until June, 2018. Don served on the California Off-Highway Motor Vehicle Recreation Commission from 1994-2000. He has won numerous awards including being a 2016 Inductee into the Off-Road Motorsports Hall of Fame and the 2018 Friend of the AMA Award. Don currently serves as the government affairs lead for AMA District 36 in Northern California. He may be reached via email at: damador@quietwarriorracing.com

BOOST YOUR CONFIDENCE THROUGH MOTORCYCLING

A Woman's Guide to Being Your Best Self On and Off the Bike

Alisa Clickenger

Alisa Clickenger, one of *Dealernews'* Top 100 industry leaders and our Diversity+ columnist, has just published her first book. *Boost Your Confidence Through Motorcycling* became an Amazon.com #1 bestseller in its first week. *Boost Your Confidence Through Motorcycling* contains ideas and inspiration for both experienced and inexperienced riders, and uses examples from Alisa's own personal journey learning to ride.

DIVERSITY⁺



By Alisa Clickenger

COME TOGETHER RIGHT NOW Engines For Change...

Kirsten Midura started riding motorcycles just four years ago. She immediately fell in love with riding and soon found herself joining riding groups, co-hosting community events and organizing fundraisers. A born changemaker, she had a vision beyond her *ad hoc* events and decided to use motorcycles for good. In 2019 she started Engines For Change (E4C), a nonprofit that mobilizes motorcyclists to make a positive difference in the world.

Leveraging motorcycles as tools for development, accessibility, education and awareness, Engines For Change is a central point of connection between people wanting to do good in the world. E4C is building a network of organizers across the U.S. who host volunteer events, campaigns, rides and projects related to the causes that matter to them. There is also a parallel to be drawn between Midura's quixotic quests and dealers tilting at windmills.

Starting in 2019 with a beach cleanup in New York, decided to do, not discuss. By the time the pandemic hit in early 2020, Midura and her moto friends were already mobilized and immediately began providing logistics and support for sewing masks, giving rides in sidecars to doctors and nurses, making hand sanitizer for frontline workers and more. Engines For Change became a common link between organizations and motorcyclists who were working to save the city.

When Black Lives Matter protests began in NYC, E4C volunteers and partners distributed face shields and masks to protestors. During the lead-up to the election, E4C



dreamed up and co-hosted Ride to the Polls, partnering with individuals and organizations such as Black Girls Ride. Rides were held in 15 cities nationwide to increase voter participation and to encourage all citizens to vote. In the face of crisis, they were able to have an impact in an enigmatic and effective way.

Within the powersports industry there's been a call to action to form a National Powersports Dealer Association. This is an opportunity for dealers to come together with a shared vision, common interests and a unilateral voice. An opportunity to band together and not only learn from each other, but to assume a single voice and let yourselves be heard. NPDA can be its own engine for change.

Regardless of our origins, our brands, our physical location, our cause and concerns as business owners (and our love for the lifestyle we enjoy), our passion can only be made stronger if we combine the hefty weight of our communal intellect and concerns. Sound like a daunting proposition? Changing the world usually is!

If a solitary newbie motorcyclist with a grand idea and the passion to back it up can make her mark in the world in a single year, why not us? With 9,500+ dealers, PG&A retailers and repair shops in North America, imagine what we could create with a shared vision for elevating the industry? Come together, combine your energy with that of your peers, share your vision of the best industry practices for us all. Make a difference in 2021 through a National Powersports Dealer Association.



Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book <u>Boost Your</u> <u>Confidence Through Motorcycling: A Woman's</u> <u>Guide to Being Your Best Self On and Off the Bike</u> became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is www.WomensMotorcycleTours.com.

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STAPLES

They may not be as sexy as new units, but staples like batteries and tires are what keeps the powersports industry rolling... and customers charging into dealerships. As powerful as the Internet has become as a fulfillment tool during the COVID lockdown era, it still can't PDI a unit, change a tire, swap out a battery or winterize a vehicle. It also makes more sense for traditional distributors to handle pallet-loads of mounted and balanced ATV tires, transporting chemicals and solvents and batteries as well.

Once the staples are stocked, then it is time for a cup of Ryan Dungey's new coffee and to check out Pete Fox (yes, that Pete Fox) new word of mouth only campaign for RENEN. Despite being an insider secret kept on the down low and only limited social media mention, the first production run was a complete sell-out. Something that sells itself... and sells out might be just what your PG&A department needs heading into spring moto season? Just don't tell Pete we gave you the secret handshake!

We can talk about Dungey's new grind, though. Like so many others, coffee has become an integral part of Ryan's everyday life, giving him the daily boost to chase his passions. That's why the company's mantra is as relatable as Ryan himself - "Fuel Your Pursuit." No matter the motivation, RD Coffee is here to fuel the moto industry and inspire others on their journey.



SR-71 BLACKBIRD

Remember when the high-flying SR-71 was the apex of jet age? The black with red trim 8-spoke ST-4 wheels are the top of the 2021 rim options from System 3 Off-Road. But if old school stealth styling isn't in the cards, the new ST-4 wheels come in cool blue. The new colors are available in both the 14x7 and 20x6.5 sizes, with fitment applications for a range of vehicles. And if your customer base is really old school, the original Gloss Black/Machined wheels remain in the ST-4 family. System 3 Off-Road wheels are available exclusively from Tucker Powersports. Suggested retail pricing: 14x7, \$141; 20x6.5, \$259. https://system3offroad.com/



BRIDGESTONE COMES TO GRIPS WITH THE T32

There are no bad rides, only bad weather... until now. The worse the conditions get, the better the next generation of Bridgestone Battlax tires perform, particularly the new Sport Touring T32 tire. A bigger contact patch and patented "Pulse Groove Technology" offer significant upgrades in wet weather performance without sacrificing tread life. "Battlax's next-generation sport touring tires, the T32 tire and T32GT tire are the result of Bridgestone's technical expertise and commitment to continually improve tire development," said Jared Williams, GM Bridgestone Motorcycle Tire Business in the United States and Canada. "By significantly enhancing the tire's connection with the road, the T32 tire delivers incredible performance, even in poor weather conditions, giving riders more control and confidence in the wet. These benefits are also found in the GT tire line, allowing this technology to reach more motorcyclists." According to Williams, the Pulse Groove Technology combines pulse-shaped grooves with small center deflectors to equalize water flow while the straight grooves optimize the water flow's speed. This combination helps improve water channeling and drainage across the surface of the tire, which enhances grip and adhesion in wet conditions. A 13% larger contact patch on the rear tire to increase overall contact area and connection to the road compared to its predecessor.https://www.youtube.com/watch?v=ZC4I0gaia18

motorcycle Tires Video



TANK YOU VERY MUCH

Just in time for those winter projects KBS Coatings Large Cycle Tank Sealer PLUS Kit contains everything needed to clean, prep and permanently seal up to a 12-gallon tank. The system will remove and stop rust on the inside of the tank as well as form a tough, fuel impervious coating while also sealing small pinholes and seams. The Tank Sealer's rock-hard finish remains flexible to withstand vibration and repeated expansion and contraction of the tank. Other tank sealers are little more than paint or adhesive-type coatings that have poor sealing abilities especially when exposed to today's fuels. For more information on the Large Cycle Tank Sealer PLUS Kit and dealer ordering details, click:

https://www.kbs-coatings.com/large-cycle-tank-sealer-plus-kit.html





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SHOCKER!

"We've tested the hell out of these batteries in the lab and on the road and we love their performance," says James Simonelli, brand manager for Twin Power and Biker's Choice brand products. "This is a true innovation in battery performance for motorcycles and we are really excited to be bringing it to the market. With nanogel technology and an affordable price, the Shocker Gel won't let you down." Twin Power used an independent lab to test the Shocker Gel battery lineup for high-rate discharge, ten-hour discharge, vibration, short circuit and cold cranking amps. Fitments are available in all popular 14, 20 and 32 Amp configurations. Retail prices are \$112.15 for the 14 Amp model, \$142.95 for the 20 Amp and \$185.95 for the 32 Amp unit. Tucker will begin shipping the nanogel batteries to dealers this month. See more at: **twinpower-usa.com**

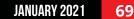
RD COFFEE HOLESHOT

"Sometimes you need that little extra to get going, and in the sport of motocross that added boost of energy and focus often results in a holeshot, putting you ahead of the pack. To me, that was the perfect way to symbolize an espresso roast, which carries a little bit more punch," explains former champ Ryan Dungey. "It's been an amazing journey so far with this new endeavor and I'm so excited to welcome our fifth roast, a number that personally means a lot to me. I've learned a lot in a short amount of time and I'm fully committed to making RD Coffee relatable to everyone on their own journey." In addition to being the fifth roast from RD Coffee, the same number Ryan wore on his way to becoming one of the sport's all-time greats, HOLESHOT is also the first espresso blend in the company's flagship lineup of roasts.

https://rdcoffees.com/collections/coffee/products/holeshotespresso-blend

RENEN SOLD OUT!

Every single item in RENEN'S S121 limited edition introduction lineup sold out. Jerseys, race pants... even casual T-shirts and hoodies. "RENEN motocross jersey handcrafted from our premium, stretch, technical fabric. Microfiber fabric feels amazing with a mock mesh inner surface that transfers moisture away from the skin. Featuring a drop tail hem to keep it tucked during long motos, and our innovative loop collar design improves comfort by eliminating the neck seam." That's it, no hype, just word of mouth from Pete Fox. Sound like something that might move in your store? Drop #2 is coming in February. Contact the enigmatic brand here: renenusa.com





KURT CASELLI RIDE DAY KC66 Foundation Brings Industry Together

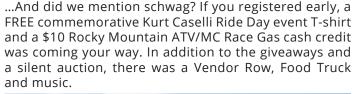
By Jason Gearld

M otorcycle riders are good people, but you already knew that. Proof of concept was the 8th Annual Kurt Caselli Ride Day presented by Rocky Mountain ATV/MC. More than 800 good people gathered at Fox Raceway in Pala, California, the first Saturday in December for a great cause: honor Kurt Caselli's memory by raising money to protect dirt bike riders.

After a full day of fellowship and track time, more than \$63,000 was raised for The Kurt Caselli Foundation's mission of Protecting and Supporting the Lives of Off-Road Riders. Not bad for the middle of the pandemic. Paying it forward, these proceeds will fund various safety initiatives and scholastic scholarships in 2021... and beyond.

The Caselli Ride Day was as good as ever. Tons of riders. It seems like people haven't lost sight of why we are there, either. You would think after 8 years maybe it would just be a 'ride day.' Not a chance! The lap around the Vet track was full — fender-to-fender — and that was pretty awesome. Kurt's mom Nancy lead the way, as usual.

The day was full of laughs, plenty of moto stories... maybe a few fibs? Good grub, plenty of moto... including an off-road loop, a couple wacky races that would have made Kurt smile and The Caselli Team Challenge teaming random riders with an MX/Off-Road Celebrity rider.





in day of moto fun with everyone joining in to ride a final lap with Kurt.





Grub? You didn't have to tell Phoenix Handlebars Jason Gearld twice!

It's one of those events that when it's over, you are already looking forward to the next one. Thanks Kurt for reminding us yearly why we love to ride. Special thanks to Ride Day sponsors: Rocky Mountain ATV/MC, KTM USA, FMF Racing, and Fox Racing.





PROTECTING AND SUPPORTING OFF-ROAD RIDERS

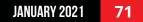
The Kurt Caselli Foundation was established in 2013. The focus of the foundation is the safety of riders and racers in the off-road motorcycling industry. While we understand the inherent elements of danger in this industry, we aim to help minimize this danger to the best of our ability. The foundation has a three-part mission that encompasses safety precautions for riders before, during, and after a racing career.

- 1. Before racing, we are committed to encouraging, developing, and standardizing safety precautions that will help minimize risk outside of the rider's control.
- 2. During racing, we are committed to developing, establishing, and encouraging the use of safety equipment and policies to increase the safety of the riders.
- 3. After racing, we are committed to providing a safety net that allows and encourages former racers to further their education and reach career goals for themselves and their families.



100% of all donations will go to The Kurt Caselli Foundation to be used for Protecting and Supporting the Lives of Off-Road Riders. The Kurt Caselli Foundation is a nonprofit public benefit corporation. The Foundation was granted 501(c)3 tax-exempt status effective December 17, 2013. All donations made to The Foundation are tax deductible.

More details on the KC66 Foundation can be found at: https://www.kurtcaselli.com



PRES	S PASS			
		VAMAHA		
	B	Amorican	Date: October 27, 2020	
		Pay to the Order of Road 2 Recovery Foundation Seven Thousand Five Hundred and	\$7,500.00	
<u>III</u>			Doughty	

THE REASON FOR THE SEASON Dealernews Crashes American Retrocross MotoXmas Party

A call to action went out to the industry in mid-December.... not the rallying cry for a national association of dealers (that is this issue). No, this was to invite staff, advertisers, industry friends and dealers to our impromptu holiday party. Former cover dealer Rick Doughty was kind enough to let *Dealernews* crash the American Retrocross MotoXmas party at Glen Helen.

We were invited to get together, properly socially distanced of course, at the track. Ride, bike, hike, picnic or partake in the spirit of MotoXmas. While it wasn't On Any Sunday, it was on a Sunday (Dec. 20th). The lure of a prepped and watered track and forecast of sunny weather was enough for folks to brave the risk of an ad pitch to partake in the MotoXmas pot luck. The mini track was opened and everyone was encouraged to bring any kidlets along.

The eclectic mix of awesome humans who heeded the call to action was a Christmas miracle since we didn't even know if the track would be open because of the pandemic protocol. However the stars aligned, perfect weather (70-degrees in the middle of December, seriously), a chance to partake in some new bikes



(thanks to Kayo's Kevin Rogers) and hanging out with friends and family are what makes this industry unique. The editor's 1969 Penton parked next to the creative director's current KTM were next to the father-son duo of Jason and Phoenix Gearld from the eponymous handlebar company, next to Fox Shocks Corey Eastman, Christine Eastman from SSR/Benelli and their daughter Sarah Eastman (she was crushin' it on SSR's SR125SEMI with the semi-auto clutch), next to former MX champ turned dealership co-owner/TV commentator Grant Langston and his boy, next to... well, you get the idea.





Team Phoenix father and son time

Sarah Eastman ripping on SSR's latest





#MAXMATTERS

The highlight of the MotoXmas gathering was the gift exchange. After expressly warning everyone there would be no presents exchanged, former *Delernews* cover dealer Rick Doughty from Vintage Iron presented Road 2 Recovery with a BIG check in memory of his son Max.

"Huge THANK YOU to Rick Doughty, American Retrocross and all who donated towards the Max Matters Mental Health Initiative," says Lori Armistead, Chairman of the Board for Road 2 Recovery. "We are honored to be a part of something so special." Doughty's contribution will be a gift that keeps on giving by funding a specific mental health component of Road 2 Recovery's future outreach.

"Depression impacts athletes of every age, but with the COVID pandemic it is really hurting younger people," she says. "All funds raised and continued to be raised in Max's name will go to fund the Max Matters Mental Health Initiative. This is a program of treatments, protocols, and support that will provide resources to injured professional motocross, supercross, action sports athletes, and their families.

"We aim to grow this program and its funding to cover anyone that is seeking help," Armistead explains. "People don't choose to be depressed but they can choose how to combat it. Joining together it is a winnable fight. The life you save may one day be your own or someone you love."

For more details on the Max Matters Mental Health Initiative and the programs, it will support, please check back on this page. All donations made here will go directly to the Max Matters Mental Health Initiative:

https://road2recovery.com/cause-view/the-max-mattersmental-health-initiative/

JANUARY 2021 73

Grant Langston in the house



Thank you again to our friend Rick Doughty (who incidentally restored said Penton 30 years ago) who invited us to join in on the American Retrocross party. And on behalf of victims of depression everywhere, thank you for the #MaxMatters outreach to Road 2 Recovery (see sidebar). Good time for a great cause... and on a Sunday, of course!

If you are based in Southern California give yourself a gift of checking out American Retrocross. After 20+ years of developing their formula for fun racing, they have it down to an amazing program that is challenging but family friendly, safe but exhilarating. Old bikes, new bikes and everything in between! See the American Retrocross story on the next page.









AMERICAN RETROCROSS

Our Club

A fter 20+ years of developing our formula for fun racing we have it down to an amazing program that is challenging but family friendly, safe but exhilarating. Old bikes, new bikes and everything in between!

Motocross has always been a tough sport but for many today's obstacles represent more risk than reward. Our approach is to get as close to a natural terrain layout as we can. Jumps, bumps, berms and loam, the way you remember it was. Glen Helen and LACR are our home tracks.

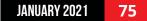
Why We Do It

We do it for one simple reason, we love it. The sport doesn't have to leave you behind if you don't want it to. Stay involved, get re-involved or get involved for the first time with American Retrocross. Simply the best place to race.

What's happening with the Pandemic. "Well, that is a good question and one that is being asked about more than our motorcycle racing club," says ARX founder. "There isn't much experience that any of us have with a global pandemic of this magnitude, much less the financial upheaval and personal restrictions we are enduring.

"What we are sure of is, this too shall pass. Just like our country did with the 9/11 disaster, we will create a new normal in which to live and ultimately thrive. We will all be more conscience of spreading anything to anyone. We will also become a nation of clean hands and apparently based on toilet paper sales, extremely clean (and maybe slightly raw) butts. I hope we will also have a lasting sense of togetherness, as we are all most certainly in this together."

https://americanretrocross.org/ 🕥





AVE ATQUE VALE BILL TUMAN 1921-2020

The Roman salute to a fallen hero *Ave atque vale* — hail and farewell — certainly applies to the Rockford Rocket, Bill Tuman. One of the infamous "Indian Wrecking Crew" trio, Tuman was a dominant force in Grand National Racing in the 1940s-1950s, voted the American Motorcyclist Association's coveted "Most Popular Rider" in 1950 and inducted into the AMA Hall Of Fame in 1998. He was also a BSA road rep and long-time Honda/Yamaha dealer after his racing days.

A member of the original "Indian Wrecking Crew" that included Bobby Hill and Ernie Beckman, Tuman winner of five AMA Grand Nationals during a professional racing career that spanned from 1947 to 1955. He was actually the last Indian racer to hold the #1 plate before Jared Mees piloted his Polaris/Indian to the title in 2017 for second coming of the Indian Wrecking Crew.



Known as the "Rockford Rocket," the Illinois resident rarely ventured outside the Midwest to race. A growing family and a full slate of local racing kept him close to home — and prevented him from winning even more Nationals. "I was making too much money racing the local events to worry about racing in all the Nationals," Tuman recalled. "I can remember during county fair times I would race six and seven races a week."

So, one of his most surprising victories was at an AMA Grand National on the mile dirt oval in San Mateo, Calif., on June 22, 1952. Tuman beat all of the top riders from the West Coast on one of their own tracks, something that rarely happened in those days.

Tuman didn't begin racing until he was 25. While living in San Francisco after World War II, he got a job building racing bikes at the famous Hap Jones race shop. After watching the legendary Sam Arena win a race, Tuman became hooked on the sport. His first competition bike was a souped-up Indian Army surplus bike and he turned pro in 1947, entering his first professional race in Daytona Beach.

A couple podium finishes followed in 1948 and 1949, before Tuman took his first National win in Des Moines, Iowa, on Sept. 17, 1950. A month later, he won his second National in Reading, Pennsylvania. In March 1951 at the annual AMA Awards Banquet in Daytona Beach he was voted the AMA's Most Popular Rider of 1950.

Tuman's best season came in 1953 when he won the legendary Independence Day weekend event at Dodge City, Kansas, a 200 miler over a two-mile dirt oval, on a Norton. However, the biggest win of his career may have been taking first at Springfield, and becoming the newly crowned national champion. It's interesting to note that Tuman won Springfield racing with a borrowed engine from a fellow Indian rider. His own motor was completely clapped out from the dozens of local races he had competed in that summer. It would prove to be the final time that an Indian rider would win the AMA Grand National No. 1 plate for 60-some odd years!



After Indian folded, racing became exceedingly more difficult for Tuman. The parts supply was quickly drying up, and Tuman was spending endless hours keeping his worn-out bikes going. Racing became a chore, and at a regional race in Pennsylvania in 1955, Tuman pulled into the pits after the race and abruptly announced his retirement.



Tuman's relatively short, but spectacular, racing career was over at the age of 33. Remarkably, his most serious racing injury during his decade-long career was a sprained ankle. After retirement from racing Tuman stayed in the motorcycling industry, first as a road agent for BSA and later as a Honda/Yamaha dealer. He sold his Fun Mart Cycle Center in Moline, Illinois, in 1977.

His full biography is at: motorcyclemuseum.org/halloffame/detail.aspx?RacerID=92 题

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Shameless Plug – For the most up to date dealer news, check on the news feed at Dealernews.com, be sure to like us on Facebook and click on Dealernews' monthly digital editions: www.dealernews.com

OPINION

Anonymous Dealer

PROVE ME WRONG... And Give Me Something I Can Sell!

see that Kawasaki has released some new models. Wonderful. They have the new supercharged H2R that may get ever closer to the sound barrier. Wow! What a great idea. It's HOW much???!!

So, we have another great halo bike that makes everyone go "Amazing!"

Just what we need. We will, of course, get many countless, pointless, requests for a test ride. It just means more models that are going to sit on the floor. Don't get me wrong, I think that Kawasaki makes some nice bikes. Some of them are very fast. Some of them look great. They are all well-built. They have a lot of fans.

But many of these bikes just sit in the showroom. The only ones that seem to sell in any numbers are the Ninja 400 and the KLR 650. Oh, wait; they have discontinued the KLR, with no replacement in sight. Well, that's all right; we have the T7, which we cannot keep in stock, even though it's priced a lot higher than the KLR was.

Yes, we sell a few of the other Ninjas, and we sell a few ZXs, and we sell a few Versys units, but nothing in great numbers. I know a multiline shop that dropped Big



Green, and sales of their other lines went up to more than compensate. Kawasaki should have had a new KLR waiting to go immediately after the 2019 model was announced as the last one. They should have something that is competition to the brilliant T7. I just hope that Yamaha doesn't make the T7 too bloated and expensive over the next few years. We'll see.

Suzuki is not much better; we sell a few GSXRs and a lot of V-Stroms. Their sportbikes used to be strong, but not anymore. RMs and Quads also seem to sit until there are rebates. There seems to be a new parallel twin 650 coming out in the future. Good move; Yamaha has proven that this type of unit will sell.

Yamaha has a new 700 and 900cc lineup that looks great. No, they are not the fastest, but at least I won't have many of them sit on the floor until they are noncurrent. All I want is units that sell. We won't mention the Niken and the latest Venture. I still think that an XS700 cruiser with the wonderful CP2 engine would be incredibly popular.

Then there's Honda. The Africa Twin turned out to be a big seller, and I cannot keep Honda off-road machines in stock. Fuel injected family machines. Now that's something I can sell! There is rumor of an 850cc adventure tourer. And now they've announced the Rebel 1100. I'm not a cruiser guy, but I do remember the V-Twin cruiser days from the 80s right up until a few years ago. I've written before that the V-Twins days are done. They are fat, heavy and slow. No-one wants them anymore. HD has been clinging to this model for about 15 years too long. They seem to be dying a slow death.

The Rebel series, I believe, will be a game changer; people are still interested in cruisers. They want to ride something that has a low seat height, and is capable of traveling long distances at one go. I can see the Rebel 1100 turning into a touring bike, with bags and a fairing. The Gold Wing went from being a sport bike concept to a touring bike within 5 years. I predict that there will be a large parallel twin touring bike from Honda within the same time frame. Originally, I was hoping for Gold Wing Lite, with a 1200cc flat four engine, but just maybe a parallel twin would work as well.

I get it; every manufacturer goes down a wrong rabbit hole from time to time. But Kawasaki seems to make a point of it. Yes, the H2R is cool. It's fast. But give me a new KLR650 or a new small parallel cruiser. That I can sell! **1**

Yes, our international man of mystery is a real dealer; no we are not going to tell you who he is. Saying the things that you are thinking, without risking getting the franchise pulled. The Anonymous Dealer has more than three decades experience at the dealership, in every position from porter to dealer principal.

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