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- TIRE AND WHEEL PROTECTION
- MARINE EXTENDED SERVICE CONTRACTS
- ECO SPORT
- OFFROAD TIRE AND WHEEL



# POWERSPORTS

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## BUSINESS

INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

# 46% ↑

### JANUARY WAS JUMPIN' AVERAGE DEALER SAW REVENUE FROM UNIT SALES TAKE ANOTHER MONSTROUS STEP UP TO START 2021

Page 13 ▶



Andrew Hadjiminias guides Vespa Brooklyn to No. 1 Vespa dealer honors for North America in 2020. Photo courtesy of Vespa Brooklyn. Page 26 ▶

## Brewer Cycles names Gill top salesman for 2020

To the shock of nearly no one, Victor Gill was named the top salesman for 2020 at Brewer Cycles in Henderson, North Carolina. Sales manager Ryan Jones made the presentation to Gill in February.

Gill has been employed by the dealer-

ship for 19 years, but none were better from a sales perspective than 2020. Married to Almice for 40 years, the couple has two children. He's consistently the top salesman of the month and year at Brewer Cycles.



Victor Gill (third from left) was named the top salesman for 2020 at Brewer Cycles in Henderson, North Carolina. Joining Gill are president Chris Brewer, vice president Tyler Brewer and sales manager Ryan Jones. Photo courtesy of Brewer Cycles



### Snowmobiles on the showroom floor in July — sold by Sept.

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**INTENSE**  
**TAZER MX**



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## Triumph names 2020 award-winning dealerships

### Southern California Triumph takes Dealer of the Year Award

Triumph Motorcycles America recently announced their 2020 dealer awards for the U.S. and Canada.

“On behalf of everyone at Triumph Motorcycles America, it is our honor to recognize our 2020 national award-winning dealers,” said Rod Lopusnak, general manager of Triumph Motorcycles America. “Singled out for their exceptional achievements in sales performance, customer service and brand representation, these dealers truly set the standard among our entire dealer network in 2020.”

#### 2020 DEALER OF THE YEAR

Awarded to a dealer for their exceptional achievements in sales performance, customer service and brand representation.

U.S. — Southern California Triumph, Brea, California (Tom Hicks, Cyndy Knauss and Rob Chufo)

Canada — Triumph of Langley, Langley, British Columbia (Zach Graham)

#### 2020 FLAGSHIP DEALER OF THE YEAR

Awarded to exclusive Triumph dealers for their exceptional achievements in sales performance, customer service and brand representation.

U.S. — Triumph Cleveland, Cleveland, Ohio (Kirk Compton and Nate Sanel)

Canada — Andre Joyal, Saint-Basile-le-Grand, Quebec (Andre Joyal)

#### TOP RETAIL PERFORMANCE

Awarded to dealers who accomplished the highest sales results, regionally and national, are recognized.



Southern California Triumph and Triumph of Langley took Dealer of the Years honors in 2020 for Triumph. Photos courtesy of Triumph Motorcycles America

U.S. — Concord Triumph, Pembroke, New Hampshire (Barry Eisenberg and Nate Sanel)

Canada — GP Bikes, Whitby, Ontario (Jerry Ordanis)

#### 2020 CHAMPION OF THE YEAR

Each Triumph dealership nominates one enthusiastic and Triumph-centric staff member to be designated as their Triumph Champion. This individual is in charge of staying up-to-date with all things Triumph from brand standards, to in depth product knowledge through extensive and ongoing training. The Champion of the Year Award goes to one of these individuals who went above and beyond their duties as a Triumph Champion to elevate the dealerships representation and presentation of the brand.

U.S. — Ray Notarian, Triumph Cleveland, Cleveland, Ohio

Canada — Rick Lenglet, Triumph Edmonton, Edmonton, Alberta

#### THE BONNEVILLE AWARD 2020

New for 2020, the Bonneville Award was awarded to the dealer who truly embodies the values of the Triumph brand and exem-

plifies the legendary spirit of the award's namesake, which was born in the salt flats as a tribute to the passionate riders chasing glory, who continually strives to exceed in all areas of the business, and who encourages their staff and customers to live For The Ride.

Hermy's Triumph — Herman A. Bayer, Port Clinton, Pennsylvania

#### REGIONAL TOP PERFORMERS USA

Region 1 — Triumph of Westchester

Region 3 — Triumph Dulles

Region 4 — Triumph of Seattle

Region 5 — Tampa Triumph

Region 6 — Freewheeling Powersports

Region 7 — Triumph San Diego

Region 9 — European Cycle Sports

Region 10 — Triumph of Utah

#### CANADA

Region 15 — Triumph Edmonton

In appreciation for their efforts all winners above will receive a special plaque to commemorate their achievement. **PSB**

## HOTNEWS

### AVERAGE RO REVENUE AT METRIC DEALERSHIPS REVEALED FOR 2020

The average RO revenue at metric dealerships in 2020 has been revealed thanks to an exclusive study for *Powersports Business* readers by CDK Global Lightspeed.

This service department study focuses on customer-paid repair orders in metric dealerships. It evaluates repair orders that occurred between Jan. 1, 2019, and Dec. 31, 2020.

The revenue does not include warranty or setup/PDI repair orders. The revenue includes all repair order dollars, including shop supplies and miscellaneous charges.

In 2020, the average RO revenue at metric dealership was \$450, up from \$428 on average in 2019.

In January 2020, the average RO was \$502, up from \$475 in 2019. In May, the RO revenue average was \$398 in 2020 vs. \$397 in 2019. After a \$5 increase on average in June, 2020 kept extending its lead over 2019. In December, the average RO revenue at a metric dealership was \$553 vs. \$519 in 2019.

#### NORTON HIRED AS MANAGER FOR TRIUMPH AMERICA

Triumph Motorcycles America has named Jack Norton as its new marketing communications manager. Norton is an experienced

marketing professional with an extensive background overseeing integrated marketing campaigns in the private, public and non-profit sectors.

Norton is a U.S. Marine Corps Officer with more than 13 years of service. While in this capacity, he developed communications plans for recruiting campaigns, including one that debuted during the 2018 Super Bowl. He has also previously served at the U.S. Chamber of Commerce Foundation as the communications director. He most recently oversaw public relations and media outreach for the largest independent relocation firm in North America.

Norton will bring his valuable professional skills to this newly created position, where he will oversee the owned and paid media communications channels for Triumph Motorcycles America. Associated responsibilities will be management of the web, social, CRM and advertising strategies.

Norton has recently relocated from Virginia to his home state of Georgia to join the Triumph Motorcycles America team in Atlanta.

#### BIKEMASTER: 40 YEARS OLD AND STILL LIVING IN THE GARAGE

When Ed Tucker launched the first BikeMas-



JACK NORTON



ter products in 1981, they were items that every rider might need: mirrors and tie-down straps. From that day, the brand has been focused on products that are second nature to every rider — products that make a bike look cooler, go faster or fit its owner better. There are tools that make a master technician more efficient or a weekend warrior successful. And lots of batteries, cleaners, gaskets and brake pads that fill dealership parts departments.

“BikeMaster is a brand with a great legacy and a great future,” said BikeMaster brand manager Cynthia Beck. “Our anniversary year will be a time when we re-emphasize our unique place in garages and shops around the country. We’ve already been part of millions of bike projects and our goal is to help every rider feel a special bond with their bike.”

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## GUEST COLUMN

## How many days should a powersports dealership be open?

I started working in a motorcycle dealership in the fall of 1992. Since then, I have worked in a handful of other dealerships. Except for one stint in Houston, Tuesday-through-Saturday has been the schedule I have adapted my life around.



MARK SHEFFIELD

I am often asked why most motorcycle dealers are closed on Sunday and Monday. My answer has been that many dealerships were founded by motorcycle racers; these entrepreneurs like to race on Sunday and recover on Monday. The rest of the work week pays for the weekend hobby. There are other industries that align with this five-day work week; barber shops come to mind.

In my current role as a 20 Group facilitator for Spader Business Management, I work with dealers across North America. Rarely does a meeting go by where we do not spend some time discussing the optimal work week. The five-day dealers wonder about six- or seven-day options, and the six- and seven-day guys wonder if they can go back to five. The grass is always greener.

Over the years, I have come to look at this topic from three distinct angles:

**1. DEALERSHIP PROFITABILITY**

My work in the industry has given me plenty of data to analyze. From year to year, there is a lot of volatility in the powersports industry, so it is not always easy to say that one specific action led to a particular outcome. However, we have seen enough dealers transition between these types of schedules to learn a few things. Looking at dealership profitability, there is no clear increase in net profits when a dealership extends the number of days they are open. In fact, as a percentage, some dealers go backwards.

The five-day schedule has developed around the traditional 40-hour work week. Dealers who extend the work week either need to add additional staff (which can lead to being overstaffed during the slower times) or allow employees to work more than 40 hours (which, with overtime rules, can be prohibitively expensive). While many dealerships see a small increase in business, a portion of this comes from cus-

tomers who would have visited the dealership during the five-day work week, so not all gains are incremental.

**2. CUSTOMER EXPERIENCE**

The debate about an extended operating schedule often centers around the customer experience and making it easy to buy. I do not dispute that retail is evolving, and in many cases faster than the dealers in our industry.

When a customer needs to buy a new battery, or to have a flat tire replaced, those things are extremely important to the consumer. People hate to wait, especially when it's inconvenient or costs them money. However, in the average dealership, approximately 80% of revenues are generated by the sales department. Many of these major unit purchases involve multiple contacts between the customer and the dealership, often playing out over weeks or months. Opening an extra day or two will drive some additional parts/accessories and service sales, but unit sales will not increase at the same level.

Before you consider expanding the schedule, think about your personal experiences. I find it extremely frustrating when I head into a dealership to talk to a certain salesperson, only to find that person is not working on that day. If you buy as much stuff as I do, I am sure you have had it happen to you as well.

For most dealers we work with, communication is not a core strength. Details of the customer relationship often aren't logged in the CRM; in fact, in many cases the customer's name is not even logged into the CRM. What are the odds someone logged that the customer was going to get a free windshield and a free first service?

When a customer comes in and we're not all on the same page, everyone is frustrated, not just the customer. Expanded schedules in dealerships that are not process-oriented will often result in reduced margins — and a terrible customer experience. How many 5-Star reviews does it take on Google to offset that 1-Star review?

**3. STAFF EXPERIENCE**

The piece that many dealers overlook is the experience of the employees. A five-day work week means that everyone gets two days off in a row. Six days is the hardest schedule because only a small percentage of the team gets two days off in a row. Seven days is the

second-best option after five, because you can consistently give everyone two days off in a row, although they will not always be the days that each employee wants. The sleep-deprived salesperson working the floor on Sunday morning will not be earning CSI awards from any of their customers.

Anecdotal evidence points to employees in five-day dealerships being more satisfied with their work schedules, and these dealerships usually have less turnover. In a market where employees have a choice, the top candidates will seek out the five-day a week dealership.

I have seen lots of dealerships change up their schedule. At Spader, we promote the five-day work week, and we have seen more dealers go from six-plus days per week back to five days. The first year is always tough because it takes a while to re-train the customers. My advice to these new five-day work-week dealers is to advertise the change well in advance. Then, when it happens, stay away from the dealership on Mondays. Go enjoy your newfound freedom. In all my years, only once has a dealer told me that they regret going to a five-day week.

If you are stuck on expanding your schedule, there are some alternate solutions. Many customers just want someone to talk to. Consider hiring a couple of employees to respond to emails and/or phone calls during the hours you are closed. Queue up the business for when the doors reopen. Or hire an outside agency to take these calls (which is what your doctor does on his weekends).

At Spader, we often talk about Success and Fulfillment. Success is related to running a dealership that is profitable. Fulfillment is the personal side of the business. Fulfillment entails a lot of components, but having a top team, being a steward of your brand, developing future leaders and enjoying your time away from the dealership are all things that money cannot buy. You could run yourself into the ground making a few extra bucks, but if you do not have the time to spend all that money, who cares? **PSB**

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

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## HOT NEWS

## CONTINUED FROM PAGE 3

BikeMaster's product line will expand in 2021 to include additional tools, cleaners, grips, batteries and lubricants. The full product line is available through Tucker.

**SKOOG NAMED TO POLARIS ORV PRESIDENT'S CLUB**

Autumn Skoog has been named 2020 Polaris Dealer Sales Manager of the Year as part of the President's Club for ORV.

**DAVIDSON TO HEAD NATIONAL SALES FOR CRANKYAPE.COM**

Hastings, Minnesota-based CrankyApe.com announced that Evan Davidson has been named National Director of Auction Sales

and Operations. Davidson will guide the overall direction of the CrankyApe.com auction network and focus on implementing efficiency-based directives, along with growing the current sales team, across the company.

Davidson has more than 20 years of senior management experience, including a decade of strategic development and execution at one of the largest vehicle auction houses, KAR Global, where he served as National Specialty Sales and Operations Manager. Prior to that, Davidson served as the National Remarketing Sales Manager for GE Money Bank, where he oversaw the National Remarketing Sales program for RV, marine and powersports products.

"Evan is the right person for CrankyApe.com," said Brian Livingston, CrankyApe.

com co-founder. "Evan's extensive auction and remarketing background, along with his superior business development skills, will help CrankyApe.com strengthen channel partnerships, develop strategic alliances, and expand our national sales presence. We believe his strong leadership experience will immensely benefit CrankyApe.com during our current expansion initiatives and beyond."

"I am extremely excited to be joining the CrankyApe team," Davidson said. "I believe CrankyApe has a great business model and a talented management team that uniquely positions itself to capitalize on the changing specialty vehicle auction environment. As the industry continues to evolve through

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## GUEST COLUMN

# Connect with your audience through emotional marketing

Emotional marketing is described as achieving a desired result by forming a connection with the audience by tapping into human emotion through the use of persuasive messaging.



EZEQUIEL ARRENDONDO

Emotional marketing is not new to the scene, but it has become more relevant than ever before. During the thick of the pandemic in 2020, we saw a strong consumer preference for empathetic, transparent and authentic messaging over more direct sales pitches. Shoppers were more trusting of brands that put out educational content to support their communities.

While we expect to see some return to pre-pandemic shopping habits, shoppers will continue to prioritize brands that produce emotionally charged, people-first messaging. Studies show that the emotional response to an ad influences buying decisions more than the actual ad content.

“2020 was a heavy year. How do I strike the right tone with my customers in 2021?” Consumers are looking for empathy, reassurance and hope. As a nation, we’re not out of the woods yet, and your shoppers want to know that you will support them in the long run, not just right now.

### CREATE A SENSE OF COMMUNITY

Does your dealership have long-standing ties to the past, or is it a newer and much-needed addition to the area? No matter the longevity of your business, showcase its value to the community. As humans, we have a strong need to connect, so capital-

ize on your community-centered culture in your website copy and social media messaging. Inform your customers that when they interact with your business, they’re entering a friendly, people-oriented fellowship that prioritizes their needs.

### SHOWCASE REAL PEOPLE

Don’t be afraid to get behind the scenes and feature your awesome sales team — give your prospects a “slice of life” view of your dealership. On a similar note, feature your customers themselves by sharing their experiences at your dealership (with their permission, of course). If you don’t have candidates readily available, demonstrate what the average person can expect to experience and how your business solves their problems.

### USE VIDEO

According to Forbes, consumers retain

95% of messaging content when it’s delivered through video. This is because video can evoke specific emotions, reactions and memories from the audience. Videos that inspire happiness, amusement, hope, excitement or surprise are the most likely to be reshared online. But whether your video is humorous, affectionate or heartwarming, as long as it elicits a strong emotion, it’s sure to stick with your audience and motivate them to take action.

The much-loved adage “It’s not what you say, but how you make them feel” still rings true, especially when it comes to building connections with your sales prospects. We would add, “It’s not what you say, but how you make them feel welcome, heard and appreciated” that truly makes all the difference. **PSB**

Ezequiel Arrendondo is VP of Operations at Dealer Spike.

# TCF Inventory Finance signed as floorplan financing partner

## Speed UTV gets wholesale flooring partner

TCF National Bank’s inventory finance subsidiary has been named the exclusive floor plan financing provider for powersports company Speed UTV, which is owned by Robby Gordon, a former NASCAR and IndyCar racer, and Todd Romano, founder of Dragon-Fire Racing.

Collectively, Gordon and Romano have more than 40 years of racing, engineering and business experience. They have assisted many of the major powersports OEMs with product and new vehicle development, and have now decided to offer the market their own high-performance off-road vehicles, accessories and industry-leading designs.

“TCF believed in our unique business model, vehicles, dealers, our company and

its financial outlook. Floor plan finance companies need to have a deep understanding of our business and our dealers’ business to see the value in financing our products. TCF reviews many new business opportunities each year, and this year they chose Speed UTV as one of the companies to support through dealer financing. Our management team and dealer network are excited for this new relationship,” said Romano.

“TCF is thrilled to be Speed UTV’s exclusive floorplan financing provider. Mr. Gordon and Mr. Romano are experienced and skilled leaders in the powersports industry, which is sure to be invaluable to the success of Speed UTV. We thank them for selecting us to play a role in their company’s near- and long-term growth,” said Jay Deverell, CEO, TCF Inventory Finance.

The TCF Inventory Finance team provides floor plan financing solutions developed for



Speed UTV co-founder Todd Romano and Powersports Business editor Dave McMahon joined industry members for a free webinar to discuss Speed UTV. Watch the webinar on-demand at [powersportsbusiness.com/online-learning-series](https://powersportsbusiness.com/online-learning-series)

manufacturers and dealers that sell equipment to commercial and consumer customers located in the U.S. and Canada.

View a free February 2021 webinar with

Romano and Powersports Business editor Dave McMahon on-demand here:

<https://www.bigmarker.com/epg-media-llc/February-10th> **PSB**

## HOT NEWS

### CONTINUED FROM PAGE 4

restructuring, consolidation and technology migrations, I believe CrankyApe is in a powerful position to provide the best, most cost effective and timely suite of services to help lenders and insurers manage their specialty vehicle portfolios. Ultimately, I feel CrankyApe provides their clients with the best way to maximize their returns and improve their profitability during these changing times.”

Jay Adams, CrankyApe.com other co-founder, expressed his excitement at Davidson’s addition.

“I am excited to welcome Evan to the CrankyApe family. His track record, depth of experience and the energy he has about joining our business makes him an ideal leader to build on the great work of the rest of the CrankyApe team. CrankyApe is now in an even stronger position to expand our footprint in the Specialty market.”

Davidson holds a Bachelor of Arts Degree

in Psychology from Texas Tech University and will be based out of the company’s Phoenix location.

### TOP SEGMENT SEARCHES ON DEALERSHIP WEBSITES REVEALED

Dealer Spike as revealed the top segment searches on its dealership partner websites during January 2021. There were a range of product segments being searched on Dealer Spike websites during January 2021, but sitting alone at the top were side-by-sides searches.

Here’s the complete list of top 10 searches by product segment in January on Dealer Spike partner dealership websites:

1. Side-by-Side
2. Motorcycle — Cruiser
3. Motorcycle — Touring
4. ATV — Utility
5. Motorcycle — Sport
6. Motorcycle — Off-Road

7. Motorcycle — Standard
  8. Snowmobile — Crossover
  9. Side-by-Side — Utility
  10. Personal Watercraft — 3-Passenger
- Source: Dealer Spike

### EDDIE COLE BACK ON THE PRODUCT LAUNCH PAD

Motorcycle industry fixture Eddie Cole is back with a new product. The longtime MX racer and founder of a host of off-road brands that includes Answer, Pro Taper, Mobius and others has partnered with Jeremy McGrath and Chad Reed on the Arma Sport nutritional supplement. It’s now available dealer direct from company headquarters in Solan Beach, California. Darryl Atkins brings his MX background to his role as director of sales.

“We are very excited to be bringing the ARMA Sport brand to USA retailers across the country. We are equally excited to welcome Darryl Atkins to our sales team and the

Arma Sport family. We hope you will check out our brand,” McGrath said.

“I’m very excited to be involved in such a great product that is now being offered to the U.S. dealer network. We have tested the products’ sell-through in stores and had tremendous results. Our elite team of athletes and owners have helped the brand develop a product that works like nothing else on the market,” Atkins said.

### REVZILLA, CYCLE GEAR, J&P HOSTING MAJOR SHOW IN MAY AT TEXAS MOTOR SPEEDWAY

Comoto Holdings, parent company of RevZilla.com, Cycle Gear, J&P Cycles and REVER, is kicking off riding season by reimagining what motorcycle events can be. The Get On! Motorcycle Festivals are the manifestation of Comoto’s commitment to serve the rider, inspire the community and fuel the industry. With two major events

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# 2021 Harley-Davidson Pan America 1250 debuts

*1250, 1250 Special make awaited entry into ADV segment*

The Pan America motorcycle is Harley-Davidson's explore-it-all machine for riders who see touring as detouring — on road and off. This rugged, powerful, technologically advanced multi-purpose vehicle is designed from the ground up to inspire rider confidence and fuel the spirit of adventure, wherever the road may take you.

Harley-Davidson has leveraged its cutting-edge design and engineering capabilities to create the Pan America 1250 and Pan America 1250 Special, all-new, adventure-touring motorcycles, each designed with premium features, outstanding performance and innovative technology.

"From its inception more than a century ago, when many roads were little more than dirt trails, Harley-Davidson has stood for adventure. So I'm very proud to present Pan America as the first adventure touring bike designed and built in America," said Jochen Zeitz, chairman, president and CEO of Harley-Davidson. "The Pan America models exude that go-anywhere spirit, shared today by riders in the US and around the globe who want to experience the world on a motorcycle."

That same adventurous spirit is deeply shared by actor and brand ambassador, Jason Momoa, who is joining creative forces with the company to bring Pan America's passion for adventure to the world.

Pan America 1250 and Pan America 1250 Special models are powered by the new 150 HP Revolution Max 1250 engine, a liquid-cooled 1,250cc-displacement V-twin designed to offer a broad powerband that builds to a rush of high-RPM power. To minimize overall motorcycle weight (Pan America 1250 534lb. wet/Pan America 1250 Special 559lb. wet), the Revolution Max engine is integrated into the vehicle as the central member of the chassis.

Pan America models are equipped with technologies designed to enhance the riding experience, including multiple electronically controlled ride modes plus Cornering Rider Safety Enhancements.

This broad collection of technologies is designed to match motorcycle perfor-



Harley-Davidson CEO Jochen Zeitz says dealerships can expect to see the Pan America arriving this spring. Photo by Daniel N Johnson

mance to available traction during acceleration, deceleration and braking. The Pan America 1250 Special model is equipped with electronically adjustable semi-active front and rear suspension. As an industry-first innovation, Pan America is equipped with Adaptive Ride Height (ARH), a revolutionary new suspension system which automatically transitions between a low stopped position and optimal ride height when the motorcycle is in motion.

Harley-Davidson design and engineering teams collaborated throughout the process of creating and refining the Pan America 1250 and Pan America 1250 Special models with a vision guided by utility. Like a good multi-tool, function leads the form of these Harley-Davidson models. From grab handles to integrated luggage mounts, to a horizontal headlamp configured to better illuminate an off-road trail, function defines style. Inspired by the spirit of rugged North American off-road

versatility, the Pan America 1250 and Pan America 1250 Special models stand out visually in the adventure touring landscape, with design that reflects the capability of the motorcycles.

Harley-Davidson dealers will offer a complete line of accessories for the Pan America 1250 and Pan America 1250 Special models, including three durable luggage systems, and new technical riding gear for men and women developed in collaboration with respected European motorcycle apparel specialist, REV'IT!.

The Pan America 1250 and Pan America 1250 Special models will arrive at Harley-Davidson dealerships in Spring 2021.

## PAN AMERICA 1250 MODEL

The Harley-Davidson Pan America 1250 model is a rugged, powerful, technologically advanced multi-purpose motorcycle designed for riders ready to embrace real-life adventure. The riding experience is capable and intuitive, on a motorcycle that stays composed and confident wherever your adventure takes you.

## OPTIMIZED CHASSIS

A focus on performance and minimizing weight drove both vehicle and engine architecture, material choices, and aggressive component design optimization, all with the goal of achieving a desirable power-to-weight ratio. The powertrain is a stressed member of the chassis, eliminating the traditional frame. Three distinct elements — the front frame, the mid frame and the tail section — bolt directly to the powertrain. This design reduces motorcycle weight and results in a stiff chassis that contributes to precise handling. The cast-aluminum swingarm minimizes unsprung weight. The chassis is designed with a 62.2-inch wheelbase, ideal for touring capability (especially with a passenger and loaded luggage) and agile handling required for off-road maneuverability.

Cast aluminum wheels (19-inch front and a 17-inch rear) are designed to be strong, yet light weight, intended for use on

paved roads and un-paved surfaces, such as gravel roads and fire roads. Harley-Davidson and Michelin collaboratively designed a Scorcher Adventure tire for the Pan America models to meet the demands associated with adventure touring. Michelin Anakee Wild tires with an aggressive "knobby" tread pattern will be offered through Harley-Davidson Genuine Motor Parts & Accessories for riders seeking maximum off-road traction and a bold style profile.

## BREMBO BRAKING

Harley-Davidson and Brembo collaborated on an all-new braking system for the Pan America models that is designed to provide the rider with outstanding braking feel and performance. A new radial monoblock four-piston (30 mm) caliper takes full advantage of the material characteristics to increase stiffness while reducing overall weight. Dual front brake rotors are 320 mm in diameter; single rear-brake rotor is 280mm diameter. A new lightweight front brake master cylinder offers adjustable lever response.

## ADJUSTABLE SUSPENSION

The Pan America 1250 model features premium passive front and rear suspension that is fully adjustable for pre-load and compression/rebound damping. Suspension travel front and rear is 7.48 inches (190 mm). Front suspension is provided by a SHOWA 1-by-1 47mm inverted cartridge fork. Rear suspension is a SHOWA Piggyback reservoir shock with adjustable hydraulic preload. The rear suspension incorporates a linkage system that provides a progressive feel through the stroke and maintains a comfortable, compliant ride on-road, while providing superior support for off-road conditions.

## TOUCHSCREEN DISPLAY

All instrumentation and infotainment functions are displayed on a tilting 6.8-inch TFT touchscreen (thin-film-transistor, a type of liquid-crystal display noted for high image quality and contrast). Its non-reflective



Actor and brand ambassador Jason Momoa is joining creative forces with Harley-Davidson. Photos courtesy of Harley-Davidson

glass cover makes it easier to view in most lighting conditions. The touchscreen function is disabled when the motorcycle is in motion, but the rider can use hand controls to manage many functions of the screen display when the motorcycle is moving. The display supports infotainment generated by the rider's Bluetooth-equipped mobile device, including music and calls. Navigation is supplied by the free Harley-Davidson App for iOS or Android.

#### CORNERING RIDER SAFETY ENHANCEMENTS

The Pan America 1250 model is equipped with Cornering Rider Safety Enhancements, a collection of technologies designed to enhance rider confidence during unexpected situations or poor road conditions. The systems are electronic and utilize the latest chassis control, electronic brake control and powertrain technology. Cornering enhanced technology utilizes an inertial measurement unit, IMU, for optimal intervention when the motorcycle is leaned compared to when the motorcycle is upright. Elements of Cornering Rider Safety Enhancements for the Pan America 1250 model include: Cornering Enhanced Electronically Linked Braking, Cornering Enhanced Antilock Braking System, Cornering Enhanced Traction Control System, Cornering Enhanced Drag-Torque Slip Control System, and Hill Hold Control.

#### RIDE MODES

Selectable Ride Modes electronically control the performance characteristics of the motorcycle, and the level of technology intervention. Five modes are available on the base model (4 are pre-programmed and one can be customized). The Pan America 1250 Special model has two additional modes that can be customized by the owner. Pre-programmed ride modes for the Pan America 1250 models include Road, Sport, Rain, Off-Road and Off-Road Plus. Each Ride Mode consists of a specific combination of power delivery, engine braking, Cornering Enhanced Antilock Braking System (C-ABS) and Cornering Enhanced Traction Control System (C-TCS) settings. The rider may use the MODE button on the right-hand controller to change the active ride mode while riding the motorcycle or when stopped, with some exceptions.

#### ADDITIONAL PAN AMERICA 1250 MODEL FEATURES

The lightweight exhaust system is crafted from corrosion-resistant 304-series stainless steel and designed to meet global emissions (including Euro V) and sound regulations without compromising durability or the performance experienced by the rider. The catalyst is located as close to the engine as possible to minimize its size and weight and also keep heat away from the rider.

A pair of mufflers — one below the engine and the second on the right side of the motorcycle — adds volume to the exhaust system, which allows effective sound muffling with minimal back pressure, which improves performance. The exhaust system is designed to create clearance under the motorcycle to limit potential impact damage during off-road riding, and to not compromise lean angle.

The rider portion of the seat has a high and low position that allows the rider to achieve a better fit on the motorcycle. Seat height adjustment does not require tools. Unladen seat height is 34.2 inches in the low position and 35.2 inches in the high position.

A four-position windscreens can be

adjusted with one hand, using a lever adjacent to the display screen, through a range of 1.8 inches to best match rider stature, preference or changing environmental conditions. Cruise control is standard equipment.

A lightweight aluminum fuel tank holds 5.6 gallons for extended riding range. The fuel filler is located forward on the top of the tank so it will not be covered by most tank bags, making it easier to fuel up with a bag in place. The fuel tank is shaped to optimize the capacity of the engine intake airbox, which is located below the tank.

The Pan America 1250 model features all-LED lighting designed to deliver signature style and outstanding performance with an additional focus on rugged durability in the off-road environment. **PSB**



Both Pan America models offer a wide-range of rider features.

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# Weather? Springtime brings many new factors into sales season

BY STU SEGAL

■ CONTRIBUTING WRITER

Seems everyone wants to put 2020 in the rear-view mirror, but clearly us U.S. metric dealers — along with gun shops, toilet paper makers and supermarkets — have experienced something quite different from restaurants, gyms, movie theaters and countless other businesses which were compelled to scale back... financially struggling, many even closing permanently. All while we've seen throngs of unexpected buyers and a completely unanticipated financial windfall; and of course we would like to see this increased interest in powersports continue even after the pandemic ends.

We have been doing this long enough to see the fat times and the lean times, and have a pretty darned good idea what to expect. We deal with inventory, employees, funding, cyclicality and seasonality. We know if we take the right risks on inventory, hire and train good people, and treat our customers well, we will thrive. At least that's what we knew until March 2020.

The pandemic was like the curve ball from hell coming right at us... March 2020 dead, April limping along. May, the last thing we expected... sales exploded, and we had the best month since opening 20 years ago. That is, until June, which was better yet... then the rest of the year, an absolute home run. Selling everything we had, including aged inventory from the warehouse, and all at, or near, MSRP.

So now we face 2021, and what is our

plan? Will we equal 2020? Will we return to 2019 levels?

Being in the north half of the country, this is the time of year we are normally thinking about how to survive February and March, knowing the bonanza April will bring... at least if April showers don't dampen it. But the factor we normally fear most entering the spring — the weather — is of little concern given the other factors in play this year.

■ Will the "predictable" spring surge be as strong as always, or were a portion (or all) of our extraordinary 2020 sales demand that was pulled forward from 2021?

■ Will consumers continue to be as crazed as they were last year, willing to take whatever we can supply, and at MSRP?

■ Will manufacturers be able to meet our demand for specific vehicles, or will they continue to struggle with supply chain and production issues?

■ Will the new administration's policies drive fuel (and other) prices up? And if so will that stimulate or dampen powersports sales?

■ Will a lot of 2021 stimulus checks become deposits on motorcycles, as they did last year?

■ Will the pandemic explode out of control in another wave and crush the economy?

■ Will the vaccines put an end to the pandemic? And if so, will there be a surge in the powersports market, or will the opening of other recreational activities lure our potential buyers elsewhere?

■ And finally... will we have dry, sunny Saturdays through the selling season?

I hate the word "unprecedented," but we now have an unprecedented convergence of major public health, consumer, social and political crises that leave us in completely unknown waters. As a result, this year we are implementing an entirely different strategy than ever before.

In prior years we would be focused on exactly what models were coming in, the mix of colors and features, exactly which jackets, boots and helmets should fill our store, etc. But more important this year is the need to simultaneously mitigate the risk while capitalizing the major unknowns that could affect revenue; in short, we must be prepared for the worst case, while still doing everything possible to maximize the best case.

The opening weeks of 2021 look encouraging. Seems folks are still looking at powersports as a safe, socially distant, activity. And it looks increasingly like "work at home" is becoming the new normal, creating more leisure time for recreational activities. Also seems that huge federal infusions into the economy are imminent, including checks direct to the demographic that buys motorcycles and ATVs.

So what we're doing is getting ready for another record-breaking year like 2020.

■ We are building as much vehicle inventory as possible, to ensure sales in spite of manufacturers' potential inability to meet demand.

■ We are hiring and training to ensure our sales force, parts and service staff are in place, and ready to hit the ground running, for the spring (and continued) surge.

■ We are keeping all COVID-19 pro-

ocols in place, as we have for the last 11 months, to ensure our staff stays healthy and our business stays open.

But at the same time we are anticipating, and preparing for, a downward correction sometime later in the year — higher interest rates, higher fuel prices, stock market decline and sell-off, decrease in consumer spending — which could crush our revenue stream.

■ So we continue to use the excess income from our increased volume to 1) prepay new units, 2) build pre-owned inventory, 3) pay off all short-term obligations, and 4) pre-pay some future known other expenses (like insurance, monthly mortgage payments, etc.).

■ And... tougher to do... we are sitting on enough cash to fund the business for six months just in case it all goes sideways. We've seen too many businesses close in the last year from inadequate capital to survive downturns; we must be prepared for this possibility.

In short, we are doing everything possible to continue capitalizing on the unexpected-but-welcome volume we've seen since last May, and simultaneously we are preparing for the worst case, the bottom falling out completely. It's a strange hand to play, but it's the one we were dealt. Hello 2021. **PSB**

*Stu Segal, now semi-retired, serves as business consultant for Cross Country Powersports in Metuchen, New Jersey, a 10-brand multiline dealership he and his partners founded in 2004. Prior, Stu owned Liberty Harley-Davidson in New Jersey, and served on the board of the Harley-Davidson Financial Services Company.*

## HOT NEWS

■ CONTINUED FROM PAGE 6

planned for 2021, Comoto is answering the call of experienced, new, and aspiring riders alike for a new kind of motorcycle event that actively seeks to break down barriers to riding and bring riders of all styles together. Simply put, this isn't your father's motorcycle rally.

Slated to be held on May 21-23 at the Texas Motor Speedway, Get On! Moto Fest is a family-friendly, inclusive, outdoor event that will bring together riders — and aspiring riders — of all styles, ages and genders.

The event will be three days of motorcycle demos, how-to workshops, racing, bike shows, and opportunities to meet representatives from leading accessories and gear brands. Guests can expect to meet bike-minded people from all walks of life, learn from each other and industry leaders, and experience the thrill of life on two wheels.

The Black Hills of South Dakota will be the basecamp for the Get On! Adventure Festival from July 15-18. Adventure bike enthusiasts can expect off-road and on-road riding widely considered some of the best in North America. There will be motorcycle demos from leading motorcycle manufacturers, representatives from leading parts, accessories and gear brands, camping, seminars, food, prizes, and entertainment all at one central "basecamp."

"Comoto's family of brands exists to provide the best riding experience to all riders all over the world, whether V-Twin, adventure, off-road, street, dirt, men, women, youth — you name it," said Ken Murphy, Comoto CEO. "The Get On! Moto

Fest will give more riders more reasons to ride more often and provide a place for all riders to revel in their shared love of all things moto."

There are already some big names converging to celebrate life on two wheels. The Progressive American Flat Track series will race at the Texas Motor Speedway the same weekend as the Get On! Moto Fest, on May 22.

"We're thrilled to be at Texas Half-Mile the same weekend as the Get On! Moto Fest," said Michael Lock, CEO of AFT. "We can't wait to share America's Original Extreme Sport with new fans as well as our thousands of loyal followers."

True to its name, the Get On! Moto Fest will have plenty of opportunities for guests to actually get on a bike! Licensed motorcyclists can test ride the latest new motorcycle models from leading manufacturers like Indian Motorcycle and many more. Adults and kids can ride new ebikes from Super73 and Stacyc on the Get On! Moto Fest test track.

May's Get On! Moto Fest tickets are \$15 Presale, \$20 at the door. A SuperTicket for both the Progressive American Flat Track race and the Get On! Moto Fest is only \$39 in advance. Kids 12 and under receive free admission. With three days of bike demos, learn-to-ride experiences, pro racing, one-of-a-kind bikes, food, music, chances to win prizes (including a new motorcycle!), pop-up stores from RevZilla, Cycle Gear and J&P Cycles, and REVER ride challenges, there is no question the center of the motorcycle universe will be in Dallas/Fort Worth the weekend of May 21.

### ALCON TO CHAIR MIC'S DEALER ADVISORY COUNCIL

The Motorcycle Industry Council announced that Rick Alcon of Team R&S Powersports Group in New Mexico has been named chairman of the MIC's Dealer Advisory Council. Alcon was selected by the members of the DAC, including Curtis Sloan, Sloan's Motorcycle ATV; Kim Harrison, Coleman PowerSports; Bob Althoff, Farrow Harley-Davidson; and Kevin Lackey, Freedom Powersports.



RICK ALCON

"Since 2013, the Dealer Advisory Council has been an important conduit between riders, dealers, OEs, aftermarket companies and the MIC Board of Directors," said Erik Pritchard, president and CEO of the Motorcycle Industry Council. "Rick brings decades of industry and leadership experience, which will help continue to make the DAC an invaluable resource for dealers across the country."

For 35 years, Alcon has served as Team R&S Powersports Group president and CEO. Further demonstrating his deep involvement in motorcycling, he is also the chairman for the New Mexico OHV Program Advisory Board, a multiyear chairman of a 20 group, a member of the New Mexico Motorcycle Dealers Leadership Board, and a lifelong member of the American Motorcyclist Association.

"As our industry continues the work to

manage legislative issues, create enhanced distribution channel experiences, and promote ridership, the MIC Dealer Advisory Council is poised to play an increasingly important role in the industry," Alcon said. "We look forward to being more accessible to MIC dealer members and developing a stronger, more meaningful relationship with the MIC Board of Directors. Together we can further our mutual goal of guiding the powersports industry into the future."

### VANCE & HINES BEGINS 2021 RIDING SEASON WITH SIGNIFICANT PRESENCE AT DAYTONA BIKE WEEK

Daytona Bike Week 2021 is underway and Vance & Hines is ready to greet riders who are after a breath of fresh, Florida air.

Vance & Hines will have two retail and installation locations at Bike Week, at Daytona Speedway and Daytona Harley-Davidson in Ormond Beach. Both locations are based out of the company's newly updated big-rigs and feature the top V&H items from their air, fuel and exhaust product selections.

Customers at events typically prefer products that offer a change in both their bike's style and performance. Top sellers in Daytona are likely to be the Vance & Hines Torquer 450, a slip-on muffler designed for Harley-Davidson Milwaukee 8-equipped bikes and VO2 air intake products such as the Rogue, X or Cage Fighter models. The combination allows for greater air flow and performance and makes a noticeable styling change to a rider's motorcycle. **PSB**



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## FROM THE EDITOR



Don't forget to check out the free on-demand recordings of the first three webinars of the 2021 *Powersports Business* Online Learning Series. There's plenty of insight and intelligence being shared, all ready when you are at PowersportsBusiness.com.

## 'Inventory is critical to 2021 success'; 'Consumers are still willing to spend some money'



**DAVE McMAHON**

As part of the Q4 2020 *Powersports Business*/BMO Capital Markets Dealer Survey, we asked dealers to provide us with their thoughts on their outlook for the industry heading into 2021.

While we are well on our way to another interesting year of sales

(just check out the average Major Unit revenue growth by region on the CDK Global Lightspeed map on the facing page!), inventory concerns were top of mind as the calendar flipped. While there was plenty of inventory to sell in January, we let the dealers provide their thoughts on the immediate future. They can all agree on one thing — a desire for OEMs to not flood the dealer channel with product when manufacturing operations do return to normal.

■ "Inventory availability is critical to 2021 success."

■ "Everyone will tell you there is an inventory problem. There is not. You should have just enough or a little less than the demand. This holds margin and creates hype, want and more importantly it creates urgency! Everyone needs to recognize why margins are up. If you are struggling this year because you didn't get enough product you should not exist! The number of dealers needs to be thinned out, and manufacturers need to quit overproducing, and opening up locations. All parties need to get smart and drive business and profit with margin and demand."

■ "Consumers are still willing to spend some money and we expect that to continue into spring. Product shortages could be crippling for dealers this spring unless things get better and fast. All brands have limited availability or in some cases no availability of product. It seems like Honda cannot get things figured out, but at least Polaris has given us a steady, slow, trickle of units to sell or we would be in big trouble."

■ "This so-called pandemic has been good for us in the short run, but I feel like there is going to be so many repos in the near future."

■ "This year was better for new UTV sales but last three months supply has been lacking. Service has been great."

■ "Abnormal is the new normal. I really don't know what to expect over the next 18 months."

■ "I hope that OEMs don't go back to covering us up with inventory. Keep it just a little tight!"

■ "I am afraid with current party in office riding areas will start getting shut down."

■ "We fear that our massive sales earlier this year 'pulled forward' sales. We are concerned that spring will be weak."

■ "The outlook for this coming year looks great. We need the plants opened so more product gets out to the dealers."

■ "The high tide has been lifting all ships but we are still concerned about whether OEMs will be able to provide supply to meet demand."

■ "Right now the extreme discounters are not very active allowing more profit in new sales. I hope this continues!"

■ "The dual sport and adventure categories are still growing and finally the Japanese OEMs are doing something."

■ "I feel like we will remain strong until fall of 2021 then 2022 under the new administration could be a recession."

■ "It's been a very good year. Sales up. Inventory carry costs down. Inventory levels low. Combined we can finally make a margin on new unit sales and offer a fair trade value. Still I wonder why some dealers feel its necessary to sell at dealer net in this environment."

■ "The challenge to get product will help margins but will kill unit sales and all that go with it."

■ "Need a bit more inventory. Youth sales become family sales."

■ "Sure it is nice to make money. Hopefully the manufacturers and dealers can work together and manage inventory levels to maintain this profitability."

■ "The strong second half of 2020 will carry over somewhat into 2021."

■ "Manufacturers have not been able to catch up to demand. I believe by the time they do, the crazy demand we are currently seeing will subside and we might turn into a buyers' market again."

■ "I think things will still be strong next year if we can put the virus behind us — and OEM's can get us product."

■ "Inventory is so hard to get and feel we could be doing so good if inventory was available."

■ "2020 saw a record number of new riders here. I believe this year will be more of the same. It's beyond creating a customer just for our dealership in my opinion. It is making these customers lifelong powersports enthusiasts as a whole, and it is every dealer's responsibility to help in this."

■ "I hope the hangover from this past season record years sales is not too bad." **PSB**

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

## HOTTEST INDUSTRY TOPICS

1. Harley-Davidson unveils new Pan America 1250 and Pan America 1250 Special



2. Dealer inventory through April already sold: report

3. Octane Outlet expands again, adds two new brands

4. Triumph announces 2021 Bonneville lineup

5. Bluegrass Harley-Davidson moving locations: report

6. Snowmobile dealerships seeing new customers

7. R&S Powersports Group's Alcon to chair MIC Dealer Advisory Council

8. Bloomberg interview with BRP CEO Jose Boisjoli

9. Brunswick expanding boat production capacity

10. After 115 years in family business, Harley-Davidson dealership owner closing up shop: report

11. 2022 Lynx BoonDocker DS snowmobile: Closer look

12. 'Put another dime in the jukebox': Joan Jett teams up with Can-Am

13. All-new V12 600hp Verado outboard engine launched by Mercury Marine

14. All-new 2021 Can-Am Commander side-by-side revealed

15. Ski-Doo reveals sibling brand Lynx coming to U.S. market with three 2022 models



16. Farrow Harley-Davidson to close Feb. 28: report

17. Snowmobile fundraiser supports suicide prevention: report

18. 2021 free webinar series kicks off tomorrow

19. Merger brings dealership owner three more brands: report

20. National Powersport Auctions partners with USMCA

The headlines above belong to the most viewed articles from the three-times-per-week Powersports Business e-newsletter during the Feb. 1-28 period. Visit PowersportsBusiness.com/subscribe to join 12,000 of your industry peers who receive the e-newsletter.

## DIGEST

## TRIUMPH ADDS SUBPRIME LENDING PARTNER FOR DEALERS

Triumph Motorcycles America and Ironhorse Funding have announced a multi-year financing program agreement. After a successful pilot program in 2020, Triumph has contracted with the lending and servicing company as a financing resource to empower the U.S. Triumph dealer network to offer additional financing options to their customers.

Enrolled Triumph dealers will have access to multiple finance options that make new Triumph motorcycles available to subprime borrowers. Under the initial program, special finance options are available to subprime borrowers such as reduced



Triumph has added Ironhorse Funding as a subprime lending partner for dealers. Photo courtesy of Triumph Motorcycles America

required down payments, lower interest rates, and expanded front-end advances. Ironhorse Funding provides dealer support seven days a week.

"We've already seen the mutual success of this relationship with the dealers that participated in the pilot and we are thrilled to begin working with more U.S. Triumph deal-

ers," said Jon Krumdick, COO of Ironhorse Funding. "Our goal is to become the preferred provider of nonprime and subprime financing for Triumph dealerships and we look forward to working with Triumph leadership to continue to expand our offerings and support as we grow this relationship."

This program is expected to be a valuable tool to Triumph dealers' retail financing offerings as it will help increase opportunities to approve lending for customers who are just out of reach of traditional prime lending options.

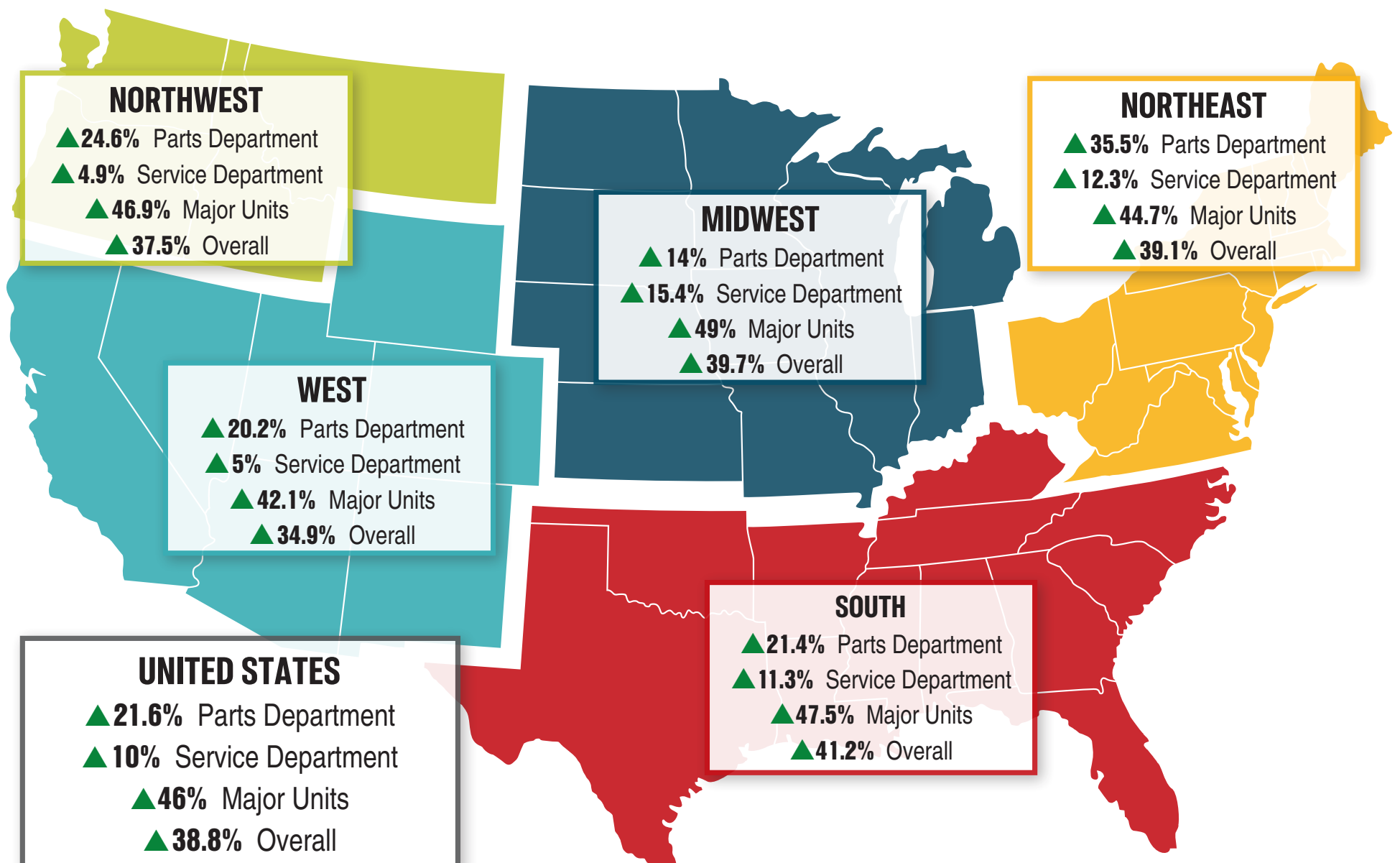
## NPA PARENT COPART REPORTS Q2 FISCAL 2021 FINANCIAL RESULTS

Dallas-based Copart, Inc. last month reported financial results for the quarter ended Jan. 31, 2021. Copart is the parent company of National Powersport Auctions (NPA).

For the three months ended Jan. 31, 2021, revenue, gross profit, and net income were \$617.0 million, \$307.5 million, and \$193.4 million, respectively. These represent an increase in revenue of \$41.9 million, or 7.3%; an increase in gross profit of \$47.6 million, or 18.3%; and an increase in net income of \$24.7 million, or 14.7%, respectively, from the same period last year. Fully diluted earnings per share for the three months were \$0.81 compared to \$0.71 last year, an increase of 14.1%.

For the six months ended Jan. 31, 2021, revenue, gross profit, and net income were \$1.2 billion, \$604.3 million, and \$393.7 million, respectively. These represent an increase in revenue of \$80.4 million, or 7.1%; an increase in gross profit of \$89.5 million, or 17.4%; and an increase in net income of \$6.8 million, or 1.8%. **PSB**

## DEALER FINANCIAL SNAPSHOT



### JANUARY 2021 VS. JANUARY 2020

After a year to remember for many dealers despite the onset of a worldwide pandemic, the new year began with a bang as revenue from new and pre-owned Major Unit Sales continued to rise 46.0% in the January 2021 period vs. January 2020, according to composite data from more than 1,650 dealerships in the U.S. that use the CDK Lightspeed DMS. Dealerships in the Midwest saw a 49.0% revenue gain in Major Unit sales on average to lead all regions,

while the South followed with a 47.5% average increase. The Northwest followed with a 46.9% increase on average, followed by the Northeast at 44.7% and finally the West at 42.1%. Parts sales rose by a 21.6% average increase year-over-year, led by the Northeast at 35.5%. The national average for Service revenue also saw a 10.0% overall increase, led by the Midwest again (15.4%) and Northeast (12.3%). Overall dealer revenues on average increased by 38.8%, with the South leading the way at 41.2% growth.

### PARTS SALES

Parts sales revenue was up 1,220 dealerships and down at 430.

### SERVICE SALES

Service revenue increased at 955 and decreased at 610 dealerships.

### MAJOR UNIT SALES

A total of 1,128 dealerships were up and 321 were down.

### FOR MORE ON THE SAME STORE SALES DATA

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

# Class in session

*Sea-Doo hits largest market with special dealer training events*

BY ADAM QUANDT

■ AQUANDT@EPGMEDIA.LLC.COM

For the last four years, BRP's Sea-Doo has taken training dealers in its largest market — Florida — to a whole new level.

"Florida is one of the biggest marine and personal watercraft markets in the world and there are over 1,500 people moving to Florida every day, with most of the movers seeking sunshine and fun on the water," said LOOK Marketing president Tim McKercher, which represents BRP's Sea-Doo brand. "With that, Sea-Doo has taken special initiatives to help the dealer network in Florida, one being on-the-water training and experiences with representation from the majority of the brand's lineup."

This year's schedule features 19 stops across Florida, with 29 of the state's 37 Sea-Doo dealers opting in to participate in the training events. Each stop offers both a morning and afternoon session, all limited to five attendees per session, to aid in COVID-19 protocols for a safe event.

The session features a hybrid method of half classroom-style learning — even if that classroom happens to be on a beach — and half on-the-water experiences for dealer participants.

"It's really about getting dealers on the product and out riding it, but at the same time we also give them a lot of insight as to how Sea-Doo is innovating and bringing new technologies forward," McKercher said. "For example, with these events we can not only tell them more about the new Intelligent Debris Free Pump System (iDF), but they can experience it first hand and learn how they can pass their product knowledge onto the customer."

The idea is that dealers participating in the training sessions will be able to put



Sea-Doo is holding on-water training for its Florida dealerships for the fourth year in a row. Photos courtesy of Sea-Doo



Each session features a hybrid method of half classroom-style learning — even if that classroom happens to be on a beach — and half on-the-water experiences for dealer participants.

what they learn during the event into action right away back at the dealerships, especially with the continued upward trend in PWC sales.

"This year, these training sessions are more important than ever, with more new entrants coming into the sport for as long as I can remember," McKercher said. "It's really important for salespeople to be able to answer every question and point out every important aspect of the PWC lifestyle, not just with their knowledge, but with first-hand experience."

McKercher noted that now in its fourth year, the special training program is not only helping to educate dealers, but help keep dealership staff around longer.

"We're starting to see familiar faces return to the training events, which is awesome, because those staff members are repeating the information they learn at the

events to the rest of the staff back at the dealership," McKercher said. "All of our attendees are always engaged and super focused. You can tell they really want to be there, because they know they're going to gain from it."

McKercher and his team will finish its Florida dealer tour in the panhandle over the next two weeks, following a week-long break for Bike Week.

"It's a lot of work per-person, but the people we're touching through these training events touch so many more and we know that knowledge will pass to the customer at the end," McKercher said. "We're really proud to see the dealers put this learning into action." **PSB**

Adam Quandt is PWC editor of Powersports Business. Send him an update on your dealership's PWC sales trends to [aquandt@epgmediallc.com](mailto:aquandt@epgmediallc.com).

# Another January increase in PWC sales on average

*U.S. overall rolling year-over-year PWC growth up 7%*

The beginning of the year signaled another trend for growth across the personal watercraft segment as sales continued to climb with almost all top Basic Trade Areas (BTA) posting growth for the month of January, according to the latest data from Statistical Survey Inc. Nationally, PWC sales grew by 7% YOY for the month to kick off 2021.

As winter continued, growth occurred in all but two of the top BTAs.

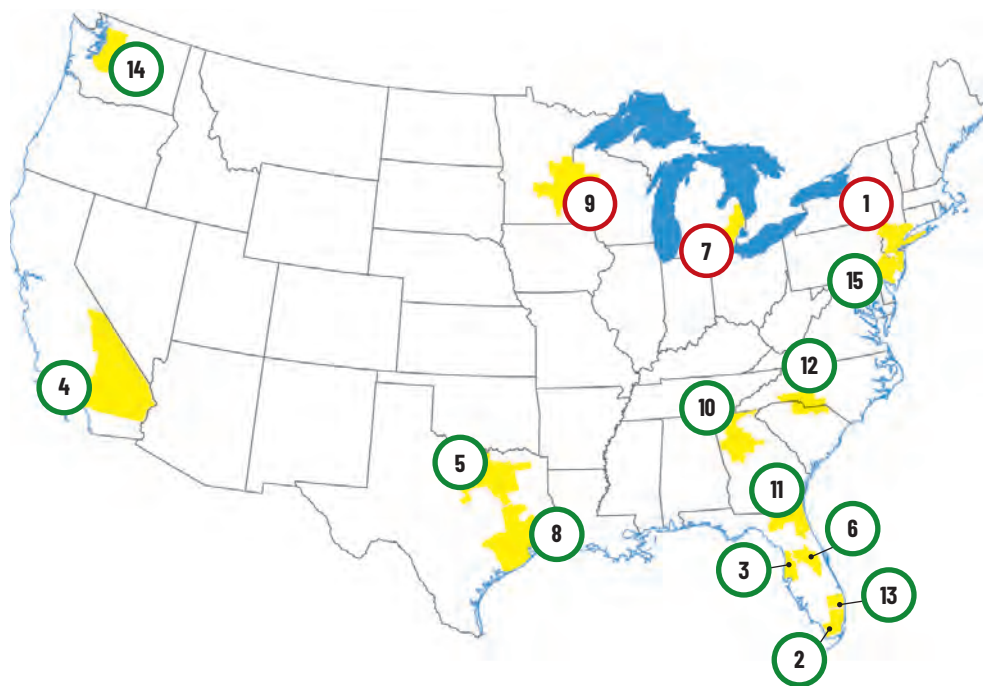
The Orlando BTA continued to lead all geographic areas, with just under 39% growth in PWC sales during January 2021 versus January 2020.

Other top BTAs posting substantial growth for January 2021 included Tampa-St. Petersburg-Clearwater, Florida (27%), Miami-Fort Lauderdale, Fla. (24%) and Jacksonville, Florida (20%).

On the flip side, two of the top BTAs posted declines to start out the year in January. Minneapolis-St. Paul, Minnesota, posted the largest decline, down 9% for January 2021 YOY, followed by the Detroit BTA, posting a 4% decline. **PSB**

— Adam Quandt, PWC editor  
[aquandt@epgmediallc.com](mailto:aquandt@epgmediallc.com)

## HOT SPOTS



|    |                                     |       |
|----|-------------------------------------|-------|
| 1  | New York, NY                        | ↓ -1% |
| 2  | Miami-Fort Lauderdale, FL           | ↑ 24% |
| 3  | Tampa-St. Petersburg-Clearwater, FL | ↑ 27% |
| 4  | Los Angeles, CA                     | ↑ 2%  |
| 5  | Dallas-Fort Worth, TX               | ↑ 11% |
| 6  | Orlando, FL                         | ↑ 39% |
| 7  | Detroit, MI                         | ↓ -4% |
| 8  | Houston, TX                         | ↑ 11% |
| 9  | Minneapolis-St. Paul, MN            | ↓ -9% |
| 10 | Atlanta, GA                         | ↑ 5%  |
| 11 | Jacksonville, FL                    | ↑ 20% |
| 12 | Charlotte-Gastonia, NC              | ↑ 11% |
| 13 | West Palm Beach-Boca Raton, FL      | ↑ 9%  |
| 14 | Seattle-Tacoma, WA                  | ↑ 10% |
| 15 | Philadelphia, PA                    | ↑ 11% |

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# All-new 2021 Can-Am Commander revealed

*A decade after its introduction, Commander is Can-Am's 'most versatile' side-by-side*

BRP first entered the side-by-side vehicle category in 2010 with the launch of the Can-Am Commander. Ten years and an incredible number of awards, accolades, and podiums later, the brand is firmly entrenched as a global leader in the off-road vehicle space. New for 2021, Can-Am is going back to its roots with a completely

redesigned Can-Am Commander, built from the rider down to be the ultimate in versatility for your dealership's customers who play hard and work hard.

The all-new Can-Am Commander raises the bar of fun and capability, whether your customers are cruising trails, dirt roads, and ranch/farmland with ease, rolling up their sleeves and getting to work, or loading up and going to their favorite hunting or fishing spots. The redesigned vehicle is quieter and more comfortable, it has plenty of power to get the job done, and its enhanced ground clearance means your



The 2021 Can-Am Commander MAX-XT for your overland adventure customers.



The 2021 Can-Am Commander lineup provides an ideal mix of performance and capability for play and work.



The 2021 Can-Am Commander XTP. Photos courtesy of BRP.

customers can take the short way to get wherever it is they're going.

"The 2021 Can-Am Commander is our most versatile side-by-side vehicle, period," said Julie Tourville, Director of Global Marketing, Can-Am Off-Road and Marine Group at BRP. "It is smooth and incredibly fun to drive, yet rugged and very capable. The lineup, built from the rider down, is truly the best of off-road living — designed for an awesome rider experience regardless of use."

The Can-Am Commander is built for longer rides and wider horizons. No matter the trail, terrain or condition, it is designed to be as versatile as your customers are and tackle it all. There are multiple trims to fit different needs for two or four passengers, and it comes with a wide array of optional features so it can be tailored to your customers' needs. And with more than 150 available accessories — many of which using BRP's proprietary quick-on, quick-off LinQ technology — the Can-Am Commander has all the essentials to perform on every journey that lies ahead or go toe-to-toe with any task.

Can-Am has the right machine, part, or accessory to ensure your customers are able to get the most out of whatever they're asking their machine to do. **PSB**

## A CLOSER LOOK

■ **Performance:** A powerful and proven Rotax 1000R engine delivering 100 HP, maximum ground clearance to conquer rough terrain, a quieter ride for enhanced comfort, and improved suspension for a better ride experience in varying conditions.

■ **Workability:** Take what you need when you need it with 2,000 lbs. of towing capacity and the segment's largest dump cargo box able to load up to 600 lbs. of cargo.

■ **Design and Ergonomics:** A distinctly Can-Am look so you stand out in the crowd, along with enhanced passenger comfort for longer days of riding.

■ **Low cost of ownership:** Class-leading maintenance intervals and do-it-yourself-friendly maintenance access points for those who like to tackle it on their own.

# Polaris reveals plan for all-new full-size electric Ranger

*Vehicle will launch in late December; targeting delivery to dealers in early 2022*

Polaris last month unveiled plans to debut an all-new 2022 electric Ranger side-by-side in late December 2021, advancing the company's strategic rEV'd up electrification strategy. This full-size Ranger is the first electric vehicle Polaris developed through its powersports industry-exclusive partnership with Zero Motorcycles, which the two companies announced last September. Polaris expects the new electric Ranger to start arriving in dealerships in early 2022.

"Our rEV'd up strategy positions Polaris to help define yet another chapter in pow-

ersports innovation," said Mike Speetzen, interim CEO, Polaris Inc. "With the rising interest in electrified vehicles, we are investing in electrification in order to meet the needs of current customers as well as appeal to tomorrow's powersports riders. The all-new electric Ranger is our latest effort aimed at leading the industry forward in electrified powersports vehicles."

As part of the Polaris rEV'd up strategy, the all-new full-size electric Ranger spearheads the company's long-term plan to accelerate its leadership in powersports electrification. Design and development efforts for the all-new electric Ranger are underway in Wyoming, Minnesota, with manufacturing for North American vehicles to take place at Polaris' facility in Huntsville, Alabama.

"The strength of our partnership with

Zero Motorcycles and our own investments in electrification R&D enable us to leverage advancements in electric powertrains and performance to drive the off-road industry into the future," said Mike Donoughe, senior vice president and chief technical officer, Polaris Inc. "This will be one of the most technically advanced off-road vehicles on the market and reinforces Polaris' position as the innovation leader in powersports."

"As our top-selling off-road vehicle brand, Ranger has continually set the benchmark as the hardest working, smoothest riding UTV, leading the market in rider-inspired innovation," said Steve Menneto, president of Polaris Off Road. "The new electric powertrain will elevate the Ranger platform to a whole new level of capability, durability and performance."

"We've actively engaged our Ranger customers, and without a doubt, there is significant demand for even higher levels of performance and capability," added Menneto. "They've expressed some very specific unmet needs, and our new electric full-size RANGER will effectively address them, unlocking a truly enhanced off-road experience."

When reached for comment, Menneto told *Powersports Business*, "Dealers are an important part of our electrification efforts, and we will partner closely with our network as we prepare to debut our all-new electric Ranger. Leading the powersports industry in electrification is about meeting the needs of current and future riders, as well as enabling our dealers through tools and trainings to best support and service those interested in electric powersports vehicles." **PSB**

**DIGEST**

**SYSTEM 3 SS360: SUPERB SNOW PERFORMANCE**

The System 3 SS360 tire is changing the way side-by-side and ATV drivers work and play in the snow.

Known for its flotation and control in sand dunes, the SS360 snow tires deliver the same powerful performance in snow country. The broad base and interlocking tread pattern help pack cold and snowy terrain enough to create a flawless traction environment, enabling the vehicle to float on the snow. The SS360 tires propel a vehicle forward, without digging a trench in the snow, in both dry powder and wet snow environments. The flotation characteristics make the new 28-inch SS360 sizes an ideal choice for ATVs and mid-size UTVs.

With new sizes for 2021, the SS360 and SS360 HP range from 28-inch up to 32-inch tire sizes. Suggested retail prices range from \$174 (28 x 10-14) up to \$258 for the 32-inch SS360 HP, which is designed for high-hp turbo UTVs in snow or sand. All sizes are available now being distributed exclusively by Tucker.



With new sizes for 2021, the SS360 and SS360 HP range from 28-inch up to 32-inch tire sizes. Photos courtesy of System 3

**AUTOMATIC DISTRIBUTORS ADDS GBC TIRES TO LINEUP**

Automatic Distributors has added GBC Tires to its product lineup. The new partnership is the latest brand addition for the Automatic arsenal of brands and will bring further expansion into the ATV and UTV markets as dealers across the country begin receiving inventory.

Anaheim-based GBC offers some of the highest-quality tires in the industry and consumer demand continues to increase year after year. Whether it be the well-known Dirt Commander, the 10-ply Mongrel, or the sporty XC-Master, GBC offers a tire to tackle nearly any terrain where your customers will take their off-road vehicle.

"GBC has a phenomenal reputation and offers incredible value throughout their entire line of products. Between the demand from our dealer network and our combined focus on efficient and effective customer service, GBC is an ideal partner for our portfolio," said Jeff Graham, president of Automatic Distributors.

The complete off-road line of GBC Tires is available and shipping now to Automatic dealers across the nation.

**AMERICAN LANDMASTER'S NEW WEBSITE SNAGS THREE AWARDS**

American Landmaster won three awards from W3 awards for the company's innovative website that launched in 2020. American Landmaster received Gold for best website structure and navigation, Gold for best manufacturing website, and Silver for best user experience. Their website was designed by Reusser Design.



American Landmaster won three awards from W3 awards for the company's innovative website that launched in 2020. Photo courtesy of American Landmaster

The Academy of Interactive and Visual Arts select winning entries for The W3 Awards. The AIVA oversees all judging and provides strategic direction for The W3 Awards. The AIVA is a membership-based organization of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Less than 10% of all entries are selected as Gold Winners.

"Reusser design did an incredible job with this site. This was a complicated project, but their team was able to plan and execute flawlessly. Beyond the awards, our website has received a ton of great feedback from our dealers and customers. They've stated it's so easy to find information on all our vehicles, shop online, and explore other content. They also love the new configurator, which allows them to design their own vehicle, send it to their nearest dealer, or even purchase a UTV online if they are not near one of our dealers," said David Piercy, marketing director for American Landmaster.

Since the launch of the new website, Piercy said American Landmaster has been able to double its website traffic, increase consumer leads for dealers and help execute the branding in a more modern, responsive way.

"The dealers are sent a ton of leads through the configurator. The dealers enjoy getting these leads from the configurator because they know these are highly interested customers, ready to buy in the near future," Piercy added.

**TEXPLEX SIDE-BY-SIDE RACE SERIES GETS CVT BELT SPONSOR**

The TexPlex 2021 side-by-side racing series kicks off on Saturday at the famed off-road racing park in Midlothian, Texas, with the first of nine events in the series.

Gates will be on board as the official belt sponsor of the series.

"We are thrilled to be a part of this growing race series," said Joe Menzel, general manager of Gates Mobility and Recreation business unit. "Many of the teams racing the TexPlex SxS Race Series have been upgrading their vehicles to run on G-Force RedLine in recent years, so it was a natural fit to expand our partnership with the organizers and help this series grow even further."

See Digest, Page 25

# DRIVE

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# Kawasaki Teryx KRX 1000 brings \$20,499 MSRP

*Second model-year finds sport side-by-side known for being durable, reliable*

For 2021, the Kawasaki Teryx KRX 1000 is back and ready to take your customers on any adventure in its path. One of the most durable and reliable machines in the sport side-by-side category following last year's debut, the 2021 Teryx KRX 1000 is built ready for your customers' world and their adventure.

The 2021 Teryx KRX 1000 is available in Lime Green/Metallic Onyx Black and Vibrant Blue/Metallic Onyx Black. MSRP is \$20,499.

The Kawasaki Teryx KRX 1000 sport side-by-side is engineered for high adrenaline adventures and conquering tough terrain. Powered by a durable 999cc parallel twin engine paired with a CVT transmission and centrifugal clutch, the Teryx KRX 1000 has the power to tackle a whooped-out trail and the torque to conquer technical rock crawling sections.

A high-rigidity frame with integrated Roll Over Protection Structure (ROPS) positions the wheels as far apart as possible to provide a sure-footed stance, superb cornering and straight-line stability. Obstacles on the trail are soaked up by FOX 2.5 Podium LSC shock units, which combined with long suspension arms give the Teryx KRX 1000 the longest suspension travel in its class.

A roomy cockpit features half doors and adjustable high-back bucket seats to deliver outstanding rider comfort no matter the terrain. A large all-digital instrumentation screen offers at-a-glance information to the driver including a CVT temperature readout and low voltage warning lamp. Every aspect of the Teryx KRX 1000 has been engineered with Kawasaki's dependable, proven performance to outmuscle anything that stands between you and an adventure of a lifetime.

## ENGINE

The Teryx KRX 1000's compact 999cc, liquid-cooled, 4-stroke parallel twin engine with a bore and stroke that is set at 92.0 mm x 75.1 mm delivers both high-rpm power and robust low-end torque to accommodate a wide range of situations, from trail running to technical sections.

Dual snorkel air intakes (one for the engine; one for the CVT) are recessed behind the driver and passenger doors and help reduce dust in the intakes. Pre-filters at the intake entrances help ensure minimal dust ingestion and are complimented with a Donaldson air filter located downstream in the engine intake to offer superb dust collection performance.

A large, 20-liter intake chamber helps ensure undisturbed airflow into each of the

two intake funnels, enabling a flat torque character to be achieved. The long, race-style intake funnels contribute to the robust low-end torque. The shape and length of the two funnels are different, which helps to achieve a smooth torque feeling. The carefully designed downdraft-style intake layout contributes to improved response, and overall engine height is minimized for a more compact engine.

An electronic throttle valve system enables the ECU to control the volume of both the fuel (via fuel injectors) and the air (via throttle valves) delivered to the engine. Ideal fuel injection and throttle valve position results in smooth, natural engine response and the ideal engine output. Dual 50 mm throttle bodies help flow a large volume of air for quick, crisp response, and fine-atomizing injectors contribute to efficient combustion and engine response. Long-reach spark plugs were chosen to have more contact with the cooling jacket and help to prevent engine knock.

Similar to Kawasaki's Ninja ZX-10R supersport flagship motorcycle, the intake port exits are machined in two stages (first along with the valve seats, then again at an inclined angle) to create a smoother, straighter path for intake air as it enters the combustion chamber. Intake ports are polished — another tuning trick often seen on high-performance motorcycles — further contributing to increased performance. Lightweight cast pistons minimize reciprocating weight, which contributes to high-rpm performance and a low-friction molybdenum coating on the skirts, helping reduce mechanical loss.

Exhaust ports feature D-shaped cross-sections that efficiently expel spent gases for increased performance. Like the intake ports, the exhaust ports are polished to help increase performance. Hydroformed header pipes transition from D-shaped cross-sections, matching the exhaust ports, to circular. Downstream, their diameter increases before joining at the collector and entering the silencer — a design that contributes to both power feeling and quick engine response. A patent pending, innovative balancer weight layout and compact oil pan contribute to the compact engine design. Baffle plates in the oil pan help to ensure that the oil pump is fed with oil even at extreme angles of roll. A large-capacity radiator is ideally situated at the front behind the prominent grill, where it can easily get cooling air, and is positioned so that it is protected by both the grill and the frame.

## CVT WITH CENTRIFUGAL CLUTCH

Complementing the high-torque response of the powerful 999cc, liquid-cooled parallel twin engine, the CVT and centrifugal clutch are key to superior acceleration control at



Obstacles on the trail are soaked up by FOX 2.5 Podium LSC shock units, which combined with long suspension arms give the Teryx KRX 1000 the longest suspension travel in its class. Photos courtesy of Kawasaki Motors Corp. USA

very slow speeds. The centrifugal clutch is located between the crankshaft and CVT drive pulley. This position allows it to eliminate the shock of the CVT belt engaging, which facilitates smooth departures from a stop. By eliminating the shock of the CVT belt engaging, the centrifugal clutch facilitates precise throttle control when navigating rock gardens or other tricky terrain and helps to reduce stress to the high-grade CVT belt. The CVT and transmission ratios were selected to offer optimum ride feel while ensuring stable engine braking characteristics. The engine braking offers reassuring support when descending steep inclines.

The Teryx KRX 1000 uses a large-volume CVT, centrifugal clutch, and high-quality belt to cope with the great power and high-RPM operation of the parallel twin engine, contributing to great durability and long life. The three-position transmission (High, Low, and Reverse) enables the Teryx KRX 1000 to take on open range as well as tackle tricky technical courses.

## ON-THE-FLY ELECTRICALLY SELECTABLE 4WD AND FRONT DIFFERENTIAL LOCK

Electronically selectable 4WD and front differential lock allows drivers to quickly and easily switch between drive systems to suit changing terrain and applications while on the go. When a new driving mode is selected, the system engages smoothly on the fly, allowing the driver to control when 4WD or the front differential lock is activated. Locking the front differential causes the front wheels to act as a single axle, preventing wheels from free spinning in low traction situations and providing increased traction when riding over challenging terrain.

## POWER MODE SELECTION

Two power modes allow the driver to set power delivery to suit preference and conditions. Full Power mode delivers a quick and powerful response from the engine, while a milder throttle response is offered by Low Power mode, ideal for low-speed control when crawling over extreme terrain.

## CHASSIS

The Teryx KRX 1000 features a highly rigid frame with integrated ROPS that was designed using Kawasaki's advanced dynamic rigidity analysis and incorporates the ROPS as a stressed member. The energy-absorbing ROPS design helps disperse stress, contributing to durability. The ROPS pillars feature a patent pending arched construction to help

disperse stress. The sturdy frame construction was designed using advanced dynamic rigidity analysis to ensure minimum weight with maximum strength. The detailed analysis used during frame development results in an optimized frame design that uses minimal gussets with thicker walls reinforcing the frame at the engine and suspension mounts and other points of high, concentrated stress.

Engineers placed the B-pillars along the same line as the rear shocks, allowing them to effectively counter the forces exerted by the shocks on the frame.

The wheels are positioned as far apart as possible to contribute to the overall stance of the Teryx KRX 1000. The 99-inch wheelbase, combined with the long wheel travel, contributes to performance and ride comfort, while its wide 59-inch track helps the vehicle maintain its line when cornering.

The wheels at all four corners extend beyond the bodywork so the tires are the first part of the machine to encounter obstacles on the trail and allow for approach and departure angles of 90-degrees. A large wheel caster of 10-degrees was chosen to contribute to straight-line stability.

The Kawasaki Teryx KRX 1000's rear-engine design results in a 46/54 weight bias, and the low body positioning of the fuel tank, and its evenly spaced positioning between the front and rear minimizes the effect of fuel weight on the front-rear weight balance.

The angled shape of the underbody, similar to the hull of a boat, complements the already more than 14 inches of ground clearance. The undercarriage is covered with a combination of plastic and steel skid plates with more than 80% of the protection composed of steel pieces. Additional steel plates behind the front fenders offer further protection to the vehicle from rocks and other flying debris.

## CLASS-LEADING LONG TRAVEL SUSPENSION

Long suspension arms and massive FOX 2.5 PODIUM LSC shock units easily soak up obstacles encountered on the trail. Long-wheel travel combined with independent suspension action translates to a superior articulation that helps the Teryx KRX 1000 handle technical terrain. The suspension system's ability to keep all four wheels in contact with the ground keeps the Teryx KRX 1000 moving forward.

Double wishbone front suspension offers 19 inches of travel, while at the rear, 4-link trailing-arm suspension delivers 21 inches of travel. This rear suspension design also minimizes change to the toe-in over the sus-



The nearly 50 available accessories include multiple roof options.

pension stroke, which helps with straight-line stability as well as contributing to stability during high-speed cornering. Steel suspension knuckles have been incorporated to contribute to the Teryx KRX 1000's durability. In addition to off-road capability, the ability of the suspension to soak up bumps with minimal disturbance to the cabin contributes to ride comfort.

The Teryx KRX 1000 features high-performance, single-chamber gas-charged FOX 2.5 PODIUM LSC shocks, which offer excellent fade-resistant damping performance, even in hard conditions. The shocks offer adjustable preload and 24-way compression damping to enable precise setting adjustments. The shocks paired with dual-rate coil-over springs utilize the lower spring rate to help the suspension to soak up minor bumps while the higher-rate spring provides stability during cornering. Both front and rear shocks feature piggyback reservoirs for extra oil volume, helping the shocks run cooler and enabling more stable damping performance under hard conditions. The rear shocks also feature stainless sleeves, offering improved wear resistance for the damper bodies.

#### LARGE-DIAMETER HYDRAULIC DISC BRAKES

The Teryx KRX 1000 features large-diameter disc brakes to deliver superb braking force. Four large, 10-inch stainless steel rotors with a thickness of 5.8 mm are stopped by twin-piston calipers with 32 mm pistons gripping the front discs, while single-piston calipers with 38 mm pistons slow the rear. As the driver pushes the brake pedal, the front brakes engage first, followed by the rear brakes. This offers a very natural, linear brake feel that facilitates precision brake force control. Scrapers were added on the inside of the rear brake discs to help remove mud and pulling the parking brake lever activates the rear brakes.

#### 31-INCH TIRES WITH 15-INCH BEAD-LOCK WHEELS

The Teryx KRX 1000 is equipped with class-leading, large-diameter tires and beadlock wheels. The 31-inch MAXXIS Carnivore tires were chosen to ride over small obstacles with greater ease than their smaller-diameter counterparts and help maintain its forward momentum. The tires' off-road pattern offers enhanced grip for climbing over rocks in rock crawls, and their 8-ply construction offers excellent puncture resistance. The 15-inch aluminium wheels feature bead-lock rims designed to hold the tire beads in place in off-road riding situations. Large M10 bolts are reinforced with inserts in the female thread for extra holding power.

#### ELECTRIC POWER STEERING

Kawasaki's high-grade electric power steering (EPS) system is designed to work best when you need it most: at extremely slow speed and when stopped. Turning the wheel causes a signal to be sent to the EPS ECU, initiating assistance. The ECU uses input from a vehicle speed sensor and torque sensor to determine the amount of steering assistance required from the system's electric motor. At slow speed or when stopped, assistance is greatest; assistance is reduced as vehicle speed increases to ensure responsive steering.

The EPS system also enhances ride comfort and control by acting as a damping system. The inertia of the electric motor significantly reduces kickback to the steering wheel caused by shocks to the wheels when hitting small bumps or chop on the trail. The EPS system features two separate electronic

maps (one for 2WD, one for 4WD) help to maintain a more consistent steering feel, regardless of the mode selected.

#### TILT STEERING

The steering wheel has a stepless range of adjustability, allowing drivers to set its position to suit their preference, as well as lift it out of the way to facilitate getting in and out of the vehicle. The steering wheel's solid core also adds a feeling of rigidity ideal for sporty riding.

#### ROOMY INTERIOR

The driving position was optimized for off-road riding and the roomy cabin greatly contributes to ride comfort. High-backed, form-fitting bucket seats and three-point seatbelts support the driver and passenger and provide comfortable seating. Ample legroom and lever-adjustable seats allow the driver to fine-tune their position for control and comfort. The long wheelbase of the Teryx KRX 1000 affords plenty of space for a roomy cabin. Further, its rear-mounted-engine design locates the engine away from the cabin, meaning less engine heat and noise, which translates to increased comfort.

Six-point seatbelts are available as Kawasaki Genuine Accessories. The seats' ergonomic shape was designed to cradle the passenger, providing both support and comfort. The angle of the backrest was optimized for ride comfort. The backrest's sculpted shape offers support from the shoulders to the sides, the wide contact patch making it easy to relax and sink comfortably into the seat. The long, wide bottom cushion offers greater leg and hip support, further contributing to comfort especially when sitting for a long time. The seats use different urethane cushioning for the bottom and back. Bottom urethane is firm to offer proper support and long-term comfort; back urethane is softer. The slip-resistant seat material has superb elasticity, offering increased comfort and support regardless of weather conditions. Both seats are lever-adjustable, with a superior total forward-rearward range of six inches, adjustable in one-half inch increments.

The Teryx KRX 1000 features standard half doors which open wide. The doors are higher at the shoulder, to offer protection from mud as well as increase ride comfort with armrests built into the doors for both the driver and passenger. Controls on both sides of the doors mean they can be opened from both inside and outside the vehicle.

All controls are positioned within easy reach of the driver. Shifting is comfortable and easy with the gate-style shift lever located in the center console. There is a wide and adjustable T-handle grip for the passenger with the handle adjustment located inside the glove box to keep out dirt and debris while not in use. **PSB**



The Teryx KRX 1000 is equipped with class-leading, large-diameter tires and beadlock wheels.

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ACTION POWER SPORTS INC. WAUKESHA, WI
ADRENALIN MOTORSPORTS LLC. CASA GRANDE, AZ
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BARNEY'S MOTORCYCLE SALES INC. SAINT PETERSBURG, FL
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BIG #1 MOTORSPORTS BIRMINGHAM, AL
BIG 4 CYCLE & MARINE EVANSVILLE, IN
BILLERICA MOTORSPORTS NORTH BILLERICA, MA
BIRDS OF PREY MOTORSPORTS CALDWELL, ID
BLACKBEARD MARINE & POWERSPORT AFTON, OK
BLACKMANS CYCLE CENTER EMMAUS, PA
BLUE RIDGE POWERSPORTS HARRISONBURG, VA
BLUFF CREEK MARINA STRAWN, TX
BOB'S SKI-DOO & POWER CENTER NORTH EASTON, MA
BOSS POWER EQUIPMENT RANGELEY, ME
BRADFORD MARINE & ATV NORTH LITTLE ROCK, AR
BRADFORD MARINE & ATV TEXARKANA, TX
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BRINSON POWERSPORTS CORSICANA, TX
BROADWAY POWERSPORTS TYLER, TX
BROOKS POWERSPORTS INC. GRANTVILLE, PA
BROTHERS MOTOR SPORTS BAXTER, MN
BROWARD MOTORSPORTS FORT LAUDERDALE, FL
BROWARD MOTORSPORTS WEST PALM BEACH, FL
BRUNKAN EQUIPMENT WORTHINGTON, IA
BRYCE MARINE & WATERSPORTS ROCHESTER, NY
BUCKS MOTORSPORTS INC. AKRON, NY
BURT LAKE MARINA INC. INDIAN RIVER, MI
BYRON POWERSPORTS BYRON, GA
C & S FUN CENTER HENRIETTA, TX
CAL COAST MOTORSPORTS VENTURA, CA

CALIFORNIA CUSTOM TRAILERS & POWERSPORTS MERCED, CA
CAN-AM SEA-DOO OF JAMESTOWN FALCONER, NY
CASWELL CYCLE MORA, MN
CEDAR CREEK MOTORSPORTS CEDARBURG, WI
CELLI'S CYCLE CENTER SCOTTSBLUFF, NE
CENTRAL FLORIDA POWERSPORTS INC. KISSIMMEE, FL
CENTRAL VERMONT MOTORCYCLES RUTLAND, VT
CENTRE POWERSPORTS & RECREATION SAUK CENTRE, MN
CHARLESTON POWERSPORTS NORTH CHARLESTON, SC
CHASE TOYS INC. UNITY, ME
CLAYTON MARINA SALES & SERVICE INC. CLAYTON, NY
CLINTON COUNTY MOTORSPORTS WILMINGTON, OH
COLDWATER LAKE MARINA COLDWATER, MI
COLUMBIA POWERSPORTS CENTER COLUMBIA, SC
COMPEAU'S INC. FAIRBANKS, AK
CONCORD POLARIS & TRAILER WORLD CONCORD, CA
CONNECTICUT POWER AND SPORT WALLINGFORD, CT
CORONA MOTORSPORTS CORONA, CA
CORPUS CHRISTI CYCLE PLAZA CORPUS CHRISTI, TX
COVINGTON POWERSPORTS COVINGTON, LA
COWTOWN POWER SPORTS FORT WORTH, TX
COWTOWN USA INC. CUBA, MO
COYNE POWERSPORTS EL CENTRO, CA
COYOTE POWERSPORTS BOERNE, TX
CROSSBAY HONDA-SUZUKI HOWARD BEACH, NY
CURRY BROS. MOTORSPORTS COLUMBUS, NE
CYCLE SPECIALTIES MODESTO, CA
CYCLE SPRINGS POWERSPORTS CLEARWATER, FL
CYCLE ZONE POWERSPORTS TOPEKA, KS
D&P PERFORMANCE CEDAR CITY, UT
DALTON MOUNTAIN MOTOR SPORTS LANCASTER, NH
DALTON MOUNTAIN MOTOR SPORTS BERLIN, NH
DANNER LANDSCAPING AND SALES INC. INVER GROVE HEIGHTS, MN
DASILVA-GELORMINI MOTORSPORTS HAMPSTEAD, NH
DAVID'S SPORT CENTER INC. OKLAHOMA CITY, OK
DEE'S MARINE INC. CLINTON TOWNSHIP, MI
DELTA POWERSPORTS DELTA JUNCTION, AK
DENNIS DILLON RV AND MARINE BOISE, ID
DEVILS LAKE MARINE & SPORTS CENTER DEVILS LAKE, ND
DOCKSIDE MARINE WILMINGTON, IL
DON & ROY'S MOTORSPORTS BROOKFIELD, WI
DONAHUE SUPER SPORTS WISCONSIN RAPIDS, WI
DOUG'S POWERSPORTS UNLIMITED CORTLAND, NY
DUTCHESS RECREATIONAL VEHICLES INC. POUGHKEEPSIE, NY
EAST BAY MOTORSPORTS INC. HAYWARD, CA
EAST COAST CYCLE CENTER BENSALEM, PA
EAST DOVER MARINA INC. TOMS RIVER, NJ
EAST TEXAS POWERSPORTS LUFKIN, TX
EASTLAND MOTOR SPORTS INC. LANARK, IL
ECKLUND MOTORSPORTS APPLETON, WI
ELEVATED POWERSPORTS BILLINGS, MT
ELK GROVE POWER SPORTS INC. ELK GROVE, CA
ENGELHART MOTORSPORTS MADISON, WI
EXTREME POWER SPORTS GAYLORD, MI
EXTREME POWER SPORTS INC. COLUMBUS, GA
EXTREME PROPULSION INC. CARTERSVILLE, GA
EXTREME WORK & PLAY POTEAU, OK
F&T VALLEY MOTOR SPORTS LLC. PHARR, TX
FAMILY POWERSPORTS LUBBOCK LUBBOCK, TX

FAMILY POWERSPORTS SAN ANGELO SAN ANGELO, TX
FAY MYERS MOTORCYCLE WORLD GREENWOOD VILLAGE, CO
FILERS POWERSPORTS LLC. MACEDON, NY
FISH AND HUNT SHOP CURTIS, MI
FLAMINGO MOTOR SPORTS INC. PALMER, MA
FLAT OUT MOTORSPORTS INDIANAPOLIS, IN
FORT KENT POWERSPORTS FORT KENT, ME
FOX POWERSPORTS WYOMING, MI
FRANK MAY SKI-DOO LLC. HONEYVILLE, UT
FRED CUMMINGS MOTO SPORTS BAKERSFIELD, CA
FREEDOM POWERSPORTS DALLAS DALLAS, TX
FREEDOM POWERSPORTS DECATUR DECATUR, TX
FREEDOM POWERSPORTS DENTON DENTON, TX
FREEDOM POWERSPORTS JOHNSON COUNTY CLEBURNE, TX
FREEDOM POWERSPORTS MCKINNEY MCKINNEY, TX
FREEDOM POWERSPORTS OF LEWISVILLE LEWISVILLE, TX
FREEDOM POWERSPORTS WEATHERFORD HUDSON OAKS, TX
FREMONT MOTORSPORTS FLORENCE, CO
FRS POWERSPORTS INC. MEMPHIS, TN
FULL THROTTLE POWERSPORTS DUBOIS, WY
FUN BIKE CENTER SAN DIEGO, CA
FUN CENTER DURANGO, CO
G-FORCE POWERSPORTS LAKEWOOD, CO
GARNEAU'S GARAGE INC. TWIN MOUNTAIN, NH
GHETTOWORKS MARINE & MORE HEBER SPRINGS, AR
GO AZ MOTORCYCLES FLAGSTAFF FLAGSTAFF, AZ
GRACE PERFORMANCE KIMBALL, MI
GREENVILLE MOTOR SPORTS LELAND, MS
GRIDLEY HONDA GRIDLEY, CA
GULL BOATS & RV MISSOULA, MT
H & W MARINE MARSHALL, TX
HARDING'S PARK CYCLE CANTON, OH
HAYWARD POWER SPORTS INC. HAYWARD, WI
HEBELER SALES & SERVICE LOCKPORT, NY
HEXCO MOTORSPORTS OSHKOSH, WI
HICKLIN POWER SPORTS LLC. GRIMES, IA
HIDDEN POWER CYCLE CLINIC INC. PASO ROBLES, CA
HIGHLAND LAKES WATERCRAFT INC. KINGSLAND, TX
HILLSIDE POWERSPORTS MARINE LAKEPORT, CA
HK POWERSPORTS OF HOOKSETT HOOKSETT, NH
HK POWERSPORTS OF LACONIA LACONIA, NH
HOLLAND MOTORSPORTS DOTHAN, AL
HONDA OF FORREST CITY FORREST CITY, AR
HONDA OF WINSTON-SALEM CLEMMONS, NC
HONDA POWER SPORTS FORT SMITH, AR
HOUGHTON POWERSPORTS ATLANTIC MINE, MI
HOUSE OF CYCLES INC. WEST MONROE, LA
HUFF FOREST PRODUCTS INC. DETROIT, MI
HUNTER POWER SPORTS HENDERSONVILLE, NC
HUNTERS POOL CENTER INC. YALESVILLE, CT
I-90 MOTORSPORTS ISSAQUAH, WA
IMOTORSPORTS INC. ELMHURST, IL
INDEPENDENCE COUNTY OFFROAD INC. BATESVILLE, AR
INGLES PERFORMANCE INC. PHOENIX, NY
IRWIN MARINE ALTON BAY, NH
ISLAND PARK ADVENTURES LLC. ISLAND PARK, ID
J & J POWERSPORTS WILMINGTON, DE
J & J SALES HURON, OH
JACKMAN POWER SPORTS JACKMAN, ME

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

MIDWEST PERFORMANCE & POWER KEOKUK, IA
MIDWEST SPORTS CENTER INC. FARMINGTON, MO
MIES OUTLAND WATKINS, MN
MIKES GOLF CARTS DOUGLAS, GA
MILE HIGH POWERSPORTS MCCALL, ID
MILLER SELLNER IMPLEMENT INC. SLEEPY EYE, MN
MINNEAPOLIS MOTOR SPORTS MINNEAPOLIS, MN
MONDAK SPORTS WILLISTON, ND
MONROE POWERSPORTS INC. MONROE, WI
MONTROSE IMPLEMENT & MOTORSPORTS MONTROSE, CO
MOOSEHEAD MOTORSPORTS GREENVILLE JUNCTION, ME
MORITZ SPORT AND MARINE MANDAN, ND
MORRIS MOTORSPORTS CHICKASHA, OK
MOSITES MOTORSPORTS NORTH VERSAILLES, PA
MOTO MEMBER PURCELLVILLE, VA
MOTO UNLIMITED LA HABRA, CA
MOTO ZOO POWERSPORTS SAINT GEORGE, UT
MOTORCYCLE MALL INC. BELLEVILLE, NJ
MOTORCYCLE SPORT MUNFORD, AL
MOTORSPORTS OF WILLMAR WILLMAR, MN
MOTOSPORT ROANOKE ROANOKE, VA
MOTOSPORTS CYCLE SHOP INC. HANOVER, PA
MOUNT HELENA MOTOR SPORTS HELENA, MT
MOUNTAIN EXTREME INC. ROCKTON, PA
MOUNTAIN MOTORSPORTS KODAK, TN
MOUNTAIN MOTORSPORTS BUFORD, GA
MOUNTAIN MOTORSPORTS MARIETTA, GA
MOUNTAIN MOTORSPORTS ONTARIO, CA
MOUNTAIN SIDE POWERSPORTS WILTON, ME
MYERS EQUIPMENT & SUPPLY DUBLIN, GA
NASH POWERSPORTS MESA MESA, AZ
NASH POWERSPORTS PHOENIX PHOENIX, AZ
NASH POWERSPORTS SCOTTSDALE SCOTTSDALE, AZ
NATHE'S MARINE & SPORTS CENTER INC. PAYNESVILLE, MN
NELSON'S SPEED SHOP GREENVILLE, MI
NEXTGEN POWERSPORTS WEBB LAKE, WI
NICK'S POWERSPORTS LLC. DICKEYVILLE, WI
NIELSEN ENTERPRISES INC. LAKE VILLA, IL
NO LIMIT POWERSPORTS BARTLESVILLE, OK
NORCAL POWERSPORTS AND MARINE SANTA ROSA, CA
NORTHERN COLORADO POWERSPORTS FORT COLLINS, CO
OCHS POWERSPORTS CAPE GIRARDEAU, MO
OCTANE OUTLET OF EASTGATE BATAVIA, OH
OCTANE OUTLET OF MIDDLETOWN MIDDLETOWN, OH
OFFROAD EXPRESS WATERFORD, PA
OLIVE BRANCH SUZUKI YAMAHA POLARIS OLIVE BRANCH, MS
OLLIE'S SERVICE INC. ALEXANDRIA, MN
OLSON POWER AND EQUIPMENT INC. NORTH BRANCH, MN
ORION MOTORSPORTS TALLAHASSEE, FL
OUTDOOR POWERHOUSE DENHAM SPRINGS, LA
OUTERLIMIT POWERSPORTS LLC. DYERSBURG, TN
PANAMA CITY CYCLES INC. PANAMA CITY, FL
PAULSON'S INC. LACEY, WA
PENSACOLA MOTORSPORTS PENSACOLA, FL
PERFORMANCE EAST INC. GOLDSBORO, NC
PERFORMANCE POWERSPORTS LLC. HOUMA, LA
PIONEER MOTORSPORT INC. CHAFFEE, NY
PITBULL POWERSPORTS SPRINGFIELD, MO
PITBULL POWERSPORTS BOLIVAR, MO

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



PLATINUM MOTOR SPORTS  
DICKINSON, ND  
PLOURDE & PLOURDE INC.  
CARIBOU, ME  
POLARIS WORLD  
MESQUITE, NV  
POLK COUNTY TRACTOR  
LIVINGSTON, TX  
POWER LODGE  
RAMSEY, MN  
POWER LODGE  
ONAMIA, MN  
POWER MOTORSPORTS  
SUBLIMITY, OR  
POWER WORLD LLC.  
GRANBY, CO  
POWERSPORTS OF GREENVILLE LLC.  
GREENVILLE, SC  
POWERSPORTS PLUS LLC.  
AMERICUS, GA  
PRESTON EQUIPMENT COMPANY INC.  
PRESTON, MN  
PRIME POWER SPORTS  
SHAWANO, WI  
PRO CALIBER MOTORSPORTS  
BEND, OR  
PRO CALIBER MOTORSPORTS INC.  
VANCOUVER, WA  
PRO SHOP MOTORSPORTS & MARINE  
HENDERSON, NV  
PROGRESSIVE MOTORSPORTS INC.  
HUDSON FALLS, NY  
PROGRESSIVE POWERSPORTS  
GRANBURY, TX  
R & S KAWASAKI/KTM/SEA-DOO/SU  
ALBUQUERQUE, NM  
R & S WEST-MOTORCYCLE/ATV/MARINE  
ALBUQUERQUE, NM  
R-EQUIPMENT  
SYCAMORE, IL  
R.T. SALES INC.  
MONROEVILLE, IN  
RAY C'S CYCLE & SPORTS  
LAPEER, MI  
RAY'S SPORT & CYCLE  
GRAND RAPIDS, MI  
REAL PERFORMANCE MOTORSPORTS  
FLORENCE, SC  
REDDING YAMAHA SEA-DOO  
REDDING, CA  
RENO'S POWERSPORTS KC  
KANSAS CITY, MO  
REXBURG MOTOR SPORTS  
REXBURG, ID  
RICE'S RAPID MOTORSPORTS  
RAPID CITY, SD  
RICHARDSON'S BOAT YARD  
WINDHAM, ME  
RIDE ON POWERSPORTS  
DIXON, CA  
RIDENOW AUSTIN  
AUSTIN, TX  
RIDENOW POWERSPORTS CHANDLER  
CHANDLER, AZ  
RIDENOW POWERSPORTS CONCORD  
CONCORD, NC  
RIDENOW POWERSPORTS FORNEY  
FORNEY, TX  
RIDENOW POWERSPORTS GOODYEAR  
GOODYEAR, AZ  
RIDENOW POWERSPORTS OCALA  
OCALA, FL  
RIDENOW POWERSPORTS ON INA  
TUCSON, AZ  
RIDENOW POWERSPORTS ON RANCHO  
LAS VEGAS, NV  
RIDENOW POWERSPORTS PEORIA  
PEORIA, AZ  
RIDENOW POWERSPORTS PHOENIX  
PHOENIX, AZ  
RIDENOW POWERSPORTS SURPRISE  
SURPRISE, AZ  
RIDENOW POWERSPORTS TUCSON  
TUCSON, AZ  
RIDGELINE MOTORSPORTS INC.  
VERNAL, UT  
RIFLE PERFORMANCE MOTORSPORTS LLC.  
RIFLE, CO  
RIO GRANDE MOTORSPORTS  
TAOS, NM  
RIVA MOTORSPORTS  
POMPANO BEACH, FL  
RIVAL MOTOR SPORTS  
THORNVILLE, OH  
RIVER RAISIN POWERSPORTS  
MONROE, MI  
ROAD TRACK & TRAIL CYCLES INC.  
MUSKOGEE, OK  
ROB'S PERFORMANCE MOTORSPORTS LLC.  
JOHNSON CREEK, WI  
ROBERTS SPORTS LLC.  
SARANAC, NY  
ROBERTSON'S POWER & SPORT  
SANFORD, ME  
ROBINSON BROTHERS OFFROAD  
HOLDENVILLE, OK  
ROCK HILL POWERSPORTS  
ROCK HILL, SC  
ROCKY MOUNTAIN POWERSPORTS  
ROCK SPRINGS, WY  
ROELOFSEN IMPLEMENT INC.  
TORONTO, SD  
ROGER'S SPORT CENTER  
CODY, WY  
RONNIE'S CYCLE SALES OF BENNINGTON  
BENNINGTON, VT

ROUTE 1 MOTORSPORTS  
MALABAR, FL  
RPM CYCLES INC.  
ALBEMARLE, NC  
RUSSELL MARINE  
ALEXANDER CITY, AL  
RUSTY PALMER INC.  
HONESDALE, PA  
S & S SPORTS  
RONAN, MT  
S&N MOTORSPORTS  
PORT CHARLOTTE, FL  
SANTA TERESA MOTORSPORTS  
SANTA TERESA, NM  
SCHAEFFER'S MOTORSPORTS  
ORWIGSBURG, PA  
SCHRONCE POWERSPORTS INC.  
TAYLORSVILLE, NC  
SEMINOLE POWERSPORTS  
SANFORD, FL  
SEMINOLE POWERSPORTS NORTH  
EUSTIS, FL  
SEYMOUR'S MOTORIZED SPORTS INC.  
COHOES, NY  
SHEBOYGAN POWERSPORTS  
SHEBOYGAN, WI  
SHERWOOD GROVES POWERSPORTS  
TOWANDA, PA  
SHOW LOW MOTORSPORTS INC.  
SHOW LOW, AZ  
SIERRA CYCLES  
SIERRA VISTA, AZ  
SIMONAR SPORTS INC.  
LUXEMBURG, WI  
SK NORTHWEST INC.  
PORTLAND, OR  
SMITH MARINE  
NEW BRITAIN, PA  
SMITH MARINE  
OLD FORGE, NY  
SOUHEGAN VALLEY MOTORSPORTS  
MILFORD, NH  
SPECIALTY RECREATION & MARINE LLC.  
COEUR D'ALENE, ID  
SPICER'S BOAT CITY OF HOUGHTON LAKE  
HOUGHTON LAKE, MI  
SPIRIT MOTORCYCLES SAN JOSE  
SAN JOSE, CA  
SPORT LAND 2 INC.  
OAK CREEK, WI  
SPORTSMAN'S CHOICE MARINE INC.  
LONGS, SC  
ST BONI MOTOR SPORTS  
SAINT BONIFACIUS, MN  
STEAMBOAT POWERSPORTS  
STEAMBOAT SPRINGS, CO  
STILLWATER POWERSPORTS  
STILLWATER, OK  
SUMMIT MOTOR SPORTS  
BOZEMAN, MT  
SUN ENTERPRISES INC.  
THORNTON, CO  
SURF CITY MARINA INC.  
SURF CITY, NJ  
SWAMPFOX MOTORSPORTS OF W. VIRGINIA  
BECKLEY, WV  
T & T POWERSPORTS  
ELKADER, IA  
TALBOT POWER SPORTS  
EASTON, MD  
TAMPA BAY POWERSPORTS  
TAMPA, FL  
TAWAS BAY MARINE AND CYCLE  
EAST TAWAS, MI  
TEAM CC  
EAGLE RIVER, AK  
TEAM MANCUSO POWERSPORTS GULF FWY  
HOUSTON, TX  
TEAM MANCUSO POWERSPORTS NORTH  
HOUSTON, TX  
TEAM MANCUSO POWERSPORTS SOUTHWEST  
HOUSTON, TX  
TEXAS ADVENTURE POWERSPORTS  
RICHARDSON, TX  
TIMBERLINE SPORTS  
BERGLAND, MI  
TIMS FORD POWERSPORTS II LLC.  
WINCHESTER, TN  
TNT MOTORSPORTS  
LARAMIE, WY  
TOM'S SNOWMOBILE & SERVICE  
SIERRAVILLE, CA  
TOMAHAWK SPORTS CENTER  
TOMAHAWK, WI  
TOUSLEY MOTORSPORTS  
WHITE BEAR LAKE, MN  
TRACK SIDE  
EAGLE RIVER, WI  
TRACY MOTORSPORTS  
TRACY, CA  
TRI-COUNTY POWERSPORTS  
MOORPARK, CA  
TROY POWERSPORTS  
TROY, NH  
TRUEMAN-WELTERS INC.  
BUFFALO, MN  
TULSA POWERSPORTS  
TULSA, OK  
UTAH VALLEY POWERSPORTS  
SPRINGVILLE, UT  
VALLEY CC  
WASILLA, AK  
VALLEY MOTOR HONDA  
SHERIDAN, WY  
VALLEY POWERSPORTS LLC.  
EUGENE, OR

VELOCITY POWERSPORTS  
VICTORIA, TX  
VETESNIK POWER SPORTS INC.  
RICHLAND CENTER, WI  
VICARS POWERSPORTS  
MCALESTER, OK  
VOLUME POWERSPORTS - VALDOSTA  
VALDOSTA, GA  
WALT'S SALES & SERVICE INC.  
DERBY, VT  
WATER WORLD BOAT & POWERSPORT  
MEDFORD, OR  
WELLER RECREATION INC.  
KAMAS, UT  
WENATCHEE HONDA  
WENATCHEE, WA  
WEST COAST POWERSPORTS  
CLEARWATER, FL  
WILMINGTON POWERSPORTS  
WILMINGTON, NC  
WOODS CYCLE COUNTRY  
NEW BRAUNFELS, TX  
XL POWER SPORTS LLC.  
MARINETTE, WI  
YAMAHA /CAN-AM SEADOO OF LAS VEGAS  
LAS VEGAS, NV  
ZEIGLER MOTORSPORTS  
KALAMAZOO, MI  
ZIA POWER SPORTS  
CLOVIS, NM

**CANADA**

A & E MOTORSPORTS LTD  
BROOKS, AB  
A.B. SPORTS INC.  
SENNETERRE, QC  
ACCENT PLEIN AIR INC.  
AMOS, QC  
ADRENALINE SPORTS  
ANCIENNE-LORETTE, QC  
ADRENALINE SPORTS CLERMONT INC.  
CLERMONT, QC  
ADRENALINE SPORTS MONTMAGNY  
MONTMAGNY, QC  
ADRENALINE SPORTS SAINT-GEORGES  
ST-GEORGES DE BEAUCE, QC  
ADVENTURE MOTORS  
NEW GLASGOW, NS  
ALGONQUIN EQUIPMENT  
LIVELY, ON  
ANDRÉ HALLÉ & FILS LTÉE  
AMQUI, QC  
ANDRÉ HALLÉ & FILS LTÉE  
MATANE, QC  
ATELIER DE RÉPARATION LAFORGE INC.  
SEPT-ÎLES, QC  
AUTOMOBILE PAQUIN LTÉE  
ST-BRUNO DE GUIGUES, QC  
BADIUK POWERSPORTS  
FORT FRANCES, ON  
BANCROFT SPORT & MARINE LTD  
BANCROFT, ON  
BANNER RECREATION AND MARINE  
GOLDEN, BC  
BANNER RECREATION AND MARINE  
VERNON, BC  
BANNER RECREATION AND MARINE  
KELOWNA, BC  
BAY MARINE  
TRENTON, ON  
BENNETT POWER SPORTS  
WHITBY, ON  
BERIC SPORT INC.  
VAL D'OR, QC  
BERNIER SPORT LTÉE  
LAURIER STATION, QC  
BONNE BAY RECREATION  
WOODY POINT, NF  
BUDGELL'S SPORTS & MARINE LTD  
TRITON, NF  
CAMROSE MOTORSPORTS  
CAMROSE, AB  
CARTRONICS POWERSPORTS LTD  
KINGSTON, ON  
CENTRAL CYCLE & RECREATION LTD  
GANDER, NF  
CLAUDE STE-MARIE SPORT INC.  
ST-HUBERT, QC  
COBEQUID MOUNTAIN SPORTS  
COLLINGWOOD CORNER, NS  
CONTANT BELOEIL  
ST-MATHIEU BELOEIL, QC  
CONTANT LAVAL  
LAVAL, QC  
CONTANT MIRABEL  
MIRABEL, QC  
CONTANT STE-AGATHE  
SAINTE-AGATHE-DES-MONTS, QC  
CONTANT VAUDREUIL  
VAUDREUIL-DORION, QC  
COURTENAY MOTORSPORTS  
COURTENAY, BC  
DELTA POWER EQUIPMENT  
SEAFORTH, ON  
DELTA POWER EQUIPMENT  
TILBURY, ON  
DIMENSION EXPÉDITION  
LA SARRÉ, QC  
DION MOTO INC.  
ST-RAYMOND, QC  
ENERGY POWERSPORTS INC.  
OAKVILLE, ON  
ENNS BROTHERS LTD  
OAK BLUFF, MB  
ENNS BROTHERS LTD  
PORTAGE LA PRAIRIE, MB

ENNS BROTHERS LTD  
WINNIPEG, MB  
EVERGREEN INDUSTRIAL SUPPLIES LTD  
SMITHERS, BC  
EXTREME TORQUE MOTORSPORTS  
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# ATV/UTV

## Sport quads get ramped up for 2021 model years

### Yamaha, Honda reveal latest additions to lineup

Yamaha Motor Corp., USA and American Honda Motor Co., Inc. have released their 2021 sport quad model lineups.

Yamaha's 2021 Sport ATV model lineup features the championship-winning YFZ450R and big-bore powerhouse, the



The YFZ450R is the undisputed podium-topping ATV used by the world's top racers, including six-time and current Grand National Cross Country XC1 Pro ATV champion, Walker Fowler, along with the second all-time winning, seven-time and current ATV Motocross Pro champion, Chad Wielen.

Raptor 700R and Raptor 700 models, now with a CARB-compliant variation.

"Combining a legacy of legendary racing performance and wins, a steadfast commitment to the Sport ATV category, and solid reputation of unmatched durability and reliability, Yamaha is the definitive Proven Off-Road sport ATV leader," said Steve Nessler, Yamaha's Motorsports Marketing Manager. "Whether you're looking to top the podium on the track and trails, or simply enjoy the desert and dunes with friends and family, Yamaha's YFZ450R and Raptor 700 models are the pinnacle of performance and sport ATVs of choice for professional racers and adventure-seekers alike."

#### 2021 YFZ450R AND YFZ450R SE

The YFZ450R is the undisputed podium-topping ATV used by the world's top racers, including six-time and current Grand National Cross Country XC1 Pro ATV champion, Walker Fowler, along with the second all-time winning, seven-time and current ATV Motocross Pro champion, Chad Wielen. The YFZ450R is the most technologically advanced sport ATV on the market today, with a quick-revving, 449cc fuel-injected engine and titanium five-valve cylinder head delivering abundant power throughout the mid- to top-end, after the YFZ's signature massive torque-feeling right off idle.

Built with pride at Yamaha's U.S. factory in Newnan, Georgia, and motocross-ready, the weldless professional-caliber frame is designed from lightweight aluminum with a tension-steel bottom frame allowing the



Conquering dunes and trails with ease, the Raptor 700 lineup offers superior style, comfort, and unmatched big-bore performance, adding up to the ultimate sport ATV for thrill-seekers and weekend warriors. Photo courtesy of Yamaha Motor Corp., USA

engine to sit lower for excellent mass-centralization. Suspension components and settings further reduce weight while providing light, sharp handling and rider comfort.

Comfort and convenience are further enhanced with an assist-and-slipper clutch, reducing clutch lever effort for less fatigue, while also increasing clutch plate

pressure and reducing engine braking for faster cornering, particularly while downshifting. Further improving lap times, the YFZ450R's ergonomic bodywork allows the rider increased room to shift their weight in the corners and leverage the race-inspired padded seat to maximize traction and momentum. Riders can easily remove

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the no-tool body panels, quickly accessing key service areas without the need to remove the battery or other components.

The 2021 YFZ450R is available in Team Yamaha Blue for \$9,299 MSRP, with Special Edition (SE) models, featuring an added Genuine Yamaha Technology Racing (GYTR) front grab bar, in White or Yamaha Black for \$9,699 MSRP. (2021 YFZ450R models are not offered for sale in California.)

### 2021 RAPTOR 700, RAPTOR 700R, AND RAPTOR 700R SE

Conquering dunes and trails with ease, the Raptor 700 lineup offers superior style, comfort, and unmatched big-bore performance, adding up to the ultimate sport ATV for thrill-seekers and weekend warriors. A potent and proven 686cc liquid-cooled, fuel-injected engine delivers enormous torque right off idle, transitioning into a potent mid-range and monstrous top-end.

The Raptor 700's power, combined with an advanced, lightweight hybrid steel and aluminum frame, controlled-fill aluminum subframe, and cast aluminum swingarm, results in a durable, rigid structure, offering a premier power-to-weight ratio while beating the competition as the lightest ATV in its class. Superior handling enhances the Raptor 700 lineup's incredible experience, smoothing out trail and braking bumps on account of the 9.1-inch front and 10.1-inch rear suspension travel.

Rider-friendly features, such as a thick, plush seat, dual counter-balancers, electric start, and a reverse gear, bring comfort and convenience to all day adventures on standard Raptor 700 models. Suspension on Raptor 700R models is upgraded with high-

and low-speed compression and rebound adjustability. In addition, Raptor 700R SE versions are further enhanced with a GYTR front grab bar, GYTR footwells (select models), and unique color and graphic kits.

The 2021 Raptor 700 is available in Armor Grey for \$8,299 MSRP and the Team Yamaha Blue Raptor 700R is available for \$8,899 MSRP. Raptor 700R SE versions are available in either a White / Metallic Black or Yamaha Black / Yellow for \$9,499 MSRP. CARB-compliant California-specific Raptor 700 models start at \$8,299 MSRP and are available in all color options, plus an additional Raptor 700R SE in a White / Team Yamaha Blue color scheme.

### HONDA'S TRX250X OFFERS SPORTCLUTCH

American Honda's 2021 TRX250X sport model is being offered in new Reactor Blue and Magenta options along with Red.

"Honda continues its role as the manufacturer of the most popular small-bore ATVs, and that's thanks to capable models like the FourTrax Recon and TRX250X," said Brandon Wilson, Manager of Advertising, Experiential and Sports at American Honda. "Across the country, these 250-class models demonstrate on a daily basis that impressive capability is possible even in lightweight vehicles that have a small footprint."

The 2021 Honda TRX250X will be at dealerships in May.

Proving that sporty ATVs can be both approachable and fun, Honda's reliable, user-friendly TRX250X is also affordable and off-road capable. The SportClutch eliminates concerns about stalling, but it can also be manually overridden when

The 2021 Honda TRX250X is offered in Reactor Blue (shown), Magenta and Red. Photo courtesy of American Honda



desired. The engine delivers smooth torque across the entire rev range, while the chassis combines agile cornering characteristics and predictable handling over a wide variety of terrain types.

Suspension comprises an independent double-wishbone design in front and a single-shock swingarm setup in back, deliver-

ing a smooth ride even when tackling rough off-road obstacles.

Up-and-coming riders will love the TRX250X's usable nature, but the machine is still a ripper with a more experienced rider at the helm.

Color: Red; Reactor Blue; Magenta  
MSRP: \$5,049 **PSB**










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## American Honda opens first service centers in rural Alaska

*Three locations will support residents' subsistence lifestyles while helping them save time and money*

The Coastal Villages Region Fund (CVRF) has announced its partnership with American Honda Motor Company, Inc. to open three Authorized Honda Service Centers in rural Alaska. These first-of-a-kind service centers will be equipped with Honda-trained CVRF staff and OEM parts and tools. With staff's ability to perform service and warranty work, residents will have access to faster repairs for their Honda ATVs and side-by-sides and experience tangible cost savings.

"Honda has never had a program like this before, so we're especially thrilled that they're launching it to help support our communities," said Jacob Rivers, a mechanic/welder from Scammon Bay. "ATVs are one of the primary means of transportation in rural Alaska and a critical part of everyday life. Accessing repair services without having to ship products to Anchorage will save residents thousands of dollars and the loss of what is sometimes their only means of transport for months. Awaiting repairs can also interrupt subsistence living."

Before this program, servicing an ATV, side-by-side or other Honda vehicles under warranty required shipping them to authorized dealers hundreds of miles away from CVRF's communities.

"We're proud that Honda is the brand of choice for ATV and side-by-side customers in rural Alaska, where the harsh conditions make durability and quality paramount purchase considerations," said Bill Savino, senior manager of Marketing and Promotions at American Honda Motor Company. "Customer access to dependable, expert service is vital to ensuring continued product reliability. We're pleased that CVRF has taken the important step of implementing this innovative program, and we look forward to continuing this relationship."

Thanks to this joint venture with Honda, CVRF staff at three strategically located Authorized Honda Service Centers in Eek, Scammon Bay and Kipnuk are equipped to handle repairs from across the region.

Before Honda opened three service centers in rural Alaska, servicing an ATV, side-by-side or other Honda vehicles under warranty required shipping them to authorized dealers hundreds of miles away. Photos courtesy of American Honda Motor Company, Inc.



CVRF has also made substantial investments in parts, tires, lubricants and tools necessary to ensure the repairs, including warranty work, goes smoothly.

"Since the founding of the People Propel Program, CVRF has continued to search for ways to leverage vendor and manufacturer relationships for the benefit of residents. Honda was the natural choice since 97% of ATVs purchased in our communities in the last five years are Honda," said Eric Deakin, CEO of CVRF. "By reinvesting and reinventing programs, and seeking strong partnerships, we aim to lift our communities and create a brighter, more hopeful future."

This program is made possible as a direct result of the revenue brought in by CVRF's fishing operations in the Bering Sea. **PSB**



Through the Coastal Villages Region Fund Honda consumers will now be able to have warranty service performed on their machines more conveniently.



## DIGEST

## DIGEST

CONTINUED FROM PAGE 17

With a total series purse of \$200,000, racers are expecting this series to be one of the most hotly contested UTV battles in the country this year. Top teams and riders have all confirmed that they will be participating and some of the biggest names in the industry have joined on as sponsors to keep UTV short-track racing progressing.

#### DEALERS EAGER TO DANCE WITH A NEW SIDE-BY-SIDE PARTNER IN 2021: POLL

The *Powersports Business* Online Learning Series brings with it an elevated webinar platform that allows for real-time polling of attendees. Those who attended the free webinar last month featuring Todd Romano, co-founder and COO of Speed UTV, learned that dealers are continuing to have heavy interest in the side-by-side market.

When asked (to dealers on the live webinar only) "Do you plan to add any side-by-side OEM partners in 2021?" the replies were as follows:

Yes — 53%  
No — 47%

If you are a side-by-side manufacturer, there's no better time than now to reach those same interested and engaged deal-

ers via any number of *Powersports Business* content channels.

The 2021 *Powersports Business* Online Learning Series is proudly sponsored by McGraw Powersports, National Powersport Auctions and CFMOTO.

View all of the webinars on demand for free at [powersportsbusiness.com/online-learning-series](https://powersportsbusiness.com/online-learning-series).

#### ARGO LAUNCHES NEW AURORA 800 SX AND SX HUNTMASTER

ARGO has introduced two additional models to its 2021 model year lineup. Dealers can begin ordering these two new models and customers can expect to take delivery from late March to early April.

"Field demand for all of our models has been incredible during this past year but we kept being asked about a liquid cooled model in our premium Aurora platform," said Kevin Asselin, Vice President of Sales. "We put a lot of stake in the voice of the customer and we heard them loud and clear



The 2021 Aurora 800 Huntmaster features a front rack, winch and rear cargo box as standard equipment. Photos courtesy of ARGO



The Kawasaki power plant that suits customers' needs.

here. We know demand for these models will be high and quickly become one of our top sellers." Early input on these new models has been tremendous, according to dealers.

"This is great news that ARGO will have a liquid-cooled engine option available for the new Aurora models. I think this new liquid-cooled engine option will drive sales for 2021 giving the buyer more options." — Sills ARGO

"This new power plant will fit the niche that many customers will want, if not require, in the demanding conditions they are exposed to." — ARGO Adventure

These two new models feature the 800 engine that is currently offered in the Conquest series. It is a liquid-cooled V-twin with EFI. Both Aurora models come with the patented ARGO progressive steering (APS), a 16-function premium gauge as well as many other features. They are fully amphibious. The Huntmaster model also features a front rack, winch and rear cargo box as standard equipment.

"The Argo line of amphibious Extreme Terrain Vehicles are gaining popularity as an alternative to the traditional side-by-side and as we continue to grow our dealer base, this new Aurora 800 with a twin cylinder, liquid-cooled engine will be a key

model for both the recreational and commercial markets," Asselin said.

#### 'PUT ANOTHER DIME IN THE JUKEBOX': JOAN JETT TEAMS UP WITH CAN-AM



As part of its ongoing efforts to promote diversity in powersports, BRP is collaborating with two power players in the music industry — rock icon Joan Jett and hip-hop visionary SAINT JHN. Together, the pair is taking part in a new Can-Am On-Road ad campaign called Outliers, which celebrates the diverse makeup of on-road riders.

Outliers leverages the powerful voices of Joan Jett and SAINT JHN — alongside the Can-Am On-Road owner community — to address preconceived notions about what open-road riders should look and act like. It celebrates those, like Joan Jett and SAINT JHN, who aren't afraid to live life on the fringe, and focuses on the power of unity, which is deeply embedded in the Can-Am riding culture. **PSB**



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# Vespa Brooklyn named No. 1 North American dealer

*Demand during COVID leads to unprecedented scooter sales year*

BY NICK LONGWORTH

■ NLONGWORTH@EPMEDIA.LLC.COM

If you didn't want to ride public transportation previously, odds are you really don't want to since the onset of COVID-19.

It's a trend that's set-in throughout cities across the nation, and no one knows this more than Vespa Brooklyn's Andrew Hadjiminias — whose dealership has been named the No. 1 Vespa dealer in North America for 2020.

"With everything we have going on with the pandemic it came as a bit of a surprise, because we weren't sure what to expect in our industry. To finish the way we did is remarkable. It's a really nice feeling for myself, my staff and our customers — it was really nice to have a bright spot at the end of this past year," said Hadjiminias.

The award is based on unit sales volume throughout the year, and Vespa Brooklyn is no stranger to the honors — having also won it in 2019, and placing within the top-3 since opening the location in 2009. Vespa Miami took second place for 2020.

"There's always a healthy competition there, but we're friends," Hadjiminias said with a laugh.

Like many powersports dealerships around the nation, business has been good for Vespa Brooklyn, with sales up 43%

year-over-year in 2020 (or an additional 500 units sold). From May to October 2020 the dealership retailed roughly 300 units — the previous year they retailed 325 total.

According to Hadjiminias, one secret to Vespa Brooklyn's success has been its dedication to being seen — namely via social media outreach. The dedication has brought in unexpected customers.

"We take a different approach. We're very heavy on the social aspect of business — Facebook, LinkedIn, Instagram. We have an in-house media team, from video production to photo production to what we post online; we tend to have a very close relationship with our customers. We try to make it a 'non-dealership environment,' while still being able to do the volumes that we do," said Hadjiminias.

Once seen, the Vespa is a widely appealing machine, according to Hadjiminias. The onset of COVID-19 has since provided the opportunity to sell the perfect alternative to public transportation.

"In our area the Vespa is the perfect commuter tool. We live in an area where traffic is imminent, congestion is at an all-time high, parking is difficult, and we're fortunate enough to sell a product that solves all those issues," said Hadjiminias. "And now this year specifically with the pandemic and people not wanting to take public transportation, it accelerated that need to get around independently even more... The subway was already a bad system, and now it's even less attractive. People aren't comfortable using it in a time like



Vespa Brooklyn's Andrew Hadjiminias. Photos courtesy of Vespa Brooklyn



With a wide range of style and accessories, scooters are often customizable to suit many different customer needs.

this, and this allowed us to introduce them to a whole new way of getting around. Now that they've experienced it, they're not interested in going back."

As with most scooters, a typical customer ranges from the young professional to retirees with them strapped to RVs.

"In the city we spend so much time in traffic with our heads buried in phones, that we have no idea what's going on around us. When you get on a two-wheeled vehicle, especially a scooter, you start to be more aware of what's around you. People will often tell us I've seen things in my own neighborhood that I didn't even know existed because I'm out riding — they've expanded their freedom," said Hadjiminias. "Everybody is looking for something different, and it offers a little something for everyone. We have a product that's one of the most diverse that you can think of."

Like many powersports dealerships around the nation, Vespa Brooklyn experienced an overall sales uptick, but unlike other vehicle supply chains, scooters have remained available throughout the summer and fall.

"We've been fortunate to have great support from our manufacturers that has allowed us to continue to sell units every month," said Hadjiminias, noting the dealership was able to offer healthcare worker discounts as well.

Now, it's off and running in 2021 to try to make it three-peat as Vespa's top dealer in the U.S. **PSB**

■ Vespa Brooklyn's sales increased **43% year-over-year** (or an additional 500 units sold) in 2020. From May to October 2020 the dealership retailed roughly **300 units** — the previous year they retailed 325 total.

■ "When you get on a two-wheeled vehicle, especially a scooter, you start to be more aware of what's around you. People will often tell us I've seen things in my own neighborhood that I didn't even know existed because I'm out riding."  
— Andrew Hadjiminias, Vespa Brooklyn owner

**DIGEST**

**AUTOMATIC ADDS BRIDGESTONE TIRES TO LINEUP**

Bangor, Maine-based Automatic Distributors announce a new partnership for 2021 as they welcome Bridgestone Americas, Inc. to their portfolio of brands. The new distribution agreement will open the doors for Automatic's vast dealer network to supply the entire line of Bridgestone motorcycle tires to their customers.

"We are excited to come aboard with Automatic Distributors," said Jared Williams, general manager, Bridgestone Motorcycle Tire Business in the U.S. and Canada. "Jeff Graham and the team at Automatic have built an awesome culture focused on personalized dealer service in the powersports industry, and we couldn't be happier to be a part of the team now."

With models ranging across multiple riding disciplines, Bridgestone offers a solution for every level of rider that enters your dealership. If your customers love track days and pushing the limits of their bike while chasing lap times, the RS11 and S22 will deliver unmatched performance. Cruising canyons on their bagger? The Battlecruise H50 and Exedra MAX will keep them grounded for those long runs. Or maybe they're ripping through ruts on MX tracks across the country and need the proven ability of the Battlecross X series. No matter their need, Bridgestone delivers on performance and reliability in every riding scenario.

"Bridgestone has been a household name since their inception and a partnership with one of the most iconic brands in moto is the type of commitment to excellence our dealers demand from us," said Automatic Distributors president Jeff Graham. "Our aligned focus on innovation and technology makes for a perfect pairing. This new partnership demonstrates our willingness to invest in the future of our company and, more importantly, the success of our dealers."

Bridgestone motorcycle tires were scheduled to begin shipping to Automatic dealers across the U.S. on March 1.

**Z1R LAUNCHES NEW VAGRANT HELMET**

Z1R has introduced its new Vagrant helmet. A trendy new primer gray colorway with an added drop-down sun visor, makes this a go-to half helmet for your dealership's customers.

The Vagrant is DOT-certified and uses an injection molded polycarbonate shell. The Vagrant has a secure, comfortable fit. This helmet also has a fully removable moisture wicking liner. It's available in sizes XS-2XL at \$69.95 MSRP.



The new Vagrant from Z1R adds a primer gray colorway. Photo courtesy of Z1R

**PARTS UNLIMITED EXPANDS RACE SUPPORT PROGRAM**

Parts Unlimited announced that it has once again teamed up with the NESC Motocross as part of the 2021 We Support the Sport Racer Rewards Program.

NESC is an amateur motocross racing circuit throughout New England (CT, ME, MA, NH) with motocross classes for everyone. It includes both a spring and fall series to give racers a change at running a championship series without having to race every weekend, all season long.

The Spring Series kicks off March 28 at Southwick and goes through July 11. The Fall Series begins July 18 at Crow Hill and ends Oct. 24.

Parts Unlimited has teamed up with the Virginia Championship Hare Scramble Series (VCHSS) as part of the 2021 We Support the Sport Racer Rewards Program.

VCHSS is an outdoor dirt bike series that is scheduled to start March 7 with the Joe Lloyd Memorial in Chatham. The series ends Oct. 24 with Lake Sugar Tree in Axton.

The Parts Unlimited We Support the Sport Contingency Program will reward qualified riders with parts, accessories and apparel, across a multitude of series, through its dedicated dealer network to support amateur riders nationwide.

Headquartered in Janesville, Wisconsin, Parts Unlimited sells to over 12,000 dealerships worldwide and continue to expand their market penetration with their sister companies, Drag Specialties, Parts Canada and Parts Europe.

**MOOSE RACING REVEALS NEW ROLLER GEAR BAG**



Moose Racing's new roller gear bag has been redesigned with added durability. Photos courtesy of Moose Racing

Moose Racing has introduced its new roller gear bag. This new gear bag has been completely redesigned with added durability and sleek tonal graphics.

Constructed from a tough texturized rubber base and heavy-duty denier fabric, this bag is able to take on any rugged travel or environment. The main compartment has removable walls for keeping gear separated or the option for one large storage space.

The new retractable handle allows for easy towing while the bag rolls smooth on any surface thanks to the durable wheels. Large reinforced grab handles are placed on top and sides for easy moving.

If your dealership's customers are looking to upgrade their old gear bag, now is the perfect time. MSRP is \$299.95. **PSB**

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# 2022 Triumph Bonneville lineup offers more performance

*T120, T120 Black and T100 among the latest from Hinckley*

Triumph's legendary modern classic motorcycle family has evolved, with a host of significant updates across the lineup, including enhanced performance, capability, and style.

From the timeless classic Bonneville T120, T120 Black, and T100, to the stylish and contemporary custom Street Twin and new Street Twin Gold Line limited edition, the laid-back Bonneville Speedmaster cruiser and the pure custom Bonneville Bobber, each one has been beautifully evolved.

While the 2022 Bonneville T120 and T120 Black, T100, Street Twin, Street Twin Gold Line Limited Edition, Speedmaster and Bobber all were unveiled in February, new Scramblers will be coming soon. The 2022 Scrambler 1200 XC and XE will have a full detailed revealed on April 13. The Street Scrambler gets the spotlight on April 20.

With a peerless bloodline that goes back to the iconic first 1959 Triumph Bonneville, the updated 2021 modern classic Bonneville family encompasses the legendary spectrum of British designed motorcycle icons, from the original Bonneville T120, T120 Black and T100, to the custom inspired Street Twin and limited-edition Street Twin Gold Line edition, the classic Bonneville Speedmaster cruiser and the stunning Bonneville Bobber.

Each one was born from Triumph's advanced R&D facility in Hinckley, where the dedicated UK design team creates, engineers, and prototypes every motorcycle. Each one is crafted to maintain all of their legendary design DNA and to deliver the truly modern capability that lives up to Triumph's world-leading reputation for premium quality and ride.

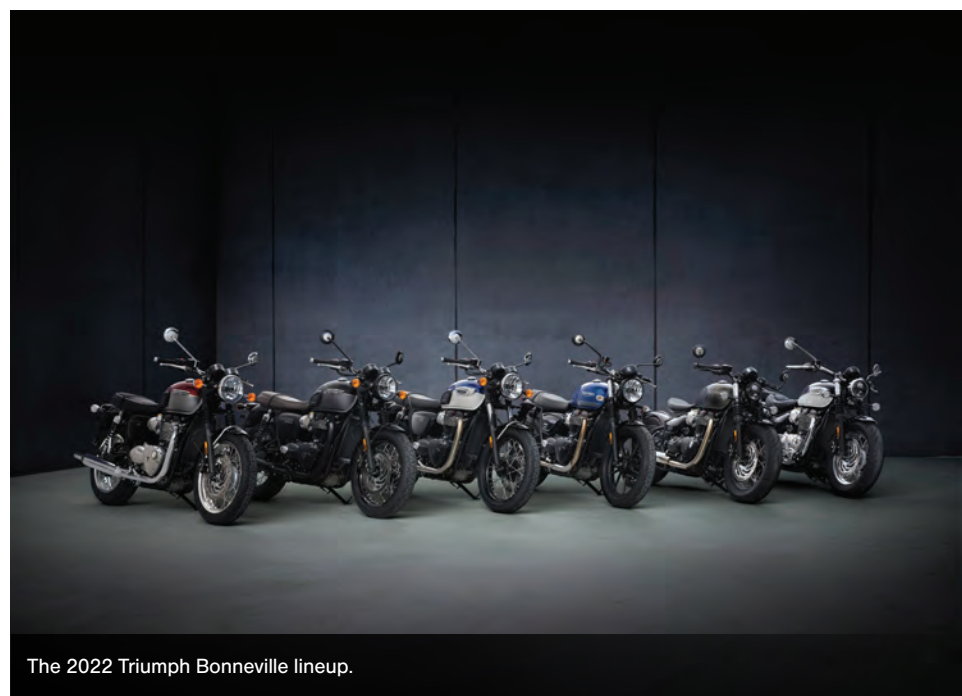
Joining the Thruxton RS, launched last year to international acclaim, the new Bonneville lineup will be enhanced further still in April with the Scrambler reveals.

## 2022 BONNEVILLE T120 AND T120 BLACK

The definitive British motorcycle icon takes its torque-rich 1200cc twin performance, sophisticated setup and beautiful Bonneville DNA and significantly upgrades it, delivering a new benchmark for timeless character and easy riding capability. With a significantly enhanced handling set-up, courtesy of a significant 15.5lb weight savings, new lightweight aluminum wheel rims, and new higher specification Brembo brakes, plus new rider technology, including cruise control and enhanced riding modes and even more responsive throttle, the Bonneville legend continues. They will be available in North America starting in May for \$12,050.

## ENGINE AND PERFORMANCE

The engine of the new Bonneville T120 and T120 Black is Triumph's signature 1200cc,



The 2022 Triumph Bonneville lineup.

high-torque British twin, which has been developed for an even better riding experience.

The new T120's engine mass has been reduced significantly through the use of a lighter crankshaft. Together with an optimized clutch and balancer shafts this has also reduced inertia, which provides the new generation with a notably more immediate and responsive throttle.

The T120 has been specifically tuned to deliver high torque, from low down in the

rev range all the way through the mid-range, giving exhilarating performance throughout.

The 1200 twin engine delivers 77 LB-FT of peak torque at a very low 3500 RPM and its power peaks 79 HP at 6,550 rpm.

With its sensitively designed liquid cooling system, the upgraded engine produces lower emissions than the previous generation and offers excellent fuel economy.

Both the T120 and T120 black come with a very high service interval of 10,000

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miles, helping to keep the ongoing cost of ownership low.

#### ENHANCED HANDLING

The handling of the new T120 has been enhanced with a 15.5 lb. weight savings. The all-new aluminum wheel rims (18in X 2.75in on the front and 17- by 4.25-inch on the rear) give a major reduction in unsprung weight and inertia, making the new T120 more agile and maneuverable when riding, and also when you're moving the bike around at standstill.

The braking system has been improved with a higher specification Brembo front brake, with a twin disc set-up and two piston sliding calipers giving excellent stopping power and improved feel. Safety and control have also been maximized thanks to Triumph's latest generation ABS and switchable traction control.

The combination of weight savings, new wheels, and higher specification brake set-up makes the new T120 the best handling Bonneville T120 ever.

#### NEW 2022 BONNEVILLE T100

The perfect introduction to the iconic Bonneville family, the latest generation of Triumph's authentic and original T100 incorporates its torque-rich and thrilling performance, confidence-inspiring handling and timeless Bonneville style with a significant upgrade to the latest 900cc High Torque twin engine delivering 10 HP more power and lower emissions. Add to that a lighter overall weight, higher specification brakes and suspension, the latest rider technology and sophisticated new detailing, and you get an even more beauti-

ful and refined T100 ride.

They will be available in North America starting in March for \$10,500.

#### ENHANCED PERFORMANCE

The new Triumph Bonneville T100 features a high torque, 900cc twin-cylinder Bonneville engine, which has undergone significant updates, resulting in a lighter and more responsive powertrain.

The peak power is 10 HP higher than the previous generation, at 64 HP at 7,400 RPM, while peak torque is 59 LB-FT at 3750 RPM, with 80% of peak torque available all the way from 2000 RPM to 7000 RPM, giving strong acceleration whenever it's needed. The updates give the new Bonneville T100 increased power and torque from a low 3500 RPM and all the way up to the rev red line, which is 500 RPM higher than the previous version.

The new T100 engine now has lower emissions and excellent fuel economy.

Thanks to the low inertia crank shaft, lighter balancer shafts, a thin-walled clutch cover and a magnesium cam cover, the engine of the new T100 is considerably lighter than the previous version, significantly contributing to the 8 lb. weight reduction of the new Bonneville T100. This weight loss, combined with the higher power, translates into a remarkable improvement in the throttle response and ride.

A very high service interval of 10,000 miles helps to keep the ongoing cost of ownership low.

#### NEW 2022 STREET TWIN

The latest generation of Triumph's best-selling modern classic delivers all of the

Street Twin's torque-rich and thrilling performance, confidence-inspiring handling and contemporary custom style, and enhances it with the latest 900cc High Torque twin engine for lower emissions. With an even more comfortable bench seat and a host of new, refined details and finishes, plus an extensive range of 120 Genuine Accessories, the beautiful and easy handling Street Twin is the perfect modern classic ride for new and experienced motorcyclists alike.

They will be available in North America starting in March for \$9,400.

#### NEW 2022 STREET TWIN, GOLD LINE LIMITED EDITION

This exquisite hand-detailed custom edition of the 2022 Street Twin delivers all of the new generation updates and celebrates the timeless classic Triumph logo and hand-painted, gold lining skills of Triumph's expert paint shop. There are only 1,000 of these beautiful motorcycles worldwide, each one coming with a certificate of authenticity personalized with the unique VIN number of the bike, making these even more exclusive.

They will be available in North America starting in June for \$10,150.

The Street Twin Gold Line is the exquisite custom edition, limited to 1,000 motorcycles, which combines all the updates and features of the new 2022 Street Twin, together with the superb craftsmanship of Triumph's paint shop, thanks to its hand-detailed bodywork.

This limited edition Street Twin comes with a certificate of authenticity, personalized with the VIN number of each

motorcycle, making it a must-have for all motorcycle collectors.

#### NEW 2022 BONNEVILLE SPEEDMASTER

The perfect laid-back, long-distance ride, the latest generation of Triumph's classic British custom delivers all of the Speedmaster's all-day capability and sophisticated style, and significantly upgrades it with enhanced engine performance, higher specification equipment and more premium detailing. With 79 accessories, including luggage, the new generation promises an even more comfortable, stylish and refined ride.

They will be available in North America starting in March for \$13,150.

#### NEW 2022 BONNEVILLE BOBBER

As stunning to look at as it is thrilling to ride, the latest generation of Triumph's stripped-back, elegant custom classic has all of the previous generation Bobber's peerless authenticity and engineering innovation and adds all of the Bobber Black's category-defining capability, for a new Bobber that delivers the best of both worlds. Significant updates include enhanced engine performance for an even more responsive and thrilling ride, higher specification technology and equipment, and an all-new blacked-out, chunkier style. With a range of 77 genuine Triumph accessories on offer, including an alternative high bar set-up, luggage and choice of seating options, and its class leading adjustable seating and foot peg position, the Bobber has been designed for riders to adapt to suit them and their style.

They will be available in North America starting in March for \$13,150. **PSB**

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# Has your dealership ever hosted a morning news live shot?

*Myrtle Beach Harley-Davidson forms partnership with TV news show, sees benefit in media outlet partnerships*

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

Morning live shots from your local TV news station are becoming more common. Have you invited your local news station to join you on the scene at your dealership to highlight an event, or have one of your employees offered advice on the upcoming motorcycle riding season?

What's the best way for a dealership to seek out that exposure on those newscasts? According to Myrtle Beach Harley-Davidson events coordinator Jenn Deluca, it's all about relationships.

"Everything is based off a long-term relationship," said Deluca, who has been events coordinator at the dealership for the last seven years.

WMBF is a local NBC affiliate in South Carolina that the dealership had contracted throughout the year for advertising, but has since become a go-to source for news purposes when needed.

"WMBF had approached us with a couple different things throughout the year we could partner on, some things we did and some we didn't," Deluca told *Powersports Business*. The total cost for their advertising with WMBF was \$3,000 said Deluca, which included being a title sponsor for multiple TV segments for three weeks, plus a 30-second commercial.

"It was a mutual benefit and we've worked



Myrtle Beach Harley-Davidson events coordinator Jenn Deluca says TV, radio and print media partnerships can all be leveraged to benefit the dealership. Photos courtesy of Myrtle Beach Harley-Davidson

with them in the past, so we have a great relationship. Sometimes we'll benefit from the coverage, but sometimes it's for the benefit of everybody," Deluca said.

According to Deluca, one way to partner with local media is to cast a wide net, and be open to new opportunities.

The dealership remains heavily active in its surrounding community hosting multiple rallies, including the Cruisin' The Coast Spring Rally (May 10–16, 2021) and the Hurricane Alley Rally (Sept. 27–Oct. 3, 2021), as well as hosting the Angel Tree, Toys For Tots and Toy Run Riding events benefitting its local American Red Cross.

"For us a huge thing is giving back to our community, especially around the holidays," said Deluca. "We love to do community outreach. Not everything has to benefit a non-profit, but we would like a lot to because bikers have a big heart and it's a great way to give back. Especially this year we've also done a food drive that fed 1,700 families roughly. We love doing it, and it's the best part of my job."

According to Deluca, Myrtle Beach Harley-Davidson has long partnered with its local media outlets — print and radio included — to create mutually beneficial relationships.

"We partner with a lot of people — it's the same thing with the local radio station. Sometimes we can trade out airtime for them being a sponsor of an event. It's a give-and-take relationship," Deluca said. "You might not be able to form a give-and-take relationship immediately. They will probably expect you to pay a little bit from the onset, but as you form a relationship with your contact over time most places are open if you can demonstrate a win-win once the conversation has been initiated."

According to Deluca, annually its marketing department has a meeting to determine its budget allotment between all media outlet partners, including another TV station in WBTW.

"Usually once a year we sit down and determine who our partners are going to be and adjust accordingly — it depends on the year," said Deluca.

■ Both targeted exposure and a direct increase in sales often result from created partnerships with local media outlets

■ "You just have to form the relationships and initiate the partnership."  
— Jenn Deluca, events coordinator, Myrtle Beach Harley-Davidson

Both targeted exposure to their audience and a direct increase in sales often result from created partnerships.

"You just have to form the relationships and initiate the partnership," Deluca said. **PSB**



WMBF, the local NBC affiliate, has done several live shots from the showroom at Myrtle Beach Harley-Davidson.



## Swartz adds Energica to Motus, Dyno shop in Mass.

Italy-based Energica Motor Company S.p.A. has announced that its newest dealership in the U.S. is Energica of New England in Gardner, Massachusetts, in Greater Boston.

New England has seen a doubling of electric vehicle ownership and new charging station construction in the past two years, with over 30,000 EV vehicles in operation and 6,483 EV charging stations. Every state in the region has signed up to the Northeast Electric Vehicle Network with state-by-state programs and incentives to exponentially increase EV sales and grow the EV charging infrastructure to sustain them.

In Massachusetts, 300,000 electric vehicles are planned to be on the road by 2025, for a share of at least 23% of all new car purchases in that year. Eversource Energy, New England's largest power provider, plans to add 3,500 new public and workplace chargers to help power these vehicles by then, which alone would almost double the number of chargers in that state. The reason for these aggressive initiatives is data that shows that internal combustion vehicles account for 43% of all carbon dioxide emissions in Massachusetts, 52% in Maine and 38% in Connecticut. Boston, the area's largest city, has even promised to become completely carbon-neutral by 2050.

"Unquestionably, the next major region in the U.S. to push electric aggressively will be the Northeast, especially New England," said Stefano Benatti, CEO of Energica Motor Company Inc. "We know that the adoption of electric cars will also benefit electric motorcycles, especially those, like ours, that can access DC Fast Charging stations and quickly power up for long-distance riding."

The owner/operator of Energica of New England, Rob Swartz, has over 30 years of technical and mechanical experience in the motorcycle industry. His companion businesses at the same location are Rob's Dyno Service and MOTUS of New England.

"We are very excited about becoming a new Energica dealer in the Northeast. We see enormous potential for premium electric motorcycles in New England, where we see more and more electric vehicles and EV charging stations virtually every single day," said Swartz. "Proof of concept for us is that even in the dead of winter, we've already sold our first Energica bike — which is also the first RS Version to be sold to a customer in the United States. We are certain it will be the first of many more!"

Swartz has been working on bikes for about 35 years, and for the past 17 years has been the owner of Rob's Dyno Service in Gardner, where he has worked on all kinds of motorcycles, from simple service to complete restorations and engine rebuilds. Being in the tuning business for so long, Swartz gets to see and ride up to 400 bikes in a year, which is perfect for him, as he is so passionate about them.

He took on the American-built Motus brand in 2016 and today he remains one of the very few expert resources for their owners nationwide who need to service or rebuild their motorcycles.

After he first discovered Energica Motor Company last year, he made the 17-hour round trip from his family's home near

Banning, California, to Energica offices in Redwood City to see our premium Italian electric sport bikes in person, and on the spot decided to make his pitch to become the next official Energica dealer in the U.S.

Swartz is now making aftermarket parts to enhance Energica bikes. **PSB**

Right: The 2021 Energica RS lineup is available at Energica of New England in Gardner, Massachusetts. Photo by Lorenzo Concari



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# All-new 2022 Suzuki Hayabusa next-generation sport bike revealed

*Most aerodynamic Hayabusa ever offers 550 new or redesigned parts*

It was a motorcycle unlike any other. Taking its name from the Peregrine Falcon, the world's fastest bird, the first Hayabusa pushed styling and performance to a new place and forever changed motorcycle design.

Now it's happening again. The all-new Suzuki Hayabusa melds two generations of refinement resulting in the quickest, most technologically advanced, and aerodynamic Hayabusa yet.

Suzuki Motor of America, Inc. (Suzuki) in February revealed the all-new 2022 Hayabusa. The next generation of Suzuki's flagship sportbike is here and reaffirms its status as motorcycling's ultimate sportbike. The 2022 Hayabusa is powered by a thoroughly

updated and refined Suzuki inline four-cylinder engine, housed in an updated chassis, managed by a robust suite of new Suzuki electronic rider aids, and wrapped in slippery and stunning aerodynamic bodywork that is distinctly Hayabusa.

Hayabusa fans and riders will recognize the iconic, aerodynamic Hayabusa silhouette that has been polished through extensive wind tunnel sessions. The Hayabusa features new vent shapes, air diffusers, and reimagined logos while a sophisticated LED lighting system to achieve a new zenith of style and function.

"Everyone here at Suzuki is thrilled and excited to introduce the all-new Suzuki Hayabusa," said Kerry Graeber, VP MC/ATV Sales and Marketing. "I remember the launch of the original Hayabusa and how it radically changed the motorcycle landscape in 1999. This new Hayabusa is an amazing technologically advanced new machine and here to do that all over again."



The 2022 Hayabusa is powered by a thoroughly updated and refined Suzuki inline four-cylinder engine, housed in an updated chassis, managed by a robust suite of new Suzuki electronic rider aids, and wrapped in slippery and stunning aerodynamic bodywork that is distinctly Hayabusa. Photos courtesy of Suzuki Motor of America, Inc.



Engine performance has been broadened so the Hayabusa accelerates quicker and smoother than ever before while complying with worldwide emissions standards. Rider control is expanded through the Hayabusa's Suzuki Intelligent Ride System (S.I.R.S.). The engine's adjustable power delivery, traction control, cruise control, launch control, quick shift, and Motion Track ABS and Combined Brake systems offer the Hayabusa rider unmatched options on how the ride will unfold.

The 2022 Hayabusa has over 550 new or redesigned parts, all with a focus on delivering the ultimate and balanced sportbike experience. Motorcycle history repeats itself as all eyes turn to the Suzuki Hayabusa; another testament to Suzuki's century of dedication to creating art while building the best performing product that is unmatched in quality, reliability, and value. The Hayabusa, like its namesake peregrine falcon, soars above all once again.

## KEY FEATURES

- The Hayabusa remains instantly recognizable as its restyled, wind-cheating body retains the cues that were inspired by the peregrine falcon – the world's fastest animal. To bring a sophisticated appearance to the iconic Hayabusa, Suzuki's design team incorporated distinct lines and shapes to achieve an expression of refinement and ultimate performance.

- Fully re-engineered, the Hayabusa's legendary 1340cc, four-cylinder, DOHC engine is fed by new Ride-by-Wire electronic throttle bodies with dual fuel injectors feeding each cylinder, mixing with pressurized air from the Suzuki Ram Air Direct (SRAD) intakes in the nose of the aerodynamic fairing. The new, symmetrical twin silencer exhaust system is lighter with better flow and a stimulating exhaust note.

- Enhancements to the Hayabusa's superbike-caliber, twin-spar aluminum frame result in a more stable ride with nimble handling that can be personalized through the adjustable KYB-supplied suspension. Optimized aerodynamics and wind protection provide comfort while improved braking performance inspires rider confidence.

- The Hayabusa employs an advanced version of the Suzuki Intelligent Ride System (S.I.R.S.); a comprehensive collection of electronic rider aids like Cruise Control and Bi-directional Quick Shift systems that can optimize and personalize the motorcycle's performance characteristics to match the conditions and desires of the rider. Only the Hayabusa offers this premium suite of aids that simultaneously boosts performance and comfort as riders enjoy the ultimate sportbike experience.

- Greater horsepower and torque throughout the low- to mid-speed range.

- Worldwide emissions compliance (including Euro 5) is achieved without sacrificing top speed.

- Suzuki's latest and most advanced electronic control system (Suzuki Intelligent Ride System- S.I.R.S.) is integrated into the new Hayabusa.

- Dynamic new styling that has been optimized through extensive wind-tunnel development that is very different from other motorcycles, but easily recognizable as an aerodynamic Hayabusa.

- A new TFT LCD panel is integrated with a fresh version of the Hayabusa's popular analog instrument cluster.

- New, full LED lighting includes a projector and multi-plane headlight, plus forward position lights and a combination taillight that have integrated turn signals so no stalks protrude from the sleek bodywork.

- Suspension refinement and new wheels provide a heightened sense of stability at high speeds plus agility on turns and winding roads.

- The front brakes feature the latest Brembo Stylema calipers and larger diameter brake discs for improved braking efficiency and feel.

- New Bridgestone Battleax Hypersport S22 tires were developed exclusively for the new Hayabusa.

- For 2022, riders may choose from three beautiful color options- Glass Sparkle Black & Candy Burnt Gold, Metallic Matte Sword Silver & Candy Daring Red, or Pearl Brilliant White & Metallic Matte Stellar Blue paint schemes. Each scheme features restyled Hayabusa Kanji symbols and model name logos.

And that is just a small list of all the improvements to the 2022 Hayabusa, whose product concept has been summarized as "The Refined Beast." The new Hayabusa's engine performance has been broadened, so the Hayabusa accelerates quicker and smoother than ever before; while also complying with worldwide emissions standards.

In support of the launch of the new 2022 Hayabusa, Suzuki announced the debut of the all-new microsite at [suzukicycles.com/hayabusa](http://suzukicycles.com/hayabusa). The new microsite has been built from the ground up featuring all the key imagery, information, and features of the new Hayabusa. **PSB**



The 2022 Hayabusa has over 550 new or redesigned parts, all with a focus on delivering the ultimate and balanced sportbike experience.

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# GET TO KNOW

It's been a busy year for many companies within the powersports industry, but especially for CFMOTO specifically.

Not only did the company deal with unprecedented demand for its product as well as see the growth of its customer base with an increased awareness of the need to social distance, but it also unveiled two new models to help its customers do it — the UFORCE 600 and the CFORCE 1000 Overland.

Approaching the one-year anniversary of the COVID-19 onset, *Powersports Business* spoke with Derek Jordahl, CFMOTO's Vice President of Sales for the last five years, to learn how the company has managed through the pandemic, its plans to manage its dealer footprint expansion, and how its new PG&A offerings are being received throughout the industry.

**PSB:** Tell us about your background and what led you to CFMOTO. Have you always had an eye for the powersports industry?

**DEREK JORDAHL:** As early as high school I knew that I wanted to be in sales, and if I was going to be in sales I could think of nothing more fun than anything powersports — anything with a motor in it, basically.

Overall I've been in and around the powersports industry for a little over 20 years. Prior to CFMOTO I spent eight years with Polaris, which was my introduction to the industry, and then followed that up with three years or so at Arctic Cat. After that I spent multiple years in the extended service contracts side of the business, for both powersports and marine.

At both [Arctic Cat and Polaris] I had a multitude of roles, whether district or regional, on the sales side and in dealer development. I also worked to bridge the gaps a bit between sales and products. The only division I really didn't work for was watercraft.

The common bond between all those interactions was being in a dealer network, and the draw to dealing with them. Of the 20 years, I would say half was in the field in a sales role working with dealers day-to-day, which led to roles of increasing responsibility within each organization.

**PSB:** How did CFMOTO fare through the onset of the COVID-19 pandemic? How has the company managed since?

**JORDAHL:** All in all CFMOTO has fared very well being a part of an industry that has also done the same. From a retail standpoint, which is the ultimate yardstick, we've done very well. We doubled our retail year-over-year despite the pandemic.

We've had to make a few adaptations in our operations, and we did go to a work-from-home model. We were able to successfully manage that, as 99% of our dealers wouldn't have been able to tell the difference. I think we executed the transition to that environment very well.

**PSB:** It's been eight years since CFMOTO's owner and founder Mr. Lai Guogui was on the cover of PSB announcing the company — what has made CFMOTO successful throughout that time period?

**JORDAHL:** Selfishly I would start by saying that we have the strongest sales team in the business. They work with our dealers on a day-to-day basis and they do it all — we don't have a 'dealer development' department so-to-speak, so they're out there establishing and driving our growth. They are the faces of CFMOTO.

Secondly I would say our leadership team's unwavering promise to be easier to do business with. When Mr. Lai was

on that cover in 2012 saying 'we're here to stay' it was because we would be doing things differently. We're easier to do business with than our competitors because our ever-increasing quality of products — we can't grow unless we have the quality of products behind us; we have to walk the walk, and talk the talk.

And of course our increasing quality of support for both the dealers and product — it's not just the front line, it's everything on the backside as well that supports our growth and efforts.

Lastly I would say the partnerships we've established with our financial partners, both on the retail and wholesale sides, to be able to get our product into dealerships.

**PSB:** We've heard previously that you guys aim to do business differently at the dealership level than others in the industry, how so?

**JORDAHL:** We're offering dealers an "all-upside" approach that is high-margin, value-packed products that they can sell at MSRP. On the dealer side, it's all about margins and margins start with being able to sell at MSRP.

We couple that with a lowered sense of competitive pressure in the dealer network, which helps the ability of prices to stay firm. We might have half the dealer base of other OEMs, but that's what creates that lower pressure — we don't have a dealer 10 minutes away trying to sell below you.

That itself is key, but in general we also allow dealers to order what they want, when they want it — not on our schedule, but on theirs. There are no negative consequences to not placing an order during a particular time period, or quantity. We're not using the stick; we're using the carrot. We want to make it easier for dealers to do business on their terms, and in turn they will come back and order more product.

**PSB:** What are CFMOTO's plans for expanding its dealership footprint in the U.S.?

**JORDAHL:** In 2021 we've changed our stance a bit in lieu of the pandemic, which has put a lot of restraints on product availability. Without the pandemic in place we would be throttle-down and signing up more dealers, but given the current circumstance we're going to have to be a lot more selective and hold back so we can protect inventory levels and provide it to existing dealers. We're technically still in 'growth mode' but we really want to try and balance that with inventory, to make sure we're looking out for existing dealers.

**PSB:** How will CFMOTO plan to acquire more market share in 2021 with an increase in new customers entering the industry?

**JORDAHL:** Without a doubt it will be new dealers, but also putting ourselves into new product segments — crew cab models would be a good example. We're still selling with one arm tied behind our back in terms of not offering a full range of products that other OEM competitors have.

We also want to continue to grow the number of retail units per dealer at our existing dealers and the footprint we have within them.

**PSB:** For model year 2021 CFMOTO announced it would now offer its own lineup of PG&A — how has the rollout been? Any current goals, and what will be the future focus?

**JORDAHL:** We don't have as many products as we would like to. It all comes back to



## DEREK JORDAHL Vice President of Sales | CFMOTO USA

the pandemic, and the rollout hasn't gone exactly how we wanted, but it's exactly what you would expect would happen — it was quite unpredictable, but still successful.

We still don't have all the products that we anticipated having. Every time I'm in a store and see a Plexiglas divider at the register, that's one less windshield for our side-by-sides. Big picture, there were a lot of constraints and shortage issues.

It's been the basics — bumpers and racks and extenders and storage, easy ones to knockout. And of those released so far the reaction has been great, and that does nothing but enhance the sale of a vehicle sometimes.

All things considered, we didn't have as many products as we wanted and they're coming slower than we wanted, but so far they have been well received and we've surpassed our revised pandemic goals.

Where we're lacking right now, and what's yet to come, would be full cab enclosures, doors, plows, HVAC components and other big things, but we've got some work to do before we're there.

**PSB:** When you find the time, what do you like to ride? Any memorable rides come to mind?

**JORDAHL:** I'm still a snowmobile guy at heart — that's what really drove me first as an

enthusiast before I ever had ties to the industry. Since then I really do love getting out on an ATV on the trails in Minnesota during the summer and fall, or pull the portable fish house out on the lake during winter.

Two rides really come to mind — the first being an employee ride we did as a company with CFMOTO around the Mille Lacs (Minnesota) area and basically had everybody in the office present. We had two or three full days to cycle everyone through machines and everyone really enjoyed themselves.

The other trip was one snowmobiling out West with my son. We're flatland riders and mountain riding offers lots of lessons learned and digging out [laughs]. There are a lot of things flatlanders don't necessarily understand about all the work involved... But the bonding during something like that is irreplaceable. **PSB**

### ▶ HAVE SOMEONE IN MIND?

Is there an industry member that you think the rest of the industry would like to Get to Know? Send a note to staff reporter Nick Longworth at [nlongworth@epgmediallc.com](mailto:nlongworth@epgmediallc.com).

# Snowmobiles on the showroom floor in July — sold by Sept.

Dealer communication key to converting new enthusiasts

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

Dealerships worried that tepid snow conditions throughout the Midwest might curtail the strong demand for powersports machines felt throughout the summer are finding that those sleepless nights were all for naught.

Prior to this season overall snowmobile sales decreased slightly year-over-year, although not by much. According to the International Snowmobile Manufacturers Association (ISMA), sales of new snowmobiles in the U.S. for the selling season that ran from May 1, 2019, to April 30, 2020, dropped by 7.25% — from 55,025 units to 51,036.

But it's this season, for many reasons, that has been a different story entirely — perhaps one like no other before it.

“On the first of July we were sold out of watercraft for the year, which has never happened before. We were sick of looking at any empty showroom floor, so we pulled a dozen snowmobiles back out front on July 15. By Sept. 1, everything was sold, including used. Normally we wouldn't even put a sled on the floor until after Labor Day weekend,” said Bobby Donahue, one of the three brothers who are second-generation owners of Donahue Super Sports in Wisconsin Rapids, Wisconsin.

Like many dealerships, Donahue was faced with uncertainty at the onset of the pandemic. “Like everybody else we didn't know what to expect. A lot of people thought the world was coming to an end,” he said.

The dealership closed its doors and furloughed employees for six weeks while still maintaining business hours by dividing responsibilities among its three owner brothers — one doing sales, one doing curbside parts service and one attempting to keep service work moving out the door. “We were basically surviving,” Bobby told *Powersports Business*.

After the dealership reopened (albeit with extended preventative protocols in place such as masks and hand sanitizing stations), sales have only increased since.

“As soon as we opened, it's been wide-open ever since. We had a much better than average year last year, and we're way up year-over-



Donahue Super Sports in Wisconsin Rapids, Wisconsin, has seen a busy winter despite a lack of on-hand inventory and less than ideal snow conditions.

year overall,” Donahue said. “By the middle of November we were sold out of snowmobiles for the year, and that never happens.”

According to Donahue, popular sleds have included trail-riding and crossover models, while trends within gear include heated helmets and jacket/bib combos.

If there's been a silver lining to 2020,

strong, prices have held firm.

“We've been growing the past five years after really taking a hit in 2007-2008. We're back to numbers we had in 2006 and 2007,” Donahue said.

However, a caveat to the sales spree seen by many in the industry has been the overall lack of inventory throughout the previous

years we got into a bit of a routine, and now that's completely changed,” said Donahue. “People come in now and look at a brochure to decide what model they like. We can get it ordered, but the wait is anywhere from 30 to 150 days — there's no real way to say. And of course the next day they're wondering if it's in already [laughs]... I originally told myself in March [2020] that this would be one year, and we would be back on our feet by spring, but we won't even be close. We'll be fortunate if we're back to doing business the old way by December.”

According to Donahue, the dealership has a cumulative total of nearly 150 deposits for units from various segments that are on order waiting to be delivered.

“That's 150 people calling wondering where their machine is,” he said. “And by the time they are in, we have more sold again. The cycle keeps repeating.”

It's not only powersports industry insiders taking note, either. The Associated Press ran its own story detailing Dave Jones at Jackman Powersports in Jackman, Maine, who expects to sell about 450 snowmobiles this season. Since then, a bevy of news outlets from Montana to Maine have covered how local dealers are coping with increased demand.

But with an increase in new snowmobile customers, Donahue says communication will become the key to converting them into lifelong enthusiasts.

“The customer has to really trust you and the knowledge that you have, especially when you don't have a physical piece of equipment that you can sit them in and show them. You have to talk them through everything, and it's a slower process now. I think we'll continue to have a large amount of new customers walking in the door that are discovering recreational products for the first time in their lives,” Donahue said. “I think there will be an extra season — spring, summer and fall — of them. And if I had to guess, next winter might not be much different than this one... There's a lot of newbies. The growth has definitely been brand new to the sport, and that's exciting. How we as dealers and manufacturers and clubs manage that will tell us if those people stay. We all have a part in this to make sure they enjoy it... And if they do, they will bring their friends, too.” **PSB**

## DONAHUE SUPER SPORTS

Wisconsin's Powersports Headquarters!

it's that the timing for a rush of customers couldn't be more perfect as both Yamaha and Arctic Cat were also specifically aiming production targets at clearing out non-current inventory levels. With a reduced overhead inventory and demand remaining

six months, of which Donahue's dealership has been no exception.

“They're all scrambling to find a way to get parts from their suppliers. It looks like a ghost town in this place. We completely changed the way we do business. After all



According to Donahue Super Sports owner Bobby Donahue new enthusiasts have entered the snowmobile industry this season. “How we as dealers manage that will tell us if those people they stay,” he said.

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## HOT PRODUCTS



### SHOW CHROME ACCESSORIES LED FENDER MARKER LIGHTS FOR CAN-AM RYKER

**Benefits:** This pair of red LED marker lights replaces the OEM reflective tape used on the Can-Am Ryker, offering both running and turn signal function to greatly increase visibility on the rear of the front fender while improving safety and adding style.

**Specifications:** Installation requires hole for wiring and stays secure with Show Chrome Accessories' high-strength double-sided adhesive tape. Made with 24 SMD LEDs with the latest hi-intensity technology for enhanced safety.

**Suggested Retail Price:** \$149.95

**Contact:** Bigbikeparts.com



### MOOSE RACING AIR FILTER FOAM OIL TREATMENT

**Benefits:** This new oil treatment from Moose Racing helps protect the engine from ingesting dirt and debris by creating a layer of protectant on the outer surface of the air filter.

**Specifications:** The treatment provides a super tacky layer over the entire air filter, trapping and holding contaminants on to the filter surface. While this chemical is oil-based, it's safe for the ozone and proudly made in the U.S.

**Suggested Retail Price:** \$8.95

**Contact:** Mooseutility.com

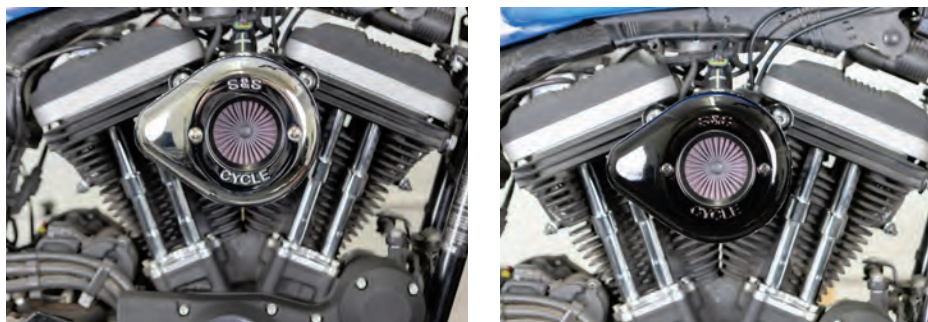
### S&S CYCLE AIR STINGER HIGH FLOW AIR CLEANER KIT

**Benefits:** S&S Cycle's Stealth air cleaner kits have been a solid performance addition for the V-twin market since their launch in 2012 and the Air Stinger takes the existing high flow Stealth air cleaner and replaces the air smoothing stinger with a similarly shaped filter element.

**Specifications:** More filter surface equals a 55% gain over a factory filter in an M8. The Air Stinger is also available with the classic Mini Teardrop cover in black or chrome, or as a replacement cover plate to update your existing Stealth system. The S&S Air Stinger filter element is washable just like the Stealth filters and designed to last for years.

**Suggested Retail Price:** \$199.95 – \$369.95

**Contact:** SScycle.com/air-stinger



### BLACK WIDOW BLACK ICE SNOWMOBILE RAMPS

**Benefits:** Black Widow introduces its Black Ice Snowmobile Ramps for trailers and pickup trucks to easily load and unload sleds.

**Specifications:** Black Ice Snowmobile Ramps are manufactured in the U.S. with light-weight aluminum and are available in three lengths — all three supporting snowmobiles up to 1,500 lbs. and feature outer ski guide panels to streamline the loading process. Safety straps are included with all ramps.

**Suggested Retail Price:** \$219.99 – \$444.99

**Contact:** Blackwidowpro.com



### MOOSE UTILITY PLOW LIFT MAST KIT

**Benefits:** This new kit was created to help with the angle of the winch cable to plows and 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 to take strain off the cable and eases lifting of the plow, which in turn extends winch cable life and also provides smooth operation.

**Specifications:** The lift mast features adjustable lift heights to custom fit your specific unit and features easy installation as it bolts on top of the position pin assembly.

**Suggested Retail Price:** \$44.95

**Contact:** MooseUtilities.com



## HOT PRODUCTS



### BIG BIKE PARTS KICKSTAND BASE FOR GL1800 GOLD WING 2018-CURRENT

**Benefits:** This new kickstand base from Big Bike Parts increases the contact area of the kickstand by 200%, giving your the Gold Wing kickstand a more secure resting spot on soft ground or hot asphalt.

**Specifications:** Slides onto 2018 and newer Gold Wing OEM kickstands and is held in place with a setscrew, offering a satin black finish that compliments the OEM black kickstand.

**Suggested Retail Price:** \$39.95

**Contact:** Bigbikeparts.com

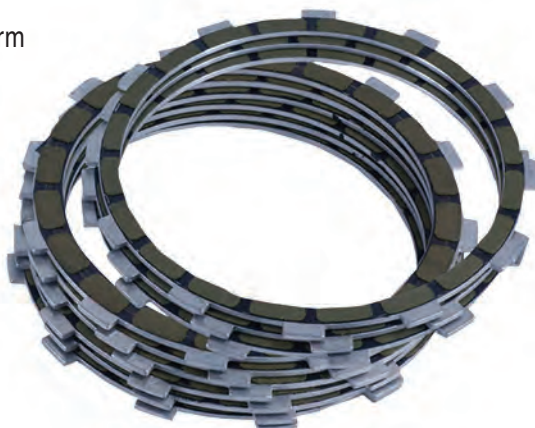
### DRAG SPECIALTIES CLUTCH PLATE KITS

**Benefits:** The Drag Specialties Clutch Plate Kit allows for smooth, precise shifting and can be run wet or dry.

**Specifications:** Designed to perform under extreme heat conditions, the Aramid fiber friction kit includes 10 plates that have higher-density compound for increased durability. The steel nine-plate kit is manufactured under strict quality-control standards. Kits are sold individually.

**Suggested Retail Price:** \$43.95 (steel kit); \$111.95 (friction kit)

**Contact:** Dragspecialties.com



### DRAG SPECIALTIES DS3 PREMIUM SYNTHETIC 20W-50 MOTORCYCLE OIL

**Benefits:** This all-new premium full synthetic oil provides the ultimate in long-lasting protection against engine wear, protects engine from sludge buildup and aids in providing maximum power output. It can also be used in all three cavities of a Harley-Davidson V-twin, including engine, transmission and primary.

**Specifications:** This oil yields exceptional viscosity, stability and lasting anti-oxidation qualities that can't be derived from conventional base oils. Extreme pressure additives protect gears and other engine parts, while excellent sealing characteristics provide maximum power output. It meets all warranty performance criteria for Harley-Davidson engines and does not void new vehicle warranties, while also meeting and exceeding the API CI-4/SL service rating. Available in quart and gallon bottles.

**Suggested Retail Price:** \$12.95 – \$46.95

**Contact:** Dragspecialties.com



### MOOSE UTILITY POLY PLOW BLADE

**Benefits:** Do you have someone coming through your doors looking for a lighter weight plow blade? Are steel blades too heavy of an option? If so, this is the product for your dealership.

**Specifications:** This new blade can easily be removed and lifted for storage when not in use or for cleaning and features steel rib structure, a black poly face and plow flap. Available in 60 and 72 inches, these blades will work on all Moose Utility push tubes, RM4s and RM5s.

**Suggested Retail Price:** \$428.95 – \$465.95

**Contact:** MooseUtilities.com



### KLIM ALPINE JACKET AND BIBS

**Benefits:** This KLIM women's snowmobile gear is designed for mountain riders, boasting improvements in mobility, weight, durability and more — all to keep women riders comfortable and focused.

**Specifications:** The redesigned women's Alpine Jacket and Bib are KLIM's high performance mountain shells for female riders, featuring feedback-driven improvements and refinements for this winter. A removable hood, improved jacket range of motion, improved bib drop seat and more durable lower leg materials all combine to make the Alpine perfect for backcountry riders.

**Suggested Retail Price:** \$349.99

**Contact:** Klim.com



### ► SUBMIT YOUR NEW PRODUCT

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

# AFTERMARKET

## Rockford Fosgate adds new M5 amps, can speakers to lineup

*800-watt, 4-channel amp an easy install for RZR or X3 kits*

Tempe, Arizona-based Rockford Fosgate announced a pair of new products that are primed for taking another line on purchase orders.

Rockford is now shipping the 5-channel and mono-block model of the new M5 amplifier line. The 800-watt 4-channel is expected to begin shipping in March.

IPX6 rated, the M5 amplifiers are purpose-built to stand up to the outdoor environment, including water, dust, mud and UV rays so that they perform in all marine, motorcycle and motorsports installations. All are equipped with a full complement of smart features like C.L.E.A.N. technology for fast and accurate setup, “auto-sense” turn-on for use with high level inputs, and a top mounted control panel sealed by a smoked plexiglass cover completing the amps sleek industrial look.

If the amplifier is being installed into one of Rockford’s new Polaris RZR or Can-Am Maverick X3 stage kits, set-up is incredibly simple out of the box with the preset switch in the on position no settings or adjustments are needed. Simply flip the switch to the

off position to customize set-up for all other applications.

The new M5 series amplifiers are the first in Rockford’s portfolio to carry a dynamic output power rating in line with the updated CTA-2006 standard measured to simulate real world music applications.

**M5 MODELS INCLUDE:**

- M5-800X4  
800 Watt 4-Channel Amplifier
- M5-1500X5  
1500 Watt 5-Channel Amplifier
- M5-1000X1  
1000-Watt Mono Amplifier
- 2-year warranty

**NEW M0 AND M2 SERIES CAN SPEAKERS**

Rockford Fosgate also announced that the new Motorsports Can Speakers have started to ship to dealerships. M2WL-65MB and M0WL-65MB are shipping now with the M1WL-65MB expected to ship in March.

Designed rugged and rock solid, the new line-up of 6.5-inch Motorsports Cans is built for true outdoor audio performance. All models are engineered for the perfect fit and finish with customized features including

a universal clamping system that fits 1- to 2-inch round bars as well as 360-degree rotating logos on the rear of the can.

To ensure efficient and secure plug and play connectivity, Deutsch connectors are integrated into the design on all Rockford Fosgate MotoCan speakers. An IPX6 certification verifying that these components withstand water, sand, dirt, mud, and harsh UV rays, makes these purpose-built Element Ready drivers capable of performing in any motorsports environment.

The M1 and M2 models are equipped with Color Optix RGB LED Lighting and

are designed to pair with the Color Optix Controller and RF Connect App for complete lighting command at your fingertips. The 360-degree rotating rear logo is also illuminated by RGB LED lighting on these models.

**MOTOCAN LINE-UP INCLUDES:**

- M2WL-65MB — M2 6.5-inch MotoCan Speaker; 150-watt RMS, 600-Watt Peak
- M1WL-65MB — M1 6.5-inch MotoCan Speaker; 75-watt RMS, 300-Watt Peak
- M0WL-65MB — M0 6.5-inch MotoCan Speaker; 65-watt RMS, 250-Watt Peak
- Two-year warranty **PSB**



Rockford Fosgate also announced that the new Motorsports Can Speakers have started to ship to dealerships. Photos courtesy of Rockford Fosgate

## Tucker's new Shockery Gel Battery lineup launches nanogel technology

Twin Power’s new Shocker Gel Battery lineup has launched with nanogel technology, an innovative design and an affordable price to the motorcycle replacement battery market. Fort Worth-based Tucker is shipping the products to dealers now.

There are numerous benefits to Shocker Gel cell batteries, all of which are particularly impactful in motorcycle applications. The extra thick plates and sealed packaging for the battery cells allows the units to be leak free, maintenance free, and vibration resistant. In addition, riders love the increased cycle life, resistance to sulfation (chemical changes to the battery when it does not receive a full charge), wide operating temperature range and superior cold weather performance. Because of their design, gel cell batteries can be mounted at any angle, which is a great benefit for custom bike designers and builders.

In addition to nanogel technology on the inside, the Shocker Gel battery doesn’t disappoint on the exterior, either. Twin Power included unique flush-mount battery terminals which provide consistent amperage



Twin Power’s new Shocker Gel line of batteries brings nanogel technology, flush-mount terminals and outstanding performance to the replacement battery market. Photo courtesy of Tucker

transfer and eliminate the arcing and corrosion that can affect a traditional-style battery terminal. Shocker Batteries feature a robust ABS case with a matte black finish.

“We’ve tested the hell out of these batteries in the lab and on the road and we love their performance,” said James Simonelli, brand manager for Twin Power and Biker’s Choice brand products. “This is a true innovation in battery performance.”

Fitments are available in all popular 14, 20 and 32 Amp configurations. Retail prices are \$112.15 for the 14 Amp model, \$142.95 for the 20 Amp and \$185.95 for the 32 Amp unit. **PSB**

### CLASSIFIED ADS

#### 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.

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- 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](mailto:careers@segwaypowersports.us)



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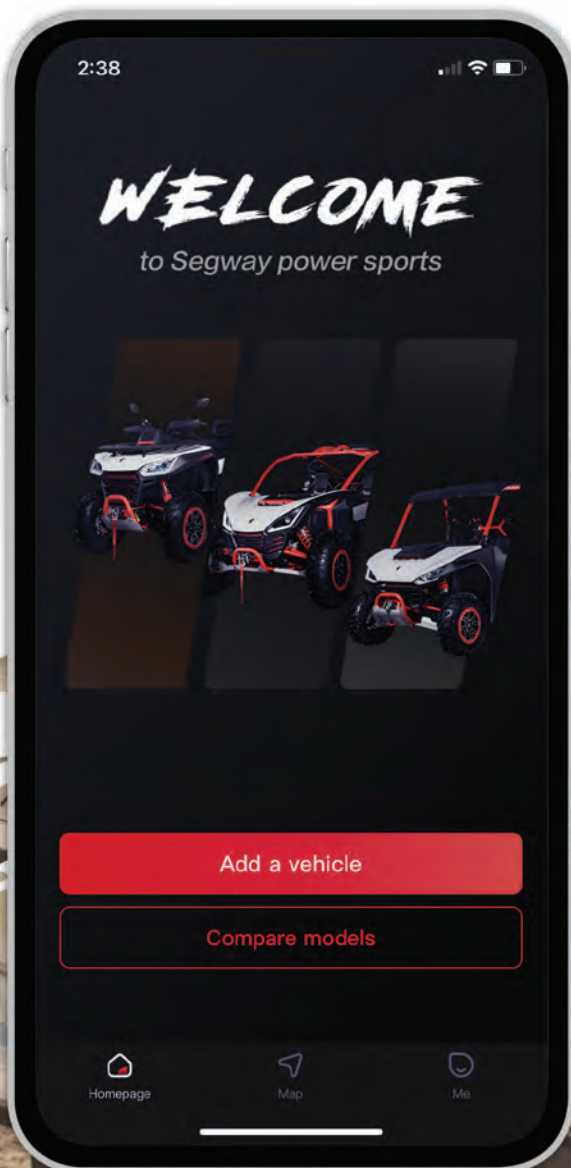
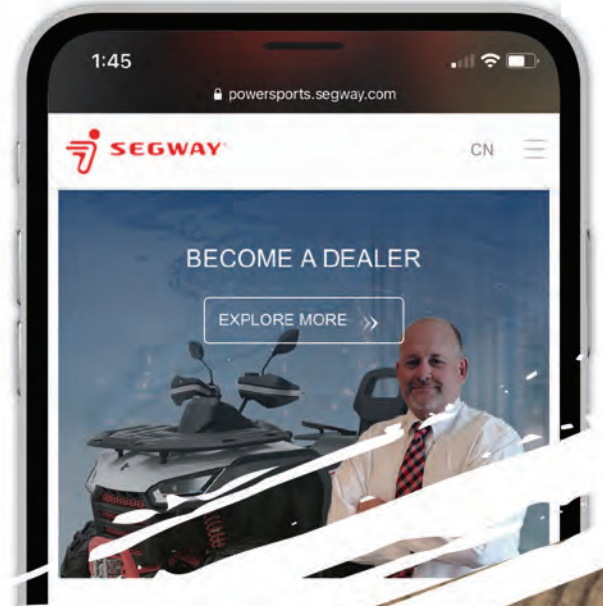
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## **OUR SERVICES**

### ➔ **DIGITAL SURVEYS**

Digital surveys are a cost-effective tool for gathering specific information that you need to gain insights into a business issue. Opt-in surveys can be designed to use your customer list or our highly targeted B2B and B2C subscribers. We provide the complete solutions, list development, scripting, invitations, reminders, data compilation and analysis. Our industry expertise includes boating and powersports.

### ➔ **CUSTOM VISUAL SURVEYS**

In-dealership surveys collect visual merchandising metrics - what the consumer sees when they look at products. Is the brand distinguished with prominent shelf or floor placement, competitive pricing, engaging manufacturer point-of-sale materials, a range of package sizes or features? "Quality" stocking induces consumer purchase of your product over a competitor. By example, CPG products, 70% of purchase decisions are made in-store, so standing out is critical. Our trained staff of mystery shoppers have experience in multiple industries. Programs can be overt or covert and may include retailer engagement in addition to visual observation. We will visit your key accounts in any region of the country or we can build a custom sample for you.

### ➔ **OUTBOARD TELEMARKETING**

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