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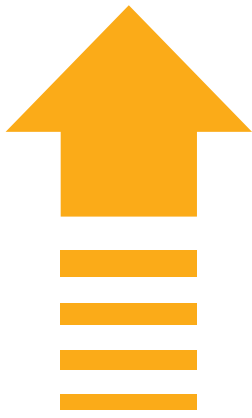
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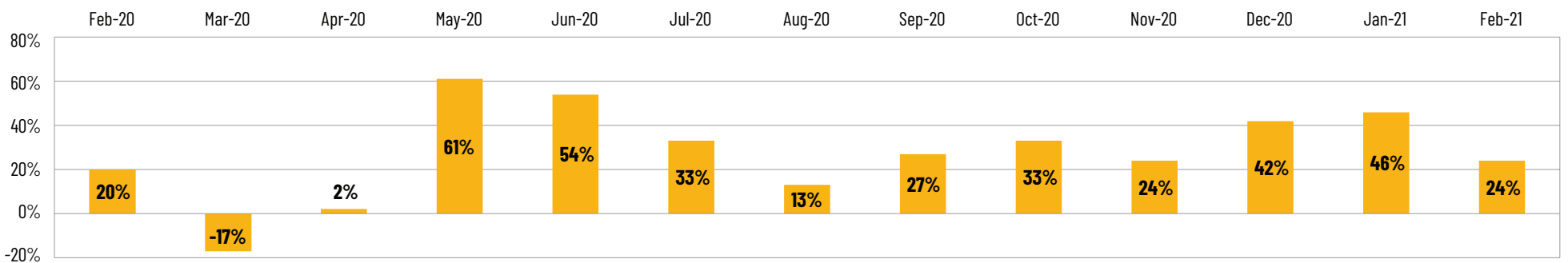
MARCH 2021

91%



“DIRT BIKES FROM ONE OF THE LINES WE CARRY SOLD OUT FOR THE YEAR SINCE FEBRUARY. NO MORE COMING UNTIL THE 2022S ARRIVE, HOPEFULLY IN AUGUST. WE HAVE A FEW STREET BIKES OF MOST MODELS, BUT NOT MANY.” Page 16 ▶

2020-21 POWERSPORTS UNIT SALES GROWTH (NEW AND PRE-OWNED) AT U.S. DEALERSHIPS IN DOLLARS: CDK GLOBAL LIGHTSPEED



Tom Ferry, owner of Arctic Adventures in Rosendale, New York, also has sold out of PWC and ATVs for the summer. Photo courtesy of Arctic Adventures

Pre-order sales of snowmobiles rise '300-400%' vs. a year ago

Consumers becoming 'less price-sensitive' due to supply and demand

BY NICK LONGWORTH

■ SNOWMOBILE EDITOR

Despite low snowfall in Snowbelt regions that is annually counted on to be plentiful, both longtime snowmobiling enthusiasts and newcomers to the sport found themselves having fun throughout trail systems and backcountry areas this season.

As snowmobile dealers turn their attention toward next year, many are seeing the enthusiasm continue through their designated

model year 2022 pre-order sales programs.

“In 2019 the dealership sold 21 pre-ordered snowmobiles, and in 2020 sold 29. This season it has sold 57 total,” said Dan Richardson, owner of Northway Sports, a Polaris dealership in East Bethel, Minnesota. “That gives you a good idea where we’re at — it was a rough year for snow, but the demand was sure there.”

Both Arctic Cat and Ski-Doo dealers have also seen similar trends for sales as well, with models such as Cat’s ZR Thundercat (with new electric power steering) and Ski-Doo’s 850 E-TEC sleds proving popular among customers.

“From 2019 to 2020 spring orders were down a bit because everything shut down in

See Spring, Page 30



North Carolina’s Full Throttle Powersports acquires local competitor as part of growth plan

See page 22



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PARTS UNLIMITED

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HOT NEWS

PARTS UNLIMITED,
DRAG SPECIALTIES
ANNOUNCE NEW
SALES REPS

Parts Unlimited and Drag Specialties have announced their newest sales rep additions.

For Parts Unlimited, Patrick Waitt will be tasked with covering the state of Maine. Waitt grew up racing NESF and pro motocross in the 1990s, and still races locally on his Yamaha YZ 450F. His other industry experience includes parts and operations on the dealership level and he is an MSF license instructor in Maine. Aside from racing/riding, Waitt enjoys the outdoors with skiing, hiking and mountain biking.



PATRICK WAITT

Parts Unlimited also named Dusty DeBusk as the newest sales rep for the Central region, covering the Tennessee/Kentucky/Virginia area.

DeBusk has a background that includes distribution sales as well as over 20 years of motocross and dual sport riding and racing. During his free time, he enjoys boating with family and riding his dual sport KTM500 as much as possible.



DUSTY DeBUSK

Meanwhile, Drag Specialties has welcomed Christopher Ellis to its sales team, covering Connecticut, Maine and Rhode Island. Ellis brings a vast knowledge of parts and V-twin experience, having served as a Harley-Davidson product representative in the Southeast. Ellis has been riding for 10 years and his current ride is a 2009 Street Glide. In his free time, he enjoys golf, riding and spending time with his wife, Jessica and bulldog, Waylon.



CHRISTOPHER ELLIS

V20 RECRUITING + CONSULTING
JOINS SANFORD ROSE
ASSOCIATES NETWORK

Dublin, Ohio-based V20 Recruiting + Consulting, the recruiting firm with 15 years of experience recruiting top powersports talent, has become a member of the Sanford Rose Associates (SRA) network of offices.

In joining the SRA professional network of recruiting firms, V20 Recruiting + Consulting will expand its array of services, access, speed and resources to deliver the critical knowledge and skills to find the best talent in the powersports industry.

In December of 2019, Doug Sexton acquired Lonski and Associates and subsequently rebranded the company V20 Recruiting + Consulting. According to Sexton, "We made the commitment to invest

intelligently and aggressively in the business to continue to serve our clients at the highest level. Our partnership with SRA is the latest example of this pledge."

Sexton continued, "The V20 name recognizes that so many of our clients utilize power like V6/V8/V-Twin engines and also refers to version 2.0 of Lonski and Associates which we acquired in December of 2019. Our power consists of the largest group of tenured recruiting professionals in the powersports, marine and RV industries. We are the leader in the industries we serve. This latest strategic step will strengthen our position and the services we provide to our industry clients."

To learn more about V20 Recruiting + Consulting, visit V20Recruiting.com.

DUNLOP HIRES SIEBENHAAR
AS PRODUCT MANAGER

Rancho Cucamonga, California-based Dunlop Motorcycle Tires has hired former pro AMA road racer Chris Siebenhaar as product manager.

Siebenhaar, also a motorcycle riding instructor, joins current product manager Chad Geer. After over 25 years of trusting and using the Dunlop brand, Siebenhaar will work for the tire company he always preferred.

"We are excited to welcome Chris to the Dunlop team. His background in product development, testing and marketing will add value to our process of bringing world-class products to our customers," said Mike Buckley, senior vice president of sales and marketing. "Of course, his racing experience will allow him to bring perspective that we are eager to benefit from."

Siebenhaar is a longtime motorcycle enthusiast. He began riding off-road at 4 years old and competed in all facets of motorcycling from motocross to flat track to reaching within the top 10 in the country in road racing. After years of professional road racing, Siebenhaar worked for many different companies in the motorcycle industry, all while still enjoying the sport and advancing product offerings. In addition to working on new product development, he will play a role in new product launches and working as a resource to the collective motorcycle industry press for their tire needs.

"I am very excited about this opportunity to work for Dunlop and stay within the motorcycle industry I love so much. For a lot of people motorcycles are a lifestyle and just an image for them, it's never been that way for me. To me, motorcycling was always a way to get away from all the drama," Siebenhaar said. "I love that when putting on the helmet, it's just you. While racing you are connecting the dots, lap after lap and it's all that matters. It's very grounding for me, it's what I relate to and generally makes me happy to my core."

RUMBLEON ANNOUNCES
PROPOSED PUBLIC OFFERING OF
ITS CLASS B COMMON STOCK

Dallas-based RumbleOn, Inc. (Nasdaq: RMBL) announced that it is proposing

to offer and sell, subject to market conditions, shares of its Class B Common Stock in an underwritten public offering. The company expects to grant the underwriters a 30-day option to purchase up to an additional 15% of the shares of Class B Common Stock offered in the public offering to cover over-allotments, if any. All of the Class B Common Stock is being offered by the company.

RumbleOn intends to use the net proceeds from the offering for working capital and general corporate purposes. The final terms of the offering will depend on market and other conditions at the time of pricing, and there can be no assurance as to whether or when the offering may be completed, or as to the actual size or terms of the offering.

B. Riley Securities is acting as sole book running manager for the proposed offering.

EASRIDERS DEBUTS
CANNABIS PRODUCT

Hollister Biosciences Inc. and Easyriders have come together to create high-quality cannabis products. The collaboration hit the road in April with premium pre-roll packs in silver or black collectible tins featuring the iconic Easyriders logo.

Each pack contains 10 .2-gram pre-rolls designed for quick, socially discreet ways to medicate, microdose and elevate on the go or when sharing with friends. The silver tin features pre-rolls made with an artisan Sherbert strain (Girl Scout Cookies x Pink Panties genetics), while the pre-rolls in the black tin feature lush Ice Cream Cake flower (Wedding Cake x Gelato #33 genetics). Both are terpene-rich, indica-dominant hybrids that may promote stress release, physical relaxation and uplifting moods.

These initial products in the Easyriders line will be available at dispensaries throughout California. The line will expand later this summer with the introduction of a topical tattoo balm.

Hollister Biosciences was founded in the California town where an infamous 1947 biker rally birthed the outlaw biker image and inspired the Marlon Brandon film *The Wild One*, while Easyriders has been the definitive voice of motorcycle culture for more than half a century.

"My vision for Hollister has always been to pay homage to the amazing biker culture that has permeated the global landscape over the past few decades by combining it with amazing cannabis products," said Carl Saling, co-founder, CEO and director of Hollister Biosciences. "Easyriders is one of the most iconic and recognizable global biker brands. With the collaborative vision of Easyriders' Pepper Foster, we are proud to now be their exclusive cannabis partner, and we look forward to producing a truly authentic experience across the cannabis skus we develop and distribute across America."

HELD GLOVES RETURN
TO U.S. MARKET

Velocity Sports Group, located in Newmarket, New Hampshire, announced that HELD products are now available again for the North American market.

For 75 years and counting, the HELD Brand has stood for innovative motorcycle garments and rider equipment with the highest wearing comfort, usability and uncompromising safety. **PSB**

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Major Harley-Davidson dealership acquisition

Dale Rhoads acquires Southern Thunder from Bob Parsons

The dealership buy-sell transaction caught everyone's attention in March when RumbleOn acquired RideNow Powersports. Now, a single-location dealership that has had great success is changing hands.

Powersports Listings Mergers & Acquisitions (PLMA) announced the new ownership of Southern Thunder Harley-Davidson in Southaven, Mississippi. PLMA assisted entrepreneur and philanthropist Bob Parsons in the sale of Southern Thunder to predominant Harley-Davidson dealership operator, Dale Rhoads, owner of DEFCON Powersports.

Southern Thunder Harley-Davidson is leading Harley-Davidson dealership located 15 minutes south of Memphis, Tennessee. DEFCON Powersports also has Harley-Davidson locations in Tulsa and Wichita, along with four locations in Minnesota — St. Paul, Eden Prairie, Lakeville and Blaine.

Parsons and Gina Marra, vice president overseeing Parsons' powersports operation, attributed the decision to sell Southern Thunder to their strategy to expand and focus on their Arizona-based ventures, which include Harley-Davidson of Scottsdale, the world's largest Harley-Davidson dealership at 150,000 square feet, and GO AZ Motorcycles.

In the last two years, the GO AZ Motorcycles family of dealerships has doubled with the addition of stores in Cottonwood and Flagstaff joining the recently expanded Scottsdale and Peoria locations.

The group is currently in progress on another GO AZ Motorcycles' acquisition expected to also finalize soon.

"As the number of dealerships in Arizona continues to grow, it becomes an even greater challenge to manage Southern Thunder Harley-Davidson remotely," Marra said. "Bob and I feel that the decision to sell at this time, and to this particular buyer, is what's best for both Southern Thunder Harley-Davidson and the staff in Southaven."

Parsons purchased Southern Thunder in 2013 from then-majority owner Lisa Rossmeyer-Wade, a transaction in which PLMA assisted as seller representative. PLMA's Jerry Szopinski, president of sales and networking, has maintained a longstanding relationship with Rhoads and identified him as a great fit for the acquisition of Southern Thunder. After several weeks of analysis and negotiations, a deal was struck to acquire all operating assets and three parcels of real property included in the massive Southaven dealership complex. This acquisition marks the seventh dealership location for DEFCON and further solidifies its massive Harley-Davidson dealership footprint in the U.S. Central time zone. It is projected to propel the enterprise to more than \$120 million in annual revenue with a clear vision stated by Rhoads that "Exceeding expectations is our business."

The buy-sell transaction closed on April 19, with DEFCON's first day of operational control on April 20. **PSB**



Dale Rhoads and his DEFCON Powersports operation has acquired Southern Thunder Harley-Davidson from Bob Parsons. Photo courtesy of PLMA

RollickDR launches digital retailing solution

Austin-based Rollick has announced the launch of its industry-first digital retailing solution, RollickDR, geared towards transforming how powersports dealers and manufacturers engage with consumers online.

RollickDR features an online deal creator that allows consumers to start a deal on their terms in an online setting, while providing the dealer and OEM with the data they need to determine the consumer's purchase intent.

"A dealer or manufacturer website is the most important marketing tool to engage buyers. Our digital retailing solution provides a consolidated tool to help consumers gather detailed transaction information about a potential purchase and when ready, provide all of the researched information to the dealer," Rollick CEO Bernie Brenner said. "Our pilot dealers have experienced increases in lead volume, lead quality, and most importantly, customer satisfaction with the experience at the dealership."

The initial release of RollickDR features a robust deal creator widget that is embedded on dealer website showroom and inventory

listings, and provides shoppers with engagement tools, such as:

- A proprietary Special Offers engine that finds incentives and benefits for members of Rollick's exclusive partner network which includes Sam's Club, AAA, Progressive Insurance and employees from over 2,000 employer groups

- A pre-qualification tool that determines a consumer's ability to obtain financing from the dealer

- A trade-in value estimator that leverages Rollick's partnership with NADAguides

- Appointment scheduling with a dealer sales rep through Rollick's concierge system

- A payment calculator to guide consumers as to what their monthly payment may be by easily adjusting their term and down payment

The initial rollout of RollickDR was in partnership with several powersports dealerships nationwide. Initial results show that:

- Dealers are seeing a 5-10% increase in overall lead volume

- Almost 40% of consumers who enter

the digital retailing experience engage with a pre-qualification

- The most popular feature within the digital retailing experience is the "Special Offers" feature, with nearly 50% of consumers searching for member offers and incentives

"I am excited to be part of the RollickDR launch," said Jimmy Reda, dealer principal of Island Powersports in Massapequa, New York. "From my perspective, I've been wanting this capability for a long time. With RollickDR, our customers can self-direct their outdoor vehicle buying experience from estimating monthly payments, to getting pre-qualified, viewing OEM and dealerships offers, estimating trade-in and scheduling an appointment all in one simple interface. This is truly a game-changer for us as we seek to deliver the best online customer experience in the industry."

Later this summer, all participating GoRollick Premium dealers will have the opportunity to embed RollickDR on their websites, driving additional customer engagement and satisfaction. **PSB**

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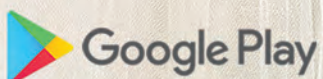
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WAR IS NEITHER CHEAP NOR EASY

Making old-school habits — typing! — come back in style

A couple of months back I was on the phone with the owner of a dealership in one of my Spader 20 Groups, and we were discussing his goals and budget for 2021.



MARK SHEFFIELD

John is a forward-thinker; for example, he set up his service department before he even had a new motorcycle franchise. One of the items he mentioned to me is that all his employees had committed to learning how to type. Not just hunting and pecking, but being able to hit a 30 words-per-minute benchmark by the end of the year. Old school!

Johnny had done the math, looking at all the customer fields in his DMS, the jobs on each repair order, and all the other ways that his team collects data each day. By his calculations, getting the entire team up to 30 WPM meant that this year he would need to hire one less employee. I started thinking about this,

and the list of trickle-down benefits is huge.

- Speeding up the process of getting customers in and out of the dealership
- Fewer mistakes on customer forms and contracts (fewer customers boomeranging to re-sign finance documents)
- Improved descriptions of customer requests on repair orders
- Better notes from the techs on what they fixed and more details for suggested repairs
- Dramatically improved responses to digital leads; responses where all the customer questions are answered
- Being able to look the customer in the eye while he/she is talking, instead of staring at the keyboard
- The list is extensive

For most of my life, I did not know how to type. I had never taken a typing class, but I recognized that hunting and pecking was extremely inefficient. My New Year's resolution for 2003 was to learn how to touch-type. I did not buy a program, nor did I take any classes; I just held my fingers on the home keys and figured it out. Within two weeks I had reprogrammed my hands, and I was off to the races. If I had not taken the time to

learn to type, I doubt that you would be reading this article.

I am sure that some people will argue that speech-to-text is what we should be using, but that technology still has a long way to go. Think about all the horrendous typos you have seen when using that technology to compose text messages. It is OK to make the random mistakes with our friends, but it can hurt our effectiveness as professionals to send garbled messages to our customers.

My discussion with Johnny got me thinking about other "old school" things I would like to see make a return.

- Saying please and thank you
- Referring to customers as Sir and Ma'am (regardless of whether they are younger than you)
- Opening the door for customers who are entering or leaving the dealership
- Asking if customers need help taking a purchase out to their vehicle
- Signing off with a salutation (like Thank You) at the end of an email

Many of the items I mentioned above were once commonplace, but most are rare today. As owners and GMs, we are the ones who

set the tone in the dealership. We define the dealership's values and culture, and it is our responsibility to make sure that employees adhere to those standards. We cannot assume our younger employees (and sometimes our older ones) have learned the basics of how customers (and other employees) should be treated. It is our responsibility to ensure that each of our employees has been trained to a minimum standard, and that they adhere to it.

I understand the times are changing, and there will be a point where I am a relic of a bygone era. However, what harm comes from treating customers and co-workers with respect? It does not require much additional time or effort. And in today's technology-driven environment, some basic keyboarding skills (including 10-key numbers) can raise the level of professionalism for many of us. **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.

Honda reveals Special Edition 2021 side-by-sides

2021 Talon 1000R SE and Talon 1000X-4 SE make debut

American Honda has announced an expansion of its side-by-side lineup for 2021, with new Special Edition versions of the Talon 1000 and Pioneer 1000 models.

SE versions of both two- and four-seat Talon sport side-by-sides, and both three- and five-seat Pioneer 1000 multipurpose side-by-sides, come pre-installed with accessories some customers typically add after the initial vehicle purchase.

These flagship trim levels add value by saving money and improving comfort and convenience, and they help drivers explore further. Owners will also stand out from the crowd, thanks to exclusive Viper Urban Camo graphics, made possible through a special collaboration with TrueTimber that also includes a matching clothing collection.

"As well as Honda's Talon and Pioneer 1000 perform, there are some drivers who demand even more, and they typically pursue that edge through accessories," said Brandon Wilson, manager of advertising, sports and experiential at American Honda. "We're pleased to help those customers extend their adventures, while also saving money and time. These Special Edition versions of our flagship side-by-sides are already outfitted with components that previously could only be added after the initial purchase. The icing on the cake comes in the form of striking Viper Urban Camo graphics, which ensure these Special Editions look the part."

2021 TALON 1000R SE / TALON 1000X-4 SE

Designed with off-road excitement, precision and quality in mind, the Talon 1000 platform is a fusion of Honda's experience in two- and four-wheel design and racing, pushing the envelope of what is possible in a production sport side-by-side.

The Talon 1000 lineup also offers a variety of accessories that are significant enhancements to the customer experience. Now, Honda is offering Special Edition versions (SE—available for both the two-seat Talon 1000R and four-seat Talon 1000X-4) that come with many of the most common accessory upgrades equipped at the factory, ultimately saving customers time and money.

Based on the FOX Live Valve Talon versions, the SE trim level adds a front bumper, Warn 3,500-pound winch, full poly-vented wind-

screen, 40-inch LED light bar, rear-view mirror, accessory switch plate and lower door panels, improving what are already extremely capable machines. These SE versions also stand out from the crowd, thanks to exclusive TimberTech Viper Urban Camo graphics.

It's available in Viper Urban Camo. MSRP for the Talon 1000R SE is \$26,099; Talon 1000X-4 SE is \$26,999.

Like all Talons, the SE versions are powered by a performance-tuned 999cc four-valve Unicam parallel-twin engine. Developed in Japan by Honda Motor, and produced at the Kumamoto plant, the water-cooled engine features a 270-degree cross-plane crankshaft. Bore-and-stroke specifications are an oversquare 92x75.2 mm, and a "spiny sleeve" cylinder has small protrusions on its outer surface, enhancing the adhesion between the steel sleeve and the aluminum barrel. This leads to improved cooling and a reduction in the bore distortion commonly caused by the dissimilar expansion rates of the two materials, so blow-by gas and oil consumption are minimized. A dedicated cylinder head delivers increased performance.

The engine is mounted longitudinally in the frame, eliminating unnecessary right angles in the driveline so that an efficient transfer of power to the rear wheels is possible, resulting in strong acceleration. The Talon can be switched between two-wheel-drive and four-wheel-drive on the fly — and even during situations of wheel spin — via a dash-mounted switch.

To reduce engine vibration transmitted to the chassis, yet also withstand the rigors of spirited driving, the engine is attached to the frame utilizing four rubber mounts.

Valve Train: Utilizing the latest simulation engineering software, an intake-port shape was developed for optimum airflow at the point of cylinder entry, resulting in both strong, performance-tuned power, along with reliability and good fuel economy. To minimize reciprocating mass in the cylinder head,

the engine employs an arrangement similar to that of the CRF450R motocrosser, with a Unicam valve-train configuration and four valves per cylinder. Roller rocker arms have friction-reducing bearings where they contact their own cam lobes. Valve adjustment is via a shim-under-bucket arrangement.

Intake/Exhaust: The engine intake scoop is positioned behind the passenger door for effective reduction of dust reaching the air filter, allowing stronger performance, improved durability and reduced maintenance.

The engine sound was carefully considered to achieve a satisfying driving experience; three resonators — each tuned for a different frequency — deliver a strong, exciting air-intake sound, and a connector between the twin exhaust headers tunes the exhaust note for a richer tone.

Lubrication: The dry-sump engine design pulls oil from below the crank and into an integrated tank and is engineered to circulate oil at a consistent rate even during aggressive cornering, jumping, climbing, descending and in rough conditions. In addition to the valve-train oil injectors, the engine incorporates two multi-point oil jets, one beneath each piston, to spray four-stream jets of oil. This maximizes power and durability by lowering piston temperatures.

Cooling: To keep the engine operating within its optimum temperature range, the cooling system was tested and proven in the hottest, harshest conditions and uses the highest-capacity cooling fan and radiator of any Honda ATV or side-by-side; the radiator is 1.1 inches thick, and its face measures 15.7 inches by 14.2 inches. Maximizing efficiency at the low speeds common in technical sport side-by-side driving, a 13.4 inch, eight-blade fan pulls air through the radiator.

Driveshaft: All Talons are ready for the grueling conditions typical of sport side-by-side driving, with a largest-in-class driveshaft and robust U-joints for excellent impact survival and torsional strength. **PSB**



The 2021 Honda Talon 1000X-4 SE brings a \$26,999 MSRP. Photo courtesy of American Honda



HOW REFRESHING.
A BRAND THAT'S
A WIN
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AND YOUR CUSTOMERS.

THE BEST VALUE IN OFF-ROAD POWERSPORTS IS A COMPANY EVERYBODY IS GOING TO BE TALKING ABOUT.

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Polaris Q1 North American retail sales grow whopping 80%

In North America, Polaris doubled its ATV sales and saw side-by-side sales rise 60%

“The strength of our brands and the agility and dedication of the global Polaris team were on full display yet again this quarter, building on our incredible momentum from 2020 and delivering results that exceeded our expectations. Despite pandemic-related supply chain constraints, logistical challenges, and North American weather-related disruptions, sales across our business grew double-digits as we leveraged our capabilities and scale as the industry leader in powersports to deliver for our customers and dealers. Industry-leading innovation remains core to who we are, which was evident by the introduction of over 40 new or limited edition models during the quarter, including 22 new snowmobiles and a new turbo charged engine, 15 new and limited edition ORV models and three all-new Indian Chief motorcycles celebrating 100 years of one of the most historic and influential motorcycles of all time. We also announced plans to launch an all-new full-size electric Ranger by year-end, which further positions us to be the leader in powersports electrification. We will continue to swiftly navigate the challenges that may present themselves in the coming quarters, while positioning Polaris for long-term growth and value-creation for all our stakeholders.”

That’s how Mike Speetzen, interim CEO of Polaris, described the company’s Q1 2021 performance.

Polaris in April released first quarter 2021 results with reported sales of \$1.951 billion, up 39% from reported sales of \$1.405 billion for the first quarter of 2020. The company reported first quarter 2021 net income of \$134 million, or \$2.11 per diluted share, compared with a net loss of \$5 million, or \$(0.09) per diluted share, for the 2020 first quarter. Adjusted net income for the quarter ended March 31, 2021 was \$146 million, or \$2.30 per diluted share compared to \$14 million, or \$0.22 per diluted share in the 2020 first quarter.

Retail demand and industry tailwinds continued to be strong during the quarter driving higher company performance as both new and existing customer growth accelerated across all segments and regions of the company.

Gross profit increased 64% to \$481 million for the first quarter of 2021 from \$293 million in the first quarter of 2020. Reported gross profit margin was 24.6% of sales for the first quarter of 2021, up 378 basis points

compared to 20.8% of sales for the first quarter of 2020. The improvement in gross profit was driven primarily by higher volumes and lower promotional costs during the quarter, partially offset by higher logistical costs and plant inefficiencies related to the supply-chain constraints. Adjusted gross profit for the first quarter 2021 was \$483 million, or 24.7% of adjusted sales compared to the first quarter of 2020 adjusted gross profit of \$298 million, or 21.2% of sales. Adjusted gross profit for the first quarter of 2021 and 2020 excludes the negative impact of \$2 million and \$5 million of restructuring and realignment costs, respectively.

Operating expenses increased two percent for the first quarter of 2021 to \$313 million from \$307 million in the same period in 2020. Operating expenses were higher due to an increase in administrative expenses.

Income from financial services was \$16 million for the first quarter of 2021, down 18% compared with \$20 million for the first quarter of 2020. The decrease was primarily the result of a decrease in wholesale financing income during the quarter due to lower dealer inventory levels.

Interest expense was \$12 million for the first quarter of 2021 compared to \$16 million for the same period last year primarily due to lower debt levels.

Other (income) expense, net, was \$3 million of income in the first quarter of 2021 compared to \$1 million of expense in the first quarter of 2020. Other (income) expense is the result of currency exchange rate movements and the corresponding effects on currency transactions related to the company’s international subsidiaries.

The provision for income taxes for the first quarter of 2021 was \$41 million, or 23.4% of pretax income, compared with a tax benefit of \$6 million, or 53.8% of pretax loss, for the first quarter of 2020. The decrease in the effective income tax rate is primarily due to the impact of favorable excess tax benefits related to share-based compensation on pretax income in the first quarter of 2021 as compared to the tax benefit from the pretax loss and the release of tax reserves due to the expiration of certain statutes of limitations in the first quarter of 2020.

Off-Road Vehicles (“ORV”) and Snowmobiles segment sales, including PG&A, totaled \$1.232 billion for the first quarter of 2021, up 50% compared to \$824 million for the first quarter of 2020 driven by broad based strength across ATVs, side-by-sides and Snowmobile sales. PG&A sales for ORV and Snowmobiles combined increased 51% in the first quarter of 2021 compared to the first



The 2021 Ranger XP 1000 Waterfowl Edition in wetland camo helped grow Polaris sales in Q1. Photos courtesy of Polaris

quarter last year. Gross profit increased 62% to \$327 million in the first quarter of 2021, compared to \$202 million in the first quarter of 2020. Gross profit percentage increased 208 basis points during the 2021 first quarter compared to the prior year due to strong retail demand driving lower promotional and floor-plan finance spending, partially offset by supply chain constraints.

ORV wholegood sales for the first quarter of 2021 increased 39%. Polaris North American ORV retail sales increased approximately 80% for the quarter with side-by-side vehicles up high 60% and ATV vehicles up about 100%. The North American ORV industry was up about 60% compared to the first quarter last year.

Snowmobile wholegood sales in the first quarter of 2021 were \$75 million compared to \$6 million in the first quarter last year. Polaris snowmobile retail sales were up low-20% during the first quarter of 2021 and up mid-20% for the 12-month season ending March 2021. North American industry retail was up mid-single digits percent for the first quarter and up mid-teens percent for the season ending March 2021.

Motorcycles segment sales, including PG&A, totaled \$166 million, up 31% compared to the first quarter of 2020, driven primarily from increased sales of Slingshot, Indian Motorcycles and related PG&A. Gross profit for the first quarter of 2021 was \$8 million compared to a \$1 million loss in the first quarter of 2020. The increase in gross profit margin was driven by volume and lower promotional costs offset somewhat by increased costs from supply chain constraints and negative product mix.

North American consumer retail sales for Indian Motorcycles increased low 60% during the first quarter of 2021 in a mid-to-heavy-weight two-wheel motorcycle industry that was up mid-30%. North American consumer retail sales for Polaris’ motorcycle segment, including both Indian Motorcycle and Slingshot, increased low-70% during the first quarter of 2021. North American consumer retail sales for the motorcycle industry including both two-wheel and three-wheel increased high 30% during the first quarter of 2021.

Global Adjacent Markets segment sales, including PG&A, increased 27% to \$125 million in the 2021 first quarter compared to \$98 million in the 2020 first quarter driven

by increases in demand in North America and EMEA. Gross profit increased 22% to \$33 million or 26.3% of sales in the first quarter of 2021, compared to \$27 million or 27.4% of sales in the first quarter of 2020. Gross profit percentage decreased during the quarter primarily due to negative product mix offset somewhat by higher pricing.

Aftermarket segment sales of \$230 million in the 2021 first quarter increased 14% compared to \$202 million in the 2020 first quarter. Transamerican Auto Parts (TAP) sales of \$193 million in the first quarter of 2021 increased 9% compared to \$177 million in the first quarter of 2020. The company’s other aftermarket brands sales were up 45% compared to the first quarter of 2020. Gross profit increased 32% to \$61 million or 26.7% of sales in the first quarter of 2021, compared to \$46 million or 22.9% of sales in the first quarter of 2020. Gross profit percentage improved during the quarter due to higher volume, improved product mix and higher pricing.

Boats segment sales increased 29% to \$199 million in the 2021 first quarter compared to \$155 million in the 2020 first quarter, driven by sales growth in all three brands, Bennington, Godfrey and Hurricane. Gross profit increased 56% to \$46 million or 23.4% of sales in the first quarter of 2021, compared to \$30 million or 19.2% of sales in the first quarter of 2020 due to increased volume and positive product mix partially offset by increased supply chain constraint costs.

Parts, Garments, and Accessories (“PG&A”) sales increased 49% for the 2021 first quarter with all categories and business segments growing sales during the quarter.

International sales to customers outside of North America, including PG&A, totaled \$288 million for the first quarter of 2021, up 59% from the same period in 2020. All regions realized significant sales increases year over year.

2021 BUSINESS OUTLOOK

Given the 2021 first quarter results, and the expected continued strong retail demand, the company is increasing its full year sales and earnings guidance and now expects adjusted net income to be in the range of \$9.00 to \$9.25 per diluted share, compared with adjusted net income of \$7.74 per diluted share for 2020 with full year 2021 sales now in the range of \$8,300 to \$8,500 million, up 18 to 21 percent. **PSB**



Thanks to dealers moving models like the 2021 Sportsman 570 EPS Hunt Edition, Polaris ATV sales doubled in Q1 2021 vs. Q1 2020.

Suzuki reveals 2022 GSX-S1000 streetfighter

Broad, smooth torque curve with increased hp part of package

Suzuki Motor USA, LLC last month introduced the 2022 Suzuki GSX-S1000. This new Suzuki street machine has been completely updated and aims to deliver an exciting new riding experience with increased power, control and agility combined with a striking new look.

“The GSX-S1000 has been a very successful motorcycle for Suzuki due in large part to its legendary GSX-R-based powerplant,” said Kerry Graeber, vice president at Suzuki Motor USA, LLC. “The new machine features a comprehensive list of performance and styling enhancements that improve on the original version in every way. With its aggressive streetfighter looks coupled with superb, open-class performance we can’t wait for our customers and dealers to experience the new 2022 Suzuki GSX-S1000.”

The first thing one notices about the 2022 GSX-S1000 is its aggressive look featuring the “Razor Sharp and Ready to Strike” design concept. This fresh new design is led by a new stacked LED headlight package. The minimalist cowl that surrounds the headlight adds even more sharp lines and a sense of tension inspired by Suzuki’s MotoGP World Champion racing machines and stealth aircraft. The GSX-S1000’s long stroke GSX-R derived engine has been refined to produce a broad, smooth torque curve with increased horsepower.

The compact front-end design pairs with a slim tail section and compact exhaust system to establish a clean, agile look. The minimalist rear tail section also accentuates the muscular look of the engine, fuel tank, and mid-section. The result is a mass-forward design that delivers a dynamic and aggressive stance for the new GSX-S1000.

Powering the 2022 Suzuki GSX-S1000 is an updated 999cc, liquid-cooled, inline four-cylinder engine that builds its superbike performance heritage through key refinements aimed at delivering smooth and powerful performance across the rev range. The new motor features an updated 4-2-1 exhaust system that meets Euro 5 emission standards. Updated camshafts and valve springs, a new fuel injection system, and a new airbox work together to deliver increased power and a broader, smoother torque curve for a more exciting riding experience. In addition, the GSX-S1000 now features the Suzuki Clutch Assist System (SCAS) for smoother deceleration and better control when downshifting. The 2022 Suzuki GSX-S1000 delivers the perfect balance of performance, agility, and style.

The Suzuki GSX-S1000 is the next motorcycle in the Suzuki lineup to include the highly advanced Suzuki Intelligent Ride System (S.I.R.S.). The S.I.R.S. system on this new 1000cc street machine includes the Suzuki Drive Mode Selector (SDMS), Suzuki Traction Control, Ride by Wire Electronic Throttle, Bi-Directional Quick Shift, Suzuki Easy Start, and Low RPM Assist systems. These advanced Suzuki electronic systems enable the rider to optimize the performance characteristics of the motorcycle to best suit riding conditions, varying road surfaces, as well as the rider’s level of confidence and experience.

Achieving the right balance of performance, agility, stability, and control demands attention to every aspect of chassis design. The 2022 Suzuki GSX-S1000 delivers on all of those points by utilizing a proven twin-spar

aluminum frame combined with a sturdy aluminum-alloy braced swingarm straight off the GSX-R1000. Fully adjustable KYB suspension works perfectly with a new wider tapered handlebar for increased control and agility. An updated seat design, new wheels and new Dunlop Roadsport 2 tires, and a new larger fuel tank combined with ABS-equipped radial-mount Brembo monobloc calipers and 310mm brake rotors all work together to produce the most agile, comfortable, and exciting GSX-S1000 yet. **PSB**



The 2022 GSX-S1000 will arrive in Suzuki dealerships in Fall 2021. Photo courtesy of Suzuki

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2022 Street Scrambler, Sandstorm LE bikes released by Triumph

Sandstorm Limited Edition to feature global run of 775 bikes

first major service interval of 10,000 miles ensures a low cost of ownership.

MORE PREMIUM CUSTOM STYLE AND DETAILING

The new 2022 Street Scrambler delivers the unmistakable scrambler style and silhouette, born from the original Triumph Scramblers, which started the entire desert racing scene in the 1960s. Maintaining that authentic character and timeless DNA, the Street Scrambler features distinctive wide-spaced forks, high-level twin exhaust, minimal bodywork, wide handlebars, and wire-spoked wheels with black hubs and rims.

For the new 2022 generation, additional premium touches and details have been added, including the new aluminum number board with an embossed Street Scrambler logo, incorporated into the new side panel. The throttle body finishers, heel guards, and headlight brackets, all of which feature a brushed aluminum finish, are also new for this latest generation of the Street Scrambler, as well as the new leather and textile inspired seat covering.

Additional Scrambler-defining details include the high grip 'bear trap' adventure style foot pegs, the elegantly shaped tank with lockable cap, and the minimal front mudguard. As with all the bikes in Triumph's Modern Classic family, the Street Scrambler's black coated engine features the signature-shaped Bonneville engine covers with their Triumph makers-mark badge, complimented by a finned head and header clamps. The 2022 Street Scrambler is available in three premium paint schemes: the classic Jet Black, a new contemporary Urban Grey, or the new twin color Matte Khaki and Matte Ironstone scheme, featuring distinctive new tank graphics.

PREMIUM SPECIFICATION & EQUIPMENT FOR ENHANCED RIDEABILITY

The Street Scrambler's dedicated chassis set-up delivers its commanding riding position with a unique frame, wide aluminum handle-



The 2022 Triumph Street Scrambler will be available in July with a base MSRP of \$11,000. Photos courtesy of Triumph Motorcycles

bars, and mid-position foot pegs — a combination that inspires confidence and gives great visibility in traffic. Excellent stopping power, with great bite and feel, is provided by the high specification Brembo 4-piston front brake caliper.

With 120mm of front and rear wheel travel, the high specification 41mm cartridge forks and preload adjustable twin shocks enable the rider to feel confident and comfortable on longer journeys or when tackling light off-road surfaces. The long-travel forks are finished with traditional rubber gaiters, while the rear suspension features grey springs and black shrouds, adding to the bike's iconic Scrambler style.

The Street Scrambler's 19-inch front and 17-inch rear blacked-out wire-spoked wheels are equipped with dual-purpose Metzeler Tourance tires for great grip, durability, and precise handling in all conditions. The low 31-inch seat height adds to the confident feel and is complemented by a narrow stand-over width, enabling riders to comfortably reach the ground when stationary, making this model extremely accessible, easy to maneuver, and fun for every type of rider.

ADVANCED TECHNOLOGY

The new 2022 Street Scrambler maintains all of its high level of advanced rider-focused technology, ensuring the best riding experience while maximizing safety and control. Switchable ABS and switchable traction control are fitted as standard, optimizing torque delivery when traction is compromised. Three riding modes (Rain, Road, and Off-Road), enabled via the ride-by-wire technology, which adjusts the throttle map and traction control settings to suit riding conditions or rider preference, ensuring optimum performance in wet or dry conditions. The Off-Road mode turns the ABS and traction control off, enabling the rider to have complete control over the rear wheel when on loose surfaces.

A torque-assist clutch for light and easy operation is also fitted as standard, which represents a particular advantage

when riding in heavy traffic or when enjoying light off-road riding, making the bike easier to ride for longer. The clocks feature an analog speedometer and a digital menu system, which is easily accessed via intuitive handlebar-mounted buttons. The under-seat USB charger, key-fob-incorporated immobilizer, and the compact, power-efficient and elegant LED rear light complete the high specification technology package.

NEW 2022 STREET SCRAMBLER SANDSTORM LIMITED EDITION

The unique and stylish new 2022 Street Scrambler Sandstorm limited edition celebrates the timeless bloodline of Triumph Scrambler desert rides from El Mirage to the Mojave, to Barstow and the legendary Baja Peninsula. It takes the latest generation Street Scrambler, which is updated for 2022, and adds a unique and contemporary Sandstorm Edition paint scheme and even more rugged style and detailing, with a host of premium accessories fitted as standard.

The custom Sandstorm paint scheme incorporates Matte Storm Grey and Ironstone accents on the tank in a unique new tri-tone style, plus a Matte Storm Grey factory-fitted high-level front mudguard. Adding to the contemporary urban scrambler style, the Sandstorm limited edition features the premium Triumph accessory tail tidy as standard, incorporating a compact LED taillight and number plate light (market restrictions may apply), plus a heavy-duty aluminum sump guard, a stylish headlight grille with subtle Triumph branding and protective rubber knee pads on the tank. All of these are factory-fitted accessories that come as standard only on the Sandstorm limited edition.

Only 775 of the Street Scrambler Sandstorm limited edition will be produced worldwide, and adding even more exclusivity, each will come with a unique personalized certificate of authenticity stating the bike's VIN.

The Sandstorm edition of course also benefits from the same upgrades and enhancements that have been introduced on the standard Street Scrambler for 2022, including the update to the thrilling torque-rich Bonneville engine, and the new premium custom styling details. **PSB**

Triumph last month released its 2022 Street Scrambler and Street Scrambler SandStorm Limited Edition lineup. The Street Scrambler MSRP starts at \$11,000 and will be available in July. The Street Scrambler Sandstorm MSRP is \$11,750 and will be available in May.

Launched in 2017, the Street Scrambler's incredible bloodline has an unparalleled history that began in the early 1960s. The original Bonneville was credited with being a race winner straight out of the crate and the bike of choice for dirt and desert racers to strip and modify, giving rise to the first dedicated scrambler factory specials, including the Bonneville T-120TT. Stripped back, lighter and more powerful, this was the bike that ignited the Scrambler scene.

Reintroduced to the Triumph lineup in 2006, the Scrambler very quickly became the genesis of a whole new sub-category. In 2017, the Street Scrambler added a unique contemporary style, conquering the hearts of many riders, journalists, and bloggers thanks to its fun and accessible urban scrambler character.

UPDATED HIGH TORQUE BONNEVILLE ENGINE

The new 2022 Street Scrambler is powered by the 900cc high-torque Bonneville twin-cylinder engine. The liquid-cooled powerplant retains all of its 64HP peak power, distinctive Scrambler character, and incredible responsiveness and now delivers lower emissions, exceeding Euro 5 requirements, and superb fuel efficiency. It also delivers incredible torque from low down, right through the rev range for strong responsiveness and acceleration, with 59 FT-LB peak torque at a low 3,250RPM.

The unmistakable sound of the iconic British twin comes courtesy of the Street Scrambler's signature high-level twin exhaust system with brushed stainless-steel silencers, giving a unique exhaust note that matches its distinctive character. A high

The 2022 Triumph Street Scrambler Sandstorm Limited Edition will be available in May with a base MSRP of \$11,750. Only 775 bikes will be produced.



EICMA 2021 to be held over Thanksgiving weekend in Milan

After one-year hiatus due to COVID-19 restrictions, Milan show returns

Italy's EICMA, the world's largest motorcycle trade show, announced that it will return after a one-year hiatus due to COVID-19 restrictions. The new dates are Nov. 23-28, 2021, Thanksgiving weekend in the U.S., at its home at Fiera Milano. The show's origins in Milan date back to 1914.

Some highlights from a translated press release follow:

"The organizational machine is running at full speed today and is working to put the smile back on the faces of enthusiasts, appealing to the most genuine sensation that is felt in the saddle of our industry's products, i.e. freedom. The freedom to be able to gather around our passion, to take back what is ours, freedom to be enthusiastic, to see and touch everything that is new, on one occasion and without the cold intermediation of a screen after a year when the limitation of individual freedoms became a necessity, but also the greatest limit. At EICMA, passion can be touched and experienced."

"The common and necessary decision of the sector to postpone last year's show," continues the note, "left a visible gap in the sector and among enthusiasts, which the numerous and praiseworthy digital appointments were able to fill only partially. The absence of 2020 was cause and effect of the proliferation of initiatives on the web and this made clear just how indispensable EICMA is. Digital dynamism, which arose as a response to the emergency, has also accelerated the process towards a greater integration of innovative solutions, which the organization has started to activate systematically in a complementary way in the past few years and which it will continue to implement."

"In the full respect of the strategic ideas of each brand, what continues to represent EICMA today is a universal and topical value for the industry of mobility: a unique characteristic that has always conferred equal opportunity and visibility to all the exhibitors, making them a solid and compact force, regardless of their specific weight and market share. In addition, the great attention to the sector, which has given two-wheels with engines or pedals a renewed leading role, today represents a further element of attractiveness, as shown by the numerous registrations for participation that we are already receiving. This living excitement gives the 2021 show a great symbolic value and also an important responsibility in channelling and catalysing this interest in a single great container of passion, visibility, but above all of measurable opportunities."

Since 1914, the press release concludes, "EICMA has had as its main objectives creating strategic opportunities for businesses and offering the public increasingly thrilling and exciting visitor experiences: this is what we continue to do, evolving as an instrument together with the industry of reference. Our exhibitors have gone through decades marked by important economic and social challenges, not forgetting and appreciating, without any distinction, the evolution of EICMA from a trade fair to an exhibition event of international reference. EICMA is also an appointment that generates employ-

ment and significant related activity for the area and for the whole sector involved. In the light of this concrete asset, today more than ever, we feel a duty of sensitivity, responsibility and respect towards this sector." **PSB**

EICMA has announced its 2021 show dates will be Nov. 23-28 in Milan. It's annually the world's largest industry trade show, bringing together companies from across the globe. Photo by Dave McMahon/Powersports Business



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Work UTV accessory sales study released by Lightspeed

DMS data shows 43% of Work UTVs are sold without an accessory at time of purchase

BY DAVE McMAHON

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A study of data from the sale of 19,000 new Work side-by-sides shows progress is being made in terms of accessorizing the units at the time of the purchase. Still, though, on average there is plenty of room for more accessory lines on the Purchase Order when work UTVs are sold.

The exclusive data provided to *Powersports Business* by CDK Global Lightspeed focuses on Work side-by-sides sold between March 1, 2020, and Feb. 28, 2021. This study only includes units where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included. Examples of models included in the study include Polaris Ranger, John Deere Gator, Kawasaki Mule and Arctic Cat Prowler.

Chart A shows accessory sales on 19,000 new units sold. This chart only represents transactions where parts were installed on the unit at the time of unit purchase. A total of 43% of new units sold were sold without

an accessory. A total of 57% of new units sold during this time did have an accessory purchased at the time of unit purchase.

Chart B analyzes the type of manufacturer of accessory parts that were installed at the time of new unit purchase. This chart does not reflect consumer buying trends for accessories that are not installed on the unit or are installed after the time of unit purchase. A total of 62% of accessories sold were OEM accessories, leaving 38% of accessories sold being an aftermarket accessory.

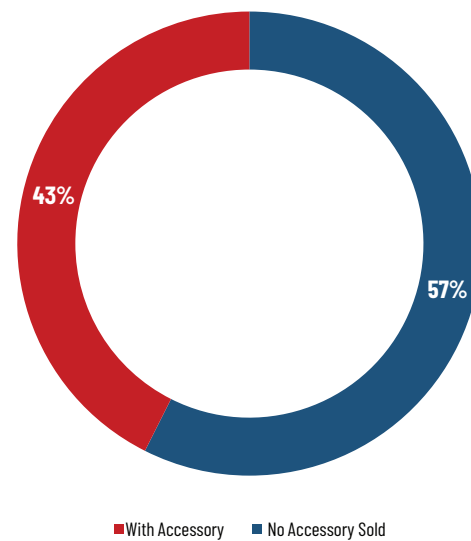
Chart C analyzes the average dollars spent by region on installed accessories at the time of unit purchase for Work side-by-sides that were sold with an accessory.

There is a difference of \$810 between the lowest and highest region regarding the average dollars spent on accessories. Consumers in the West spent an average of \$1,852 on accessories at the time of the unit purchase. The average accessory dollars spent in all other regions were within \$75 of each other. In the South, the average amount spent on accessories was \$1,041. In the Midwest, the average was \$1,085. In the Northeast, Northwest and California, the average was relatively the same, at \$1,105, \$1,107, and \$1,116, respectively.

Chart D analyzes the top 10 types of parts sold with a new unit purchase. The percentage represents the percent of units with the respective type of part attached.

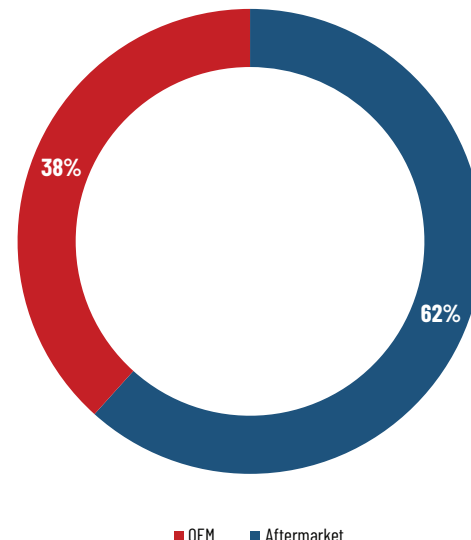
PERCENT OF NEW WORK SIDE-BY-SIDES WITH ATTACHED ACCESSORIES
19K NEW WORK SIDE-BY-SIDES SOLD FROM MAR. 2020 - FEB. 2021

Chart A



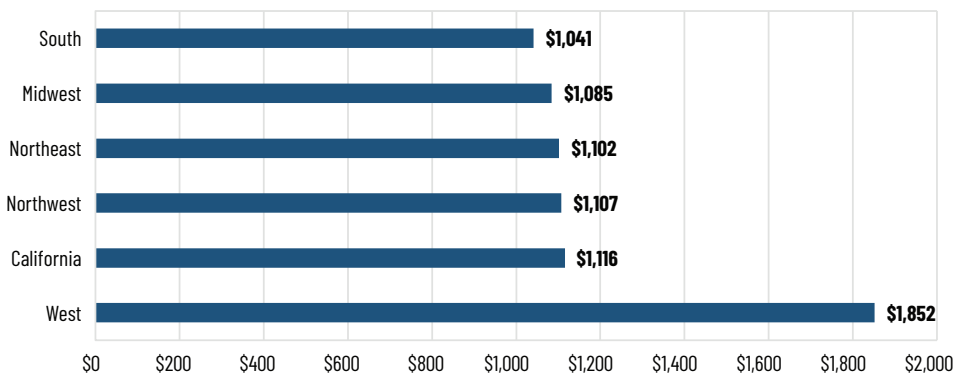
PERCENT OF OEM VS. AFTERMARKET ACCESSORY
19K NEW WORK SIDE-BY-SIDES SOLD FROM MAR. 2020 - FEB. 2021

Chart B



AVERAGE ACCESSORY DOLLARS SPENT BY REGION
19K NEW WORK SIDE-BY-SIDES SOLD FROM MAR. 2020 - FEB. 2021

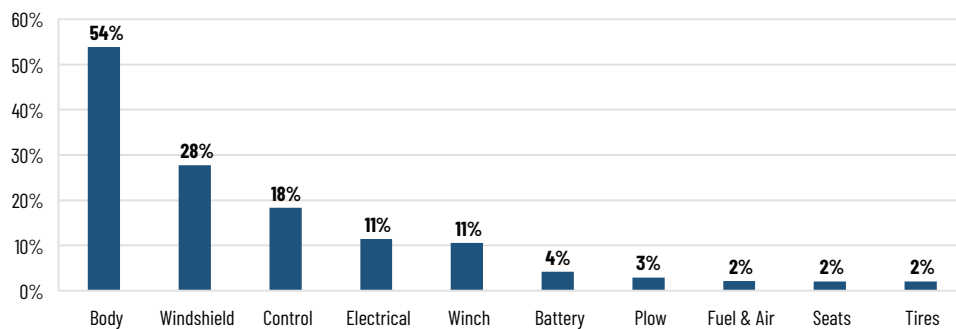
Chart C



Source: CDK Global Lightspeed

PERCENT ATTACHED BY PART CATEGORY
19K NEW WORK SIDE-BY-SIDES SOLD FROM MAR. 2020 - FEB. 2021

Chart D



Source: CDK Global Lightspeed

The part type with the highest attachment rate in this study was body parts at 54%. Body parts include bumpers, cabs, doors, hoods, mirrors and roofs. A total of 28% of the units sold were sold with a windshield. Another 18% of units sold were sold with a control part, which includes power steering kits, while 11% were sold with electrical parts, including light bars, sound bars and harnesses. Also, 11% were sold with a winch as an accessory. A total of 4% were sold with batteries and battery chargers and 3% were sold with a plow. Finally, units were sold with accessories related to fuel & air systems, seats and tires, all at 2% each.

The study also analyzes secondary part purchases with new Work side-by-side purchases. It evaluates what parts are purchased when one of the top 5 types of parts is purchased.

WHEN THE CUSTOMER PURCHASED A BODY PART:

- 54% of the units sold were sold with a body part.
- 27% of the buyers who purchased a body part also purchased a windshield.
- 54% also purchased a control part.
- 11% an electrical component.
- 10% purchased a winch.

WHEN THE CUSTOMER PURCHASED A WINDSHIELD:

- 28% of the units sold were sold with a windshield.
- 52% of the buyers who purchased a windshield also purchased a body part.
- 14% also purchased a winch.
- 13% an electrical component.
- 11% purchased a control part.

WHEN THE CUSTOMER PURCHASED A CONTROL PART:

- 18% of the units sold were sold with a control part.
- 70% of the buyers who purchased a control part also purchased a body part.
- 16% also purchased a windshield, and 10% an electrical component.

WHEN THE CUSTOMER PURCHASED AN ELECTRICAL COMPONENT:

- 11% of the units sold were sold with an electrical component.
- 54% of the buyers who purchased a windshield also purchased a body part.
- 33% purchased a windshield
- 29% purchased a winch.
- 16% purchased a control part.

WHEN THE CUSTOMER PURCHASED A WINCH:

- 11% of the units sold were sold with a winch.
- 52% of the buyers who purchased a winch also purchased a body part.
- 37% also purchased a windshield.
- 31% an electrical component.
- 17% purchased a plow.
- 12% purchased a control part. **PSB**

H-D reports Q1 results; U.S. retail growth increases 31%

"I am very pleased with the pace of recovery that we have seen across our business, as demonstrated by the strong financial results this quarter. The actions we have taken to reshape the business are having a positive impact on our results, especially for our most important North American region. We can see the initial signs of consumer excitement and optimism returning and I am confident Harley-Davidson in 2021 is a significantly leaner, faster, and more efficient organization which is ready to win and successfully deliver on our 5-year Hardwire strategy, as the most desirable motorcycle brand in the world."

That's how Jochen Zeitz, chairman, president and CEO, Harley-Davidson described the company's first quarter results that were reported in April.

HERE'S A CLOSER LOOK AT Q1 2021 FOR HARLEY-DAVIDSON

- Delivered Q1 GAAP diluted EPS of \$1.68, up \$1.23 over Q1 2020
- Motorcycles and Related Products (Motorcycles) segment revenue up 12% amid strong retail demand for Touring motorcycles
- Significantly improved Motorcycles segment gross margin and operating margin driven by favorable mix following the Rewire product portfolio adjustments, lower sales incentives and reduced SG&A
- Financial Services segment Q1 2021 operating income growth of \$96 million over Q1 2020 driven by a favorable adjustment to the provision for credit losses
- Increased Q1 cash flow from operations to \$163 million, up \$171 million over Q1 2020
- Increasing 2021 full-year guidance on Motorcycles segment revenue, Motorcycles segment operating margin assuming the company is able to mitigate additional EU tariffs, and Financial Services segment operating income

FIRST QUARTER 2021 RESULTS

Consolidated revenue was up 10% in the first quarter over Q1 2020. Bottom-line results reflect Q1 significant net income improvement with strong results in both the Motorcycles and the Financial Services segments.

HARLEY-DAVIDSON RETAIL MOTORCYCLE SALES

Global retail motorcycle sales in the first quarter were up 9%, driven by very strong Q1 U.S. retail growth over Q1 prior year. EMEA retail sales declines were impacted by continued COVID lockdowns, the company's decision not to continue selling Street or Sportster motorcycles in Europe and shipping delays brought on by the pandemic. In Latin America, retail sales were impacted by the reduction in dealers and pricing actions across the portfolio, which were executed as part of the Rewire strategy.

MOTORCYCLES AND RELATED PRODUCTS SEGMENT RESULTS

Revenue from the Motorcycles and Related Products segment was up during the first quarter primarily driven by a 3% increase in wholesale shipments and a favorable mix of Touring motorcycles. First quarter global retail motorcycle sales were up 9%, driven by a 31% retail growth in the United States.

Parts and Accessories revenue was mostly in-line with Motorcycles revenue growth while General Merchandise was up 2% over Q1 2020.

First quarter gross margin was up 5.1 percentage points to Q1 prior year while first quarter operating margin finished up 10.8 percentage points over Q1 prior year due to stronger mix, the near elimination of sales incentives and lower spending versus prior year.

FINANCIAL SERVICES SEGMENT RESULTS

Financial Services segment operating income was up significantly over prior year in the first quarter, primarily driven by a \$102 million decrease in the provision for credit losses.

OTHER RESULTS

Harley-Davidson generated \$163 million of cash from operating activities during Q1 2021, \$171 million favorable to Q1 2020. Cash and cash equivalents were \$2.3 billion at the end of the first quarter, up \$856 million to the end of the prior year first quarter.

The 2021 Road Glide figures to continue to provide a boost to Harley-Davidson touring bike sales. Photos courtesy of Harley-Davidson



HARLEY-DAVIDSON LAUNCHES CERTIFIED PRE-OWNED PROGRAM

Harley-Davidson has revealed the details of Harley-Davidson Certified, the first certified pre-owned motorcycle program supported by Harley-Davidson through its network of authorized Harley-Davidson dealers in the U.S.

"H-D Certified is a strategic effort to strengthen our competitive position and is part of our new approach to the used motorcycle marketplace, aligned to the strategic priorities of The Hardwire, while supporting growth," said Jochen Zeitz, chairman, president and CEO, Harley-Davidson. "We believe this program will drive Harley-Davidson desirability and enhance the overall customer experience, allowing more riders to have access to our motorcycles and provide them with an added level of confidence in their purchase."

The Harley-Davidson Certified program is designed to take the worry out of purchasing a pre-owned Harley-Davidson motorcycle. Each Harley-Davidson Certified pre-owned motorcycle will be subjected to a comprehensive 110-point quality-assurance inspection by certified Harley-Davidson technicians. Dealers will also verify that the pre-owned motorcycle has no open recalls or a blocked VIN, has not been in a major accident, and that all scheduled service is up to date. Harley-Davidson motorcycles eligible for the program must be no more than five model years old, have less than 25,000 miles of use, and not contain aftermarket modifications to the engine or transmission, or major chassis or electrical modifications.

A Harley-Davidson Certified pre-owned motorcycle will be sold with a 12-month limited warranty on the engine and transmission. Each Harley-Davidson Certified motorcycle sale also includes a complimentary one-year membership in H.O.G. (Harley Owners Group), with standard member benefits like roadside assistance. Special financing rates and programs for the purchase of a Harley-Davidson Certified pre-owned motorcycle will be available through Harley-Davidson Financial Services to qualified customers.

Participation in the Harley-Davidson Certified program will be at the discretion of each authorized Harley-Davidson dealer.

Tax Rate — The company's first quarter effective tax rate was 24 percent.

Dividends — The company paid cash dividends of \$0.15 per share in Q1 2021.

2021 OUTLOOK

As a result of its Q1 performance, for the full-year 2021, the company now expects:

- Motorcycles segment revenue growth to be 30 to 35%, an increase from the previously communicated growth range of 20 to 25%.
- Motorcycles segment operating income margin of 7 to 9%, which is 200 basis points better than previous guidance. Assuming the company is not able to mitigate the additional EU tariffs to any extent in 2021, the company expects the operating income margin would be 5 to 7%, in line with original guidance.
- Financial Services segment operating income growth of 50 to 60%, an increase from the previously communicated range of 10 to 15%.

Additionally, for the full-year 2021, the company continues to expect:

- Capital expenditures of \$190 million to \$220 million.
- Cash allocation priorities remain to first fund growth through The Hardwire initiatives, then to pay dividends and, given the company's continued strong cash position, the company will be evaluating share repurchases and may choose to repurchase shares. **PSB**



The Pan America 1250 figures to bring more sales growth to Harley-Davidson in 2021.

THE LINE-UP YOUR DEALERSHIP NEEDS



THE VILLAIN

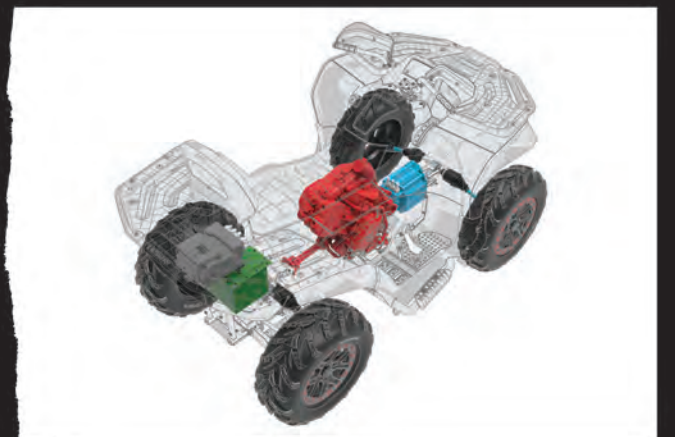
THE FUGELMAN

THE SNARLER

Segway Powersports products available now for the US dealer to provide the ultimate in riding experience and advanced technology. Segway is committed to developing a dealer network that seeks out our core value of providing innovative products while providing exceptional customer service.

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SMART MOVING APP LEADS YOU TO SMART FUN

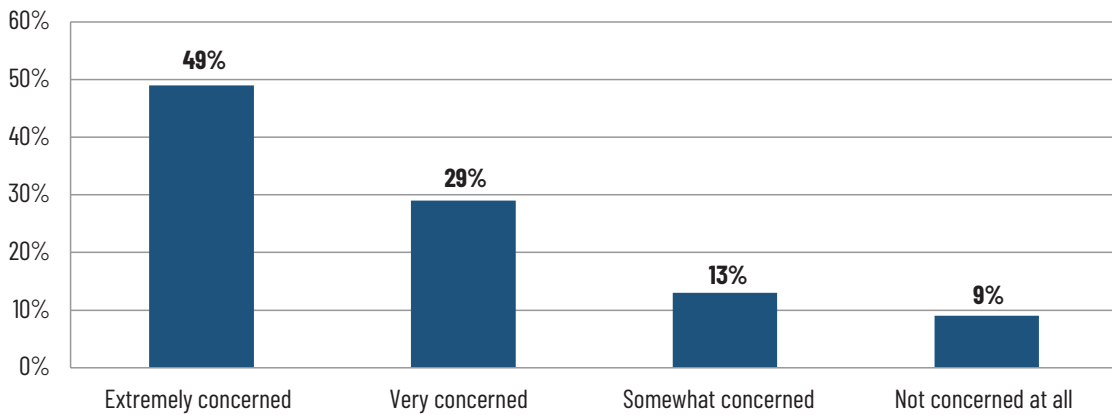
Featuring a brand new Smart Commanding System (SCS), consisting of our Smart Moving APP (SMA) and Smart Touch Screen (STC). It uses cutting-edge IOV to help you blaze a trail and explore the wild. You can access your real-time data of your vehicle through SCS. This intelligent interaction with your vehicles leads you to epic places to explore!

VISIT OUR WEBSITE TO LEARN MORE ABOUT SEGWAY PRODUCTS AND COMPLETE THE DEALER INQUIRY FORM

[SEGWAYPOWERSPORTS.US](https://www.segwaypowersports.us)

FROM THE EDITOR

How Concerned Are You About Your Dealership's New Unit Inventory Heading Into May and June?



Dealers who participated in a live poll on a recent live Powersports Business custom webinar with Kenect have noted a tremendous amount of concern on average for new inventory in the coming months.

Dealers report new unit inventory concerns as sky high heading into May-June



DAVE McMAHON

Powersports dealers who attended the Kenect custom live webinar hosted by Powersports Business in April once again provided unheard of amounts of engagement, with 48% of attendees participating in any combination of live chat, live Q&A or live polls.

Needless to say, dealers are wondering about what they are going to have to offer on their showroom floor as the calendar turns into peak selling season for many.

When asked:

How concerned are you about your dealership's new unit inventory heading into May and June, the replies were as follows.

- Extremely concerned — 49%
- Very concerned — 29%
- Somewhat concerned — 13%
- Not concerned at all — 9%

That's right — 1 out of 2 dealers on the call were "extremely concerned" about new unit inventory issues. And 3 out of 4 dealers on the call were either "extremely" or "very" concerned about future new unit inventory.

The Q1 2021 Powersports Business/BMO Capital Markets Dealer Survey that we recently completed showed similar new unit inventory angst. Here's how some geographically dispersed dealers described their current inventory status with a range of franchise partners.

"We're out of [PWC] for the year. Dirt bikes from one of the lines we carry sold out for the year since February. No more coming until the 2022s arrive, hopefully in August. We have a few street bikes of most models, but not many. We may get a few more throughout the summer but I'm not holding my breath. Only three new bikes from them in stock, only get five more for the year. They say there is nothing more to order. Haven't received the 2021 models yet. I don't know what's going on with them."

"I feel this year is going to be worse than last year for supply from a PG&A perspective. Obviously vehicle inventory is getting dangerously thin."

"One of our helmet brands said they have multiple containers stuck on ships somewhere that should arrive someday — no one knows when. Nobody is really giving us any details of why product is slow, late or not coming at all in some cases."

"Most of my manufacturers cut our orders back from what we initially ordered. Plus add in the fact that powersports sales are up 42%–46% according to a leading industry magazine and we end up spending too much time trying to explain to customers why we don't have what they're looking for in stock."

"I have one new ATV and two or three new side-by-sides in stock from one of our lines. When we placed our order last fall I was concerned about being able to sell them all. Now I wish we had ordered more."

"Our trailer line? Don't ask. They have no idea when we're going to get them. They have orders from June 2020 that haven't arrived yet."

"Sold 90% of our PWC incoming allocation by February. Once sold seven of them in two days. We haven't had an unsold Sea-Doo sitting on our show floor since June 2020. Try explaining to customers why they can't get a Sea-Doo and it's only April."

"We're down to one Outlander, no side-by-sides. Most, if not all, of our incoming vehicles are presold long before they arrive."

"Couldn't give one away last year. Sold all our inventory from them to another dealer."

"Selling as fast as we can get them."

"They have some inventory available, usually not what customers want though."

"All kids size bikes selling like hotcakes. I think they are sold out til August."

Dealers who completed the survey received a 20-page historical analysis PDF of the data. Here are a couple of nuggets:

- In 1Q21, 98% of dealers said that sales grew, with 72% citing double-digit growth; only 2% said sales declined. This is up from last quarter (4Q20) when 92% of dealers experienced growth (71% +DD).

The top two performing segments continue to be side-by-sides and personal watercraft (PWC). Both Polaris and BRP received the best dealer scores. But CF Moto, with its value-priced machines, has been coming on strong.

- In the first quarter, 60% of dealers said their business was ahead of plan; this dipped slightly on a sequential basis (66% ahead in 4Q20).

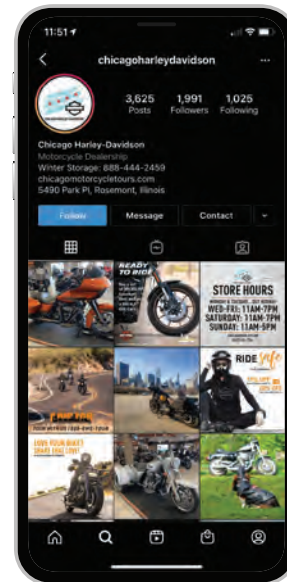
- In 1Q, 85% of dealers said their inventory was too low, with not a single one saying it was too high, a product of very strong demand coupled with supply-chain constraints owing to COVID-19. Last year, when the pandemic hit, 54% of dealers were fretting that inventory was too high. **PSB**

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

INSTA TIPS

Because of its ease of use in terms of providing opportunities for dealers to stay top of mind with their current and future customers, Powersports Business will highlight Instagram posts from a variety of dealerships in the upcoming editions of the magazine.

Dealerships featured all follow the Powersports Business Instagram at @powersportsbusiness. All posts featured will be photo or video in nature, with content from Instagram Stories not considered for this purpose.

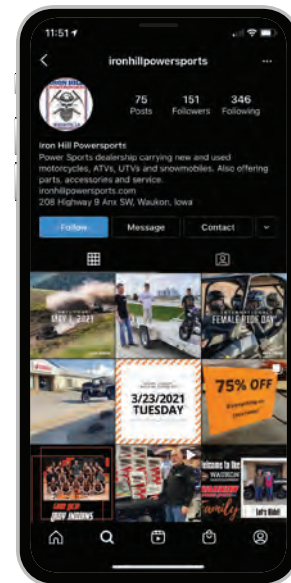


CHICAGO HARLEY-DAVIDSON
@chicagoharleydavidson
Followers: 1,990

Changing your store hours? Shout the new hours from the rooftop known as Instagram. Besides getting the word on Insta to its nearly 2,000 followers, the dealership also invites customers to stop by. With the dealership now being closed on Monday and Tuesday vs. the traditional Sunday and Monday, promoting the new days and hours via social media is imperative.

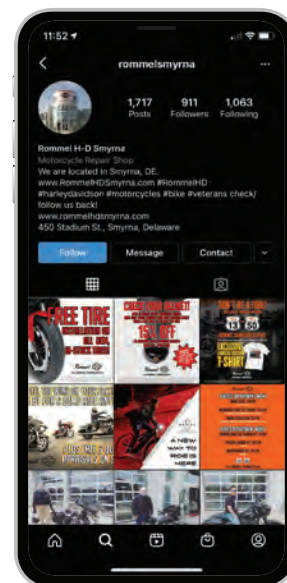
IRON HILL POWERSPORTS
@ironhillpowersports
Followers: 150

Are you featuring the riders and your customers of the future in your Instagram posts? Iron Hill Powersports in Waukon, Iowa, noticed a great photo opp in a recent post. The kids are enamored about the prospects of riding their trailer-bound new SSRs thanks the assist of Buddy from the sales staff. Plenty to like in this shot. #startemyoung and start your Instagram today if you have not already. Iron Hill is off to a great start with 150 followers.



ROMMEL SMYRNA HARLEY-DAVIDSON
@rommelsmyrna
Followers: 911

Is your dealership's Instagram giving the service department its proper amount of love? If not, take a cue from Rommel Harley-Davidson Smyrna in Delaware and schedule a post that touts all of the benefits your service department offers. Rommel Smyrna H-D catches the attention of its over 900 followers with frequent parts and service department posts.



Got an Instagram tip that works at your dealership? Feel like raising the collective industry tide? Let us know at dcmahon@powersportsbusiness.com.

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\$10,200

EMK Capital to acquire Cardo Systems from Fortissimo Capital

6 million devices sold under founding owner Dr. Abraham Glezerman

Cardo Systems has announced that EMK Capital has acquired Cardo Systems from Fortissimo Capital and Dr. Abraham Glezerman, its founder and chairman. Financial details of the transaction were not disclosed.

Cardo designs and markets wireless mesh communication systems for motorcycle riders, skiers, site workers, and other individuals in motion. The company's are products backed by proprietary, cutting-edge technology that allows groups to communicate wirelessly and connect

safely to hands free services (e.g. mobile phone, music streaming, radio and GPS). Cardo's products are sold in more than 80 countries.

Glezerman founded Cardo in 2003. A year later, the newly formed company was the first to introduce personal Bluetooth-based communicators to the motorcycle industry, adding a completely new product category to this accessory market. To date, the company sold over 6 million communication devices world-wide.

"The sale of Cardo to EMK signifies a significant milestone in the company's record of achievements," said CEO Alon Lumbroso. "Over the past few years, Cardo has evolved into a successful, high-growth, profitable company serving the wider wire-

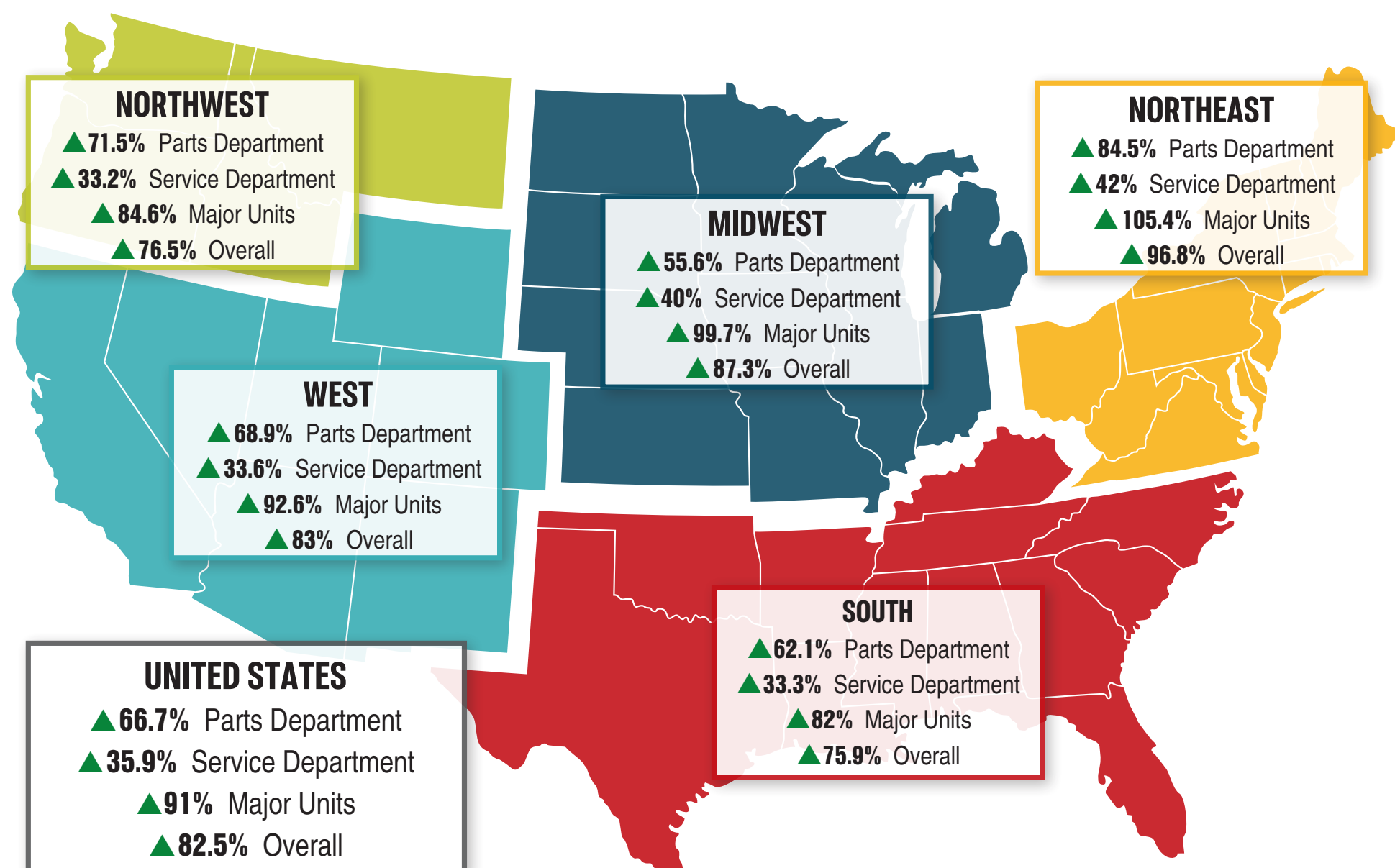
less communications market for groups and individuals in motion."

"The last four years have been an epic ride, fueled by a world class management team, cutting-edge product innovation, and outstanding teamwork," said Yuval Cohen, managing partner at Fortissimo Capital. "We had the privilege of partnering with Dr. Abraham Glezerman who founded a fantastic business built on Israeli innovation and creativity. We saw an opportunity to leverage Cardo's brand and product offering to accelerate its growth worldwide and into new products." **PSB**

Cardo's scala rider line has been a popular seller at dealerships since its launch. Photo courtesy of Cardo Systems



DEALER FINANCIAL SNAPSHOT



MARCH 2021 VS. MARCH 2020

Revenue from new and pre-owned Major Unit Sales continued to rise a whopping 91.0% in the March 2021 period vs. March 2020, according to composite data from more than 1,600 dealerships in the U.S. that use the CDK Lightspeed DMS. Dealerships in the Northeast saw a 105.4% revenue gain in Major Unit sales on average to lead all regions, while the Midwest followed with a 99.7% average increase. West followed with a 92.6% increase on average, followed

by the Northwest at 84.6% and finally the South at 82.0%. Parts sales rose by a 66.7% average increase year-over-year, led by the Northeast at 84.5%. The national average for Service revenue also saw a 35.9% overall increase, led by the Northeast (42.0%) and Midwest (42.0%); overall dealer revenues on average increased by 82.5%, with the Northeast leading the way at 96.8% growth. Although the numbers are strong, it's important to remember they coincide with possible COVID-related temporary closures during the same time last year.

PARTS SALES

Parts sales revenue was up 1,539 dealerships and down at 108.

SERVICE SALES

Service revenue increased at 1,284 and decreased at 318 dealerships.

MAJOR UNIT SALES

A total of 1,350 dealerships were up and 123 were down.

FOR MORE ON THE SAME STORE SALES DATA

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

CONGRATS TO OUR 2020 AWARD-WINNING DEALERS!



FOR THE RIDE



On behalf of everyone at Triumph, it is our honor to recognize our 2020 national award-winning dealers! 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.



TOP RETAIL
PERFORMANCE

Concord Triumph
Pembroke, NH, USA

GP Bikes, Inc.
Whitby, ON, Canada



REGIONAL TOP
PERFORMERS

Triumph of Westchester
Triumph Dulles
Triumph of Seattle
Tampa Triumph
Freewheeling Powersports
Triumph San Diego
European Cycle Sports
Triumph of Utah
Triumph Edmonton

THE BONNEVILLE
AWARD

Hermy's Triumph
Port Clinton, PA, USA

CHAMPION
OF THE YEAR

Ray Notarian
Triumph Cleveland
Rick Lenglet
Triumph Edmonton

Workforce development: Why it matters in the marine, PWC industry

Replacing retiring service technicians a challenge at many levels

BY SARAH DEVLIN

■ CONTRIBUTING WRITER

A well-trained workforce matters, but finding experienced technicians can be a time-consuming and frustrating task. Identifying and hiring qualified workers runs much deeper than simply posting a job to LinkedIn or Indeed.

A 2019 survey from the Massachusetts Marine Trades Association (MMTA) confirms *Boating Industry's* recent survey results, indicating that outboard techs, I/O gas techs, and electrical techs are the most difficult positions to fill, but the skills gap crosses all industries. In fact, a recent McKinsey article states, "Almost 40% of American employers say they cannot find people with the skills they need, even for entry-level jobs."

We've identified the need for experienced and skilled professionals in our industry, but why does workforce development matter? In short, like cars, boats need maintenance. The automotive industry has done a remarkable job both investing in its workers and positioning itself as a leading trade industry for building a career. The marine industry as a whole has not.

One of the biggest challenges for PWC owners and boaters to stay on the water is the time and money associated with repairs. A watercraft that needs infrequent repair, or a boat that receives high-quality and timely maintenance, keeps a customer on the water, significantly less frustrated, and potentially involved with water recreation for a lot longer.

The majority of high schools with trade programs are employment feeders for local auto shops. A customer purchases a new car and they have the option to sign up for maintenance packages. The car breaks down; they call the mechanic and the shop fits them in quickly and efficiently.

As Margaret Podlich, executive director of the American Boat & Yacht Council (ABYC) Foundation and the Educator Training Conference (July 20-22) organizer, says, "Somebody who is trained is often attracted to cars. The automotive industry is very organized. Auto repair is known as a year-round job while boating may be perceived as a seasonal job."

Although there are examples to the contrary, overall, boating and watercraft cus-



A recent McKinsey article states, "Almost 40% of American employers say they cannot find people with the skills they need, even for entry-level jobs." Photos courtesy of American Boat & Yacht Council (ABYC)

tomers do not reap the same benefits as the car buyer.

"The auto industry is ahead of us," Podlich says.

"Boating customers have an emotional attachment to their boats," John Adey, president of ABYC, adds. "But if too many weekends are ruined due to an engine or systems mishap, they sell the boat. They don't need the boat like they need their commuter car."

WHY INVEST IN YOUR TEAM?

"In Maryland, boating is estimated to have a \$3.5 billion annual economic impact. That is no small thing," says Lia Jaros, workforce development coordinator for Marine Trades Association of Maryland (MTAM). "In order to secure longevity of the industry and keep it healthy and thriving, we must turn our attention to workforce development."

When we look at the expense associated with developing in-house education or supporting initiatives in the industry to train our people, we need to consider money saved (and later earned) over money spent. An experienced technician can identify work that needs to be done, work that isn't up to code, and work that isn't complete before your customer takes their boat on the water.

Also, when you hire someone with experience, they tend to work faster, can adjust to the existing corporate culture quickly, and hit the ground running within hours.

According to a Gallup poll last year, organizations that have made a strategic investment in employee development report 11% greater profitability and are twice as likely to retain their employees. Strategic investments include continued education, professional development, and further skills training.

Team members with higher levels of engagement:

- produce substantially better outcomes
- treat customers better and attract new ones
- are more likely to remain with their organization than those who are less engaged

"The workforce shortage is a reality that the marine industry has been experiencing for the past several years and we are living the effects in our businesses," says Gregg Snyder of Yamaha Marine Group, an organization that has invested significant time and money in internal and more widespread industry outreach with school partnerships, an apprenticeship program, and technician certification training. "If we [as an industry] continue to make skilled workforce a lower priority, we will continue to struggle filling those critical jobs that current and future customers depend on."

Along with Yamaha, organizations such as Safe Harbor Marinas, Diversified Marine (a Maryland-based service organization), and multiple state trade associations are investing time and money in workforce development, which we will review in upcoming articles in this series.

WHY GET INVOLVED WITH HIGH SCHOOLS AND TRAINING ORGANIZATIONS?

"The M.O. of the education system for at least the last three decades has been that everyone needs to go to college," said Mike Bonicker, Lead Instructor at ABYC. "This has led to an overall devaluation, minimization, or elimination of technical training programs in secondary schools. Students are not actively encouraged to pursue vocational

interests, which can provide a very good living and a rewarding career for those not inclined to attend college."

According to Jaros, "This has been a pain point expressed by my members for years as their technicians and mechanics are approaching retirement age. They are not seeing an abundance or even an adequate number of young people entering the industry and learning the skills needed to replace the retirees."

"This emphasis on college attendance has had the unfortunate effect of casting suspicion of under-performance or even lack of cognitive ability on young people who choose not to attend college, but to enter a trade after high school," she continues. "This is, of course, a wholly undeserved characterization and it's worth noting that we are beginning to see a change in this thinking."

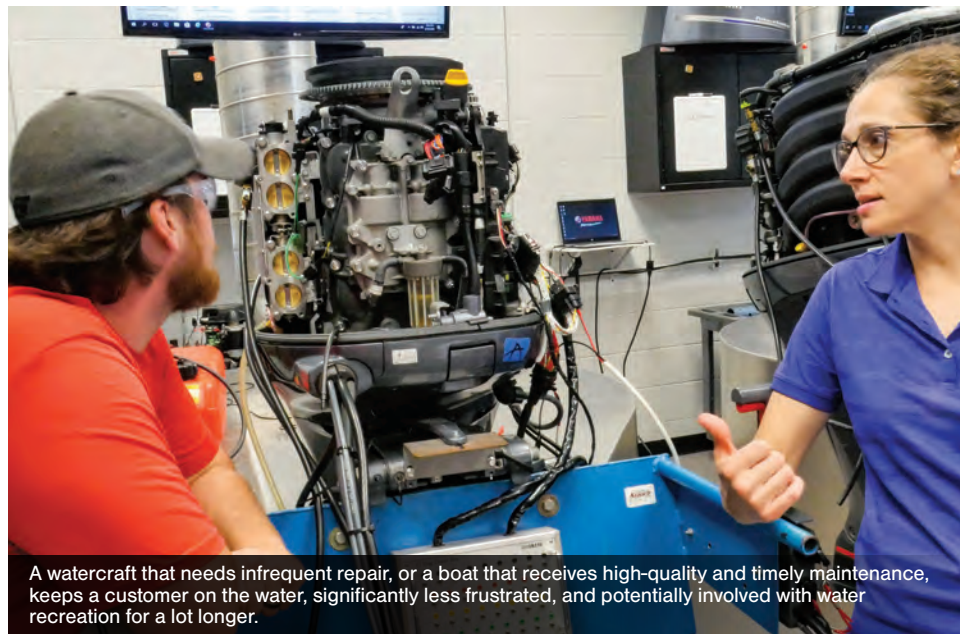
Indeed, a recent Pew Research article based on a 2016 study indicates the tide may be turning in favor of more technical and vocational training. "A substantially larger share of the public has positive attitudes towards certification programs in a professional, technical, or vocational field in the context of workforce development. Some 78% of Americans think that these programs prepare students well for a job in today's economy."

The same article, however, also states that people who have full training credentials or are certified, but did not attend college or did not acquire a Bachelor's degree, are less likely to apply for a job that requires such a degree—especially among the younger demographic. This means there is a potential group of solid hires that aren't even applying because our job listings are focused on a college education.

"Experienced technicians may not even know that working on boats is an option, and we have to work throughout the industry to surmount that," Podlich states.

"We need more people who are better trained in manufacturing and repair," she continues. "There is something that every single person currently in the boating industry can do to help the next generation." **PSB**

Sarah Devlin is Content Director for the American Boat & Yacht Council (ABYC)



A watercraft that needs infrequent repair, or a boat that receives high-quality and timely maintenance, keeps a customer on the water, significantly less frustrated, and potentially involved with water recreation for a lot longer.

A WINNING COMBINATION



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	STARTING AT
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Prior relationship leads to smooth buyout for dealership

Full Throttle Powersports in North Carolina adds new lines

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

A long-held relationship between two dealerships has led to the acquisition and expansion of one — Full Throttle Powersports in Lowell, North Carolina.

Sal Salinas of McKenney-Salinas Honda and Ray McKenney of McKenney Chevrolet Buick GMC were the previous co-owners of MS PowerSports — and well known to Full Throttle owner Steve Moody already.

As everyone knows, it's all about relationships in this industry. Although technically competitors — albeit with different brands and a friendly demeanor — Moody said the acquisition process of MS PowerSports was as smooth as one could hope for from both acquisition and OEM aspects.

"We've been dealing with each other from time to time for a number of years — sometimes we needed a part from one another, and as time went on we developed a really good relationship," Moody said. Salinas will remain owner of the former store location, and plans to repurpose it.

Throughout last summer, Moody formed a new business partnership with Timothy Mooney, and afterward progress toward the acquisition really began moving.

"The next thing you know a deal was put together in a very fast time frame," Moody said. "It was a very fast process because everyone knew each other already."

The acquisition will also provide a new lineup of brands for the dealership. Full Throttle already carried the Polaris, Yamaha and CFMOTO brands, but the buyout will also bring in Honda, Kawasaki and Suzuki to the showroom floor.

"We do a lot of off-road inventory and some motorcycles already, but having these other three brands from MS [PowerSports] will offer a great selection of street motorcycles and help us increase those percentage of sales throughout the dealership," Moody said, who also noted the value in the brand's ATV and side-by-side offerings.

The transition to bring in the new brands was without headache, according to Moody.

"It was all pretty smooth. So many depart-



Full Throttle Powersports in Lowell, North Carolina, has seen year-over-year sales growth of 50%. Photos courtesy of Full Throttle Powersports

ments with the OEMs get involved — from financial to flooring — but it was pretty much just buttoning stuff up. They couldn't have made it any easier for us," he said.

While adding the additional brands, Moody hopes to create a "one-stop shop" that allows customers to browse and compare similar brands and models before ultimately deciding on exactly what they want — all in-house.

"They [Honda, Kawasaki and Suzuki] have some new products coming out that are completely awesome. A lot of people are brand-specific because they fell in love



with the machine they had back in the day that never really gave them any issues and they had a blast. A lot of people come in and want to stick with what they already trust, and I can relate to that for sure," Moody said. "But now instead of being directed toward only one brand of machines, they can compare side-by-sides; even if they still wanted a Honda, which is totally fine, they can at least compare it to other models. People don't know what they don't know, and it makes it a lot easier to get a machine they're really interested in. We want to focus on customer service, so it's not just a one-time purchase."

Like many dealerships around the nation, Moody has seen an increase in sales due to "families trying to get out during a time like this," estimating the dealership's overall sales have increased 50% year-over-year. However, inventory has remained an issue.

"I think sales will continue growing, especially for us since we'll be more of a one-stop shop with the extra three brands

and their following," said Moody.

A grand opening will be planned once COVID-19 infection rates subside, tentatively sometime this summer.

"I don't want to bring people together too early, but after all it's done we 100% plan to have a big party," said Moody, who will also look to host monthly riding events from the dealership. "In the future we plan on doing a lot of events here to bring the community together, and we want to give back. We want to turn the whole place into a motorcycle hangout to bring the community together."

Until then, his focus will be on customer satisfaction.

"It's about the experience — all of this stuff is fun, and most people don't need any of it. So this whole thing should be about fun. We try to make sure the customers are having fun with their shopping," said Moody. "Even if they're just kicking tires, when they realize they finally want something, we want them coming right back." PSB



Greg Blackwell has joined HISUN Motor Corp., USA to help develop its dealer network. Photo courtesy of HISUN

Greg Blackwell takes new dealer role with HISUN

Industry veteran Greg Blackwell has been around the block the last 30 years, having held executive roles at LeMans Corporation, KTM North America, Tucker Powersports and more. But heading into 2021, he will face an all-new challenge.

Blackwell has been hired by HISUN Motor Corp., USA to help develop its dealer network.

"I've had the opportunity to work with [recent HISUN hires] Jason Walling, JJ Pecok and Jamie Cheek in the past and I'm very impressed with what they are accomplishing together with the HISUN team — HISUN is definitely on the move and I want to work with the team to develop and grow the Southwest market," Blackwell said in a press release.

In his role, Blackwell will work closely with business development manager Tyler Houghton. Together, they will work to elevate the service and support of the current

dealer base in the region, while cultivating new relationships and expanding the dealer footprint throughout the territory for HISUN.

With multiple new initiatives and a product roadmap in place that aligns with the evolving landscape of the powersports industry, HISUN continues to grow, improve and better serve their growing customer base. The HISUN team is excited to welcome Blackwell as a pivotal part of HISUN's strategic growth plans.

"Acquiring Greg to the team is another giant leap forward for HISUN. His market knowledge and professional relationships will help us expedite our efforts to continue developing our dealer network and provide a level of service to our customer that is second to none. We anticipate many great things from Greg and his future with HISUN," said Jason Walling, national sales manager of HISUN Motors Corp., USA. **PSB**

DIGEST

YAMAHA ADDS \$90K IN DONATIONS IN Q4

Marietta, Georgia-based Yamaha Motor Corp., USA, announced the completion of the 2020 Yamaha Outdoor Access Initiative (OAI) grant cycle with funding decisions for the fourth quarter.

In total, Yamaha granted more than \$350,000 in 2020 while supplying essential support to public lands providing vital access to outdoor recreation across the country.

"The pressure on public lands during the pandemic has been enormous due to people finding solace outdoors. Their adventures gave off-road enthusiasts a much-needed breather from the stress we've all experienced over the past year," said Steve Nessler, Yamaha's Motorsports marketing manager. "Public land belongs to everyone and we all have a responsibility to take care of it. Yamaha is proud to continue supporting our riders' favorite outdoor activities, including OHV riding, hunting, camping and fishing, through the Outdoor Access Initiative."

The fourth quarter 2020 Yamaha OAI

grants totaling more than \$90,000 were awarded to the following organizations:

- **Blue Ribbon Coalition** — Pocatello, ID
- **East Branch Sno-Rovers & ATV Club** — Medway, Maine
- **Idaho Single Track Alliance** — Idaho Falls, ID
- **Reno Area Dirtriders** — Reno, NV
- **Swampsiders Snowmobile Club** — Bigfork, MN

"The need for funding and leadership for public lands increased exponentially in 2020 with more people engaging in outdoor recreation at the same time resources were being restricted. It was a relief to know we could reach out to Yamaha to help," said Ben Burr from the Blue Ribbon Coalition, which received \$11,740 to develop a trail guide for Utah's San Rafael Desert area to help visitors explore safely and responsibly. "The Yamaha Outdoor Access Initiative is a trusted resource for the outdoor recreation community with a history of putting the funds where they are needed to make big improvements on the ground."

Since inception, Yamaha contributed over \$4.5 million in aid to more than 380 projects across the nation. **PSB**

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Arctic Cat reveals all-new 2022 Alterra 600 EPS

ATV features new engine, drivetrain and chassis

Thief River Falls, Minnesota-based Arctic Cat Inc., a Textron Inc. company, previewed a new ATV in April as part of its model year 2022 lineup that will be available in authorized dealerships in July. The all-new Alterra 600 EPS features an all-new engine, drivetrain and chassis offering increased power, better handling, more durability, and easier servicing. The launch of the ATV coincides with Arctic Cat's 60-year anniversary of bringing new and innovative products to powersports.

"Arctic Cat is excited to celebrate its 60-year anniversary with the launch of the Alterra 600 EPS," said Troy Halvorson, vice president, Arctic Cat for Textron Specialized Vehicles Inc. "Built from the ground up, this ATV exemplifies the very essence of our company and our heritage, to provide innovative products to fuel the passion of powersports enthusiasts."

Powering the Alterra 600 EPS is an all-new 600cc, single-cylinder, fuel-injected engine that offers 45 HP to explore the trail or take on the toughest of tasks. Designed and built by Arctic Cat in St. Cloud, Minnesota, the new engine features an overhead-cam design. The Alterra 600 EPS also features an oversized air filter and high intake mounts ensuring ample airflow, while the new Arctic Cat tuned CVTech CVT system — paired with a more durable transmission — ensures the power gets to the ground.

Launched on the 2021 Arctic Cat BLAST snowmobile, the CVTech system features an Arctic Cat-tuned Trailbloc drive and In Vance driven clutches for increased performance, smooth low-speed engagement and long life. Riders will enjoy consistent performance with faster acceleration, smoother power delivery and a throttle response that will not fade over time. The CVT system's large belt from the Prowler Pro and improved cooling results in minimized wear and longer belt life; and paired with the engine, also provides lower emissions.

An all-new chassis complements the Alterra 600 EPS' power, providing a lower center of gravity and incredible balance for increased stability and a performance-oriented ride experience. The new vehicle is nimble and agile thanks to a new steering geometry and standard electronic power

steering (EPS). Its dual A-arm front and rear suspension provides 9 inches of travel and up to 12.25 inches of ground clearance to ensure it can tackle most anything in its way. Its larger shocks feature pre-load adjustment and soak up whatever the trail has to offer. The large disc brakes provide ample stopping power and are quieter than previous models. Finally, the Alterra 600 EPS can be equipped with 27-inch tires, the largest available tire in its class.

Rider ergonomics were a big consideration in developing the Alterra 600 EPS, and it delivers the most comfortable rider experience yet. Unlike most ATVs, the Alterra 600 EPS exhaust is routed down and out of the middle of the vehicle, so it keeps heat off the rider for increased comfort and less fatigue. Its large footwells accommodate a wide variety of riders and provide added protection from trail hazards and mud. For easier switching from two- to four-wheel drive on-the-fly, Arctic Cat has included electronic 4WD engagement. An easily accessible 0.6-gallon storage compartment under the handlebars provides storage for small gear such as cell phones, gloves and first aid kits. To navigate trails, Arctic Cat has partnered with Garmin to easily integrate the all-new TREAD Powersport Navigator onto the vehicle. The Garmin accessory can be installed on a highly visible panel right above the gauge for a seamless look and easy access.

To stay on the trail or on-task longer, Arctic Cat made the Alterra 600 more durable. Along with the new transmission and CVTech CVT system, the vehicle has improved half shafts, ball joints and bushings. Servicing the unit is a breeze with new snap-fit panels that do not require tools, so access to the oil fill and other vital components is quick and easy. The vehicle also has the largest gas tank in its class — 5.7 gallons — so it can ride and work longer. For towing and hauling, the model is equipped with a 2-inch receiver hitch — with a 1,050-pound towing capacity — and rugged, steel racks with unlimited tie-down locations. The Alterra 600 LTD and SE feature composite racks with integrated SpeedRack II attachments.

The launch of the 2022 Arctic Cat Alterra 600 EPS coincides with Arctic Cat's 60-year anniversary of bringing new and innovative products to powersports. Photos courtesy of Arctic Cat



The Alterra 600 EPS is available in four different models:

- Base model in Arctic Cat Medium Green and Black with steel wheels and 25-inch tires.

- Alterra 600 EPS XT with aluminum wheels and 25-inch tires with 11.5 inches of ground clearance and a premium bumper. Available in a new Phantom Grey color.

- Alterra 600 EPS LTD with 14-inch Aluminum wheels and 27-inch tires with 12.25 inches of ground clearance, composite racks, premium bumper and winch. Available in a new Fossil color.

- Alterra 600 EPS SE with 14-inch aluminum wheels and 27-inch tires with 12.25 inches of ground clearance, composite racks, premium bumper and winch. Available in Phantom Grey.

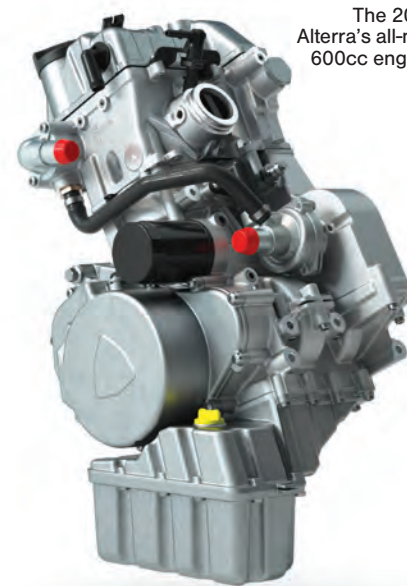
All Alterra 600 EPS models will be built in Thief River Falls, Minnesota and come with a 12-month warranty. Pricing and colors are as follows:

- Alterra 600 EPS, Medium Green, \$8,399.

- Alterra 600 XT EPS, Phantom Grey, \$8,799

- Alterra 600 LTD EPS, Fossil, \$9,399.

- Alterra 600 SE EPS, Phantom Grey, \$9,999. **PSB**



The 2022 Arctic Cat Alterra's all-new 600cc engine.

Arctic Cat has partnered with Garmin to easily integrate the all-new TREAD Powersport Navigator onto the vehicle. The accessory can be installed on a highly visible panel right above the gauge.



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Petersen Motors moves on from Harley-Davidson partnership

50-year-old South Dakota dealership moving forward with Honda

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

A Harley-Davidson dealership has officially pulled the brand from its showroom after more than 50 years selling its bikes.

But Petersen Motors of Pierre, South Dakota, isn't closing its doors entirely — instead, the dealership is refocusing its interest on other brands.

"It's been a tough decision for us to make. In 2020 we were doing well, but it was just time," said Ross Petersen, who co-owns Petersen Motors with his brother, Russ, after purchasing the business from their parents who founded it, Russell C. "Pete" Petersen and Grace Petersen. "We were born into this business as kids. My brother and I have done this our whole lives, and it's tough to teach old dogs new tricks. Everything was very amicable, and we were pretty tightknit with the people at Harley, but it was time."

Beginning in 2019 and throughout 2020, the Motor Co. has taken a decidedly different corporate direction through its Rewire and Hardwire strategies to maintain profitability. Throughout the process its dealership network has gone through consolidation as the company works to shift its priorities to a new generation of customers buying its machines.

The process has also meant many dealerships had to either adapt with Harley-Davidson, or decide their own fate entirely.

As primarily an auto dealership until the early 1980s, Petersen Motors began transitioning to powersports as the economy changed — adding the Honda and Harley-Davidson lines in 1962 and 1979, respectively. However, according to Ross, the decision to focus on Honda products in the future wasn't one borne of bad blood, but instead of changing tastes in their area.



Brothers Ross and Russ stand next to "the last Harley" to leave Petersen Motors in Pierre, South Dakota. Photos courtesy of Petersen Motors

"Our touring clientele is getting a little older, and what we've seen over the last five years is our Honda four-wheel vehicles have really taken off. We have good sales and good profit margin there," Petersen told *Powersports Business*. "We've always had that Honda blood in our veins, and are usually 200 to 250% above what they think we should be selling in our segment. They're good machines that start, go and stop, and we believe in the Honda product."

That's not to say Petersen Motors is ditching Harley bikes entirely, though. According to Ross, the dealership still intends to sell and service used Harley-

Davidson bikes "when it makes sense."

However, when it comes to supplying new models directly, Petersen said that with Harley-Davidson's new direction, "a lot more work would have been involved." He also had doubts as to whether or not there would be an active market for electric vehicles such as Harley-Davidson's Livewire in rural areas of South Dakota, saying, "That side of the business was going to be difficult for us."

Like many dealerships, 2020 was a near unprecedented year for consumer interest in his dealership, despite the global pandemic. However, large sales volume increases met with stagnant production left Petersen Motors short on inventory. Throughout the pandemic, the dealership has been able to keep all of its employees on payroll after qualifying for a Paycheck Protection Program loan.

"All in all, we just didn't know what was going to happen. We started 2019 and 2020 great, our inventory was right where we needed it to be both new and used, and then the pandemic hit. When COVID first came out, business totally stopped. We were fine and liquid enough that we could survive for awhile, but we didn't know what we were going to do," Petersen said. "Harley didn't have any inventory, but Honda did and was offering free flooring. Unfortunately we didn't get any [extra], and we all know what happened then... Everything sold. We ran out of stuff to sell and work on. Through the rest of 2020 we were making money on everything we could find, but were scrambling to find anything. We're fixing stuff that a year ago would be thrown away. One guy absolutely

had to have something, so I went and pulled an old TRX 300 out of my garage, took the snowplow off, and sold it to him. It's been absolutely nuts. That's how desperate we were for inventory."

By the end of August, the dealership was completely out of new Harley-Davidson models, according to Petersen, when it was finally replenished again. "We couldn't pick the exact model or color, but we had stuff on the floor," he said.

The dealership usually carries 30 new ATVs and 15-20 new side-by-sides, while also carrying about half those numbers in pre-owned models as well. According to Petersen, at the time of this interview, the dealership had only three side-by-sides and no ATVs for inventory.

"We've got nothing! I've got a couple dirt bikes, but we're really struggling to find quality machines. All the ATVs I have coming in the next three months are sold," said Petersen. "We get multiple calls a day, but they're calling everybody to see if anybody has a four-wheeler. I've had the dealership 150 miles up the road send me some of their customers — it's been incredible."

But amid the sales rush and inventory crunch, after many sleepless nights their "Harley decision" finally becoming public has felt like a "weight off our shoulders," said Petersen.

The dealership plans to remain active in its community for all enthusiasts, planning both a riding club and future community events.

"Our biggest concern has been feeling like we're abandoning our customers, and we're not. We're still going to be here. We're a small town, and we still plan to take care of everyone," said Petersen. **PSB**



The last Harley-Davidson model that Petersen Motors sold departed the dealership earlier this year as the dealership will now be focusing on Honda products instead.

Space Coast H-D treats guests to Hellzapoppin Circus Revue

Post-COVID events begin seeing less negative feedback

BY NICK LONGWORTH

■ NLONGWORTH@EPGMEDIA.LLC.COM

At one point during the COVID-19 pandemic, a dealership might get a quizzical look from patrons if it were seen hosting an event in-person. But in late February, those passing by Space Coast Harley-Davidson were turning their heads for an entirely different reason.

The Palm Bay, Florida, dealership hosted the Hellzapoppin "Face Your Fears" circus sideshow revue at its dealership for anyone interested to see the old-world oddities that the famous group of performers offers, including crossbow artistry, acrobatic stunts, sword swallowing, fire breathing and more.

"We initially touched base with them last year prior to the pandemic. They're a group of individuals who have a thrill and passion for old-timey freak shows, which is a slowly dying art. But they're still touring the country trying to revive it," Krystal Stone, marketing director with Space Coast, told *Powersports Business*.

"We have performed many shows in Palm Coast and I stumbled across Space Coast Harley-Davidson's stage through one of their advertisements promoting one of their events. I simply reached out to them, and to my surprise they were immediately interested in partnering on an event," said Bryce "the Govna" Graves, the owner, producer, director and sideshow stunt man for Hellzapoppin.

According to Stone, the event was a "non-traditional" one by nature and geared toward garnering the attention of those that might not normally come through its doors. A bike night brings those who are already enthusiasts, but a freak show is for all.

"We were extremely happy with the turnout. Not only did it attract current customers, but it also attracted others who have a passion for the thrilling and exciting — and that's our customer, really," Stone said. "It brought together both our current customers and people from the area who might not be riders yet, but are now calling us. We are known for putting on pretty good shows, but it's not every day we put on a freak show. It definitely caught the attention of those that might not normally come."

"This was kind of a normal show for us. We had about 300 people show up and these were a combination of fans and first-timers. We brought people to the dealership that most likely have never been there before," said Graves. "Either way the crowd loved the show. Our show is very high energy similar to that of a rock show and we kept them on the edge of their seats from beginning to end."

The event was held outside to offer



Hellzapoppin Circus Revue performs old-world oddities including crossbow artistry, acrobatic stunts, sword swallowing, fire breathing and more. Photo by Keysie Raffucci.

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plenty of distance. But other than the safety measures that have now become normal over the past year, the dealership stepped aside and let the entertainers take over.

"Everything went off amazingly well. This was our first show in well over a year due to COVID, and Space Coast Harley-Davidson was super easy to work with and very supportive. They gave us everything we needed to produce this event. They were just as excited about working with us, as we were them," Graves said. "Everything went off perfectly, and the weather was incredible. We were a little nervous about that because we have an archer that tours with us, and had it been even the slightest bit of wind he would not have been able to perform his death-defying stunts."

Although the event was aimed at everyone — both customers and non — Stone said it was the latter that provided a beneficial takeaway for the dealership itself.

"While we didn't get any direct sales from the event, we were allowed the chance to network and meet with people who might have never come into the dealership. We were able to show them around the facility and build a little bit of a rapport. Sometimes people just need that initial step in and door open to feel welcome," she said.

According to Stone, the negativity the dealership received for hosting the event online was less than other events held in the past — perhaps a sign that people are ready to gather again for events sooner than later.

"We had a couple comments on the social media campaign claiming it would be a super-spreader event, but those comments are getting less and less. We used to have 10 [negative] comments, but we're now having one or two," said Stone.

After the fact, in the future the dealership will consider hosting the Hellzapoppin crew again, regardless of what attractions they plan on doing.

"This might not be a sales event, but it's a great opportunity to build relationships for a whole new foundation," Stone said.

"We are already planning another show during our Halloween tour later this year, and we hope that this is just the beginning of a long-term relationship," Graves said. **PSB**



The Hellzapoppin Circus Revue at Space Coast Harley-Davidson in Florida allowed the dealership to roll out the welcome mat to new visitors. Photo by Keysie Raffucci

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GET TO KNOW

DAVID PIERCY | Marketing and Customer Service Director | American Landmaster

It was a hectic 2020 for nearly every company in the powersports industry. As travel was greatly reduced after the onset of the COVID-19 pandemic, families shifted priorities to off-road machines that would create their own memories rather than the planned trip to Disney. American Landmaster, a company that manufactures side-by-side in Columbia City, Indiana, offers its full lineup based at a price point of around \$10,000 — directly targeting this new-comer demographic.

As a result, an opportunity to capitalize couldn't be clearer to David Piercy, American Landmaster's marketing and customer service director. Although not a "lifer" like many within the industry, he's spent the last four years with the company taking on every role imaginable in the process after a successful career swimming and diving at the NCAA level.

Powersports Business took time out of his schedule to learn a bit about a day in the life of his position, why American Landmaster is poised for a strong 2021 and why his "fresh eye" has been an asset to its growth.

PSB: Tell us a bit about your background — what education and experiences led you to American Landmaster? Have you always had an eye for powersports?

PIERCY: No, I really didn't. Before I got here I really knew nothing about UTVs. I had a mechanical background and did my own repairs and stuff on vehicles and projects around the house, but my undergrad at Indiana University was spent in their swimming and diving program. I had won the state competition in high school, and that got me recruited to go there.

I was there for five years, with a couple [years] being the team captain. I got to travel to a lot of places competing in the 30-meter springboard event, but also the 10-meter platform as well.

After my career at Indiana I began learning about business after getting an undergrad in design. My first stop out of college was with a medical company to run its marketing department. I went in with a basic understanding of design and advertising, and they challenged me to figure out how to develop a TV commercial, design ads and really do all marketing and design in-house. It really took my knowledge from college and applied it.

That was really the beginning, and from there I got more into digital marketing and began with a company called Shindigz — which sells about 40,000 different types of party supplies. I got to understand a lot of digital software, which really grew my expertise on digital marketing.

After about three years I wanted to be more in charge of overall marketing as my next career move, managing a larger company and group of people — that's really what led me to here. Right as I came on board American Landmaster was transitioning their factory from Louisiana to Indiana, but had not started production yet. I started here with a fairly small team, just me and two other people, and over the course of the last four years we've grown tremendously. It's really challenged and pushed us.

Rather than hiring someone in the industry and trying to teach them marketing, they hired someone with the skillsets they needed and have taught me the technical aspects of what we're creating.

PSB: Is there anything you've learned along the way that transferred over to the powersports industry and your current position?



PIERCY: During this experience I got more education on team leadership, character building and discipline than anything I could have imagined. Going from the high school to Division I collegiate competition, the sport is more competitive, but they teach you a lot about how to be mentally strong. Especially in diving, it ends up being about 80% focus and attitude, not necessarily how hard or often you practiced. It's about practicing the right things mentally, and I got a lot of that training.

PSB: What's a day in the life of your current role like? What are some of the most common challenges you face?

PIERCY: I always like to be people-first and address everyone to see if they need anything before we go into day-to-day duties, which can be anything from solving a customer service issue with a dealer to reporting the status of internal quality checks.

I might be asked to also do research for product development, such as the electric vehicle segment in the next three-to-five years; whether it's an acquisition or improving on a current product.

Another part is website management, with all sorts of new tools and portals for dealers to use and an e-commerce site. We want to eliminate any concerns throughout the customer experience.

I'll also do design stuff such as ads for a publication or a digital marketing campaign. They call me the drone guy [laughs], because we're always trying to find new

ways to continually push content out.

What's great about this company is our roles are not highly segmented — if I find an opportunity somewhere to be hands-on, I can jump in and help anywhere. The mentality throughout the organization is everyone using all of their talents, and jumping in where needed.

PSB: As the marketing director of American Landmaster, how do you go about making people aware of your company goals, products, etc. in 2021? What's worked best?

PIERCY: To drive awareness to dealers we have really utilized dealer-focused publications, such as PSB. For consumers, social media has been the biggest driver of traffic to our site.

The other biggest aspect would be having our crew at expos and events, travelling around the country to promote our product. One of the biggest things we've heard about our product is that people are curious when they see it from the outside, and try to compare it to other brands. When they actually get in it and drive the machine it's a remarkable experience. Digital marketing and brand awareness is important, but what's really best is getting someone behind the seat for a test drive — that's what we're trying to do more.

PSB: Any overall marketing trends you're seeing throughout the powersports industry? What does the future look like in terms of marketing for side-by-side companies?

PIERCY: From a product side, everybody wants to continually go faster and be bigger, but we're not trying to compete in that space right now. We want to be a quality machine, and one of our biggest attributes is being American-made.

I see the industry continually trying to crowd into the faster, bigger and fancier space, but to me there's a huge market that really doesn't need all that, nor can they afford it. That's what we're trying to focus our attention on.

We just launched our new lithium ion EV, which comes with two new battery options. I want to build on that further for more application uses, including a four-wheel drive version. Then what other technologies can we adapt to it? I think the electric space is interesting and something we will continue to pursue further.

We're also interested in exploring the automated driverless vehicle space — that's a market we will be researching as well. **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.

SNOW

SPRING

CONTINUED FROM THE COVER

March [2020], but our spring orders are up from last year," said PJ Wanderscheid, general manager of Country Cat, an Arctic Cat dealership in Sauk Centre, Minnesota. "The demand is there, but the only limiting factor has been a down year for snow. If we were dumped on it would be even more nuts."

"Sales are unbelievable. Nobody is going to France or Germany, but instead want to buy machines to stay at home with friends," said Tom Ferry, president and owner of Arctic Adventures, a Arctic Cat and Ski-Doo dealership in Rosendale, New York. Ferry noted pre-season orders are up 300-400%, saying, "Everyone is pre-buying everything now. At minimum, we're more than double last year."

Despite more than 2 feet less snowfall than average, New York state saw 10,000 more snowmobile registrations compared to the previous season.

For Polaris enthusiasts, popular model snowmobiles have included trail models for "flatlander" riders as well as crossover back-country models that offer both mountain



Despite a lack of snow in many regions, model year 2022 snowmobile pre-orders have been strong for many dealerships.

and trail capabilities. The new Matryx chassis and Boost Patriot 650 engine have also proven popular.

"The VR1 has been a hit, and our warranty claims are down considerably, so they're very reliable," said Richardson, who noted select Star Fire models have sold out prior to the Snow Check pre-sale closing date.

As a result of a strong pre-order season, all four snowmobile OEMs have limited production of certain models, deeming them "sold out" past a certain point — an unprecedented move.

Throughout the 2020-21 winter itself, sales remained steady for dealerships despite

a "down year" for snow in most areas. As spring comes into full swing, the demand for powersports machines has seemingly carried into every department.

"Sales since COVID for us have been phenomenal — way up, about 35%. Total revenue is up 51%, and even now it's still going strong. I expect 2021 to not have as high of a sales jump as last year, even though the first three months have been huge... By the time Snow Check ends, we'll be 60 to 70% sold through of what I ordered, and we don't have any carryover. Roughly 25% of the customers are new to the industry as well," said Richardson. "I think we'll see



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■ "Sales have been way up, about 35%. Total revenue is up 51%, and even now it's still going strong."
— Dan Richardson, owner of Northway Sports

■ "People are less price-sensitive now because of the laws of supply and demand kicking in."
— PJ Wanderscheid, general manager of Country Cat

■ "More than three-quarters of my orders for July and August is sold. Right now I am sold out of all watercraft for the whole summer, all ATVs for the whole summer, and probably next to no product for showroom models from Ski-Doo next winter."
— Tom Ferry, president and owner of Arctic Adventures



As a result of a strong pre-order season all four snowmobile OEMs have limited production of certain models, deeming them "sold out" past a certain point. Northway Sports in Minnesota saw more than double the amount of orders than the previous season.

margins stay all through fall and into winter. If we get another bad winter of snow, there might be a hit on next year's Snow Checks, though. If we have a good snow year, I don't see it dwindling that much."

However, since the onset of the pandemic the buying process has seemingly changed for most dealerships as less "tire kickers" and cold-callers are visiting showroom floors to browse, but instead coming ready to buy after having done research online.

"Our floor traffic is down considerably, but almost everybody that comes through the door is ready to buy. A lot of it is done online or through the phone now. We just don't hardly see the tire-kickers anymore," said Richardson. "In a way it's good because the salesman has to do less work, but they've complained that they really don't get to know the customer that well either — they miss that part. But I honestly think this is the new normal. People are going to get used to shopping online, and doing it that way."

"People are less price-sensitive now because of the laws of supply and demand kicking in," Wanderscheid said. "You don't have the people trying to badger you down on the price — it's become more a case of 'Do you have it?' instead. A lot of people are doing their research online, and know what the prices should be. The walking in and getting a sticker shock has gone away... But it's also a training process for the consumer, because we don't have to just give it away now, either. All in all it's a better situation for the dealers — it's more of a quality buyer."

As each dealership heads into spring, summer and inevitably fall again with strong demand, one unanimous concern raised was inventory levels among all OEMs.

"More than three-quarters of my order for July and August is sold. Right now I am sold out of all watercraft for the whole summer, all ATVs for the whole summer, and probably next to no product for showroom models from Ski-Doo next winter," said Ferry, who also noted the price of gasoline could alter demand throughout the industry "overnight."

"We're all screaming for lack of product," said Richardson. "My service lot is full of vehicles that are waiting for one or two parts to finish a job. On the off-road side, Polaris was warned us to expect this for the rest of the year."

"The demand is crazy right now and overrunning supply," said Wanderscheid, who noted that following overall dealership sales growth of 25% throughout 2020, in January of 2021 Country Cat added the Kawasaki brand to its lineup. "We keep wondering when sales are going to slow — there has to be a point in which things cool off a bit, but it's gone further than I thought it would. If I had a crystal ball and knew this would last I would be placing massive orders for everything, but on the other hand you have to be a little bit conservative because you don't want to stock up and be stuck with a whole bunch of product that nobody is interested in. Right now we're going full steam ahead." **PSB**



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HOT PRODUCTS



SHOW CHROME ACCESSORIES HANDLEBAR END WEIGHTS FOR CAN-AM RYKER

Benefits: These new end weights for the Can-Am Ryker offer a stylish etched look to pair with the matching reverse shifter lever and axle cap covers. Each pair of handlebar end weights mount on the outside of OEM mirrors with stylish weighted end caps that greatly enhance the finished look of the Ryker.

Specifications: Each weight is made from durable stainless steel, increasing handlebar weight by 13.4 ounces to provide more vibration dampening to a rider and mirrors.

Suggested Retail Price: \$49.95

Contact: Bigbikeparts.com



DRAG SPECIALTIES HIGH-PERFORMANCE MINERAL 20W-50 MOTORCYCLE OIL

Benefits: Drag Specialties' newest high-performance mineral 20W-50 motorcycle oil is a great choice for any V-twin when riding during ambient temperatures between 30- and 100-degrees Fahrenheit.

Specifications: Its formulation provides outstanding protection during cold starts, excellent wear protection and durability while guarding against sludge buildup and oil breakdown, and also exceeding API CI-4/SL service rating and meeting all warranty performance criteria for Harley-Davidson engines.

Suggested Retail Price: \$6.95 – \$26.95

Contact: Dragspecialties.com

SW-MOTECH USA PRO BLAZE SADDLEBAG

Benefits: These Pro Blaze saddlebags from SW-MOTECH USA with removable support arms impress customers with a sporty look, low weight and a clever fastening system. When travelling without luggage, the removable support arms can be detached with a simple step, leaving only inconspicuous holders behind.

Specifications: SW-MOTECH manufactures the bags from robust and UV-resistant 1680D Ballistic Nylon. In combination with side panels made of dimensionally-stable EVA material, the luggage is protected from splashing water and dust. The saddlebags also have minimal effect on handling performance.

Suggested Retail Price: \$259.95

Contact: Sw-motech.us



POWERMADD POWERX HANDGUARDS AND FLEX MOUNT

Benefits: The PowerX Handguard is designed as a mud and roost shield for motocross.

Specifications: These handguards are 20% smaller and also lighter than the Star Series Handguard. The Flex Mount universal mounting system was engineered to flex upon impact, which allows the guard to provide increased roost protection while being more durable and longer lasting. Powermadd also offers a warranty replacement program protecting against breakage for the first full year.

Suggested Retail Price: \$20 and \$25 (Flex Mount)

Contact: Powermadd.com



ULTRAGARD CLASSIC COVER FOR POLARIS SLINGSHOT

Benefits: This cover has UltraGard interlocking double stitched seams for durability and a high visibility logo/reflective accent strip that UltraGard Classic Covers are known for. Its black-over-charcoal design is also a great compliment to the fast lines of the Slingshot.

Specifications: It fits all models of Slingshot, and includes a bungee cord at the hem, zippered storage pouch and air vent flaps to allow warmer air to escape. It also includes liners for the windshield, roll bar and tail fin, while a draw strap front and rear allows the hem to be cinched tight with a quick release buckle.

Suggested Retail Price: \$129.95

Contact: Bikebikeparts.com



HOT PRODUCTS

**SPARK KTM DUKE 890/790
DOUBLE GRID-O EXHAUST**

Benefits: Handcrafted in Italy and designed for the KTM Duke 890 and 790, the Spark semi-full exhaust stands out by displaying a high-mounting dual exhaust and unmistakable growl that's dyno-tested to increase and achieve maximum gains over stock.

Specifications: The dual titanium silencers are a result of Spark's ongoing testing carried out on WSBK and Moto2 World Championship race-tracks. Handcrafted titanium, 3D laser cutting and TIG welding make this exhaust a veritable concentration of technology and power.

Suggested Retail Price: \$899.99

Contact: Sparkexhaust.com

**SKI-DOO UNIVERSAL LINK RACK**

Benefits: BRP has introduced its Universal LinQ Rack that serves a dual purpose: mounting LinQ accessories to a snowmobile that wasn't originally designed for LinQ, and making generic accessories LinQ-able.

Specifications: These racks will make it easy to get the benefits of fast and secure stowage on any brand snowmobile to use proven LinQ accessories. Riders can now use the system to make their own customized LinQ accessories.

Suggested Retail Price: \$99 (BRP) – \$124.99 (other brands)

Contact: Ski-doo.com

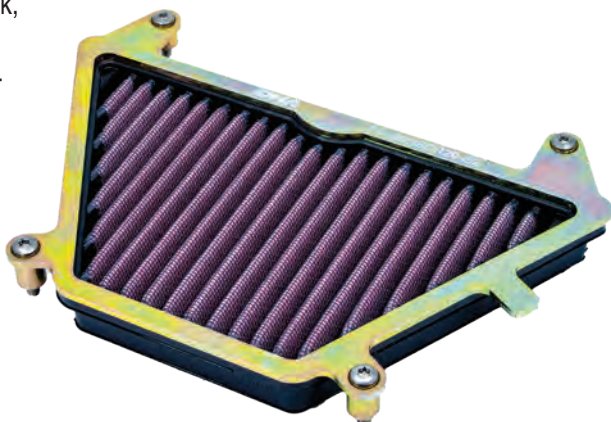
**DNA FILTERS BMW R 18 CRUISER
STAGE 2 AIR FILTER (2020+)**

Benefits: The BMW R 18 Stage 2 air filter kit from DNA Filters adds power, torque and improves throttle response. This system eliminates the restrictive, plastic OEM intake box with a specialty bracket that holds a high-performance DNA motorcycle air filter with a substantially increased surface area.

Specifications: Clean, efficient airflow is increased 44.87% over stock, allowing the rider to get the most horsepower and smoothest throttle response.

Suggested Retail Price: \$139.99

Contact: motodracing.com

**GIANT LOOP DIABLO
AND FANDANGO
TANK BAGS**

Benefits: Giant Loop's Diablo and Fandango Tank Bags are incredibly versatile, fitting virtually any dirt bike, snow bike, enduro, dual sport, adventure or street motorcycle make and model.

Specifications: Made from rugged Bomb Shell coated fabric with hybrid RF-welded and sewn construction, both the Fandango and Diablo are designed to be completely waterproof, mudproof, snowproof and dustproof when used with included Tank Bag Dry Pod inner liner. The Fandango Tank Bag provides 8 liters of packable volume and weighs 2 lb. 5 oz. (with included Dry Pod). The Diablo Tank Bag provides 6 liters of packable volume and weighs 2 lb. 3 oz. (with included Dry Pod).

Suggested Retail Price: \$250 (Diablo) and \$260 (Fandango)

Contact: Giantloopmoto.com

**MOOSE RACING REAR FENDER PACK**

Benefits: Offer protection for cargo that easily handles the rigors of off-road riding, all while looking stylish in the new tonal color-way Rear Fender Pack from Moose Racing.

Specifications: The pack mounts securely and easily to the bike's rear fender with supplied mounting hardware, and is constructed from a tough tarpaulin material base and heavy-duty denier fabric. A wrap-around zipper, plus a wide flap,

helps keeps the elements out while permitting full access to the gear inside. It's available in a small or large size.

Suggested Retail Price: \$39.95 – \$44.95

Contact: Mooseracing.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.

FLY Racing launches 2021.5 Kinetic Mesh gear

Heat management features ideal for spring and summer riding

FLY Racing has launched its new 2021.5 Kinetic Mesh gear. The “soft launch” offers the product before FLY announces its entire 2022 collection in a few months, according to Western Power Sports media content coordinator CJ Richards.

“FLY Racing’s Kinetic Mesh has long been the perfect answer to spring and summer riding. With fully ventilated mesh panels in both the pant and jersey, heat management is center stage,” Jason Thomas, FLY Racing’s media relations/brand manager told *Powersports Business*. “FLY Racing strategically launches this line every spring to enable dealers to fully capture consumer demand as the weather breaks for the northern regions and temperatures ramp up for southern states. Even more critical for 2021, this launch will hopefully give relief to the inventory woes that dealers are facing nationwide. It’s the perfect gear line at the perfect time!”

Here’s a look at some of the lineup specs:
Jersey — \$38.95 MSRP. Available in sizes.

Youth Small – 2XL. Colors: Black/White - Blue/Black - Red/White/Blue - Stone/Khaki/Black – Rockstar. Features include a tagless comfort-stretch collar; relaxed shorty elastic sleeve cuffs; integrated dual-mesh construction allow massive airflow and filters out dirt; multi-panel construction for maximum performance and comfortable fit; and an extended tail helps keep jersey tucked in.

Pants — \$119.95 MSRP. Available in sizes 22–40. Colors: Black/White - Blue/Black - Red/White/Blue - Stone/Khaki/Black – Rockstar. Features include: a comfort mesh liner that helps with comfort and ventilation; multi-directional stretch rip-stop panels for flexibility; internal pocket inside the waistband; ultra-durable multi-panel 900D construction with laser-cut perforations for advanced ventilation; leather heat shield panels with DuPont Kevlar stitching; soft-flex protective rubber badging creates massive vents for airflow; ergonomically pre-shaped knee works with most guards; full-floating seat surrounded by stretch rip-stop material moves with your body; ratcheting closure with zipper lock system keeps pants closed and secure; and FLY’s unique Adaptive Waist System (AWS) provides a custom fit. **PSB**



Look for motocross racers including Jalek Swoll (top) to be donning the 2021.5 Kinetic Mesh gear from FLY Racing at a track near you. Photos courtesy of FLY Racing

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