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POWERSPORTS BUSINESS

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26.3% ↑ **FIRST 11 MONTHS 2020 NEW AND PRE-OWNED MAJOR UNIT SALES**

Youth models are all the rage at PCP Motorsports

Chad Sutton, sales manager at PCP Motorsports in Sacramento, has seen continued demand for major units of all kinds.

Don't Miss... "My heart smiles when I think about all the challenges we took on and the accomplishments we realized together over the years." ▪ "It's the rare magic sauce that adds value to their product offering." ▪ "I think the inventory levels that the factories are producing will not meet demand for the next six to eight months at this point." ▪ "We wanted to try and do a show that was affordable for everyone – both the vendors and people coming in the door. That was a big focus." ▪ "I look forward to embracing the challenges that this new role will bring." ▪ "All of the industry's biggest companies have committed to participating in the four events with displays and experts who can speak to their product's features and consumer benefits." ▪ "It's not going to replace motorcycling, but it's an added hobby that we feel people will take to." ▪ "But then when we dedicated more floor space to them and provided a little advertising budget, it really took off." ▪ "We've had people fight over watercraft." ▪ "Sure is nice to make money."

Best of 2020

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- Top videos →

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PARTS UNLIMITED PARTS CANADA PARTS EUROPE

East Coast's largest Harley-Davidson adds location

Brian's Harley-Davidson owner sells after 36 years

One Harley-Davidson dealership owner has decided to sell after 36 years in business, while another has swooped in with the acquisition, putting up a new shingle for the eighth time and the fourth time in the last in the last 14 months.

Here's how the latest dealership buy-sell transaction breaks down:

Brian's Harley-Davidson in Langhorne, Pennsylvania, northeast of Philadelphia, has been acquired by Paul Veracka. It's the fourth dealership acquisition for Veracka over the last 14 months and sixth in the last three years.

"Having the support of a great team on the East Coast has allowed me to expand rapidly to my eighth location and extend the lead over my brother's West Coast operation of six dealerships," Veracka said.

Paul Veracka currently operates six of the top 15 new bike volume dealerships in the country. His dealerships have been able to achieve this high sales volume while continuing to maintain a premium customer experience. This is evidenced by the numerous awards including multiple Harley-Davidson Bar & Shield Awards, *Powersports Business* Power 50 Awards and Best Place to Work Awards won over recent years.

"This is my eighth Harley-Davidson dealership now with the goal to own more," Veracka added. "I have been able to pay over-market value on several acquisitions in the past few years as I continue acquiring stores. This deal was presented by Brad Hopkins, which caused the seller to incur a broker's fee. Typically, I'm able to acquire stores without any brokers due to my knowledge and experience of the process, which allows maximum value to the seller as well as expediting the time to close. I welcome any dealers looking to sell to contact me directly as I will be continuing to expand in 2021."

Paul Veracka (pictured) is the new owner of Brian's Harley-Davidson, located northeast of Philadelphia.

Brian's Harley-Davidson's previous owner, Brian Bentley, stated, "After 36 years as a Harley-Davidson dealer, I wanted to ensure the current team had the strongest dealer group behind them and have no doubt that they are in great hands under Veracka's leadership. The transaction itself was quick and smooth with Paul's experience with Harley-Davidson buy/sell transactions."

With the recent acquisitions of Brian's Harley-Davidson and Old Glory Harley-Davidson in September, it has allowed many of the current employees to transfer dealerships and earn promotions. With consistent industry leading training programs and procedures, it makes it easy for an employee to transfer dealerships knowing the new dealership will be operated the same way.

"With the rapid growth in the past year and more to come in the future, I'm also looking for additional staff who want to join an expanding dealer group with room for growth and internal promotions. While we were able to retain all the employees, we are adding to the team as we expand sales and encourage anyone interested in joining the team to apply at www.brianshd.com," Veracka added.

Collectively, Paul Veracka's company will sell more than 8,000 Harley-Davidson motorcycles this year, continuing to lock in its position as one of the largest Harley-Davidson dealer groups in the world.

Paul Veracka's company of Harley-Davidson stores now includes:

- High Octane Harley-Davidson in Billerica, Massachusetts
- Palm Beach Harley-Davidson in West Palm Beach, Florida
- Rockstar Harley-Davidson in Fort Myers, Florida
- Motown Harley-Davidson in Taylor, Michigan
- Alligator Alley Harley-Davidson in Sunrise, Florida
- Manchester Harley-Davidson in Manchester, New Hampshire
- Old Glory Harley-Davidson in Laurel, Maryland
- Brian's Harley-Davidson in Langhorne, Pennsylvania PSB

HOTNEWS

Company president Paul Langley will be leaving S&S Cycle in March. Photo courtesy of S&S Cycle

LANGLEY TO DEPART S&S CYCLE

Viola, Wisconsin-based S&S Cycle announced that president Paul Langley will depart the company in late March.

"This company has been my #1 life priority and I have dedicated most of my waking hours to its success," said Langley.

Credited with bringing Indian back into Flat Track racing as well as winning four championships, Langley has been a key driver for reviving the company's dominance in multiple racing efforts.

"During Paul's tenure, the company has seen strong growth, including the addition of an exhaust manufacturing facility, an industry-first focus on emissions-compliant performance parts and a product diversification that now includes parts for Indian and Royal Enfield machines," said Mark Platt, S&S Chairman of the Board.

Langley joined S&S Cycle in 2015 and brought with him decades of experience in both the high performance parts space as well as multiple racing disciplines.

"My family has been incredibly supportive of my nonstop work life and it's now time to give back to them. It saddens me to leave the company, but I'm at a point in my life that I need to focus on their priorities first," Langley said.

Working with top-level recruiters, S&S plans to consider internal as well as external candidates and will immediately begin looking for a successor.

"I would like to thank all of the S&S team for their commitment and I feel the company will continue on the road to success for many decades to come," Langley said.

REAL PERFORMANCE MARKETING HIRES SALES REP

Real Performance Marketing has added John Gray to the RPM team to work the Washington, D.C, Delaware, Maryland, Virginia, West Virginia and and Southern New Jersey areas.

Gray brings with him 20 years of experience in the mobile electronics industry, plus a passion for motorcycles. With the addition of Gray and existing reps expanding into Louisiana and Kentucky. RPM is now servicing dealers in 14 states with 18 lines in the powersports, mobile electronics and marine Industries. PSB

JOHN GRAY

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Below are the most viewed stories on PowersportsBusiness.com for 2020. It was a record-breaking year for the magazine's website traffic, thanks to the trust our readers have put in us during the worldwide pandemic. Join 12,000 of your industry peers to receive the *Powersports Business* three times per week to keep you informed on all you need to know in the industry. PSB

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3. **STATE'S LARGEST DEALERSHIP GETS NEW OWNER**
4. **RECALL RELATED TO PART ON POLARIS, CAN-AM, KAWASAKI UTVS**
5. **OH YES, IT'S THAT FAST: ALL-NEW 2021 SEA-DOO RXP-X 300**
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ATL@8AM CIN@8AM DEN@9AM DAL@8AM LAK@9AM

MADISON | PHILADELPHIA | SACRAMENTO | SAN DIEGO

MAD@9AM PHI@9AM SAC@9AM SAN@8AM

JAN

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27	28	29	30	31*

* NPA Closed

E-bikes providing new opportunities for dealerships

Companies and dealers see market primed for expansion

BY NICK LONGWORTH
NLONGWORTH@EPGMEDIALLC.COM

Despite uncertainty in many industries as a result of COVID-19, powersports dealerships throughout the country were presented with new growth opportunities in 2020. As restaurants, airlines and tourism saw a decrease in consumer demand, the powersports industry saw the exact opposite happen as consumers increasingly turned toward the outdoors to quarantine on various machines.

But as inventories of traditional segments such as side-by-sides, ATVs and PWCs thinned throughout the course of the summer, the presence of an alternate market has continued to emerge; electric bicycles — or "e-bikes" — have become increasingly popular on showroom floors.

The recent Q4 Powersports Business/BMO Capital Markets Dealer Survey found that of those dealers who took the survey, 25% of them currently offer electric bicycles on their showroom floor.

"Our scooter supplier, Bintelli, brought in e-bikes five years ago, and when they showed us them at an event I didn't know what to think, to be honest — it was a bit of a turn from what we had been doing. But we decided to give it a shot," Tim Bluhm, sales manager with Ecofun Motorpsorts in Forest Lake, Minnesota, told *Powersports Business*.

Unlike a motorized scooter, an e-bike has a battery that is attached to its frame and a pedal-assisted motor that enhances a user's mobility. Assistance ranges vary anywhere from 20 to 200 miles, with speeds up to 28 mph.

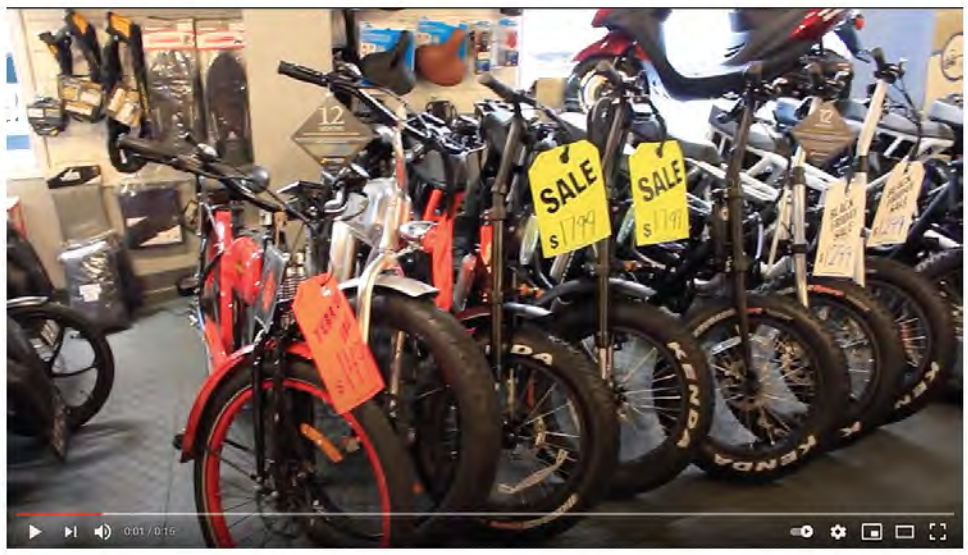
Bluhm attended a trade expo for bicycle manufacturers and PG&A companies in 2017, and at it came to the realization that traditional bicycle dealers were hesitant to adopt the new technology. "Once I found that out, we began to expand our lineup drastically," he said.

Ecofun has since expanded its lineup from eight total models to 18, and from one brand to four — carrying Bintelli, Yamaha, Scootstar and Wildsyde. Ecofun offers a range of segments, from mountain bikes to urban and retro styles.

"After the first year, we sold some and the margins were good. But then when we dedicated more floor space to them and provided a little advertising budget, it really took off," said Bluhm.

The price range for a new e-bike is anywhere from $2,000 to $10,000 for a new model, with a typical purchase ranging from $2,000 to $3,000 per consumer. Although a modest PG&A lineup exists for some brands — notably enhancements such as upgraded seats and racks — it's admittedly a market still in development as the offerings continue to grow in popularity. Most dealerships dedicate anywhere from 200 to 500 square feet per showroom for e-bike displays — a far cry from other machines that might take the same space for only a few models, let alone an entire lineup.

With some powersports dealerships adapting to selling e-bikes already, others are just beginning.



DHY ADD E-BIKES TO THE FLOOR

"We just got our first models about three weeks ago and we're still wading through everything to truly get setup as the models begin to filter in," said Joe Sandor, general manager of DHY Motorsports in Deptford, New Jersey, for the last five years.

DHY began selling Yamaha's pedal-assisted e-bikes this season; something that Sandor said was a natural progression, while noting, "We'll be carrying a full lineup to show what they have to offer."

According to Sandor, e-bikes have the potential for a wide-ranging appeal to many consumer characteristics, from off-road adventurists, to those trying to get to work on time.

"There's a nice range from what I would consider an off-road mountain bike, to a nice commuter ride and we plan to carry all of them," Sandor said, noting DHY will aim to carry 25 total e-bike models heading into spring of 2021. "Some people ride them every day back and forth to work or the grocery store, and the mountain bikes are also becoming more popular around the racetracks — guys are using them to cruise around while they wait for their race to start. It's definitely something that's up and coming."

As the first wave of the pandemic was arguably at its height throughout April and May, *Powersports Business* reported about dealerships that were beginning to add e-bikes as options to their showroom as a low-cost, low-space and overhead offering.

Both Bluhm and Sandor said they see the potential for e-bikes to be a supplemental income to their show floor, and not one that will necessarily take away from existing markets — especially with older clientele.

> *It's not going to replace motorcycling, but it's an added hobby that we feel people will take to.*
>
> *Joe Sandor, general manager DHY Motorsports*

"It's not going to replace motorcycling, but it's an added hobby that we feel people that ride already will take to," Sandor said. "I've found customers to be much older than expected. Anywhere from the 60s to the upper-80s; they love bicycling, but recent trips to the doctors have told them they should slow down. The e-bikes take a lot of the stress off, but still allows people to enjoy what they love."

With a reluctance from traditional bicycle shops to adopt the new technology — many bicycling purists consider usage of e-bikes to be "cheating" — powersports dealerships have seemingly been handed an opportunity on which to capitalize.

"This is just the beginning," said Sandor. "To see where it will go will be very interesting."

NEW BRAND, OLD BACKING

Although brands like Bintelli, Wildsyde, Scootstar and seemingly countless more startups have grown in popularity in recent years, they're arguably little known universally throughout the powersports industry. However, recently major manufacturers have also begun to take note of the potentially emerging e-bike market in the U.S.

While Yamaha advertises that it has been producing some form of electric pedal-assisted technology since 1993, in the previous five years the company has increasingly shown dedication within the market.

More recently, though, Harley-Davidson announced it had become the largest minority partner in the Serial 1 Bicycle Company to produce a new lineup of e-bikes available for spring 2021.

"They've made it a priority to lead the

See **E-Bikes,** Page 8

Ecofun Motorsports in Forest Lake, Minnesota, provides a wide assortment of Yamaha electric bicycles.

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- Hub Bearing Conversion Kits – ATV
- Strut Bearing Kit – Front
- King Pin Kits
- Polaris Strut Bearing Kits
- Showa Front Strut Upper Ball Joint
- Tie Rod End Kits
- Tie Rod Upgrade Kits
- Tie Rod End Kit Outer Only
- A-Arm - Front A-Arm Repair Kits
- A-Arm - Kawasaki Brute Force Upgrade Kit
- A-Arm Kits – Front/Rear, Upper/Lower
- Shock Thrust Bearing Kit - Sport ATV
- Lower Steering Bearing & Seal Kits
- Steering Stem Bearing Kits
- Stealth Drive Prop Shaft
- U-Joint & Yoke Assemblies
- Brake Master Cylinder Rebuild Kits
- Control Cables
- Fuel Pump Rebuild Kit
- Fuel Tap Rebuild Kits
- Fuel Tap Diaphragm Only Kits
- Hot Start Plunger Kit
- Countershaft Bushing and Seal Kit
- Crankshaft Bearing Kits
- One Way Clutch Bearing Kit – Can Am
- Starters
- Starter Clutch Assemblies
- Starter
- Starter Drive
- Stator Coil
- Cylinders
- Cylinder Kit - Standard, Hi-Comp, and Big Bore
- Top End Gasket Kits
- Fuel Valve Kit
- Hose Kit
- Stainless Valves
- Cams
- Cam Chain
- Shim Kits
- Shim Refill Kit
- Bottom End Kits
- Connecting Rods
- Counter Balance Bearing Kit
- Crank Pin Bearings
- Crank Pins
- Crankshafts – Stock and Stroker
- Main Bearing and Seal Kit

- Plain Bearings – Rod/Crank
- Transmission Bearing Kit
- Water Pump Repair Kit
- Water Pump Shaft Kit
- Wrist Pin Bearing
- Countershaft Sprockets
- 2 and 4 Stroke Piston
- Top End Piston Kit
- Piston Rings
- Wrist Pin
- Individual Gaskets and Complete Gasket Kits
- Complete Gasket Kit with Oil Seals
- Engine Oil Seal Kits
- Exhaust Gasket Kit
- Top End Gasket Kit
- Valve Cover Gasket
- Water Pump Rebuild Kit
- Complete Engine Kit
- Sensor Kits
- Carburetor Repair kits
- Extended Fuel Mixture Screw
- Carburetor Mid Body Gasket Kit
- Extended Fuel Mixture Screw
- Replacement Ignition Coil
- Linkage Repair Kits
- Swing Arm Repair Kits
- Swing Arm Repair Kits
- Linkage Rebuild Kit
- Swingarm Kits
- Solenoid Assembly
- CDI
- Regulator/Rectifier
- Starter Solenoids
- Rear Shock Bearing Assemblies
- A-Arm IRS Bushing Only Kit
- A-Arm IRS - Repair Kits
- Shock Absorber Bearing Kits
- Shock Repair Kit
- Brake Caliper Bolt/Retaining Pin Kit
- Brake Caliper Repair Kits
- Brake Drum Seals
- Wheel Bearing & Seal Kits
- Wheel Bearings
- 6 Ball Heavy Duty Axle
- 8 Ball Extreme Duty Axle
- OEM Spec Axle
- CV Boot Kits – 6/8-Ball Replacement
- CV Boot Kits – OEM Replacement
- Differential Bearing & Seal Kits
- Differential Seal Kits
- EZ Trail Boot & Tool
- EZ Trail Boot XL & Tool
- Wheel Stud and Nut Kits
- Wheel Nut Kits
- EZ Hitch
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- EZ Ball Mount Converter

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E-BIKES

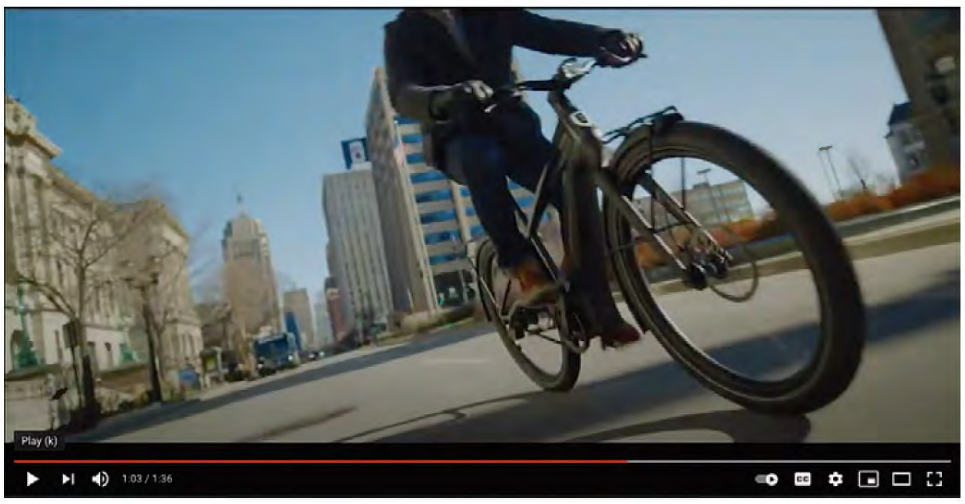
CONTINUED FROM PAGE 6

electrification of the two-wheeled space," said Aaron Frank, Serial 1 brand director since the company's inception in mid-October. He was previously the marketing manager of e-bicycles projects at Harley-Davidson for two years before heading up Serial 1.

"I spent 15 years of my life riding and writing about motorcycles, before transitioning to creative services and advertising. I actually came to Harley-Davidson specifically to work on e-bicycles... I pursued this job specifically to work on e-bikes," said Frank, who was an editor at *Motorcyclist* magazine the previous 15 years before coming to Harley. "When you talk about functionality, packaging and pricing — the timing is really right for e-bikes. That became really clear, really quickly... It quickly became something we were all invested in beyond our day jobs."

As a part of Harley's "Rewire" corporate strategy at the direction of CEO Jochen Zeitz, the company has prioritized increasing its offerings in the electrified market — beginning with the introduction of its LiveWire motorcycle.

According to a press release from Serial 1, the joint venture "combines Harley-Davidson's world-class product development capability and leadership in two-wheel electric propulsion with the agility and innovation of a start-up brand dedicated exclusively to the e-bicycle product and customer."



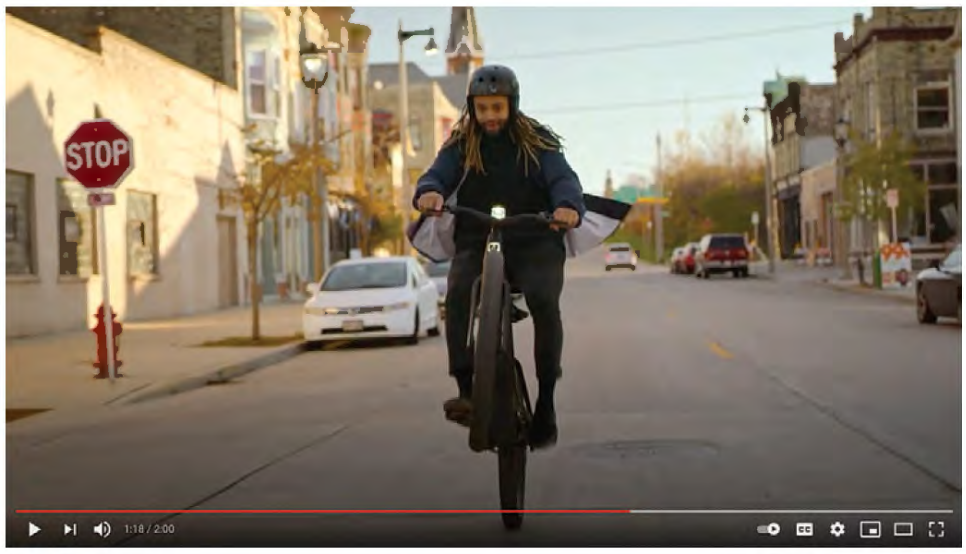
Aaron Frank, brand director for Serial 1.

The company name derives from "Serial Number One" — the nickname for Harley-Davidson's first motorcycle, and its inaugural lineup includes MOSH/CTY and RUSH/CTY e-bikes, with four models that range from $3,399 to $4,999.

Dealerships within the industry have taken notice of the new offering already.

"When Harley first came out with the concept we started getting art and talking to customers about what it would be. We started doing market research in our area and talking to other e-bike dealers and the basics of what customers are typically looking for," said Brad Mintie, business manager of Open Road Harley-Davidson in Fond du Lac, Wisconsin, for the last five years.

> *We want to get non-traditional motorcycle people coming through the door; they're outdoor enthusiasts already, so maybe they start with the e-bike and come back later for a motorcycle.*
>
> *Kyle Johnson, general manager*
> *Pig Trail Harley-Davidson*



Open Road began its electric pedal offerings by providing Harley's IRONe youth bike.

"I started my daughter on it, and she's absolutely loved it. We've sold quite a few of them. It started from there. I'm personally excited about the aspect of my daughter — who's 9 now (and featured in the accompany video that Open Road produced for *Powersports Business*) — to be able to spend her entire life on a Harley. She's started with the IRONe 12, and I'll send her off to college with the Serial 1. Then we'll get her on the LiveWire when she's older. That's exciting to me as a parent."

At Ecofun Motorsports, e-bikes and scooters are displayed side-by-side with each other.

According to Mintie, Open Road hopes to spread the word throughout hands-on demo rides at trailheads and other events, with a tentative sales goal of 100 bikes within the first year.

"This is going to give us the opportunity to talk to a whole new customer base that maybe hasn't ever been in a Harley dealership before," Mintie said, who noted curiosity coming most from college-age and retiree consumers.

Another dealership, Pig Trail Harley-Davidson in Rogers, Arkansas, will also introduce its first adult lineup of e-bikes with the new Serial 1 models.

"Biking is pretty big around here. Arkansas has made pretty significant investment in infrastructure for mountain biking and greenways," said Kyle Johnson, general manager for the last three years. According to Johnson, the Walton family, which founded Wal-Mart, is from the region and promotes biking heavily.

"We felt like we were in the prime market to take advantage of it. I don't personally have any experience with electric bikes, but if Harley is going to get behind something, we're going to give it our best shot as well. We want to get non-traditional motorcycle people coming through the door; they're outdoor enthusiasts already, so maybe they start with the e-bike and come back later for a motorcycle," said Johnson.

> *"When you talk about functionality, packaging and pricing — the timing is really right for e-bikes. That became really clear, really quickly.*
>
> *Aaron Frank, brand director*
> *Serial 1*

As a marketing tactic, Johnson also intends to provide demo ride access of the Serial 1 e-bikes at all future events, while noting that both "college-aged to retiree" consumers will likely be interested in the products.

"It's an opportunity for new customer enthusiasts," Johnson said.

According to Frank, Serial 1 will be poised to hit the ground running in the spring within a growingly competitive industry due to its innovative structure that will allow it to move quickly, but also focus effectively on the customer's desires.

"We have done an incredible amount of market research, and e-bike buyers are not necessarily cyclists," Frank said, noting Serial 1 expects to be a full portfolio e-bike manufacturer in the coming years, and will continue to expand into the aftermarket space as well. "We're trying to build a brand that's very inclusive and accessible to the general population. It's really the best of both worlds — Harley gets to have a key role in this new e-bike revolution, and we get to operate in a way that really maximizes our flexibility and ability to move quickly."

Regardless of bike brand or dealership region, the e-bike market will likely provide new opportunities for those seeking additional lines of revenue in 2021.

"It's just another way to get a customer enjoying two wheels through your dealership," Frank said. PSB

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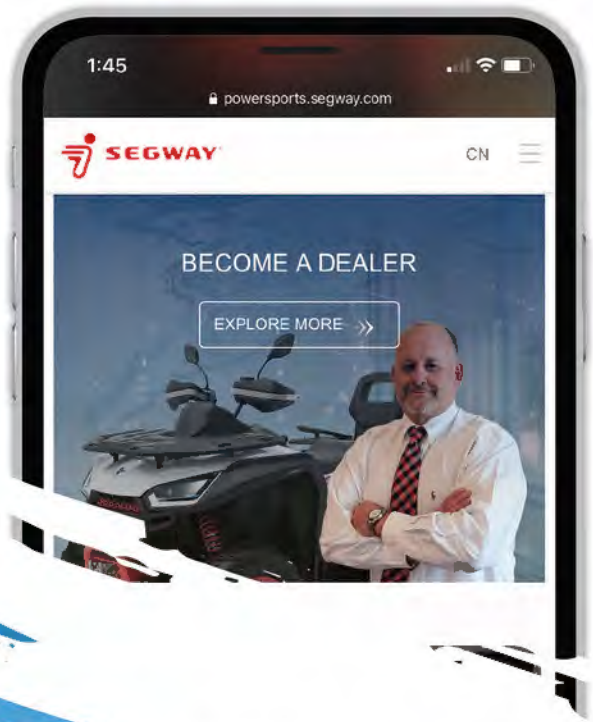

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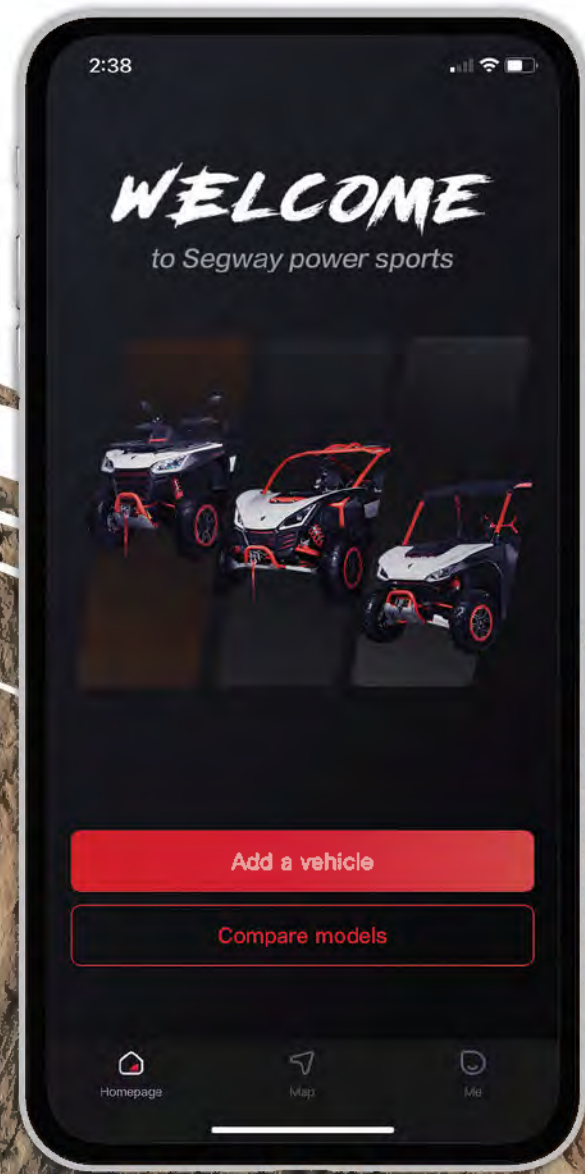

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Top 10 videos of 2020 on PSB YouTube revealed

2021 Sea-Doo model's iDF in action gains top spot

The 2021 Sea-Doo model launch in Florida was the first press intro of the COVID-19 era. It proved to be highly anticipated, based on 2021 Sea-Doo video views on the *Powersports Business* YouTube channel. Sea-Doo videos took the top two spots for the most views of 2020 on the *Powersports Business* YouTube and three of the top 10.

Powersports Business videos had more than 250,000 views in 2020 for a total watch time of more than six hours. Views came from, in order, the U.S., Canada, Japan, Australia, Italy, Brazil, Germany, France, the U.K. and Spain, among other countries.

A total of 48% of PSB YouTube viewers in 2020 were between the ages of 35-54, with 97% of them being male. A total of 68% of the viewers watched the videos on their mobile phone and another 15% watched the videos on their computer. Here's a look at the top 10. PSB

1

2021 Sea-Doo iDF — How It Works

2

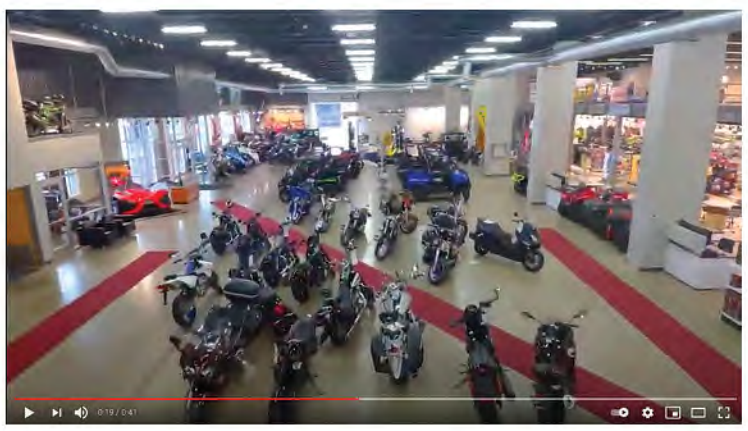
2021 Sea-Doo RXP-X 300 — An Overview of the 'Monster Performance' Machine

3

Migos, Can-Am collab features Ryker

4

Scorpion Exo Transformer Jacket walk-through



5

Flat Out Motorsports Flat Out Sells Out the Showroom during COVID-19

6

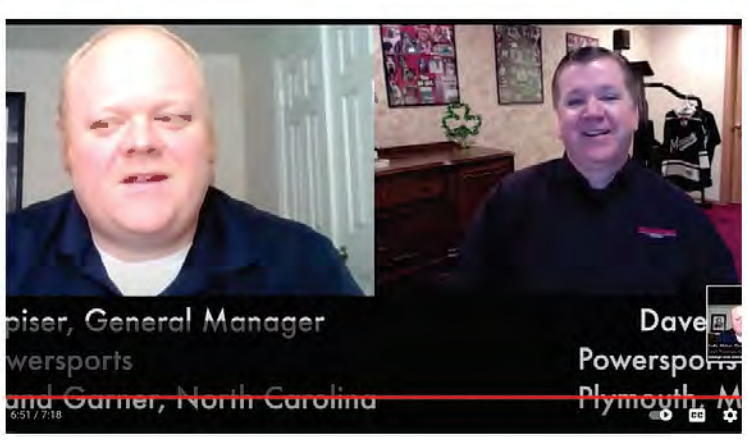
PSB Video Chat, 04.01.20

7

PSB Video Chat 04.03.20 with American Honda's Chuck Boderman

8

2021 Sea Doo iDF Overview



9

PSB Video Chat with Justin Alpiser, GM of Team Powersports in Raleigh, NC

10

William Shatner's LiveWire being auctioned at Chicago Harley-Davidson

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*Comparison based on Battlax T32 tire versus Bridgestone Battlax T31 tire from internal testing. Results may vary.

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Signature Harley-Davidson of Perrysburg, Ohio, partnered with the Hershel "Woody" Williams Medal of Honor Foundation to create the Northwest Ohio Gold Star Family Memorial in its community.

Dealership lends hand with local veterans memorial

Signature Harley-Davidson partners to create Northwest Ohio Gold Star Family Memorial

BY NICK LONGWORTH
NLONGWORTH@EPGMEDIALLC.COM

Although becoming actively involved in politics — especially around an election season — can often be decisive at best, supporting veterans and their families is a philanthropic effort almost any community will overwhelmingly rally behind.

Signature Harley-Davidson of Perrysburg, Ohio, found itself doing exactly that when it hosted a fundraiser to help support the establishment of the Northwest Ohio Gold Star Family Memorial at its local downtown park.

In coordination with the Hershel "Woody" Williams Medal of Honor Foundation, the event featured a lineup of veteran-owned food trucks such as Iron Bean Coffee, Kona Ice, the Saucy Slamwich and more.

"They approached us a few months ago and were looking for a way to help raise awareness in the community. Being we're located along the expressway and having been here for 20 years, it made sense. Our community is also very veteran-oriented, so it just made sense for us," said Brittinee Huntley, marketing director with Signature and Toledo Harley-Davidson. Huntley is also involved with the board of directors for Downtown Perrysburg Inc., a community organization that helps bring events to the area. "We're very involved in the community and wanted to find out more about it. Being able to pull in more community involvement is a big deal. The food trucks made sense because trying to bring that many people together inside would be difficult with all the [COVID-19] protocols. Parking lot parties are always a good answer."

At the event, laser-etched paver bricks were made available for purchase. The bricks will be placed around the memorial walkway leading up to the monument on the beautiful Maumee Riverbanks at Riverside Park in downtown Perrysburg. Bricks are priced from $150 to $15,000, with another option to Pay It Forward in the form of a "Battle Buddy Brick," in which a brick is purchased and gifted to a Gold Star family or veteran. As a 'forever thank-you' to Gold Star families, their paver will have a star etched in the corner. A goal of $60,000 was set for the creation of the monument.

The black granite monument features two sides. One side bears the words: Gold Star Families Memorial Monument, a tribute to Gold Star Families and Relatives who sacrifice a Loved One for our Freedom. The other side tells a story through the four granite panels such as: homeland, family, patriot and sacrifice. The scenes on each panel are a reflection of each community's Gold Star Families and their fallen heroes. At the center of this tribute is a silhouette of the loved one that paid the ultimate sacrifice in the name of freedom.

According to its site, "The Hershel 'Woody' Williams Medal of Honor Foundation is a charitable 501c(3) nonprofit organization that pursues specific endeavors and goals through the vision of Medal of Honor recipient Hershel 'Woody' Williams. The Foundation encourages, with the assistance of the public and community leaders, establishing permanent Gold Star Families Memorial Monuments in communities throughout the United States, conducting Gold Star Families Outreach across the country, providing Living Legacy scholarships to eligible Gold Star Children and advocating for educational benefits for all Gold Star Family members."

The foundation has a goal to place memorials in as many communities as possible

See **Harley-Davidson**, Page **30**

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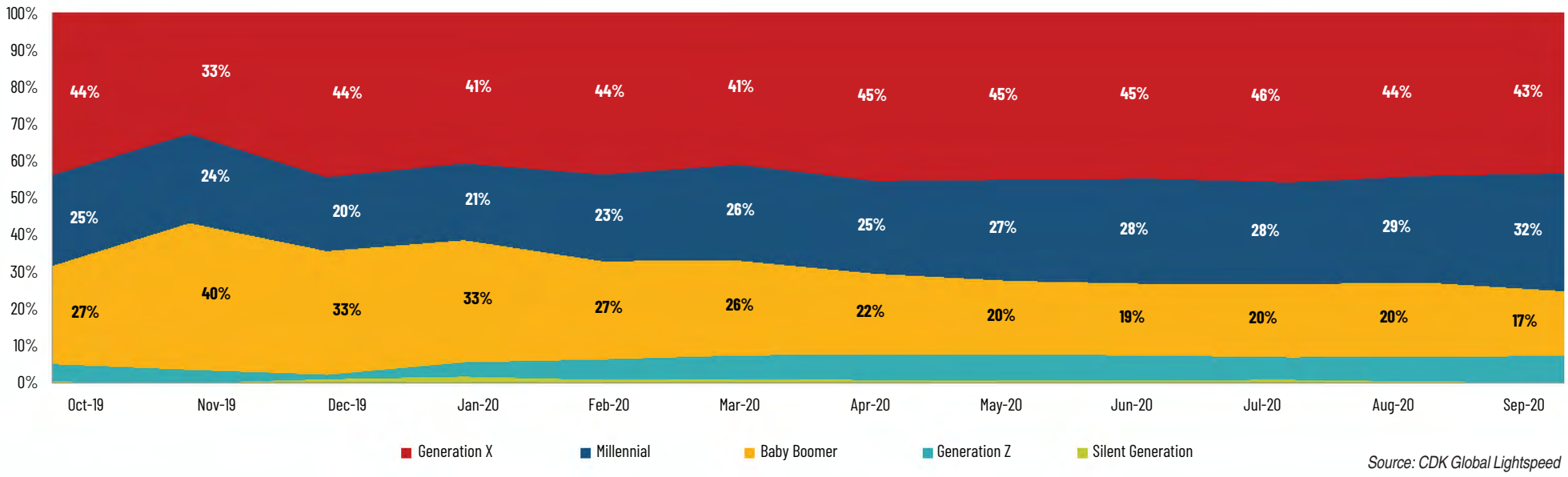
PERCENT OF TOTAL NEW PERSONAL WATERCRAFT PURCHASES BY BUYER GENERATION
OCTOBER 2019-SEPTEMBER 2020

Chart A



Source: CDK Global Lightspeed

Generation X buyers maintain stronghold on PWC

Over 40% of all watercraft sold go to Gen X consumers

The latest exclusive data for *Powersports Business* readers provided by CDK Global Lightspeed shows the percentage of PWC buyers by generation. The study focuses on over 62,000 new personal watercraft sold between Oct. 1, 2019 and Sept. 30, 2020.

COVID apparently meant it was time to spend some socially distant time on the water for nearly all generations. This study only includes units sold through the Lightspeed DMS, where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included.

Chart A analyzes the percentage of total purchases and average unit cash price of new and used units, by generation. The generation is determined based on the buyers age at the time of the unit purchase.

Generation X was the top purchaser of personal watercraft in this study. Gen X purchased the most units in this study at 44%. On average, this generation spent $11,541 toward the unit purchase price.

Millennials, who purchased 27% of the units in this study, spent an average of $11,523 toward the unit price. The Baby Boomer generation spent and average of $11,628 toward the unit and purchased 21% of the units in this study.

Generation Z spent the least amount on the price of the unit, with an average of $10,653. Generation Z purchased 6% of the units in this study.

The silent generation consumed 1% of the total number of unit sold and spent an average of $11,452 toward the unit.

For this study, the generation birth years are as follows: Silent Generation, 1945 or earlier; Baby Boomer, 1946-1964; Generation X, 1965-1979; Millennial, 1980-1995; and Generation Z, 1996-Current. PSB

Generation X buyers continue to be the leading percentage of PWC buyers in 2019-2020, according to data provided by CDK Global Lightspeed.

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Polaris appoints Speetzen interim CEO; Mack named interim CFO

Polaris Inc. in December announced its Board of Directors appointed Michael Speetzen, Polaris' executive vice president and Chief Financial Officer, to serve as interim Chief Executive Officer.

John Wiehoff, the company's lead independent director, has been appointed Chair of the Board; and Bob Mack, Polaris' senior vice president of Corporate Development & Strategy and president of Global Adjacent Markets and Boats, has been appointed interim Chief Financial Officer.

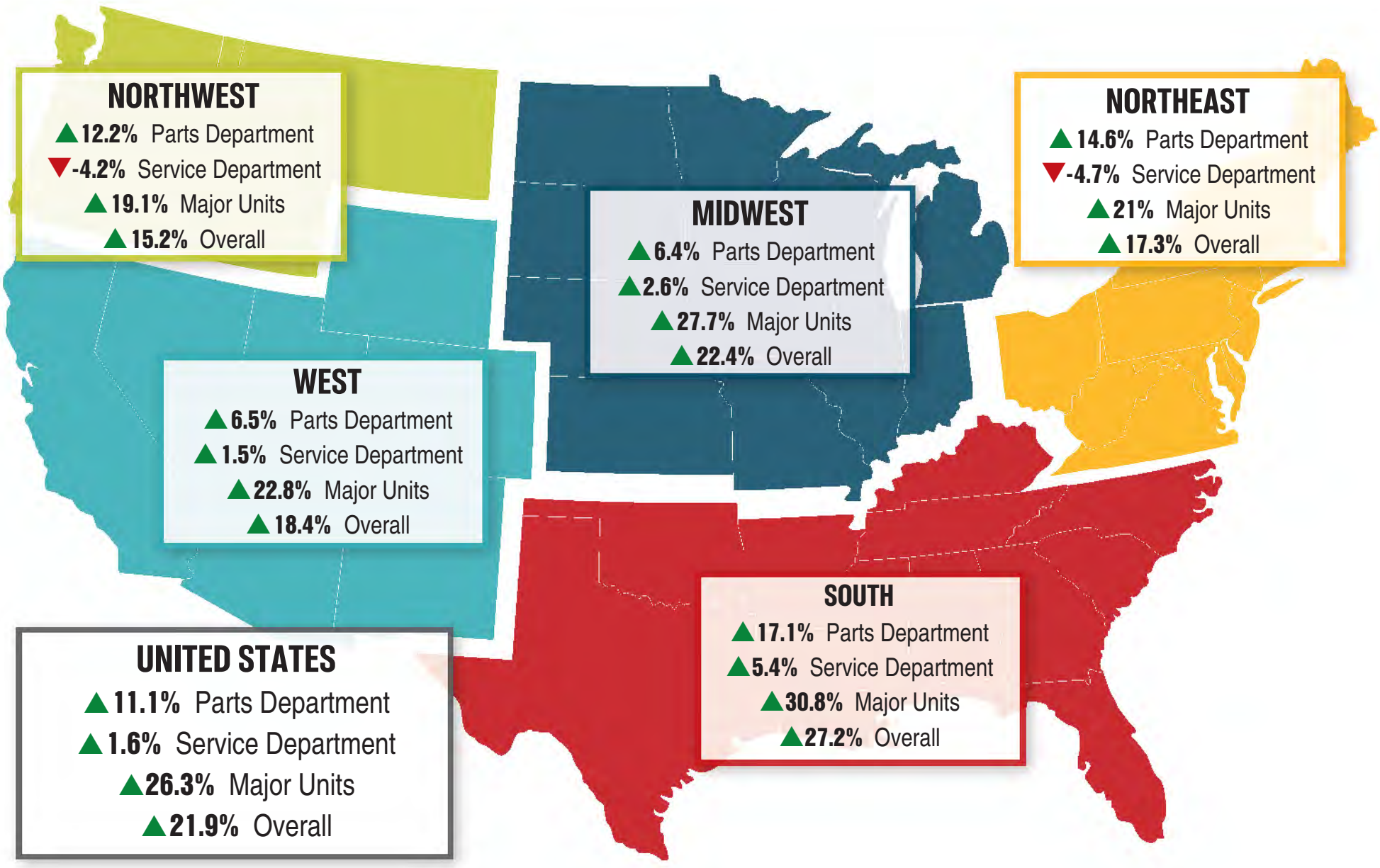
"We appreciate Mike and Bob taking on these expanded roles while we progress our CEO search," Wiehoff said. "Mike and Bob have made significant contributions to Polaris' success during their respective tenures. In addition to leading the Company's finance organization and expertly managing the liquidity 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."

"I have witnessed time and again the Polaris team's passion and commitment to delivering for all of our stakeholders," said Speetzen. "I am excited to lead the continued execution of our strategy and accelerate the positive momentum underway. PSB

MICHAEL SPEETZEN

BOB MACK

DEALER FINANCIAL SNAPSHOT



JAN-NOV. 2020 VS. JAN-NOV. 2019

It was a year to remember for many dealers despite the worldwide pandemic, as revenue from new and pre-owned Major Unit Sales continued to rise 26.3% in the Jan.-Nov. 2020 period vs. Jan.-Nov. 2019, according to composite data from more than 1,500 dealerships in the U.S. that use the CDK Lightspeed DMS. Dealerships in the South saw a 30.8% revenue gain in Major Unit sales on average to lead all regions, while the Midwest followed with a 27.7% average increase. The West followed with a 22.8% increase, followed by the Northeast at 21% and finally the Northwest at 19.1%. Parts sales rose by a 11.1% average increase year-over-year, led by the South at 17.1%. However, while the national average for Service revenue was a 1.6% increase, both the Northeast (-4.7%) and Northwest (-4.2%) reported decreases. Overall dealer revenues on average increased by 21.9%, with the South leading the way at 27.2% growth and the Midwest just off the lead at 22.4% growth vs. the year-ago period.

PARTS SALES

Parts sales revenue was up 1,123 dealerships and down at 470.

SERVICE SALES

Service revenue increased at 815 and decreased at 745 dealerships.

MAJOR UNIT SALES

A total of 1,035 dealerships were up and 405 were down.

FOR MORE ON THE SAME STORE SALES DATA

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

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FROM THE EDITOR

Q4 Dealer Survey says: 'Abnormal is the new normal'; 'Sure is nice to make money'

DAVE McMAHON

It's that time of year again, when you'll be best suited to grab your favorite bowl of popcorn and settle in with a small sampling of results from the Q4 2020 *Powersports Business*/BMO Capital Markets Dealer Survey.

As always, only owners/dealer principals are permitted to complete the survey, and once again they did not disappoint, participating in droves from the U.S. and Canada. A huge shoutout to the dealers who continue to remain engaged with PSB and our offerings, including the quarterly survey. Following the strongest quarterly survey results ever conducted during Q3, the Q4 survey was nearly as strong.

Analyst Gerrick Johnson provided this summary of the comprehensive report that participating dealers received:

"Current quarter sales metrics remained consistently high, but outlooks, while still very strong, slipped just a bit sequentially.

"The U.S. presidential election was a top concern in our 3Q survey. And those results did not swing in the direction most dealers had hoped. However, most are taking the outcome in stride and anticipating strong pandemic-induced demand from 2020 to carry over into the Spring of 2021. The biggest concern we now hear from dealers is the worry that OEMs don't behave rationally and begin to overload the channel. This is certainly not a problem now, but a for dealers concern going forward."

And now you can add some salt and butter to that bowl of popcorn. Here is a cross-section or sampling of dealer replies to the question: How do you think the presidential election results will affect your business?

- Slightly negative
- Bad
- Improve
- It will be better overall
- None
- We will have lower sales because of the new tax structure for the next four years.
- I think it will hurt small business, I also think that the economy will be weaker under Biden admin
- Trump=good; Biden=terrible
- I believe it will have a negative affect
- Unless there is some stimulus, conditions will get worse
- Will make it worse
- I think Joe Biden as president will negatively affect my business
- OK for now, I think folks are watching and waiting for tax increases
- A negative
- OK short term, then drop off
- Negatively... But I hope I am wrong!
- With Joe our coal fields and fossils fuels are in BIG TROUBLE!
- Will hurt our business
- Negatively
- For the long, term mostly negative. Probably higher expenses and taxes.
- Not at all
- Taking another step towards communism. Very bad for small business.
- Yes, the Dems will screw up the economy and screw up consumer confidence
- Negatively
- Things will take a turn for the worse if taxes are raised.
- Trump = Boom ahead; Biden = Gloom ahead
- It won't
- Maybe. If taxes or trade add unknowns then consumers might get nervous
- Scary
- Increase in prices, decrease in sales
- Biden = Recession/Civil War
- Not good
- Badly, unemployment will go up, cost of living will go up-no extra money for toys.
- Tariffs may go away if Biden is elected.
- At this time no one knows but it sure doesn't look positive.
- The increase in flooring costs will kill most dealerships!
- Short term gain from stimulus, then depends on economy
- Less disposable income so I anticipate it will hurt sales in luxury items
- It won't
- More lockdowns will hurt sales. Elections in general always seem to hurt our numbers, as people are distracted away from our sport. Our November sales were almost half of October. November is worst month of the year, while October was second best. Happens like that almost every election cycle.
- Wished I knew. Unpredictable

STRONG FIRST 11 MONTHS

As you can see from our exclusive CDK Global Lightspeed data this month, the first 11 months of 2020 were something to celebrate. Dealerships that use the Lightspeed DMS on average saw revenue from sales of new and pre-owned units increase 26% from Jan.-Nov. 2020 compared to the same period in 2019.

Many of those same dealers were pleased to see reports from PSB staff reporter Nick Longworth about their businesses in the previous edition of PSB.

"Thanks for this, we really appreciate it all! Merry Christmas!"

"Great article Nick! Thank you for sharing!"

Be sure to spend some time with Nick's articles in this edition. The Wide Open Powersports Show in Wisconsin figures to add to the consumer show landscape again in 2021. E-bikes are on the showroom floors of 25% of the dealers who replied to the Q4 survey. Nick learns from dealers about the hows and whys behind it. Triumph's growth has not gone unnoticed from this perch during the pandemic, so we reached out to learn about the dealerships that haven taken on their lineup. And if you don't know who Ron Pattyn is, you will want to Get To Know him in this edition.

Whether it's the quarterly surveys, responding to interview requests for articles or interacting with us on our newly launched Online Learning Series proudly sponsored by McGraw Powersports, National Powersport Auctions and CFMOTO, we are grateful that dealers are as engaged with *Powersports Business* in 2021 more than ever. See what we're doing with the webinar series **here**.

Onward and upward we go into the New Year. PSB

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

HOTTEST INDUSTRY TOPICS

1. East Coast's largest Harley group makes acquisition; ex-owner sells after 36 years
2. Polaris appoints interim CEO and Board Chair
3. Suzuki reveals final wave of 2021 street motorcycle lineup
4. What 2021 sled is fastest? New York Shoot-Out results revealed
5. After nearly four decades in powersports, Boderman shifts into new Honda role
6. Nifty 50 deadline is tomorrow
7. G&S Powersports opens doors in Missouri
8. CFMOTO launches EV brand ZEEHO, Cyber Concept scooter model

9. 2021 Supercross schedule announced
10. Ex-Arctic Cat VP Kennedy departs for ARGO after two decades
11. Did your dealership make BRP's Platinum list for Q3 2020?
12. Newest PG&A retailer opens in Minnesota
13. 2021 Gold Wing is Honda's first new-model reveal of the year
14. NHTSA recall affects 1,700 motorcycles
15. Texas bicycle dealer sells five stores to Trek: report
16. Best mountain sled from all four OEMs revealed by *Snow Goer*
17. Is your dealership considering electric bicycle sales?
18. Milwaukee Bucks Foundation, Harley-Davidson donate to Hunger Task Force: report
19. Can-Am posts record-breaking racing year in 2020
20. Dealer Spike reveals most searched segments

The headlines above belong to the most viewed articles from the three-times-per-week *Powersports Business* Enewsletter during the Dec. 16–Jan. 6 period. Visit PowersportsBusiness.com/subscribe to join 12,000 of your industry peers who receive the Enewsletter.

CLICK THE COVER TO READ LAST MONTH'S EDITION!

Waiting list of deposits for youth machines to start 2021

PCP Motorsports in Sacramento finds inventory issues the only sales bugaboo

BY NICK LONGWORTH
NLONGWORTH@EPGMEDIALLC.COM

PCP Motorsports sales manager Chad Sutton poses with a pair of youth ATVs.

The spring of 2020 saw a rush across segments throughout the entire powersports business, but perhaps none more so than the youth market. As schools across the nation let out early or turned to distant learning in their community, more and more parents were left with time to fill throughout the day that they didn't have to occupy previously. Stimulus checks mixed with careers transitioning to working remotely seemingly provided the perfect storm for youth machines.

"We've fluctuated anywhere from up 20% in sales to up 60% month-to-month," said Chad Sutton, sales manager of PCP Motorsports in Sacramento, California, for the last 20 years. "We've been sold out of kids bikes for the last maybe six months. Pretty much all off-road, kids bikes and ATVs are selling."

Sutton noted PWC, ATV and side-by-sides have been also been exceptionally strong, with more than 20 deposits already placed on watercraft for 2021.

"So much of it is people not traveling — they're not going to Hawaii or Mexico or Europe. A lot of them spend $20,000 on those trips, and now they're looking to do something else. They're buying something for the whole family to go play with on the weekends," he said.

While PCP was deemed essential business and able to remain open throughout the entire pandemic, plexiglass and social distancing markers on their showroom floor have since been instituted. Capacity limitations have also been put in place throughout its five-acre establishment.

Although the spring frenzy turned into a lack of inventory for youth machines, according to Sutton PCP saw the same demand throughout the holiday season — even without inventory on-hand.

"There's been this piggyback effect where people are seeing the neighbor up the street and deciding they want their own machines," Sutton said. "We have a waiting list taking deposits."

PCP's website has turned to advertising new models such as 2021 youth dirt bikes and ATVs like the Kawasaki KLX, Yamaha TT-R, Kawasaki KFX, Yamaha Raptor 90 and more — albeit with less promotions needed than in previous seasons.

Accessories such as kayaks and surfboards, as well as, an emerging e-bike market have also been popular complements, Sutton said. Meanwhile, financing still remains available and flexible.

As a result of supply and demand economics, prices have remained firm throughout fall and well into winter (much like they did throughout the summer).

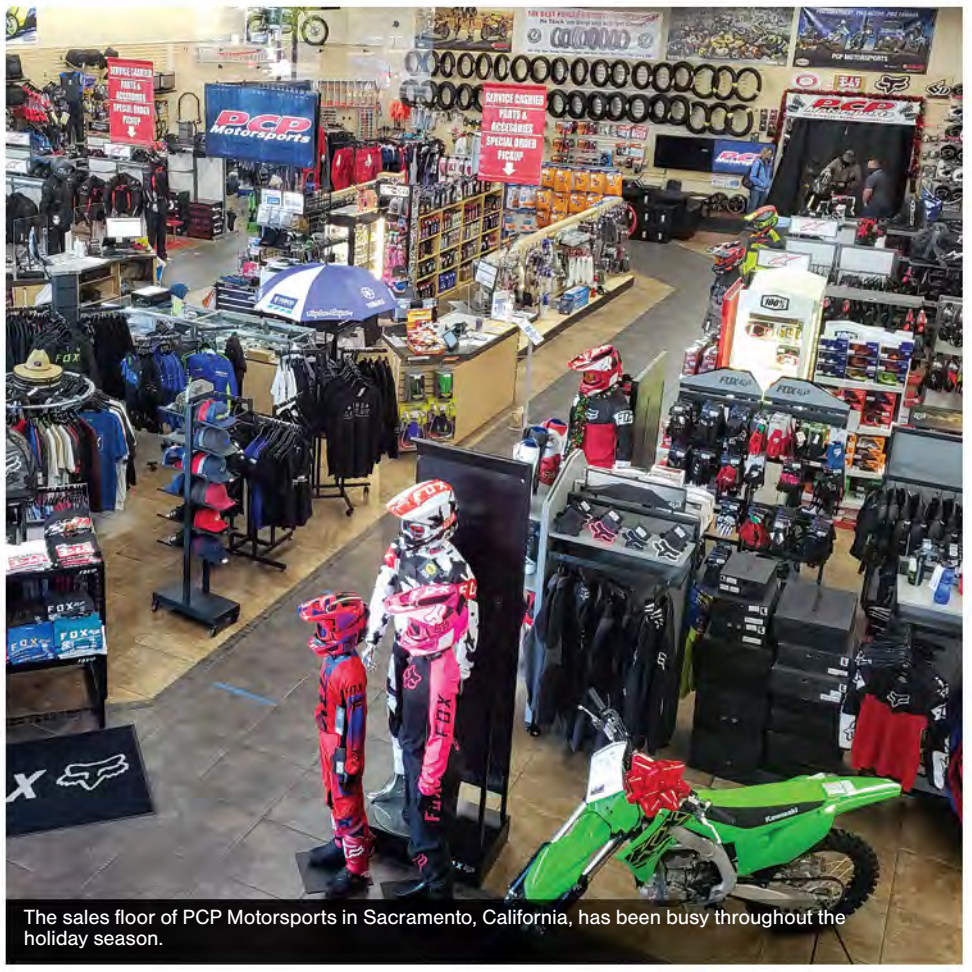
"We've had to explain to customers that we're not marking anything up, but we're charging everybody the same price," Sutton said. "We've tried to be as fair as we can although we've had limited product. We've had people fight over watercraft."

With organized sports no longer in season, and with machines purchased, Sutton believes full families of new enthusiasts could be entering the industry.

"Hopefully with the youth market being what it is now, we'll see it trickle into bigger machines throughout the next 20 years," Sutton said. "The camps are closed, so they're putting kids on a dirt bike instead... There's no more basketball tournament, so let's put gloves on and go play with your family on some side-by-sides."

Looking toward the future, Sutton believes the powersports industry could likely be facing similar inventory issues throughout the spring, and into summer possibly.

"I think the inventory levels that the factories are producing will not meet demand for the next six to eight months at this point," he said. "Until travel really opens back up again and people are really comfortable, they're going to continue to buy toys and stay local." PSB



The sales floor of PCP Motorsports in Sacramento, California, has been busy throughout the holiday season.

■ Since the COVID-19 pandemic onset, PCP Motorsports has increased sales an average of **20% to 60%**

■ *"I think the inventory levels that the factories are producing will not meet demand for the next six to eight months at this point."* **— Chad Sutton, sales manager of PCP Motorsports, Sacramento, California**

■ *"There's been this piggyback effect where people are seeing the neighbor up the street and deciding they want their own machines."* **— Chad Sutton**

DIGEST

AMERICAN LANDMASTER ADDS TWO INDUSTRY VETERANS TO ADVISORY BOARD

The side-by-side landscape got more interesting in January with news out of Columbia City, Indiana, that a pair of industry veterans have joined the advisory board at American Landmaster.

The latest additions to the American Landmaster advisory board are Henry Lonski and Frank Esposito.

Lonski is an industry product and sales expert known for the successful growth strategies he executed with Sea-Doo, Ski-Doo and other Bombardier product divisions. Over the years, Lonski has held several key executive-level positions at Bombardier, including: Vice President of Sales and Communication, Vice President of Business Development, Vice President of Recreational Products, and Vice President-Northeast of the Aerospace division.

FRANK ESPOSITO

HENRY LONSKI

After his departure at Bombardier, he went on to start Lonski and Associates LLC, which became the industry's largest recruiting and placement firm for talent in the motorcycle, marine and powersports. After 13 years of ownership, he sold Lonski and Associates, which is now V20 Recruiting.

"American Landmaster is now well-positioned to enter and create an impressive niche in the marketplace. What attracted me to this opportunity is the fact that it's an American-made product, the quality of the manufacturing, and the strong family-like relationship of the production team and administrative staff. This type of product innovation and strong work ethic is hard to find nowadays. I'm excited to bring my expertise and experience to support American Landmaster," Lonski said.

Esposito has also joined the board and has a long history within the powersports and motorcycle industry. His expertise is primarily on the sales and business development side. His previous positions include: Vice President of Sales & Marketing Tucker Rocky Distributing, President at Tucker Rocky Distributing, President and Vice Chairman at Global Motorsport Group Inc., President at Kendon Industries, and President and COO at Scorpion Sports, Inc.

With over 50 years of knowledge in sales, product marketing, and business development, Esposito is excited to join the team at American Landmaster.

"The Landmaster team has one of the most talented and dedicated staff I've ever seen. These employees all see the future of American Landmaster, and so do I. There is a family culture and work ethic here that you can feel. It's the rare magic sauce that adds value to their product offering. I am excited to bring my knowledge and experience to the team to help grow this business to the next level," Esposito said.

EX-ARCTIC CAT VP KENNEDY DEPARTS TO ARGO AFTER TWO DECADES

New Hamburg, Ontario-based ARGO has hired Craig Kennedy as vice president of Commercial and Robotic Products.

Kennedy spent more than 20 years at Arctic Cat, most recently as vice president.

In his new role, Kennedy assumes responsibility for leading and growing ARGO's commercial and robotic market by building and executing a global expansion strategy based off of the company's recently launched target market vehicle platforms.

In addition to strengthening the ARGO brand, Kennedy is also tasked with identifying and developing innovative new products, as well as supporting and growing the company's commercial and robotic partners.

Former Arctic Cat VP Craig Kennedy has been named VP of Commercial and Robotic Products at ARGO. Photo courtesy of Arctic Cat

"Craig's appointment comes at an exciting time for the business as we continue to roll out industry specific models to meet the market's needs," said Brad Darling, ARGO president and CEO. "I could not be more excited than I am about adding Craig to our team and am confident that he has the experience and skills needed to take the commercial and robotic business to that next level of success."

"We have worked together in the past [at Arctic Cat]. Craig has tremendous skills

See **Digest**, Page **20**

TORQUE GROUP

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VP Boderman shifts into new Honda job

After nearly 40 years in Powersports position, Boderman expands role

Chuck Boderman, who spent nearly four decades in the American Honda Motorcycle and Powersports division, will be shifting into a new role for his next Honda ride.

Boderman, most recently Vice President of Powersports, is tackling his 11th assignment at American Honda, and first outside of the Powersports business area, as Vice President of the company's General Administration Business Unit. The new role involves Boderman leading the new Honda business unit that supports procurement, resources and administration across the Auto, Power Equipment and Powersports business areas. Boderman began the new position on Jan. 1.

In a note to industry friends and colleagues, Boderman reports that he's "very excited to contribute to our One Honda competitiveness and efficiency in the U.S. for my next ride.

"Of course my excitement is tempered by a deep reflection of my Honda career to date. 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. I am deeply grateful for your support and teamwork throughout.

"I am confident in the steps we took this year to unify U.S. Honda PSP development, manufacturing and sales companies. Most of all I am heartened by the passion, innovation and diversity of our associates. Honda U.S. PSP sales and business activities will be led by Kevin Mills (AVP) and Mark Kohls (AVP) effective Jan. 1, 2021, and together with our Business Unit, Quality, Development and Manufacturing leaders the Honda Wing and spirit will shine bright!

Chuck Boderman, shown at the Talon launch at Texplex in Midlothian, Texas, will be shifting to a new VP role at American Honda to start 2021. Photo by Dave McMahon/*Powersports Business.*

"I look forward to our paths crossing soon at an event, the races, or on a ride. Let's keep dreaming and staying passionate for 'this thing we all love so much'!

"Ride Red,

"CB" PSB

DIGEST

CONTINUED FROM PAGE 19

and knowledge that will provide excellent leadership for his team and to ARGO, while delivering great products to our customers."

"I am excited to lead a talented and highly motivated team at ARGO," Kennedy said. "This is a great opportunity to work with a business that has a strong brand with a rich heritage, a loyal customer base, and a bounty of exciting products in the pipeline. I am eager to build on the company's success and significant opportunities to increase its sales. I look forward to embracing the challenges that this new role will bring."

ARGO Commercial Products consisting of the Aurora Responder Series, the Conquest Pro Series and will now include three new Utility Task Vehicles (UTVs); the ARGO Sherp Pro XT, ARGO Sherp Ark XTX and the ARGO Sherp Ark XTZ. From mining to oil and gas, and from utilities to search and rescue, these units are built for the rugged demands of commercial operators, with the power and capacity, greater versatility, maximized quality and safety.

In addition to the expanded commercial product line, Kennedy and his team will be responsible for ARGO's Xtreme Terrain Robotics (XTRs) product.

CAN-AM POSTS RECORD-BREAKING RACING YEAR IN 2020

Can-Am Off-Road racers set new standards for side-by-side vehicle performance this year. And as 2020 approaches the finish line, BRP is looking in its rearview mirror and celebrating a record-breaking year on racetracks around the world.

Can-Am Off-Road chalked up a record-breaking year on the race circuit in 2020. Photo courtesy of Can-Am.

"2020 was an incredible year for Can-Am Off-Road racing," said Bernard Guy, Senior Vice President of Global Product Strategy at BRP. "The results speak for themselves. And much like automotive manufacturers involved with F1 or NASCAR, racing is a key marker for our product innovation. We observe and test vehicle dynamics and performance in the harshest of conditions, and then we take that same winning formula and apply it to our entire lineup, whether it's used on the track, for work, or out with friends and family."

Production-based UTV Turbo race categories were dominated by the Can-Am Maverick X3 and its roster of professional and amateur racers. From the renowned Dakar Rally in January to the SCORE Pro UTV Championship in December and many races in between, the Can-Am Maverick X3 brought a wide and diverse group of riders into the winner's circle, making history along the way.

To compete (and win) against world-class competition, Can-Am racers start exactly where a regular rider does: with a stock Can-Am Maverick X3.

"The development of our vehicles is done from the rider down, and we create machines suited to their wide array of needs," says Jean-François Leclerc, BRP Race Manager. "The fact that the Maverick X3 can achieve such amazing results across the board on the hardest tracks in the world means it's built to overcome any challenges thrown at it by weekend riders."

BASS PRO SHOPS ACQUIRES SPORTSMAN'S WAREHOUSE

Sportsman's Warehouse has entered into a definitive agreement to join the Great American Outdoors Group, parent company of Bass Pro Shops, Cabela's, White River Marine Group and a collection of nature-based resorts. The Great American Outdoors Group will remain a private company with a long-term view to do what is best for its customers, team members and conservation initiatives.

Sportsman's Warehouse will be able to offer customers side-by-sides, ATVs and boats at money-saving prices. In 2019, White River Marine Group partnered with Textron to launch TRACKER OFF ROAD, offering a full line of ATVs and side-by-sides. PSB

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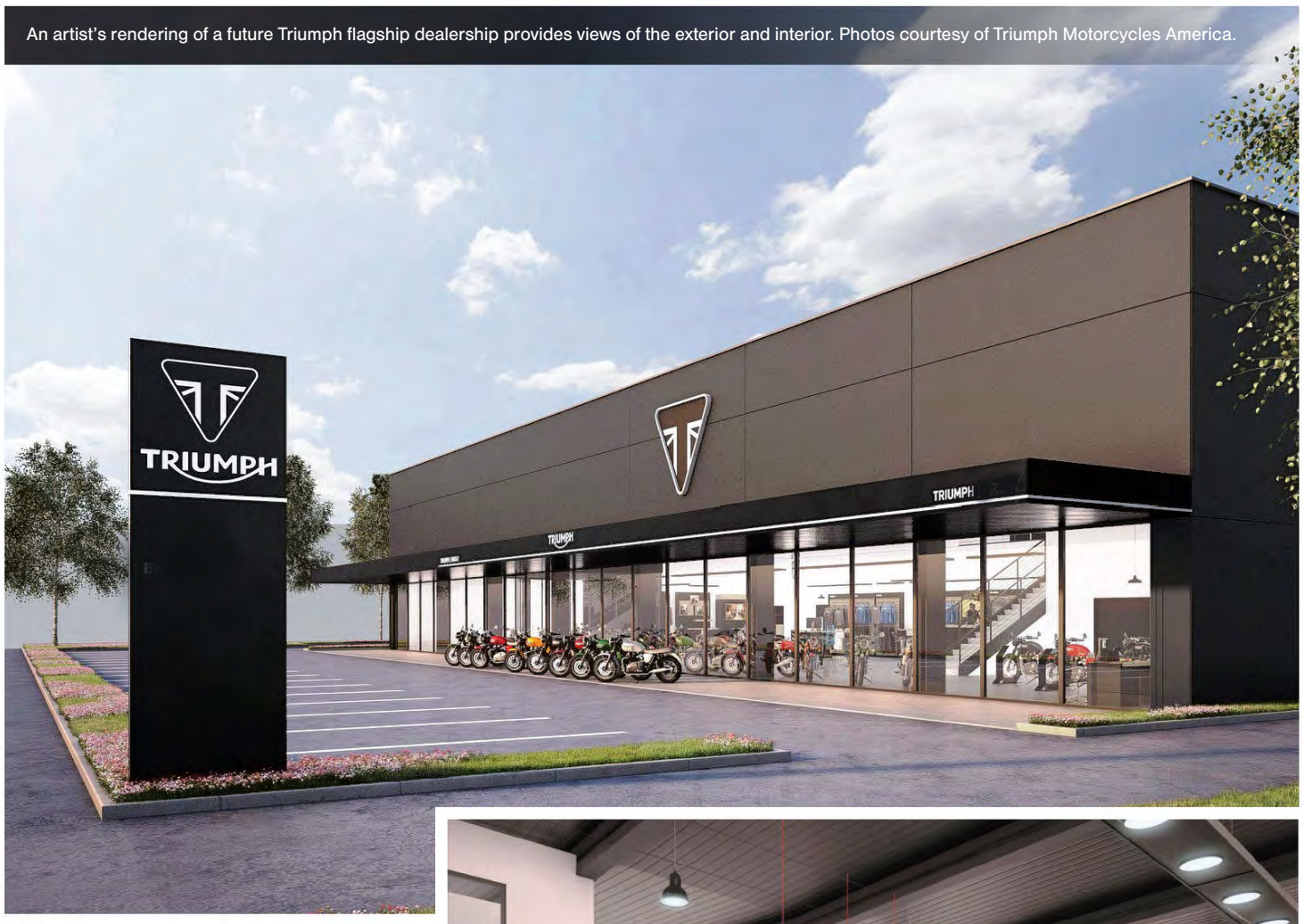
Triumph Motorcycles America adds nine dealers in 2020

Triumph Indianapolis opens as flagship location, boosted by brand's 8.8% growth over 2019



An artist's rendering of a future Triumph flagship dealership provides views of the exterior and interior. Photos courtesy of Triumph Motorcycles America.

Powersports Business has noticed a growing dealership footprint from Triumph Motorcycles America despite the challenges of the coronavirus pandemic. During 2020, Triumph added nine dealerships to its lineup.

Gina D'Ambrosio, public relations manager, provided *Powersports Business* with a closer look at the newest dealerships.

Included in the group is an all-new dealership, with Triumph Indianapolis opening as a Triumph-exclusive flagship dealership.

Not only did these dealers decide to carry additional motorcycles, they chose to invest in a new brand's guidelines and remodeled to Triumph's standard. Considering the investment, the new dealers must have been relieved with the overall strong retail performance of the industry, thrilled when Triumph announced their entry in the middle-weight roadster segment with their new Trident 660 and had their decision further affirmed as Triumph outpaced the industry in its respective categories with 8.8% growth from 2019.

Mum's the word from D'Amrosio, but from what we hear, a number of new dealerships will also be opening or adding Triumph to their portfolio in 2021.

Here's what we know about the dealerships that added Triumph in 2020.

TRIUMPH MIAMI

- Opened with Triumph: January
- Owner: Nigel Bailey

The family-owned and operated dealership is conveniently located in Miami. Founded not only on excellent customer service, but also on the principles of hard work and a focused attitude. Owner Nigel Bailey expressed, "It was an easy decision to add Triumph in Miami. The initial reception has been great, and Triumph continues to develop and introduce exciting new models paving the way for a record 2021."

TRIUMPH INDIANAPOLIS

- Opened with Triumph: February
- Owner: Paul Warrenfelt

This exclusive Triumph flagship dealership located in the Cole-Noble District of downtown Indianapolis has already seen success in the first year in operation. "We are proud to be Indiana's first Triumph flagship dealership," remarked Warrenfelt. He bought his first bike, a 1954 Triumph Tiger Cub, at 15 years old and has been riding ever since, with his personal collection now boasting 13 Triumphs.

TRIUMPH DECATUR DECATUR, ALABAMA

- Opened with Triumph: March
- Owner: Stephen Armstrong

With over 40 years of experience in the powersports business, Armstrong can't wait to get to the dealership each morning. "Dealing with the public here in our trade area has been a wonderful experience. It is my goal that every customer be happy with any product they purchase from us. We only carry products that I would buy," said Armstrong.

FOXBORO TRIUMPH (AKA MOMS FOXBORO IN MASSACHUSETTS)

- Opened with Triumph: April
- Owner: Joel Wheeler

Wheeler comes from a long family history of powersports dealership ownership and is no stranger to the British brand, as the family-owned a market-leading Triumph dealership in the 1970s. Today the Triumph showroom in Foxboro is undergoing an extensive facelift as it installs Triumph World Black inside and out. "We were very eager and excited to become a dealer again when the market opened up this year. The brand has been well received in the market by consumers and the community. We are really looking forward to things fully opening up again," Wheeler said.

SOUTH BOUND TRIUMPH LAKEWOOD, WASHINGTON

- Opened with Triumph: July
- Owner: Kevin Holt

Holt is proud to run one of the oldest powersports dealerships in the Pacific Northwest. The addition of the Triumph brand was an easy decision for him. "We are excited to work with an iconic brand like Triumph Motorcycles. There was no doubt in my mind that Triumph would be well received by customers in the Tacoma area, and we have seen that in action despite the complications of 2020." With over 37 years of experience in the powersports dealership business, Holt is eager to see South Bound Triumph grow and flourish in the coming years.

BAXTER CYCLE OMAHA OMAHA,NEBRASKA

- Opened with Triumph: August
- Owners: Vincent Seugert and Jeremy Pendergast

Co-owner Vincent Seugert has harbored a love for motorcycles for as long as he can remember. "No one in my family rode during my childhood, but my grandfather was a Triumph rider in his youth. I was unexpectedly drawn to motorcycles, and by the age of 19, I absolutely obsessed," Seugert explained. Seufert met co-owner Jeremy Pendergast in London at Triumph Motor-

cycle's Global Dealer Conference. The two quickly formed a close relationship and set forth to open a Triumph dealership to complete their passion for the brand. Together, they have created a premium, authentic, and cool shop to serve the greater Omaha motorcycle community. Unique to most dealerships, Baxter Cycle Omaha established a successful membership-based club which encompasses a laundry list of benefits, including a 1990s style jacket, access to the vintage fridge which is stocked with beverages, discounts and more.

Triumph added nine dealerships in North America to its lineup in 2020.

CALIFORNIA SPEED SPORTS DUBLIN, CALIFORNIA

- Opened with Triumph: September
- Owner: Kegg Williams

After 25 years in Livermore, Williams had a unique opportunity to take over and redesign the famed Arlen Ness facility. Renovations started with the repainting of the 68,000 square-foot building, with many more updates in progress. For the first time in years, the historic Arlen Ness sign is re-illuminated back to its full glory as the dealership entrance. The beautiful new showroom is paired with a state-of-the-art service facility, with 12 lifts and, of course, the famous Arlen Ness museum, which is open for customers to enjoy.

TRIUMPH KELOWNA BRITISH COLUMBIA

- Opened with Triumph: November
- Owners: Ted Allen, Kyle Langelaan and Nick Langelaan

Owners Ted Allen, Kyle Langelaan and Nick Langelaan were industry employees who became owners, and the company has now been in business for almost 35 years. With a company motto of, "Work hard throughout the week, and play hard on the weekend!" the sales staff loves being able to sell the fun-factor at Triumph of Kelowna, which is proud to have a strong customer base of family and friend referrals.

TRIUMPH BURBANK IN CALIFORNIA

- Opened with Triumph: December
- Owner: Mike and Aya Ungureanu

With over 30 years of motorcycle industry experience, owner Mike Ungureanu is a lifelong motorcycle enthusiast and is proud to serve the Burbank area. "We are extremely excited to represent such an iconic brand. We feel Triumph will be the perfect addition to our dealership and look forward to welcoming everyone to experience the amazing new models and lifestyle Triumph has to offer." The dealership Burbank is well known for their friendly and knowledgeable staff. PSB

Dealership's Frosty Knuckles challenge offers incentive to ride

Competition among customers promotes during winter months offers a chance to ramp up the mileage

BY NICK LONGWORTH
NLONGWORTH@EPGMEDIALLC.COM

A regular "check-in" among the competition during the Frosty Knuckles Challenge at Pig Trail Harley-Davidson.

We've all heard of the Polar Plunge during winter months, but what about Frosty Knuckles?

For the second winter season, Pig Trail Harley-Davidson of Rogers, Arkansas, has challenged its riders to see who can ride the most during the coldest months of 2021.

"You have a lot of customers that are not as motivated to ride during winter, so we were looking for something fun. We've seen other people doing some things, and decided to give customers an incentive to ride during the winter," said Kyle Johnson, general manager at Pig Trail the last three years.

The competition is rather straightforward, and free to all those who enter. Beginning on Jan. 4 participants could stop at the dealership to record their official starting mileage. From then until Feb. 12 at 6 p.m., riders are encouraged to ride as often, and as long, as they can — as well as stop in to record their mileage. The mileage is then updated on an official leaderboard for all to monitor.

"It's pretty simple. Ideally people check-in a couple times a month to make sure the leaderboard is caught up so it creates a healthy competition," said Johnson. Last year roughly 30 people participated, and Johnson said he expects the same amount this season. "We have some people that will come in and check where they're at, then go ride again."

The grand prize is a $250 gift card to the store. But perhaps more importantly, participants also get a congratulatory pin commemorating their achievement during the event.

"That's even more important than the gift card for some people — no different than a t-shirt or a poker run chip," said Johnson. "The majority of people just want to win so they can brag and say they've done it."

According to Johnson, for the cost of a $250 gift card, the shop gains a more engaged customer base throughout a typically slow time in the season.

"We try to provide a family atmosphere and fun, and give people and incentive to go ride," Johnson said, who noted the dealership also does a similarly outlined "women's ride" month, dubbed "Angels On Asphalt."

The competitions also create a reciprocating relationship among Pig Trail's customer base, with some customers checking their contest position often, and inevitably needing service eventually.

In the future Johnson noted the event might look to solicit local businesses for sponsorships to create a larger prize payout, and further getting its surrounding community involved.

"Our customers buy products to have fun, so we may as well give them more reason to have fun with other people," Johnson said. The more people that ride, the more they'll need our services. We'll keep doing it as long as customers keep on showing up." PSB

- **The Frosty Knuckles** competition runs from **Jan. 4 to Feb. 12**
- Grand prize is a **$250 gift** card, with each participant receiving a commemorative pin
- *"Our customers buy products to have fun, so we may as well give them more reason to have fun with other people. The more people that ride, the more they'll need our services."* — **Kyle Johnson, Pig Trail Harley-Davidson, general manager**

Suzuki reveals final wave of 2021 street motorcycle lineup

Suzuki Motor of America, Inc. has announced a final group of street bikes, completing the 2021 Suzuki lineup. This final wave of new machines brings together a collection of proven Suzuki motorcycles including stunning Suzuki sport bikes; ultra-versatile, street-sport bikes like the SV650 ABS; go anywhere dual sport, and adventure machines; and Suzuki Boulevard cruisers for all.

Here's how our friends at the company's Brea, California, headquarters describe the newest 2021 models.

In 1985, Suzuki revolutionized the sport bike category with the introduction of the original GSX-R750. Suzuki continues to perform and compete at the highest level with Joan Mir winning the 2020 MotoGP World Championship in convincing fashion.

Joining the recently introduced 100th Anniversary GSX-R lineup, the GSX-R1000R, and the GSX-R750, the 2021 family of GSX-R high-performance motorcycles — including the GSX-R600 and GSX-R1000 continue this tradition of Suzuki performance. Both new models sport striking new color schemes that complement the high-performance Suzuki GSX-R series of sportbikes.

2021 SUZUKI GSX-R1000

■ MSRP $15,799

The 2021 GSX-R1000's advanced electronic rider aids such as traction control and a bi-directional quick shifter enhance the riding experience while the distinctive, aerodynamic GSX-R bodywork slices through the wind. The 2021 GSX-R1000 is available in a new Metallic Matte Black No. 2 color scheme with black graphics and wheels.

2021 SUZUKI GSX-R600

■ MSRP $11,449

The 2021 GSX-R600's good looks aren't just for style, it's the true byproduct of decades of production road racing dominance. Iconic GSX-R styling provides sharp looks and a slippery shape that features a Pearl Brilliant White paint scheme that includes graphics unique to the GSX-R600.

2021 SUZUKI GSX250R ABS

■ MSRP $4,949

This approachable street sport bike features a proven, twin-cylinder, fuel-injected engine wrapped in stylish full-fairing bodywork. With responsive yet easy-to-control performance, exceptional fuel efficiency, nimble handling, and a comfortable riding position. The 2021 GSX250R ABS features a new, two-tone Pearl Glacier White No. 2 and Pearl Nebular Black paint scheme that delivers big bike quality to the 250 class.

2021 SUZUKI SV650 ABS

■ MSRP $7,699

Suzuki riders struck motorcycling gold when the first SV650 debuted in 1999. Since then, this iconic motorcycle has seen continual improvements while still embodying the sporty personality that only a lively, mid-sized V-twin roadster delivers.

The 2021 SV650 ABS has an exciting V-twin powerplant that provides thrilling performance, mounted in a lightweight chassis that delivers a sporty and exciting ride. New for 2021, the 2021 SV650 ABS's Pearl Brilliant White and Glass Sparkle Black bodywork are accompanied by a frame and wheels coated with red metallic paint.

DUAL SPORT

Suzuki Dual Sport machines are some of the most versatile, reliable, and fun-to-ride motorcycles available on the market. The DR line of Suzuki motorcycles has allowed millions of people around the world to experience the joys of street and off-road riding from the saddle of an exciting Suzuki motorcycle.

2021 SUZUKI DR650S

■ MSRP $6,799

The 2021 Suzuki DR650S is quite possibly the best all-around, dual-purpose motorcycle available today. Every DR650S features a reliable, 644cc, oil-cooled, four-stroke, single engine carried in a strong steel, semi-double cradle frame with a telescopic fork. FSB

On Wisconsin: Wide Open Powersports Show makes debut

Snowmobile consumer show in West Bend mixes indoor, outdoor fun

BY NICK LONGWORTH
NLONGWORTH@EPGMEDIALLC.COM

"Someone said 'let's do a show.' And I said, 'I love it. How do we do it?'"

That's how Ben Carlson, a sales rep for aftermarket brands such as Klim and Bell Helmets, but also a pivotal figure in producing the first ever Wide Open Wisconsin Powersports Show and Swap in West Bend, Wisconsin, described his initial foray into launching a show.

"This wasn't a money-grab for me. This was about a passion for the industry," Carlson told *Powersports Business*.

The inaugural event, held Oct. 23-25, was planned in less than five weeks, resulting from the hard work and determination of both Carlson and a team of industry enthusiasts.

"We were looking to help the industry in Wisconsin after all the shows got cancelled due to the pandemic. We've talked about it in the past, and had a facility in mind, but it was the perfect storm to try to put something together," said Shawn Bula, the owner of More Freakin' Power based out of Hancock, Wisconsin. Bula helped establish the first-year event and is a member of its board of directors.

Offering more than 35 powersports and snowmobile vendor and club booths, the event featured a swap meet, a vintage snowmobile show, watercross races, food offerings and more at the Washington County Fair Park. The location also provided 42,000 square feet of indoor vendor space between two buildings.

The location also provided a central location to both the greater Chicago and Milwaukee markets. An estimated 5,000 people attended the first-year event.

"All the Wisconsin guys got together and said 'What can we do to help each other out?'" Bula said. "For the most part, we all tried to bring something different to the table that the others didn't sell."

After reaching out to several contacts initially, Carlson and crew hit the ground running to get preparations ready. Although a large and nationwide industry, it all boils down to relationships.

"We started planning only five weeks before the show, so we were pretty happy with the turnout," Bula said. "Ben was the mastermind behind it all."

The Wide Open Wisconsin Powersports Show, held in October in West Bend, had something for everyone. Photos courtesy of Wide Open Powersports Show.

A drone overview of the Wide Open Wisconsin Powersports Show and Swap in West Bend, Wisconsin.

Carlson admitted there was a steep learning curve to put the show together in such a short timeframe, but said with willing participants it became easy to establish a list of useful resources.

"All it was is a bunch of guys that are passionate about the industry who wanted to make something cool," he said. "We wanted to create a great show with a lot of events and things to do... And immediately everyone was on board."

As part of the partnership, Bula offered the services of his IT manager, Jason West, chief marketing officer of Semper Fi Marketing.

Precautions for COVID-19 such as extra distance and sanitizer stations were in place throughout its three-day entirety, according to both Carlson and Bula, but the large size of the grounds provided ample opportunity for the event to offer enough space within state guidelines and restrictions.

"We followed all the COVID mandates, but Wisconsin is maybe a little more opened up than some other states. We had a mask mandate, and kept our spacing. We didn't stack people on top of each other. There were some comments on social media, but there wasn't a lot of real pushback," Bula said. "Everyone was mindful of customer safety. As far as facility and local officials, we had no issues."

"We took all the precautions, and had parameters of what we could do. We had a capacity of 12,000 and knew we would never get to 10,000, so we were within the limits," said Carlson, noting aisles were 22 feet wide outside and 6 feet inside. "At the end of the day we gave two couples their money back because they weren't comfortable with the lack of masks, which we were fine with doing absolutely."

According to both Carlson and Bula, the cost-sharing basis of the event made it a low-risk, high-reward opportunity for those involved. An event for 2021 is already planned for Sept. 24-26, with an official live countdown on the front page of its official site.

"We ran all the numbers of costs and booth spaces available, and shared it with everyone involved," explained Carlson. "We wanted to make booth spaces reasonable, so dealers could make money right out of the gate... We want our vendors to be as profitable as they can at the end of the day, and all the clubs to be there."

"We wanted to try and do a show that was affordable for everyone — both the vendors and people coming in the door. That was a big focus," said Bula. Admission was only $5 for adults, with kids being free, along with parking. "We didn't want it to be $20 a person, and cost a family of five $100 to get in the door. We would rather them spend the money with the vendors, on stuff they want to get."

"The more money they have in their pockets, the more money they have to spend," Carlson said.

In the future, the sky is the limit for the event, according to Carlson and Bula, especially given a full year to plan and — hopefully — no COVID-19 restrictions for future events.

"Next year we want to add grass drags and continue to expand," Carlson said, noting club booths will continue to be free in the future. A focus on expansion will include more side-by-side vendor showings, and more swap meet space.

"We don't just want to pigeonholed ourselves into a snowmobile show — we had a lot of requests for side-by-sides and the ATV market. We don't want it to be just a snow show. We want to build something for the industry, and everybody involved — not just our own personal gain," Bula said. PBB

A wide range of aftermarket products was made available by the more than 30 vendors who attended the last-minute event.

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RON PATTYN | Founder | Stud Boy/Liberty Products

Many announcements have surprised the powersports industry throughout 2020, but perhaps none more so for the snowmobile racing community than when Stud Boy announced on Dec. 14 that it would no longer be sponsoring an ISOC race team.

It was a decision that wasn't taken lightly, insists owner and founder Ron Pattyn, but one that was necessary to focus on the stability of the overall company — and one that simply made sense when faced with the uncertainty of COVID-19.

However, one thing that's certain is that Michigan-based Stud Boy/Liberty Products will be heading into 2021 strong, relying on decades of experience and innovative products in a market seemingly exploding with increased and newfound interest.

Powersports Business spoke with Pattyn as the company faces another winter — albeit this one not ruled by the checkered flag — to discuss what led him to this industry, his decision to no longer compete in racing and their future plans as a company.

PSB: Take us back to the beginning, how did you get into the industry? Did you always have an eye for powersports?

RON PATTYN: The last job I had before Stud Boy was as a plant manager at a La-Z-Boy factory. Prior to that I worked in the HVAC industry. Pretty much all of western Michigan is automotive and industrial manufacturing, so that's kind of the background I had, but I was always a motorsports enthusiast since I was a young kid.

I had a group of guys that rode, and rode hard, both cross country and racing. Back in the day we would all get together and throw a party to do our studs every year and we saw there was a need for a higher quality product, and even better availability. And so we made our first couple batches, and they got sucked up pretty quickly.

We incorporated Liberty [Products LLC] in 1989, and officially got going in the 1992–93 season, then really hit the ground running as a full-fledged business. After that I decided to quit my job and started building Stud Boy.

I was able to turn a hobby into a business for us. It was an idea on a napkin, turned into what it is today — it's been a heck of a lot of work, but also a lot of fun.

PSB: With a background in manufacturing, and an interest in the powersports industry — what led you to the aftermarket segment?

PATTYN: My original partner had a manufacturing business, and so we had the machining. But it really boils down to our studding parties — we would all get together and set up our own production line, girlfriends and wives would send along some food with us. We'd put on the radio or a game, and get to working.

We saw an opportunity to incorporate better manufacturing techniques from a quality standpoint to improve the industry. A couple years in a row we went to buy product for our parties and couldn't get it because they were unavailable, so we said we'd make our own. That's how it all started.

A company called All Parts of Grand Rapids then made us an offer to take us on as a distributor, and it grew from there. They bought everything we could build for the first few years.

PSB: On Dec. 14 Stud Boy announced that after many years it would no longer sponsor an ISOC race team. What went into that decision?

PATTYN: It was a combination of things. We planned to race this year, and had everything in place really. We prepped the rig, and our intentions were to go racing.

But outside influences came into play. Arctic Cat's support was very late and very small in comparison to previous years, and we also lost additional outside support due to the COVID problem.

But even more importantly was that we have to run a business, and keep our employees healthy. As much as we love to race — gallivanting around the country during a pandemic was probably not the best decision for us personally; that's not saying anything about any other race team or their decision. We had concerns from employees about us bringing anything back into our shop.

It was a group of things, and there wasn't one straw that broke the camel's back. It was a combination of all of them. There were more than a couple sleepless nights. At the last minute we just said this probably isn't the year for us. I wasn't a real popular guy for a few days when we first made the decision, but for Stud Boy I think it was the right thing to do.

PSB: Do you think you will return next season, or is this a long-term decision?

PATTYN: It's possible, but shortly after we made the announcement without even making an effort to sell anything we had our big transporter sold, and the race sleds were also sold. A lot of supplies have been taken off our hands. At this stage in the game, unless we did it at a much smaller scale, I don't see us getting back into the national Snocross scene.

But we'll still be active in supporting the sport and racers. It's a great way for us to develop product, and stay on the cutting edge of things. We'll still be active, but just not with a pro team.

PSB: What's the current state of Liberty Products/Stud Boy?

PATTYN: We've had continued growth, with 2021 being on track to be ahead again. Right now we're just waiting on Mother Nature to help us out with some better snowfall, which would certainly help.

It was a tough year in 2020. We were shutdown for six weeks due to the pandemic, and making up that lost time was difficult. We've had our hands full, but we've done well. We're staying on top of our orders, but we've had to work very hard to do that.

The Trump administration's tariffs were also tough. It's a pretty well known fact that almost all tungsten carbide is sourced from China, and with the tariffs on steel, aluminum and carbide we've had to absorb material costs that we haven't seen any relief from in several years now. Luckily we've worked ahead and planned well, so we have most of our materials in place now.

PSB: Do you have any specific goals for 2021?

PATTYN: We want to continue to be innovative. Our long-term goals have not changed — we want to build good, innovative products and be good people to our industry and have some fun while we're doing it. Our goal is to always retain and build on our customer base.

PSB: What do you hope to have accomplished after a long career in this industry?

PATTYN: I'd like to leave a reputation of building a company that was innovative and resourceful, and contributed to our sport at every level. I'd like to be thought of as someone who built a company that really cares about its customers. More importantly, I hope the company lives on for a long time. We've been a family business, and I would love to see that continue.

PSB: When you find the time, what do you like to ride?

PATTYN: I used to be a heavy trail rider, but our stable of trail sleds is quite small right now after running the Snocross series — that put a big dent in trail riding (though we used to ride up in the mountains with Dennis Enarson and some of those guys).

I'd like to get into some heavy trail riding again next season.

My middle son builds custom Harley's and so we spend a lot of time as a family on them when we can. We're fortunate to ride with three generations, as my father who's 85 years old still rides with us. PSB

HOTPRODUCTS

Yoshimura LED turn signals sold separately.

YOSHIMURA 2020-21 KAWASAKI KLX230 FENDER ELIMINATOR KIT

Benefits: Yoshimura's Fender Eliminator Kit makes it possible to lose weight and make the rear end of the Kawasaki KLX230 more presentable.
Specifications: This new kit incorporates a LED off-road brake light, shrink solder connectors, new and improved weather tight light housing and brighter DOT-compliant LED plate light.
Suggested Retail Price: $199
Contact: Yoskimura-rd.com

SYSTEM 3 ST-4 WHEELS

Benefits: Offering both strength and style, the ST-4 wheels from System 3 Off-Road get new colors for 2021, with the same powerful performance.
Specifications: The 8-spoke ST-4 wheels come with factory-installed valve stems and bolt-in center caps featuring new red and blue highlights next to the gloss black finish. Available in both 14x7 and 20x6.5 sizes.
Suggested Retail Price: $259
Contact: System3offroad.com

DRAG SPECIALTIES DUAL GAUGE BRACKET

Benefits: Drag Specialties now offers an OEM-style Dual Gauge Bracket with a sleek wrinkle design to fit OEM speedometer, tachometer and indicator lights.
Specifications: The Dual Gauge Bracket fits 1999-2005 FXDX, 1999-2004 FXDX-CON, 1995-2011 XL 1200 and 1995-2004 FXD Harley-Davidson models with the dual gauge upgrade.
Suggested Retail Price: $121.95
Contact: DragSpecialties.com

MOOSE RACING AIR FILTER CLEANER

Benefits: The old way of cleaning air filters is gone thanks to Moose Racing's new air filter cleaner that goes to work on dissolving dirt and debris built-up from extended use.
Specifications: For use on both foam and filament filters, it will not harm any existing foam or glue.
Suggested Retail Price: $8.95
Contact: MooseRacing.com

KLIM TOMAHAWK JACKET AND BIB

Benefits: The redesigned Tomahawk Jacket and Bib can be considered the younger siblings to the chart-topping Valdez and Togwotee.
Specifications: Using lighter body fabrics for low bulk and weight, the Tomahawk gear excels in situations requiring both ventilation and excellent range of motion. This gear offers the best combination of ventilation and mobility, and is perfect for aggressive riders.
Suggested Retail Price: $369.99
Contact: Klim.com

HOTPRODUCTS

MOOSE UTILITY PLOW LIFT MAST KIT

Benefits: Moose Utility Division has released its new Plow Lift Mast Kit. This new kit was created to help with the angle of the winch cable to the plow. It eliminates a cable having to be hooked to front bumpers or racks. The strong steel powder coat brackets work with all RM4, RM5 and standard plow systems. It takes strain off the cable and eases lifting of the plow, which in turn extends the winch cable life. It also provides smooth operation.
Specifications: It's an easy installation as it bolts on top of the position pin assembly. The lift mast features adjustable lift heights to custom fit your customers' specific units. These are made in the USA
Suggested Retail Price: $44.95
Contact: mooseutilities.com

CORBIN CLASSIC SOLO AND PILLION FOR 2021 BMW R 18

Benefits: Corbin has launched its Classic Solo and Pillion Seats for the 2021 BMW R 18. Offer an excellent riding position combined with a nostalgic look on a wide seat that gives a greater area of body contact for superior weight dispersion. This seat also works with Corbin's removable backrest for added support.
Specifications: Corbin backrests are fully adjustable for a tailored fit and are simple to install with just a single lock screw under the saddle, and once installed angle adjustment doesn't require removal of the backrest either.
Suggested Retail Price: $446 – $783
Contact: Corbin.com

SOLO SEAT

PILLION SEATS

BLACK ICE STANDARD TRAILER KITS

Benefits: Black Ice Standard Trailer Kits feature protective ski guides for easy, damage-free snowmobile loading.
Specifications: Low-profile Caliber brand ski guides are grooved for better traction and moisture dissipation, and install flush with recessed mounting holes that allow for expansion and contraction to mitigate warping due to fluctuating seasonal temperatures. The PVC construction is durable and withstands harsh winter conditions without cracking or chipping. Mounting hardware and four hi-vis ratchet straps are included.
Suggested Retail Price:
$119.99 – $214.99
Contact: BlackIcePro.com

MOOSE UTILITY POLY PLOW BLADE

Benefits: Moose Utility Division has introduced its new Poly Plow Blade. Are your customers looking for a lighter weight plow option? Are steel blades too heavy for them to move? If so, this is the option. The Moose Utility Poly Plow Blade can easily be removed and lifted for storage when not in use or for cleaning.
Specifications: This new blade features a steel rib structure, a black poly face and includes a plow flap. Available in 60 and 72 inches, these blades will work on all Moose push tubes, RM4s and RM5s.
Suggested Retail Price:
60-inch, $428.95;
72-inch, $465.95
Contact: mooseutilities.com

TIROX SNAPJACK SS

Benefits: The tidy and cost-effective solution to the beautiful appearance of motorcycles with single-sided swing-arms.
Specifications: The SnapJack SS uses a clever pivoting design that levers up a rear wheel in seconds. Almost instantly the wheel spins freely, allowing quick and efficient chain adjustment and lubing as well as enabling convenient wheel cleaning and tire inspections.
Suggested Retail Price: $69.99
Contact: Tiroxproducts.com

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

HARLEY-DAVIDSON

CONTINUED FROM PAGE 12

throughout all 50 states. Currently there are 72 monuments in 49 states, with 73 more in development.

Mindful of the presence of the COVID-19 onset, Huntley said the event was distanced and hand-sanitizing stations were present.

"We had plenty of room to space people out and be socially responsible," said Huntley. Demo rides also were offered.

Since the event's conclusion, the response has been overwhelmingly positive according to those involved with its planning and execution.

"The event went well and brought new customers to the dealership who would normally not visit. Signature and Toledo Harley-Davidson bought a brick, and some of the employees went together and bought a brick in honor of some family members as well," said Sanford Bennett, treasurer for the monument committee and a Marine. "The event was a huge success. With a very supportive crowd who turned out continuously throughout the four-hour event, delicious food from five different vendors and perfect weather, we could not have asked for better... I can say with the utmost confidence that our partnership with Signature Harley-Davidson is invaluable and was crucial to our success."

"Motorcycles and the military community go hand-in-hand. So many riders are veterans or come from military families," said Veronica Mora, the Gold Star Spouse and Committee Chair of Gold Star Wives of America. Mora lost her husband, Army Sgt. Arthur A. Mora Jr., when he was killed in action on Oct. 19, 2005, while supporting Operation Iraqi Freedom and has since devoted her life to advocating for surviving military families, veterans and active duty service members. "The similarities between the two are uncanny, too. Both are close-knit groups that when brought together continue to serve their communities... Community outreach is so important. We want to have as many Gold Star families and fallen heroes honored at our monument. Reassuring families that their loved ones are not forgotten and that there is an entire community that supports them."

According to Huntley, although it was important that people knew the offerings of Signature Harley, the overall message was to spread the work of the foundation's committee.

"While we're the place holding the event, we wanted to make sure people knew what the event was all about. We need to take care of our veterans," she said.

Garnering goodwill with local charities is a surefire way to promote reciprocity with the community. Although politics can be divisive at times, honoring those who have served is often well received.

"We've always stood to support the community in any way we can. It isn't always about handing money out, but being a place to bring the community together and be the place that people look to for community things," said Huntley. "We wouldn't be here if it weren't for the great community we have — it goes hand in hand; it sounds trite, but be human." PSB

One of the veteran-owned and operated food trucks at the fundraising event.

Dealer training part of Tucker Road Show at NASCAR tracks

Live events aim to support dealers, manufacturers

Tucker is taking its dealer training program on the road in 2021. The parts and accessories distributor has launched a free training initiative for dealers that culminates in a series of live events at major racing venues around the country. The program, known as the Tucker Road Show, runs through May.

"The key to a retailer's success is great customer experiences delivered by knowledgeable dealership staff," said Marc McAllister, Tucker president and CEO. "The Tucker Road Show is based on supporting dealers and their staff so that they can represent great products from dozens of the manufacturers we work with."

Tucker dealers are given free access to online training via Tucker U, a custom-designed training portal, which features interactive training programs addressing all types of powersports products. Dealership staff members earn points for completing levels of training, which translate into preferred pricing programs for their dealership and ultimately, an invitation to participate in one of the four Tucker Road Show tour stops.

"Tucker's Road Show events are an opportunity to take a deep dive into the newest and coolest products in the industry," said Brad Turner, Tucker's VP of Sales. "All of the industry's biggest companies have committed to participating in the four events with displays and experts who can speak to their product's features and consumer benefits. We'll also include lots of opportunities for socializing with other dealers and chances to experience NASCAR speeds on the paved racetracks."

The company's events will take place at:

- Texas Motor Speedway (March)
- Las Vegas Motor Speedway (April)
- Charlotte Motor Speedway (April)
- Kentucky Speedway (May)

Each event takes place in the speedway's infield in both open garages and outdoor displays. Product manufacturers will showcase their latest products and dealers will be able to order with special pricing, based on the points earned through online training. Tucker and participating vendors will encourage COVID safety and will operate within each region's prevailing safety protocols.

One of the largest display areas will be the Tucker house brands, which are created and distributed exclusively by Tucker for their dealer network.

Tucker U is available to dealers immediately and is set up to log dealer training points for the program. PSB

CLASSIFIEDADS

HIRING

SERVICE MANAGER

Global Location: Dallas, Texas
Available positions: 1
Job Type: Full Time
Travel: > 30% of the time
Description: Reporting to the Vice President of Sales & Marketing and is responsible for Customer Service & Technical Support functions within Segway Powersports. Customer Success Manager resolves conflicts with customers. This person is an expert communicator will be able to listen effectively to find the root cause of issues and communicate clearly and in a friendly way to solve the issue and keep the customer happy.

DISTRICT SALES MANAGER

Global Location: (Interested candidates must live within the sales district)

- North Western District (WA, OR, ID, MT, WY)
- Central Western District (NV, UT, CO)
- Midwest Central (NE, IA, IL, KS, MO)
- South Central (TX, OK, AR, LA)
- Southeast (MS, AL, GA, FL)
- Middle Eastern (TN, SC, NC, KY, VA)
- North Eastern (IN, OH, WV, MI, PA)
- North Western (DE, NJ, NY, RI, MA, CT, NH, VE, MA)

Available positions: 1
Job Type: Full Time
Travel: > 70% of the time
Description: Reporting to the Regional Sales Manager (RSM), the District Sales Manager (DSM) is responsible to manage a group of dealers in a specified district and deliver the unit retail sales and market share growth by product line most specifically by articulating Segway's Value Proposition and influencing dealership best practices in ways that contribute to dealer profitability and loyalty.

For more information please email **careers@segwaypowersports.us**

SEGWAY

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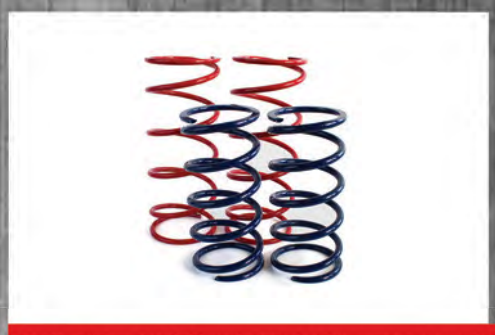

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