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Red Hills Powersports has risen from the ashes to start anew in Tallahassee









WPS gets acquired by Arrowhead; Lester named WPS COO

WPS owner Craig Shoemaker sells distributorship to Alls Balls Racing Group parent company

Blaine, Minnesota-based Arrowhead Engineered Products (Arrowhead) in January announced that it has acquired Western Power Sports (WPS). WPS serves nearly 12,000 customers with more than 150 sales reps and seven U.S. distribution centers. With both Arrowhead and WPS rooted in powersports and parts distribution, dealers and consumers will continue to enjoy the diverse product offering and exceptional customer service.

"This acquisition is an important step in our growth strategy and aligns with our mission — to be the largest off-road aftermarket parts supplier in the world," said John Mosunic, CEO of Arrowhead. "WPS, a leading powersports distributor in North America, has a tremendous reputation with its dealer network and I'm thrilled to have their team lead our powersports segment. The combined power of Western Power Sports' trusted distribution and dealer network with Arrowhead's additional brands, global distribution footprint, and best-in-class supply chain network creates a powerful team giving dealers a wider selection of quickly available products."

Newly appointed WPS chief operating officer Steve Lester replaces former owner Craig Shoemaker at the helm.

"Through the sale process, we spoke with several quality companies that expressed interest in WPS. Arrowhead was the only company with an excellent cultural fit and matched our commitment to customer service," Lester said.

Familiar global powersports brands built by Arrowhead include those under the All Balls Racing Group (ABRG): All Balls Racing, Vertex Pistons, Cylinder Works, Hot Cams, Hot Rods, Pivot Works, and Tiger Lights. These do not include a dozen brands also owned by Arrowhead focused on outdoor power equipment, agriculture, arborist, golf cars and other specialty equipment. Likewise, brands owned, built, or exclusively distributed by WPS include FLY Racing, Sedona Tire & Wheel, Open Trail, Shinko Tires, Fire Power, HardDrive, Highway 21, SP1, LC, GMAX, Rale, ScorpionEXO, Alpinestars, POD and more.

"Western Power Sports is a strong strategic fit with a complementary product offering and a passion for providing great service to dealers and consumers," Mosunic said. "We will work together to ensure this combination supports our customers and benefits the entire industry."

Wells Fargo Securities served as exclusive financial advisor to Western Power Sports. PSB

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North Carolina dealers acquire Minnesota Indian shop

Bison Thunder in St. Paul gets sold

Motorcycle industry stalwarts Lloyd Greer and Tim Sutherland have acquired Bison Thunder Motorcycle in St. Paul and will offer their exclusive performance work, accessories, and customizing skills at the dealership now operating as Indian Motorcycle St. Paul.

The new ownership team of Sara Ramseur, Amanda Bramble, Greer and Sutherland tentatively plan to hold a grand opening around Feb. 1 at the dealership located at 2967 Hudson Road in St. Paul.

"We are excited about this tremendous opportunity and see unlimited potential for Indian Motorcycle St. Paul," Sutherland said. "We've got an outstanding facility with an inviting showroom and state-of-the-art service facility. Plus, we'll expand the service center with Lloyd'z Garage, which will provide riders with the ultimate in performance."

Doug and Jeanne Kauth, the previous owners of Bison Thunder Motorcycle, sold the dealership to spend more time with family. Greer and Sutherland have owned and operated Indian Motorcycle Charlotte in





North Carolina since 2018, and last summer they opened Lloyd'z Garage on the grounds of the Sturgis Buffalo Chip.

Ramseur is the operations manager for Indian Motorcycle St. Paul, and Bramble is the marketing and general sales manager. Sutherland said most of the Bison sales and service staff is being retained, so there will be outstanding continuity with current customers.

"We are honoring all previously placed orders for new Indian Motorcycles, and are also honoring terms of the 'No Worries Promise' that Bison offered," said Bramble. "Our goal is to make the transition as smooth and seamless as possible for our customers."

Indian Motorcycle St. Paul is now the area's leading source of new Indian Motorcycles, previously owned bikes of all brands, and Indian-branded accessories and apparel. The

dealership provides technical service and maintenance work, and will offer industry-leading performance products and tuning through the in-house Lloyd'z Garage operation.

"We're very familiar with Upper Midwest riders and their passion for motorcycles," Greer said. "Tim and I have owned and operated performance and accessory businesses that have enjoyed outstanding support from Midwest riders. Our goal is to put them on the best bikes available with performance upgrades to enhance their experiences."

Indian Motorcycle St. Paul will be establishing robust social media outlets to stay in touch with customers, and will host Indian Motorcycle demo ride events during the riding season. The spacious dealership is easily accessible as it is located just minutes from the junction of I-94 and I-494/694. PSB

WAR IS NEITHER CHEAP NOR EASY

Without factory support, can anyone fix our service departments?

As someone with OCD tendencies, the Service Department has always frustrated me. I like things to be neat and orderly, but the Service counter, at its best, is organized chaos. Customers want-



ing problems

fixed (yesterday), technicians needing repair authorizations, accessories that don't fit, non-stop incoming phone calls, constant backorders on parts, sales personnel with unrealistic timelines, the barrage never ends.

At our dealership, we refer to an upset customer (especially one who wants to speak to the GM or owner) as a "service heater." On a recent dealer visit I had a discussion with a Service Manager about one of their heaters. The customer purchased a new vehicle and within a month the driver's seatbelt broke, so she couldn't drive it back to the dealership. The dealership had the vehicle towed in, fixed that problem, and then noticed the backup camera didn't work. Troubleshot that problem, go back and forth with the vendor a few times, find they need a new dashboard display and order that. The component is on backorder, with no ETA. Customer can still use the vehicle but is now diligently looking for additional problems. She then finds that in a unique set of circumstances, the key fob stops working. Now, the customer wants the dealer to buy it back, or for the vendor to give her a new vehicle. There are multiple additional layers to this story, but I'm sure you all get the picture.

During my never-ending travels this situation fermented in the far corners of my brain. Last week, I asked our GM a pointed question. "No matter the time, energy, and effort we throw at the service department, how do we ever get to a point where the service counter is a fun and enjoyable place to work, and where everyone leaves happy?" Vehicle and component quality is at an all-time low as vendors do all that they can to cut costs to keep their share prices high. Dealers receive almost no factory support from the majority of powersports OEMs. Service departments are rarely provided with the tools to diagnose the technology that is incorporated into most of the vehicles we currently sell. OEM training is woefully inadequate and hard to access. It's a recipe for failure.

I'll be the first to admit, dealers are not perfect. Service writers don't always set realistic expectations with the customers. Sometimes a parts employee will forget to call someone back (or procrastinate about that backorder notification until they call us). Occasionally, technicians order the wrong part. At times, we install wheels that rub on the fenders. And, from time to time, PDI will leave a bolt loose. However, most dealers are willing to own up to their failures and will go above and beyond to make things right with the customer.

What is tougher to compensate for is an OEM that actively works against their dealers because doing the right thing is not in their short-term financial interest. When the tech line tells a dealer, "Nope, we've never seen that before" even though every other dealer in their 20 Group is seeing the same issue, how are we to deal with that level of dishonesty? I frequently receive requests from customers who want to speak to someone "higher up" at the OEM. I'll give out that phone number, but with two specific vendors I provide that information with the following disclaimer: "I understand that you are upset right now, but just know that when you are done with that phone call, you will REALLY be angry." I know of one vendor who consistently blames the dealership for anything that goes wrong (I've had multiple dealers show me written proof from call logs). That's tough to counter.

In some cases, customers are spending more money on the toys we sell than what their daily drivers cost, and they have high expectations for how these vehicles will perform. Some vendors now tie bonuses to customer satisfaction. One vendor ties goodwill dollars to some arbitrary certification level (and that fund is not nearly adequate enough to cover all of the oddball issues that arise with their products) and expects dealers to cover any additional repairs that are above and beyond. And some of the vehicles we sell I consider to be so cheaply made as to be disposable. After three or four years, they will have zero resale value, and be too costly to keep on the road/trail/water. Not good when the customer had a five-year loan on

I work with dealers across the country, I know we are not alone in our frustrations.

See Sheffield, Page 5

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45-year-old dealership adds Polaris point with acquisition

Storm Lake Honda grows

A dealership that is celebrating 45 years in 2022, mostly with Honda and then adding Arctic Cat, has flipped the calendar and plans to elevate its off-road business thanks to an acquisition.

Sales manager Jeff Schultz reports to Powersports Business that Storm Lake Honda in Iowa has acquired neighboring Schuelke Powersports, also located in Storm Lake about three miles away.

Storm Lake Honda has served the Midwest and beyond with quality powersports products from Honda and Arctic Cat for 42 years and previously announced an expansion with the Yamaha WaveRunner line in 2020. Adding the Polaris off-road line of new and pre-owned, as well as service, is a natural expansion and will help diversify the line up of products offered under the SLH umbrella.

"With the addition of Schuelke Powersports, we will be adding the Polaris lineup of powersports models and Timbersled, a snow conversion kit for dirt bikes, to our already successful Honda and Arctic Cat product lines, as well as Yamaha WaveRunners," said Jeff Schultz, sales manager for SLH. "This acquisition shows our dedication to serving our customers as we continue to build the SLH brand in 2022 and beyond. Polaris is the leader in innovation for side-by-sides. In these times of product shortages, we are excited to add another option for our customers. Jason Schuelke and Jason Naughton bring a wealth of powersports knowledge, and we are excited to welcome them to the SLH team!"

"I was flattered to be approached by Jeff and Larry (Schultz) from SL Honda that they saw the potential in acquiring my Polaris business. Also, to give myself and Jason Naughton, my parts manager, the opportunity to continue the relationships we've developed with our customers over the last 11 ½ years. I am excited about the future joining SL Honda and with their help, gaining more customers from all the brands we will have to offer. I am honored that Storm Lake and the surrounding communities have supported my family for the last 90 years. Thank you!" said Jason Schuelke, owner of Schuelke Powersports.

Storm Lake Cycles is a family-owned business that has been open since 1977,



when Larry Schultz and, father-in-law, Ken Newbrough, purchased Peterson Honda/Yamaha. Since then, Storm Lake Honda has grown to be one of the top 10 Honda dealers in the U.S.

Schuelke Powersports is a legacy family-owned brand encompassing four generations of the Schuelke family doing business in the same location in Storm Lake, Iowa, for 90 years. From brands like Studebakers, John Deere, Chrysler, Dodge, Jeep to the current Polaris powersports line, Schuelke's 11 years in the off-road industry continue a foundation nearly a century strong. PSB



SHEFFIELD

Many dealers have to suffer through these issues, and some OEMs are way worse than others. I'm not giving up on service, but until the OEMs decide to offer us some reasonable levels of factory support, I am lowering my expectations. Until the OEMs begin prioritizing long-term customer satisfaction and loyalty over short-term stock prices, dealers are going to be left to swirl around the toilet bowl, occasionally coming up for air.

Long term, the best bet for dealers is to move their orders away from the vendors, and toward the OEM business partners, the ones who support every department, not just sales. Short term, the best strategy is leveraging state lemon laws. When a vendor builds a shoddy vehicle with cheaply sourced components, the dealer shouldn't be on the hook for ANY buyback costs. The vendor should own all that pain. It seems to be the only way we can get their attention.

It's in no one's best interest to clog up a dealer's service department for days, attempting to fix the unfixable, with little to no factory support. In the end, dealers often settle by allowing the vendor to pay for a fraction of the technician's time that was wasted. The customer is upset that it took so long to complete the repair and rates the dealership poorly. The service personnel are frazzled and soon look for less stressful employment. And, to top it off, because the dealership received a low CSI score, the vendor reduces the dealer's profit opportunity on future sales?

We can only address this foundational problem when the OEMs decide to take ownership of this issue and come to the table to work with dealers, instead of against them.

For the vendors out there who are truly willing to transition to being OEM business partners, here's my challenge to you:

- Reward tech line personnel for the speed in which customer problems are resolved, not for how much they can reduce warranty costs.
- Promote qualified personnel to the tech line. Working the phones shouldn't be an entry level job. Reputations are at stake.
- Purchase vehicle components from the vendors who have strong records of making quality components (this means you need to rank your vendors). Stop feeding the "cheapest bidders."
- Offer regional technician training during the off season, and don't charge for it. Dealers already incur travel, food, and lodging costs, along with a week's worth of lost production. Tech training shouldn't be one more profit center for the OEM.
- Set aside sufficient funds so that decisions on claims err on the side of the customer.
- Never make a dealer wait more than three hours for a response to a technical issue. If you must work overtime and weekends, then do it. Never leave a dealer or a customer hanging.

Until our industry vendors place as much value on service and parts support as they do on sales, dealers will just be left to handle the heaters by themselves, and that won't be good for anyone. PSB

Mark J. Sheffield has spent the last 30 years working in and around the powersports industry. Although heading toward retirement, he still tackles occasional projects that interest him. If you'd like to see more of what he has to say, then check out his blog at https://markjsheffield.com/blog

HOTNEWS

NPA OFFERING SNEAK PEEK OF VALUEGUIDE PRO AT AIMEXPO

For dealers attending the 2022 AIMExpo in Las Vegas, National Powersport Auctions (NPA) provided a first look at its all-new ValueGuide Pro product, the next evolution of the industry's most powerful pricing tool.

ValueGuide Pro is the first-ever Aldriven valuation tool to project estimated values for a powersport vehicle, in realtime, based on your inputs. The machine learning model recognizes vehicle pricing



patterns and considers seasonality, depreciation, region, mileage, and condition to provide the most accurate estimate wholesale valuation for that vehicle.

NPA's new ValueGuide Pro features Al-driven valuations.

ValueGuide Pro equips power-users with (up to) two years of transaction data and a rich, interactive charting interface providing trend level analysis aimed at driving better business decisions.

NPA's Value Guide continues to be the gold standard for deal-

ers across the nation. With this newest iteration, dealers will get more complete and accurate values on their powersport vehicles. PSB



NEWS |



AIMExpo returns to Las Vegas after two-year hiatus

Dealers, vendors get back into form

BY HEATHER WILSON

■ CONTRIBUTING WRITER

Dealers and vendors were elated to be back together in-person, Jan. 19–21 in Las Vegas, after a two-year hiatus of AIMExpo due to the pandemic.

You could find dealers circled around one another sharing ideas or simply catching up on lost time at the Industry Party powered by Tucker on Jan. 19.

Referencing supply chain and allocation issues, David Skrzypczak, sales manager at Yeager's Cycle Sales in Sedalia, Missouri, said, "We met dealers here that have the same struggles as us."

Skrzypczak's coworker said they also came to show for product knowledge. The Polaris-Yamaha-Suzuki dealership and sibling location Yeager's Harley-Davidson are celebrating 66 years in operation in 2022.

"It was nice to touch and feel some of the products I may not normally order and to have a rep explain it," said Jeff Walker, parts manager at Yeager's Cycle Sales. "There's a difference between seeing it in a catalog versus in person."

NEW PRODUCT LAUNCH

Crowds of dealers could be seen gathering at the Rabaconda booth throughout the expo as company co-owner Jakob Saks demonstrated how easy changing a dirt bike or street bike tire could be using the portable tire-changer machines.

Saks, a rider himself, said the company was established in 2012 in Estonia after he was fed up with how difficult it was to change a dirt bike tire.

"About 10 years ago, I switched to mousses," Saks said. "The first tire change was nightmare. I was almost thinking I'd go back to tubes. I ran out of swear words and my knuckles were bloody. I thought to myself 'Does it really have to be this difficult?"

From there, Saks and co-founder Tonu Kallast went to work developing a tool to make the process easier. The off-road tire changer, dubbed the "Three-Minute Tire Changer," has been in the market for 10 years, but Rabaconda brought to the expo a product yet to be sold: its street bike tire changer. Also to be released by the company are a minicross tire changer and eventually a UTV/ATV tire changer.

Saks said the company first exhibited at AIMExpo in 2019 and decided to return.

"About 70 percent of our product is sold to dealers for resale and 30 percent is direct to consumer," Saks said.

In addition to making the tire-changing process easier, it's highly portable. It folds up into a carrying case, making it ideal for use at home, at the races or in dealerships.

EDUCATING DEALERS

As always, AIMExpo offered seminars throughout the three days of the show that offered insight and advice into improving processes, marketing and management. Seminars also revolved around community and electrification in the industry.

On Jan. 20, Jared Burt of HeroHub and three team members from Nash Powersports – owner Bill Nash, director of marketing Matt Petrovich and director of operations Brian Kane – gathered on the education stage on the show floor to discuss cultivating a community of riders.

Burt discussed how dealership salespeople should follow the RIDE method when a potential customer is interested in purchasing a unit: Rider profile – qualify customer; Inquire – hear their story; Determine – rider's personalized journey; Encourage – with support and follow up.



NEWS |





Left: Crossroad Powersports owner Eric Osner (right) executive VP of Operations Vince Forlini of Crossroad Powersports in Upper Darby, Pennsylvania, were seeking out special deals from exhibitors at AIMExpo.

Right: NPA vice presidents Ryan Keefe (left) and Tony Altieri got the morning started at AIMExpo with smiles and coffee.

Customers can have different needs and experiences, and this method helps to understand the potential customer standing in front of you before selling to them.

Petrovich, director of marketing for Nash Powersports, reinforced that customers want an experience. He advised dealers to get customers used to rides on a habitual basis, such as rides on the second Sunday of the month. He said that a lot of customers also need to be educated on where to ride. To help with this, the dealership gives out packets of riding areas within the state with the purchase of a unit.

Also educating dealers at the show was Tucker, which recently re-launched Tucker University. It's an online platform to train dealership staff on products they sell that are distributed by Tucker.

Casey Coker, manager of learning and development for Tucker, said that the company tried to eliminate long, drawn-out training. Each module is between 5-10 minutes long and a mix of video, images and text. It also includes interactive quiz questions at the end. Modules include sales techniques as well as product specs.

"We had communication in mind when we revamped," Coker said. "Dealers have the biggest voice they've ever had to provide feedback straight to the vendor within the portal, so the vendor automatically knows what's working and what's not."

Coker added that it takes some of the work off of the manager to train their staff on product knowledge.

MIND OF A CHAMPION

On Jan. 20, keynote speaker Ricky Carmichael shared what it means to have the "Mind of a Champion" by sharing his keys to racing success.

He related being a dealer to being a racer that experiences ever-changing track conditions, and that dealers have to be able to navigate and change with the circumstances.

He also noted the importance of building connection.

"Relationships, in my opinion, are the easiest thing to build," Carmichael said. "It's an underrated, easy task."

He added, "I am a big believer in surrounding yourself with the best people possible."

The next AIMExpo will take place in Las Vegas Feb. 15–17, 2023. PSB

Heather Wilson is owner of High Gear Success. Contact her at HighGearSuccess.com.





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NEWS

Kawasaki dealers eye new line of performance oils

KPO brand adds another line option for purchase orders

With decades of experience offering top performance and high-quality oils to powersports owners, Kawasaki last month announced a new lineup of Kawasaki Performance Oils (KPO).

Combining updated branding with allnew motorcycle formulations and even greater improved performance, the new KPO product lineup consists of industry-leading products exclusively designed and tested for Kawasaki engines to meet or exceed performance requirements and keep dealership customers' powersport vehicles running at their best.

Adding to the refreshed branding will be an all-new motorcycle oil blend with the KPO 4-stroke motorcycle engine oil that is optimized for performance and tested and proven for durability. Kawasaki's industry-leading push didn't stop there as several performance improvements have been made to the ATV/UTV and Jet Ski oil categories.

The KPO lineup of products continue to push beyond the highest industry standards including JASO and API, resulting in motorcycles running cleaner, cooler, and smoother.

KPO products have been developed and tested to provide the highest-rated oil line-up amongst OEMs and in the industry, making KPO the ultimate choice for your maintenance needs.

KPO MOTORCYLE OILS

The all-new KPO 4-stroke motorcycle engine oil utilizes the highest quality base oils and patented cutting-edge dual friction technologies. Modern engines demand better oil due to tighter clearances, higher RPMs, and hotter running temperatures, which is exactly what KPO 4-stroke motorcycle oil was designed for. It has been tested and proven





Part of the refreshed KPO branding will be an allnew motorcycle oil blend with the KPO 4-stroke motorcycle engine oil that is optimized for performance and tested and proven for durability.

to reduce engine friction while producing high clutch friction, providing the rider with an excellent clutch and shift feel. This new formula also produces excellent engine clean-

liness and durability. The KPO 4-stroke oil is offered in full synthetic, semi-synthetic and

conventional 4-stroke engine oil.

KPO full synthetic 4-stroke oil has been formulated to provide the ultimate clutch feel and durability, while providing superior protection under extreme conditions. This motorcycle-specific formula provides dual friction technology that offers low friction in the engine and three times the JASO MA2 clutch friction performance durability. It delivers maximum engine lubrication and protection over a wide range of temperatures and operating conditions, including high RPM, high temperatures and extreme cold.

KPO semi-synthetic 4-stroke engine oil has been blended with high-quality base oils and superior synthetic oil to keep your Kawasaki protected and performing at its best. Featuring optimum engine lubrication over a wide range of temperatures and operating conditions, superior engine and bearing wear protection is delivered and a prolonged engine life is achieved through engine cleanliness and reduced oil volatility.

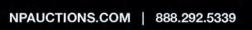
KPO conventional 4-stroke engine oil utilizes high-quality base oils and additives for a formulation that keeps your Kawasaki's engine and transmission clean and efficient, making it the right choice for owners who want quality engine oil at a great price. It provides outstanding piston cleanliness to help prevent deposit and ring sticking as well as excellent camshaft wear protection for a long engine life. It's available in several options including 10W-30, 10W-40, and 20W-50.

KPO semi-synthetic 2-stroke racing oil is formulated for superior performance in harsh racing environments and formulated for premix or oil injection systems. The semi-synthetic formula provides superior performance in racing environments with prolonged engine life and power with ash-less detergent and dispersant technology. This high-performance oil protects the engine from deposits, hot spots, and corrosion.

KPO ATV/UTV OIL

The KPO ATV/UTV full synthetic 4-stroke engine oil has been formulated and extensively tested for your engine and transmission to provide superior performance and protection under high load, high heat, and extreme cold environments. It's designed to work for





NATIONAL PARENT AUCTIONS

New Mexico and Texas dealership group adding fourth location

Zia Powersports opening all-new Lonestar Powersports in Abilene

BY SHAUN OCHSNER

■ CONTRIBUTING WRITER

When brothers Tanner and Trey Gearn started Zia Powersports in Clovis, New Mexico, in 2015, they had no idea that there business pursuits would lead them into extensive growth. But that's exactly what happened as the owners have revealed the launch of Lonestar Powersports in Abilene, Texas, in the first quarter of 2022. It joins a sibling Lonestar Powersports location in Amarillo that opened in 2019, giving the brothers four locations in their portfolio.

At 22,500 square feet, the Abilene dealership will have two levels. Previously home to a fitness center and a church, the building is ready to see some horsepower. There have been some supply chain delays with the pandemic that the Gearns have had to work through, but the building is finally complete, with 12 staff anticipated to work at the Abilene dealership.

Tanner Gearn is projecting a February

both gasoline and diesel applications. The full synthetic provides maximum engine lubrication over a wide range of temperatures and operating conditions. It delivers superior performance and engine durability, including excellent bearing wear protection. In addition to improved engine cleanliness and reduced oil volatility, it demonstrates excellent viscosity stability, corrosion resistance, and oxidation control characteristics that are ideal for harsh operating environments required for protection in newer engines.

KPO ATV/UTV semi-synthetic 4-stroke engine oil is formulated to provide maximum engine lubrication over a wide range of temperatures and operating conditions found in real-world experience.

KPO JET SKI OIL

The KPO Jet Ski watercraft full synthetic oil has been developed and extensively tested for your customers' engines to provide superior performance and protection in harsh marine environments. Using a full synthetic formula, it's blended to provide superior rust and corrosion protection in high-performance marine engines and designed to tackle the toughest of environments. It helps maintain viscosity at high temperatures, high speeds and under a high load.

Just like the full synthetic watercraft oil, the KPO Jet Ski watercraft 2-stroke oil has been developed to provide superior performance and protection regardless of how harsh the environment might be. It's formulated for premix or oil injection systems. This formula provides top performance and protection for 2-stroke water-cooled engines and helps them maintain cleanliness and power throughout the life of the engine. It's designed to protect at idle and wide-open throttle for immediate engine response on the water.

AVAILABILITY

The new and improved KPO ATV/UTV, Jet Ski watercraft and 2-stroke motorcycle and gear oils will be available beginning early February. The all-new KPO motorcycle 4-stroke oil is set to hit dealership shelves in April. PSB

soft opening with full operations ramping up by spring. The Abilene dealership will also carry Can-Am, Sea-Doo and Spyder. The area was lacking a Can-Am dealership and Gearn says "it's a great market with a lot of potential growth."

Gearn has had the Abilene area on his radar for a while, as it is home to Dyess Air Force Base. He expects to see a number of service members purchasing Can-Am vehicles. The region also has lakes and plenty of hunting ground. Plus, new Can-Am units don't have to travel far to Amarillo or Abilene as there are two manufacturing plants just

across the Texas border in Juarez, Mexico.

The Gearn brothers entered the dealership space in 2015, when they bought a dealership in Clovis, New Mexico. Tanner Gearn had worked for other dealerships for 11 years prior to starting Zia Powersports. Over the last several years, the brothers have seen tremendous growth at the Clovis dealership. The Clovis area has a large population of off-road enthusiasts, with off-road sales accounting for a large percentage of the dealership's total sales. There are approximately 200 miles of OHV trails in the area, along with sand dunes. Clovis also has a strong

agriculture market. Farming is a local staple with wheat and grains grown in the area to support livestock and dairy consumption.

The business quickly expanded to a second dealership in Roswell, New Mexico, in 2017. The "off-road superstore" features 10,000 square feet of showroom space.

The Zia Powersports business name is a nod to New Mexico's heritage. The state flag of New Mexico contains a "zia" symbol, which has four cardinal directions, basically representing the four season of the year and the four periods of the day (morning, noon, evening and night). PSB



FROM THE EDITOR







2022 40 Under 40 Dealers nomination form launches after successful first year



After tremendous feedback and equally positive support after the program's 2021 debut, *Powersports Business* once again will be selecting a 2022 class of 40 Under 40 Dealers.

Submit a nomination for the 2022 Powersports Business 40 Under 40 Dealers pro-

gram at bit.ly/3upViBt. Deadline for nominations is June 1, 2022.

The powersports industry is home to many bright, successful leaders at the dealership level who seldom receive recognition for their hard work and achievements. With the program now in its second year, PSB is looking forward to celebrating the young trailblazers and innovators at the dealership level.

Nominees can be from any powersports dealership in the U.S. and must be under 40 years of age as of Jan. 1, 2022. Nominators can be from any company or organization doing business in the powersports industry — dealership owners/operators/staff, manufacturer and distributor sales reps, staff, etc. — and self-nominations are welcome.

We're excited to bring the 40 Under 40 Dealers into it second year in 2022. We received tremendous support and feedback from the inaugural year of the program. As always, we'll be aiming to take the program onward and upward in Year 2. We all know of exactly the type of dealership owners or staff that would be a good match for our 40 Under 40 Dealers list, and we can't wait to start selecting from among the nominations.

After nominations have been collected, the *Powersports Business* editorial team will read all submissions, selecting the finalists based upon their accomplishments and contributions to the industry, while also considering how their dedication and innovative ideas can move the industry forward in the future.

Like we did for the 2021 Class of 40 Under 40 Dealers in Atlanta, the 2022 class will be celebrated and honored at the 2nd Annual Powersports Business Accelerate Conference, being held Nov. 14–16 at the Caribe Royale Resort in Orlando. The hotel is, well, as nice as it sounds! As I have tried to do for the past eight years with the classes, I'll make sure the education sessions are off the charts as well. Dealers who attended the inaugural event are already looking forward to the lunches and networking sessions with the sponsors, along with profit-building takeaways from their dealer peers.

We recently had the opportunity to hand off 40 Under 40 Awards to a pair of dealers in the Twin Cit-

ies. The beautiful thing about this exercise was learning that in the few short months since the awards went live, both of them had already promoted due to their leadership strengths. Luke Johnson is now sales manager at St. Paul Harley-Davidson, while Andy Brinkhaus is general manager at Simply Ride. Brian Cox, owner and founder of Simply Ride, has created a dealership was busy selling bikes on a sub-zero weekday when we made our delivery. Check out the Powersports Business Instagram for a behind-the-scenes video of both dealerships.

Just like it is in person for a few days at the Accelerate Conference, it's beneficial to just have a conversation with these types of folks. We know that the industry is in great hands going forward with leaders like them at the helm.

NEW UNIT SALES NOT UP TO PAR IN JANUARY, DEALERS SAY

Many Accelerators joined us in January for a live webinar alongside Austin Roller, general manager of Dvorak Motorsports in Bismarck, North Dakota. While we discussed Dvorak's Dealership to Driveway delivery program, we also got feedback from the live audience of dealers on a number of topics. And we learned that if your dealership's new unit sales were not up to your business plan in January, you're not alone.

In a live poll, dealers were asked: "Describe January new unit sales when considering your business plan at your dealership to this point."

Responses were as follows:

Jan. new unit sales On Plan – 0%
Jan. new unit sales Above Plan – 179

Jan. new unit sales Above Plan – 17% Jan. new unit sales Below Plan – 83%

View the webinar for free by clicking on the webinars tab in the top navigation bar on PowersportsBusiness.com.

Speaking of the delivery program, if your dealership does not currently provide free delivery of units to customers within your state, it's an approach to consider. It's a long way from Bismarck to places like Albany, New York, and Boston, but that's where some of Dvorak's customers live. Dealers who attended the webinar learned about how the dealership's new trailer was born, how F&I sales get accelerated with delivered units and much more.

In case you haven't figured it out, if you're waiting for the magazine every month or the Enewsletter three times per week, you're just getting started with our content plans for 2022! Hope you have a fantastic February.

Dave McMahon joined Powersports Business in 2011 and has been editor-in-chief and content director since 2012. Contact him at dmcmahon@epgmediallc.com or 763/383–4411.

INSTATIPS

Is your dealership capitalizing on the top-of-mind marketing ease that Instagram offers? Did you come up with an ideal way to showcase your customers in an effort to help spread the word about your shop and its employees? If so, let us know. *Powersports Business* will highlight Instagram posts from a variety of dealerships in 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 piece.

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



MULHOLLAND HARLEY-DAVIDSON

@mulhollandhd Followers: 8,191

Is your dealership hosting a poker run this spring? Give a shout to those handling the check-ins at each stop. Mulholland Harley-Davidson in Calabasas, California, did that and generated 60 likes within two hours of posting. When one of the check-in locations is at Zuma Beach? Even better! The dealership also includes a signature below the caption that provides its address and showroom hours. After that, the hashtags flow. Nice delivery.

TEMECULA MOTORSPORTS

@temeculamotorsports Followers: 19,300

Did a pre-sold side-by-side just make its way onto your parking lot? Do a quick video and get it posted, just as Temecula Motorsports in Murrieta, California, did. When a pre-sold 2022 RZR Pro R 4 Ultimate Launch Edition landed, they hit the video button. It got nearly 900 views in the first 14 hours of posting. Even though it's a pre-order, the dealership tells fans to contact them to reserve their own today and includes a note about 3.99% financing 36 months on approved credit.





ACTION MOTORSPORTS

@actionmotorsportsyork Followers: 1,122

Did you just put together a sweet setup on the showroom floor after unloading the truck? Snap a photo to show off your inventory. That's what Action Motorsports in York, Pennsylvania, did to showcase a half-dozen Husqvarna dirt bikes that had just arrived. New Honda and Yamaha bikes also got some photo love at AMS, along with an impressive apparel display. It's a great way to get 41 likes for a photo post.



POWERSPORTS BUSINESS IN THE POWER SPORTS BUSINESS BUS

TOP PRODUCTS AND SERVICES FOR WINTER & SPRING 2022!

COMET 102C Quick Change Clutch • FIND IT NOW GPS Blu • SW-MOTECH USA Waterproof SysBags • ZIIDMS RFID Physical Inventory • ALL BALLS RACING GROUP'S Vertex Complete Engine Rebuild Kit • GBOOST TECHNOLOGY World's Best Belt RACE SERIES • ORACLE LIGHTING 7-inch Multifunction 60-Watt LED Spotlight • FXR RACING Ridge Jacket • CUSTOM DYNAMICS Compact SXS Turn Signal Switch • POWERMADD Polaris Matryx Windshields-Cobra by PowerMadd • CIRO CORPORATION STREAK Trunk Light with Lightstrike • KOLPIN OUTDOORS Conqueror UTV Front Connect Plow System • CALIFORNIA HEAT - HEATED CLOTHING Hybrid Heat Controller - 7V to 12V Converter • TIGER LIGHTS Mojave Series LED Lighting • GIANT LOOP Armadillo Bag • DAINESE Smart Jacket Hi Viz • CFMOTO USA Passenger Infill Rack • MOOSE RACING Stacyc Foot Pegs • SEIZMIK Versa-Vent Flip Up Windshields • DEALER SPIKE Automated Email Marketing • LEATT 8.5 Moto Helmet Kit • EFG COMPANIES Personal Watercraft Protection • ENGINE ICE Hi-Performance Snownobile & Winter Coolant + Antifreeze • FLY RACING Milepost Boot • GREAT DAY Load A Pup Mondel #LP500 • NAMURA TECHNOLOGIES Motocross Connecting Rod Kits • DENALI ELECTRONICS DialDim Lighting Controller • USWE CORE Dual-Sport Daypacks • Z1R Warrant Sombrero • HIGHWAY 21 Waterproof Leather Axle Shoe • PRO ARMOR RZR GForce Pro Front Suspension Seat • CYCLE TRADER Low Inventory Solutions • MONIMOTO 7 Anti-Theft GPS Tracker for Motorcycles • INNOVY Cam K5 Dash/Action Camera • SCORPIONEXO EXO-GT930 Transformer • MOTION PRO Tuff Hook • SPINCAR Sales AI • RAM X-Grip Phone Mount with RAM Tough-Strap Handlebar Base • QUAD LOGIC Premium Cupholder Kit for Polaris RZR • NELSON RIGG USA INC. UTV Dual Hydration/Storage Bag • ROLLICK, INC. RollickDR • DX1 Coming Soon Advanced Selling Feature • KODLIN USA INC. Neowise 3-1 Mini Fender Strut Indicators Black/Chrome • RK CHAIN BL420MRU Black Scale Chain • SCOSCHE INDUSTRIES M8RIX Relay Switch System • OCTANE Prequal • DEALERSHIP PERFORMANCE 360 CRM 2.0 • DOWCO POWERSPORTS WeatherAll Plus Ratchet Motorcycle Cover • S&S CYCLE

For the 23rd year in a row, *Powersports Business* has selected 50 products and services that we believe will help boost dealership profits in 2022. *Powersports Business* content director Dave McMahon and members of the EPG Media editorial staff select the Nifty 50 winners. The editors' picks are based on information submitted by the companies; no testing of products is done. Content from the descriptions below is taken from the applications. Aftermarket and factory parts are eligible. In addition to being nifty in their respective product segments, dealer profit margins are also included in the application process and considered as part of the selection process. To be eligible, the product must be new or substantially improved from previous years as determined by the applying company. The products also must be ready for delivery in Winter/Spring 2022. Winners will receive a certificate that honors their Winter/Spring 2022 Nifty 50 status and be listed in a PSB-produced e-blast to 11,000 industry members. Winners are listed in no particular order. New for 2022, a Fall/Summer 2022 Nifty 50 contest will be launched later this year.





COMET 102C QUICK CHANGE CLUTCH

The Nifty50-ness: The Comet 102C snowmobile clutch has been completely redesigned with splined components for high-speed racing applications. This new product is called the 102C Quick Change Clutch. The 102C Quick Change clutch is especially suited for high performance use and was designed and tested by a race team. The spider and post are hobbed/splined so that the clutch slips together rather than having to have it threaded together. This allows the user to hold the clutch together with set screws rather than Loctite and therefore dramatically reduces the time needed to calibrate the clutch for different racing conditions. Features of the clutch include: new aluminum cover to reduce weight; splined spider to allow for easy removal; post is new and is hobbed/splined; turning dial on outside of clutch allows for user to alter engagement RPM; completely adjustable for any snowmobile engine's power curve by simply changing cam arms and spring; and unsurpassed tuning ability. These clutches accept belts from $1-\frac{1}{4}$ inches to $1-\frac{7}{16}$ inches; 30mm 1:10 taper bore (30mm 1:75 - Ski-Doo). Comet partnered with the Silver Bullet Race Team to design and build these. Currently, they are being sold through the Wahl Racing website.

MSRP: \$495

For more: www.wahlracing.com

FIND IT NOW GPS BLU

The Nifty50-ness: Find It Now GPS was the first "Early Warning GPS Security System" for powersports starting in 2008 and has continued to improve on the hardware and software. Find It Now GPS is the first to have a U.S. patent for "Early Warning Theft Alerts and Vehicle Tracking System" via patent number 10,640,084. The hardware installed on the vehicle cooperates with an authorized Bluetooth portable device, such as a cell phone, to determine whether the user who is moving the vehicle is authorized. If the system detects that the user who is moving the vehicle is not an authorized user, the system reports the movement and tracking begins to aid in vehicle recovery.

MSRP: Dealers set their price **For more:** www.finditnowgps.com

















SW-MOTECH USA WATERPROOF SYSBAGS

The Nifty50-ness: Available in Small, Medium and Large, the next generation SysBags from SW-MOTECH USA have been completely updated to meet the rigorous demands of soft adventure luggage. Careful selection of materials combined with elaborate workmanship make the SysBag WP models completely waterproof and very rugged. The synthetic TPU material proves itself — even after over 100 hours of continuous rain riding, no water penetrates the bag. The Large bag, expandable to 40 liters, is made exclusively of TPU, reinforced with protective Hypalon material. The Small and Medium versions are made of TPU, reinforced with EVA material that gives them shape. Each bag has a rip-stop roll-top closure and adjustable volume. Four compression straps on each side allow the bag to be cinched down and compacted when carrying a smaller load. The entire SysBag WP family is aesthetically integrated into the design concept of the waterproof PRO tank bags. The mounting system has been improved and simplified — the bag attaches to the mounting adaptor plate by looping straps rather than screws. Additionally, all three SysBags can be attached looped onto the rear seat or onto a rack by using the looping straps without an adaptor plate. All bags feature MOLLE attachment patches for accessory bags.

MSRP: \$199.99-\$299.99 For more: www.sw-motech.info

ZIIDMS RFID PHYSICAL INVENTORY

The Nifty50-ness: With ZiiDMS (Dealer Management System), inventory can now be counted in an afternoon, not days, eliminating the need for dealerships to close shop or pay a third party to count inventory. Utilizing the latest in RFID technology combined with the ZiiDMS Perpetual Inventory System, dealers can take inventory by simply walking around their dealership with an RFID reader terminal. By placing RFID tags/labels on inventory and assets, dealers can cycle count or conduct physical inventory without the need for manual collection of inventory data, which is often expensive, time-consuming and prone to error. RFID terminals do not require line of sight, so counters don't need to bend down under partitions, climb shelves, or position each item to be visually seen to be counted. All data is collected in ZiiDMS. ZiiDMS's Perpetual Inventory System provides the retail owner with accurate up-to-date data and statistics to improve asset utilization, stock taking, transactions, inventory levels and individual customer purchase order history while reducing lost or out-of-inventory situations. The culmination of real-time inventory data is extremely valuable and can be used for advanced analytics and machine learning for guidance and monitoring of all incoming and outgoing products in a retail store or online.

MSRP: Starting at \$4,500 for hardware (one-time)

For more: www.ziidms.com

FXR RACING RIDGE JACKET

The Nifty50-ness: The FXR Ridge Jacket will elevate your dealership's customers' winter experience to epic heights. Built to shred, the full M-Series Omni Stretch shell brings maximum durability and mobility to the backcountry experience. Featuring state-of-the-art ACMT with HydrXPro and Dry Vent technology to keep the rider warm and dry, they will be ready for any weather or terrain.

MSRP: \$359.99

For more: www.fxrracing.com

ORACLE LIGHTING 7-INCH MULTIFUNCTION 60-WATT LED SPOTLIGHT

The Nifty50-ness: Whether your dealership's customers are conquering the off-road or just enjoy exploring at night, having adequate lighting is important to spot obstacles in their path. The 7-inch Multifunction 60-Watt auxiliary LED Spotlight (p/n 2915-023) from Oracle Lighting is designed to offer superior illumination for any off-road vehicle. Incorporating both TIR (Total Internal Reflection) and LED Reflector Facing Technology, this design creates a high-quality light output with a precision beam pattern. By combining both optic technologies, this light provides an average 30-degree beam pattern and projects up to 500 yards away. The integrated LED marker lights feature both white and amber LEDs, which can be used for parking lights, DRL and/or turn signals. With an Ingress Protection Rating of IP68 and a heavy-duty blacked-out housing, this 7-inch spotlight is rugged enough to last through all adventures with an LED lifespan of 80,000+ hours.

MSRP: \$199.95

For more: www.oraclelights.com

MOTION PRO TUFF HOOK

The Nifty50-ness: The Motion Pro Tuff Hook is a heavy-duty spring hook designed for use on large exhaust and kickstand springs. By pairing a multi-function tip that can either push or pull springs on and off of mounts and a flexible shaft for getting into those hard-to-reach areas, this tool is the most versatile spring hook on the market. The locking shaft slider allows the tool to be rigid or flexible, depending on needs. Pair all of that with a lifetime limited warranty and you have a tool that is sure to be a top seller.

MSRP: \$59.99

For more: www.motionpro.com





The Nifty50-ness: INNOVV incorporates a dash cam for safety and capturing of the adventure like an action camera in this front- and rear-mounted system. It uses front-mounted 4K Ultra HD and rear-mounted 1080P with Full HD Recording. It includes a dual-band Wi-Fi (2.4Ghz/ 5.0Ghz) 5Hz GPS Receiver; smart remote control and full-featured integrated INNOVV phone app. It's IP67 Waterproof for all weather activities. For use on motorcycle, ATV, UTV and PWC.

MSRP: \$458

For more: www.brands-that-shine.com



GBOOST TECHNOLOGY WORLD'S BEST BELT RACE SERIES

The Nifty50-ness: This belt is for your dealership's rider or racer who is looking for the latest in technology and proven performance. The belt is built to decrease the chances of snapping or delamination in race applications when the tendency is to land on the throttle. It brings manufacturing and quality control certifications — ISO-14001, ISO-9001, and IATF-16949. A newly released design that has a larger Kevlar cord with a custom braid design to act as a shock absorber also is featured, along with a new vulcanization process to marry the layers of the belt together around the cord, preventing premature separation of the layers. There is a custom blend of two premium high modulus compounds holding the top layers together with the cord and bottom layers like super glue. It also has the highest shock load rating to date, being able to withstand the power of the 600hp machines. An increased top cog pressure load design increases sidewall rigidity and prevents top cog bowing, but still allows for increased rotational flexibility. The bottom cog uses a high modulus rubber compound (BZX1) for better heat resistance and heat dissipation. It's impregnated with short Aramid Fibers for better belt-to-sheave adhesion and reduced overall belt temperature.

MSRP: \$224.95

For more: www.gboosttechnology.com



ALL BALLS RACING GROUP'S VERTEX COMPLETE ENGINE REBUILD KIT

The Nifty50-ness: The All Balls Racing Group will be re-branding the Complete Engine Rebuild Kits previously from Wrench Rabbit to the more well-known Vertex brand. These kits are known for "all-in-one-box" shopping, thereby saving hours of time searching OEM line items to rebuild a motor. Not only will a dealer or rebuilder save an average of \$400 vs. buying OEM parts, but they will also reduce confusion while ordering a single Complete Engine Rebuild Kit for your "year/make/model" of dirt bike, ATV or UTV.

MSRP: \$379.95-\$1,549.95 (from single-piston dirt bikes to multi-piston UTVs)

For more: www.allballsracinggroup.com/vertex



SCOSCHE INDUSTRIES M8RIX RELAY SWITCH SYSTEM

The Nifty50-ness: The M8RIX Relay Switch System with its touchscreen control panel provides a sophisticated, yet simple solution for controlling all installed accessories in a powersports vehicle or boat. It delivers up to 130 amps (2-30A, 2-15A, 4-10A) from its IPX7-rated waterproof solid-state power module to (up to) eight different accessories. M8RIX makes wiring those accessories clean and simple, and even allows for daisy-chaining of up to three units to control up to 24 channels. The compact control interface is a customizable (with seven different on-screen button colors) and splashproof touchscreen that mounts easily to a dash, completely eliminating the need for multiple switches. The touchscreen includes multiple mounting options: AMPS pattern, $\frac{1}{4}$ – 20-inch, or use any #1 Mount Brand Magic-Mounts. Each channel can be programmed for latched (on/off), momentary, strobe and timed (on/off) output, and status indicators will alert your customers of any faulty channels.

MSRP: \$749.99

For more: www.scosche.com



SEIZMIK VERSA-VENT FLIP UP WINDSHIELDS

The Nifty50-ness: Whether your customers want the feel of wide open spaces or the protection of a full windshield, Seizmik's Flip Up Windshields with Versa-Vents offer a configuration to keep drivers and passengers comfortable in any weather condition. On hot days, a quick twist of the ergonomic handle opens the windshield smoothly and holds it in the fully open position thanks to the two gas-filled struts. Closing is as easy as pulling the windshield back down into the latching mechanisms to keep the window closed. A single-point release system uses the vehicle's roll cage, creating a more elegant profile along the whole windshield. For cooler rides, keep the windshield closed and use the new see-through Versa-Vents. The dual vent system is designed to add independent ventilation and anti-fogging features — as much or as little as either the driver or passenger desires by using the easy-to-use louver. Spherical ball rod ends are used as self-aligning hinges along the top of the windshield to minimize any binding that may occur. The center retainer and rub plate act as an upper hinge point and helps minimize oscillation when riding with the windshield open.

MSRP: \$549.99-\$649.99 **For more:** www.seizmik.com

NETY50













CUSTOM DYNAMICS COMPACT SXS TURN SIGNAL SWITCH

The Nifty50-ness: A unique turn signal switch design provides ease of access to control turn signals and 4-way hazards for street-legal use. The three-position switch mounts to the steering column tilt lever on a variety of side-by-side models. The slim, low-profile design provides discrete control of momentary turn signal switch lever with turn signal indicator and built-in hazard switch. A four-wire switch outputs left turn signal and right turn signal with additional power (+) and ground (-) connections with 36-inch wire leads. Mounting hardware and spacers included. Plug-and-play installation with other Custom Dynamics SXS/UTV accessories (sold separately). Works with LED or incandescent turn signal bulbs.

MSRP: \$69.95

For more: www.customdynamics.com

TIGER LIGHTS MOJAVE SERIES LED LIGHTING

The Nifty50-ness: The Tiger Lights Mojave Series starts with a 2-inch 1,200 lumen model and continues up to an 8-inch 13,000 lumen model utilizing a 5K color spectrum to mimic natural daylight thereby minimizing eye fatigue. Operational performance and clarity are maximized by keeping the included interchangeable colored Mojave lenses fitting perfectly flush with the light bezels to prevent dirt or dust build-up in between. Each 2-inch, 2x3-inch and 3-inch lights include flood, spot, or combo lenses. All Tiger Lights Mojave Series lights offer the convenience to easily change lenses and beam patterns to suit specific conditions and terrains. Extending an emphasis to quality and value, each Mojave LED light also includes stainless steel bracketry and mounting hardware.

MSRP: \$79.95-\$419.95 for single pod lights up to large UTV lightbars

For more: www.tigerlights.com

CIRO CORPORATION STREAK TRUNK LIGHT WITH LIGHTSTRIKE

The Nifty50-ness: The Ciro Streak Trunk Light with programmable Lightstrike gives a streamlined look to your customers' 2014-up Tour-Pak lid. It's designed to fit the lid of any 2014-up Harley-Davidson Tour-Pak, whether it be the Ultra, King, or Chopped sizes; rigid or detachable, with or without luggage rack. This run, turn, and brake light flows with the lines of the Tour-Pak. They are constructed with bright Everlight automotive grade LEDs that are backed by a limited lifetime warranty in a chrome or black housing with a red or light smoke lens. Ciro's Lightstrike now turns lighting functions into an animated display of brilliant Everlight automotive grade LEDs. Depending on what product you're using, Lightstrike offers the user selectable features, including a variety of run, turn and brake functions, with an added strobe effect if desired. Adjustable timer settings give your customers full control and the ability to customize their lighting. A brake burst mode was developed to increase safety at those extended stopping circumstances to make sure approaching traffic from the rear takes note. This user selectable feature creates a modulation of the brake light in a number of frequencies.

MSRP: \$359.99

For more: www.ciro3d.com

DEALER SPIKE AUTOMATED EMAIL MARKETING

The Nifty50-ness: Only a fraction of website visitors converts after their first experience on a dealer's website. Dealer Spike's Automated Email Marketing salvages lost leads by generating exciting, personalized emails tailored to each website visitor's interests. Email marketing generates \$42 for every \$1 invested, and the personalized nature of Dealer Spike's service turbocharges the email marketing results. Dealers who enroll in Automated Email Marketing see an average 58.52% email open rate and 42.5% click-through rate (compared to the industry average 15% open rate and 3% click-through rate). Dealer Spike's email marketing technology can intersect shoppers at any stage of the buying journey by offering automated email options such as featured inventory, monthly newsletters, retargeting and re-engagement messages, custom offers, post-sale follow-ups and even buyback offers. The process is 100% hands-free for dealers, who can direct their attention to other crucial business matters without sacrificing on email leads.

MSRP: \$395, Silver; \$595, Gold; \$795, Platinum

For more: www.dealerspike.com

POWERMADD POLARIS MATRYX WINDSHIELDS - COBRA BY POWERMADD

The Nifty50-ness: Designed and engineered to give performance above the OEM windshield while still allowing the rider to use handguards, the design gives the rider an increased area of comfort and protection while reducing buffeting. It's made from premium, optical-grade polycarbonate for a brilliant surface and distortion-free viewing. A .08-inches thick material is used for a more durable, longer lasting shield. This windshield is a "pull-off" style like the stock windshield. It's available in three different heights.

MSRP: \$130, Low; \$180, Mid; \$190, Tall For more: www.powermadd.com











RAM X-GRIP PHONE MOUNT WITH RAM TOUGH-STRAP HANDLEBAR BASE

The Nifty50-ness: RAM Mounts is known for the most rugged mounting solutions on the market, so when e-bikes started showing up on dealer showroom floors, RAM set out to design a lower profile, lighter weight mount that lived up to the brand's reputation. During the design phase of RAM Tough-Strap, the engineering team made sure these new mounts were tested to ensure its sturdiness for powersports applications, like motorcycles and ATVs, all while retaining fit and functionality appropriate for an e-bike. These rigorous tests allowed RAM to deliver a product that would provide dealers with an easy cross-sell between powersports and e-bikes. In addition, with the increasing number of newcomers to powersports, many of these customers already own a city, or mountain bike, which allows dealers the opportunity to sell a familiar brand to more of their customers.

MSRP: \$42.49

For more: www.rammount.com

DAINESE SMART JACKET HI VIZ

The Nifty50-ness: The Smart Jacket Hi-Viz vest can be worn underneath or atop any garment and is equipped with the state-of-the-art D-air system. Available for men and women, the Smart Jacket Hi Viz is a foldable, functional article of clothing that does not require any connection to the bike. The Smart Jacket line is designed with incredible ventilation for further versatility and comfort. The external fabric of the jacket is ventilated but the most innovative ventilation is found inside, as the Shield folds over on itself. In normal riding conditions, this enables air to flow through the front. In case of activation, the Shield expands and covers the entire chest area, providing maximum protection. The Smart Jacket also features water-repellent fabric and the integrated D-air technology is waterproof to protect riders regardless of weather conditions.

MSRP: \$750

For more: www.dainese.com

CALIFORNIA HEAT - HEATED CLOTHING HYBRID HEAT CONTROLLER - 7V TO 12V CONVERTER

The Nifty50-ness: When your customers purchase heated clothing, they must choose which type they want to invest in: powered by plugging directly into a 12V vehicle battery or powered by a compact, rechargeable battery. The new Hybrid Heat Controller changes the game, giving heat seekers more bang for their buck by making battery-powered clothing more versatile. Now they can use this innovative controller to also power 7V battery-powered heated gear by directly connecting to a powersport vehicle or any 12V accessory port. There are three ways to use it: 1. Use a 12V power source to heat a 7V battery-powered item; 2. Use a 12V power source to charge a 7V battery; 3. Do both at the same time. It's compatible with other 7V battery-powered brands that use the same plugs, including push-button heated gear. The controller has three heat settings. All controllers are covered by a two-year warranty.

MSRP: \$60

For more: www.california-heat.com

KOLPIN OUTDOORS CONQUEROR UTV FRONT CONNECT PLOW SYSTEM

The Nifty50-ness: Kolpin's newest plow push tube system is super heavy-duty and can mount to more than 40 of today's most popular side-by-sides. Compatible with Kolpin Poly or Steel blades, as well as the Kolpin Power Angle, this tool-less quick-connection system has up to 30 inches lift height, has a tracked vehicle extension available and currently there are 35+ Vehicle Plow Mounts available with more coming. The ease at which this system connects and disconnects from your customer's UTV is a game-changer.

MSRP: \$489.99

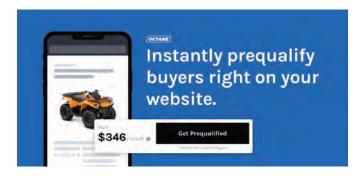
For more: www.kolpin.com

S&S CYCLE AIR STINGER

The Nifty50-ness: S&S Cycle's Stealth air cleaner kits have been a solid performance addition for the V-twin market since their launch in 2012. The Air Stinger takes the existing high flow Stealth air cleaner and replaces the air smoothing stinger with a similarly shaped filter element. More filter surface equals a 55% gain over a factory filter in a Harley-Davidson M8. Big bore and modified engines require additional air flow and the Air Stinger was designed specifically for those needs. The Air Stinger is also available with the classic Mini Teardrop cover in black or chrome or as a replacement cover plate to update your customers' existing Stealth system. The S&S Air Stinger filter element is washable just like the Stealth filters and designed to last for years. Applications for most Harley-Davidson models from 2001 to current.

MSRP: \$369.95

For more: www.sscycle.com











OCTANE PREQUAL

The Nifty50-ness: New customers are online and Octane Prequal helps your dealership find and convert them. Octane Prequal is a digital ecommerce experience that enables consumers to instantly prequalify for vehicles while shopping on your dealership's website. This digital tool delivers a seamless, online shopping experience that transforms your dealership's website into a one-stop-shop where customers can research, shop and finance their vehicle any time of day. There are many benefits of using Octane Prequal, the biggest being its ability to boost profits. By sending high quality, ready-to-transact customers directly to your dealership, Octane Prequal can drive incremental sales. Since Octane Prequal uses a soft pull, it helps customers understand their buying power without impacting their credit score, giving them the confidence to transact. In fact, more than 65% of consumers who use Octane Prequal complete a purchase within a week of use. Octane Prequal benefits dealers in other ways. It's a real credit offer that you can control and it saves you time and effort at closing. In short, Octane Prequal is a fast, easy way to help drive sales and profits.

MSRP: \$0 for service; MSRP based on vehicle selected

For more: octane.co

CFMOTO USA PASSENGER INFILL RACK

The Nifty50-ness: Designed and engineered to extend the rack of your customers' CFORCE 600 touring, 800 XC and 1000 OVERLAND, the infill rack replaces the passenger seat and comes with spacers to perfectly line up with the rear rack to increase usable storage area. The Infill Rack utilizes the same mounting system as the rear seat of the ATV so you customers can swap between passenger seat and infill rack in under a minute. It also adds five CFConnect mounting holes for added versatility with other accessories. It fits 2020-2022 CFORCE 600 Touring, 2019-2022 CFORCE 800 XC and 2022 CFORCE 1000 OVERLAND models.

MSRP: \$179.99

For more: www.cfmotousa.com

FLY RACING MILEPOST BOOT

The Nifty50-ness: The Milepost boot is your customers' ticket to ride. Whether touring the country-side or carving though the canyon, the Milepost boot by FLY Racing is built with the rider in mind. With articulating panels, side zip access and CE-rated multilevel protection throughout the boot, the Milepost provides hours of comfort and security. Features include sporting a full leather construction with Hydraguard breathable waterproofing, all meant to keep your riders happy and dry when bad weather tries to ruin their ride. Ankle, heel, shin and toe protection were carefully designed to provide a balance of flex and rigidity that a sport touring rider's needs and desires. Closing the boot comes via YKK side zippers and a flex gusset, which further insulates the boot from water intrusion.

MSRP: \$139.95

For more: www.flyracing.com

NAMURA TECHNOLOGIES MOTOCROSS CONNECTING ROD KITS

The Nifty50-ness: Namura connecting rods are forged from premium chromoly steel with double honing on top and bottom bearing holes for smooth operation and longer bearing life. All kits include connecting rod, wrist pin, top and bottom bearings and washers (where necessary).

MSRP: \$30.95-\$180 For more: www.namura.com

EFG COMPANIES PERSONAL WATERCRAFT PROTECTION

The Nifty50-ness: Personal watercraft sales skyrocketed during the pandemic and show no signs of slowing. However, dealerships struggle to maintain inventory, sticker prices are rising, and supply chain challenges have impacted manufacturing timelines. Additionally, as first-time personal watercraft buyers enter the market in larger numbers, many are unaware of the costs associated with an unexpected mechanical breakdown. Available for both new and used PWC, Personal Watercraft Protection from EFG Companies gives powersports dealers a market-differentiating value-add by protecting consumers from costly mechanical breakdowns. Additionally, dealers need a diversified income portfolio to maintain steady inventory levels and cash flow. EFG's Personal Watercraft Protection easily attaches to every sale to exponentially increase profitability margins, thereby increasing cash flow for more inventory. This exclusionary coverage gives buyers greater confidence in their purchase with flexible terms based on model year, four deductible options, optional surcharge for trailer coverage, towing reimbursement and trip interruption. Backed by EFG's award-winning client engagement model and claims administration, both clients and contract holders receive the industry's highest level in client satisfaction.

MSRP: Variable, depending on year and model. 48-month average: \$1,500

For more: www.efgcompanies.com



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Based in Boise, Idaho, Western Power Sports (WPS) was incorporated in 1960 and distributes over 130,000 products that include offroad and street motorcycle, ATV and UTV, snowmobile, and watercraft parts and accessories to thousands of dealers nationwide.

Toll Free 800-999-3388 • wps-inc.com









LEATT 8.5 MOTO HELMET KIT

The Nifty50-ness: Leatt 8.5 Helmets come with a free pair of Velocity 5.5 Goggles. All helmets feature category-defining 360-degree Turbine Technology, which are discs constructed from an energy-absorbing material designed to allow the head to move slightly inside the helmet during a crash, reducing rotational, direct and deflective impact energy. Four densities of impact foam are used for reduction of forces to the head and brain. The Pro-Fit modulating comfort liner stretches over the rider's head to provide superior comfort. Large ventilation channels keep the rider's head cool even at low speeds. A visor extender for sun/mud is included. A composite shell available in three sizes. It's available in XS-XXL. Weight: DOT+ECE from 1.50 +/- 50g (2.76lbs).

MSRP: \$449.99 For more: www.leatt.com

MOOSE RACING STACYC FOOT PEGS

The Nifty50-ness: Swap out the OEM floorboard on the Stacyc for some much-needed traction with these billet aluminum pegs. It provides added traction with a low-profile tread pattern for better grip over the stock foot board platform. Install the foot pegs with just two easy screws.

MSRP: \$68.95

For more: www.mooseracing.com

DEALERSHIP PERFORMANCE 360 CRM 2.0

The Nifty50-ness: The CRM 2.0 includes: Email Integration, sync your dealership's existing emails directly into DP360 CRM and manage all interactions in one place; Forms Library, customized and auto-filled forms that help eliminate data entry and user errors by auto-filling the data for you; Lead Routing, set up rules to automatically distribute leads to the best sales representatives; Texting, full MMS texting suite allows user to send and receive texts, pictures and videos; Driver's License Scanner, eliminate data entry and easily create a new lead by taking a photo of a driver's license; Service Scheduler, keep your service bays organized and provide better follow-ups for your service prospects; Marketing, automatically send out messaging with eblast and drip campaigns to current and prospective customers; and Call Recording, click any phone number in the CRM to make a call and the recordings are stored in the customer lead profile.

MSRP: \$349

For more: www.dealershipperformancecrm.com

GIANT LOOP ARMADILLO BAG

The Nifty50-ness: Giant Loop's flexible, collapsible Armadillo Bag Liquid Power Reservoirs provide temporary storage and safe transport of a broad range of essential powersports fluids. When empty, Armadillo Bags roll up or pack flat for convenient storage, and they weigh a fraction of rigid plastic and metal containers: the 1-gallon weighs just 13 ounces, and the 5-gallon weighs just 1.5 pounds. Armadillo Bags feature an RF-welded inner bladder contained within and protected by a highly abrasion resistant sewn Cordura outer sleeve. Webbing and rubber-molded handles provide easy anchors to hang the reservoirs while filling and installing the included pour spout, and to grip the bags while dispensing liquids. Webbing daisy chains run the length of Armadillo Bags to prevent them from sliding out from under tie-down straps. The included plastic pour spout conveniently stows away in a pocket on the outer sleeve. Although allowed usage depends on local laws and regulations in the countries where Armadillo Bags are being used, the materials themselves are compatible with hydrocarbon fuels, such as gasoline, diesel, kerosene and jet, as well as coolant water, hydrocarbon-based lubricants and other fluids. However, Armadillo Bags are not portable fuel containers as described by ASTM, EPA, ARB or other state and federal agencies, and they are NOT intended for fuel storage or transport in the USA.

MSRP: \$99.99, 1-gallon; \$199.99, 5-gallon **For more:** www.giantloopmoto.com

TRAIL TECH VOYAGER PRO EXTREME ALUMINUM DOCK

The Nifty50-ness: Upgrade the standard Voyager Pro dock with this premium aluminum replacement. The Extreme Aluminum Dock is machined from billet aluminum, with additional enhancements for water diversion, positive thumbscrew lock and mechanically improved pins. Hard mount with thumbscrew quick removal of the Voyager Pro GPS. Made to hold up even on the roughest trails.

MSRP: \$79.99

For more: www.trailtech.net

Z1R WARRANT SOMBRERO

The Nifty50-ness: The Warrant helmet is a great quality helmet that offers a DOT/ECE-compliant shell, a drop-down sun visor, moisture wicking liner and an epic graphic.

MSRP: \$124.95

For more: www.z1r.com



anginalic

NIFTY50

KODLIN USA INC. NEOWISE 3-1 MINI FENDER STRUT INDICATORS BLACK/CHROME

The Nifty50-ness: Your customers report that this is the smallest, brightest, coolest, direct fit run, turn, brake lights in the industry. It fits directly onto the fender struts of all Harley-Davidson M8 Softails. Older Sportsters, Dynas and Softails may require minor modifications to strut to fit. The product just flows straight into that fender strut gap. It has that clever combo of German engineering and U.S. design. It uses the latest SMD-LED technology.

MSRP: \$199.99

For more: kodlinusa.com

ENGINE ICE HI-PERFORMANCE SNOWMOBILE & WINTER COOLANT + ANTIFREEZE

The Nifty50-ness: When old man winter comes calling, your customers need extreme protection from freezing as well as the heat dissipation of a premium coolant. Engine Ice Hi-Performance Snowmobile & Winter Coolant and Antifreeze offers the best of both worlds. With boil-over protection to 260 degrees and freeze protection to -45 degrees, Engine Ice is perfect for snowmobiles, snow bikes, UTVs, or anywhere you need the extra low protection. And it still offers the excellent heat dispersion properties that Engine Ice has always provided. Engine Ice is easy to use in the convenient ½-gallon bottle.

MSRP: \$24.99

For more: www.engineice.com

SCORPIONEXO EXO-GT930 TRANSFORMER

The Nifty50-ness: The EXO-GT930 Transformer helmet takes the traditional modular to the next level. In seconds, and without tools, your customers can convert their full-face helmet to open-face. The GT930 is also optimized to accept the EXO-Com BlueTooth com system.

MSRP: \$249.95

For more: www.scorpionusa.com

USWE CORE DUAL-SPORT DAYPACKS

The Nifty50-ness: The CORE Series comes standard with the NDM (No Dancing Monkey) 2.0 + Snug-Me harness system. The combined efforts of NDM and SnugMe technologies with a supporting waist belt keep the pack stationary on the back even at high speed in the bumps. The USWE CORE packs are suited for moto, no matter the intensity of the terrain or length of ride, and thanks to a one-of-a-kind harness system, there are no boundaries.

MSRP: \$250

For more: www.uswe.com

GREAT DAY LOAD A PUP MODEL #LP500

The Nifty50-ness: "Ole Rover" will never again have to sit home alone with a sad face when your dealership's boating customers head out to the lake! With the Load-A-Pup, your customers and their dogs can enjoy all the fun associated with recreational boating. Simply hook the Load-A-Pup to your boat's boarding ladder and they are ready for action. Dogs can leave and re-enter the boat at will and without any help. No more bending, tugging or straining on a wet ball of fur. The Load-A-Pup platform is constructed of light-weight, aircraft aluminum and includes gripping ridges to insure solid, safe footing as your dog climbs back into the boat after a swim. The Load-A-Pup's handsome, off-white, powder-coat finish not only complements the factory finish or color of any boat, but will help to ensure years of dependable service. The Load-a-Pup fits any boat that has a boarding ladder with rungs up to 2.5 inches wide. It weighs 7 pounds and has a generous 13.5-by-20-inch platform. The maximum weight capacity is 200 pounds. It comes complete with security straps, installs in seconds and folds flat for compact storage when not in use. For rungs larger than 2.5 inches, the LP500AK is recommended. This is an angle kit that accommodates up to 5 -inch rungs. A one-year warranty against defects in workmanship is provided. For use by pets only.

MSRP: \$234

For more: www.greatdayinc.com





DENALI ELECTRONICS DIALDIM LIGHTING CONTROLLER

The Nifty50-ness: The new DENALI DialDim lighting controller allows your customers to turn on/off and dim two sets of auxiliary lights via a multicolor halo handlebar or dash mounted dimming wheel. The LED halo switch displays light intensity settings, blue halo for set one and green for set two. The DialDim also features intelligent flash signal and horn connections for added attention-grabbing safety. Your customers can cancel auxiliary lights with their turn signal, flash lights as a turn signal, or strobe the lights when sounding the horn. Battery monitor and fuse value settings are also accessed through the new DENALI DialDim Lighting Controller.

MSRP: \$189.99

For more: www.denalielectronics.com



PRO ARMOR RZR GFORCE PRO FRONT SUSPENSION SEAT

The Nifty50-ness: The front and rear seats are designed to fit 2020-2021 RZR Pro XP, 2022 PRO R and TURBO R models. This suspension seat has been designed with comfort in mind, featuring marine-grade vinyl and UV protection for long life. Wide bolsters provide easy of entry while giving your customers the support they need out on their ride. The biggest feature is the rear seat maintains patented folding base capabilities, providing rear seat storage and hauling capabilities for a functional option for a recreational vehicle. The seat has several advanced features incorporated, such as the easy pass-through belt slot for easy install or removal of the harness multi-density foams for less driver fatigue. Each seat is designed with a detachable seat cushion in order to clean out the vehicle with ease.

MSRP: \$449.95

For more: www.proarmor.com



The Nifty50-ness: When the demand for powersports vehicles skyrocketed, but inventory production remained halted, the industry was at a standstill. Dealers were looking for inventory, while on Cycle Trader private party listings skyrocketed. That has brought a new opportunity on the site: connecting private sellers directly with dealers. It's a mutually beneficial feature that solves the problem of low inventory by allowing dealers to buy used inventory for resale, while also connecting customers looking to sell with reliable dealers.

MSRP: \$99 Annually

For more: www.cycletrader.com



DX1 COMING SOON ADVANCED SELLING FEATURE

The Nifty50-ness: DX1's new Coming Soon feature helps dealerships keep their business moving forward. Digitally receive units into your inventory while they're still on order and instantly advertise them on your website for additional leads. Coming Soon units can be marketed and sold as if they were on your showroom floor. They can be marked up with accessories, warranties, and anything else customers would need without having the unit physically present. Once the unit arrives, DX1's DMS recognizes that it's already assigned to a deal and attaches the unit to the invoice. It's that easy! Now you're ready for the deal to be completed. This one Coming Soon feature can help enhance your leads and increase your profitability while the streamlined invoicing process makes selling units simple.

MSRP: \$1,129/month - Included in DX1's complete solution of DMS, LMS, website and more

For more: www.dx1app.com



HIGHWAY 21 WATERPROOF LEATHER AXLE SHOE

The Nifty50-ness: The Axle Leather Waterproof Shoe is a legit riding shoe that thinks it's an every-day sneaker. It has reinforced toe and heel boxes, dual ankle protectors and a crush resistant sole with composite shank. Hydraguard waterproofing technology means that it seamlessly slides from riding to living in any type of weather.

MSRP: \$119.95

For more: highway21.com

MONIMOTO 7 ANTI-THEFT GPS TRACKER FOR MOTORCYCLES

The Nifty50-ness: Monimoto is more than just a smart anti-theft GPS tracker. It uses the latest eSIM, 4G/5G IoT connectivity combined with sophisticated backend and mobile app features. It is powered by two autonomous, long-life batteries that can last for a year or more. Monimoto comes with an embedded international eSIM card with two months of free subscription, \$49/year afterwards. Monimoto will call the owner within minutes when unauthorized motion has been detected.

MSRP: \$199

For more: www.monimoto.com



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ROLLICK, INC. ROLLICKDR

The Nifty50-ness: RollickDR is the industry's first digital retailing solution designed to create deeper engagement for consumers shopping for a vehicle on dealer and OEM websites. RollickDR consolidates online customer acquisition activities into a single lead submission and enhances the shopping experience by helping consumers: reserve a unit and place a deposit; estimate monthly payments; estimate trade-in value; find incentives and special offers from Rollick's partner brands; schedule an appointment with the dealership; get pre-qualified for financing; and communicate with dealer sales reps via texting. Dealers leveraging RollickDR are experiencing an 87% increase in lead submissions and a 50% increase in sales.

MSRP: \$299/month, Base; \$499/month, Premium

For more: gorollick.com

SALES AI











SPINCAR SALES AI

The Nifty50-ness: With SpinCar Sales Al's advanced conversational technology, powersports dealerships can deliver instant, personalized and detailed responses to every shopper inquiry. Using automated communication protocols and machine learning algorithms, Sales Al optimizes lead conversion rates by ensuring consistent and recurring follow-up for every digital lead that is submitted to a dealership via text or email. Sales Al enables personalized engagement at scale. It responds to every internet lead within minutes; provides full after-hours coverage; engages shoppers in true conversational dialogue; intelligently and consistently answers VIN-specific questions; persistently follows-up with dormant leads for 51 days; ensures 100% follow-up and maximum lead engagement; and automatically schedules appointments in your dealership's CRM system. Sales Al means proven ROI for your dealership. The Al ensures 100% follow-up and maximum lead engagement, qualifying leads and handing off ready-to-buy shoppers to your sales team. It also appends lead details and automatically schedules appointments in your dealership CRM, increasing your staff's productivity and enabling them to focus on the highest-value leads and closing deals. Dealerships using SpinCar's Sales Al have reported a 23% lift in appointments set and up to a 30% increase in conversions.

MSRP: \$1,299 per month **For more:** www.spincar.com

RK CHAIN BL420MRU BLACK SCALE CHAIN

The Nifty50-ness: The lightweight, low friction, sealed, U-Ring 420 pitch chain is perfect for small-cc MX bikes, Honda Monkey and Honda Grom. Life expectancy is 4X longer when compared to a non-sealed 420 chains. MRU features an Ultra-Thin U-Ring Seal, where the thickness of the seal is less than 50% of the most common O-ring seal. Thin U-ring seal keeps the weight low, reducing the rotational mass of a standard sealed chain. MRU will require less chain adjustments compared to non-sealed 420 chains. MRU chains have a maximum tensile strength of 4,540 lbs/ft, weighs 1.74 lbs per 100 links and is rated up to 150cc and 25 hp. Available in Black Scale – Black side-plates and gold pins and rollers.

MSRP: \$109.28 for 120 Links For more: rkexcelamerica.com

QUAD LOGIC PREMIUM CUPHOLDER KIT FOR POLARIS RZR

The Nifty50-ness: This new premium version of the grab handle cup holder kit takes it to another level. This new cup holder kit integrates billet covers to match other billet accessories. The foam inserts are the key to the whole kit, as they keep your customers' drinks from falling out or rattling around. This kit is easy to install, looks great and offers additional options for holding your favorite beverage. Fits all 2015 and newer models (except Pro-XP).

MSRP: \$99.95

For more: www.quad-logic.com

NELSON RIGG USA INC UTV DUAL HYDRATION/STORAGE BAG

The Nifty50-ness: This universal bag fits in between the seats of most Sport and Utility UTVs for quick access to hydration and essentials while on the trail. These bags can also mount in the back of 4-seaters for passengers. This is the only fully insulated bag that offers dual hydration bladders with capped bite valves and flow control switches for your favorite beverages, a waterproof liner that can hold ice which is also removable for easy cleaning, a front pocket for essentials, water and dust resistant zippers, carbon-like panels, and a sturdy carry handle. Like all Rigg Gear luggage, it's made from a proprietary fade resistant UltraMax fabric and has a lifetime warranty.

MSRP: \$139.95

For more: www.nelsonrigg.com

DOWCO POWERSPORTS WEATHERALL PLUS RATCHET MOTORCYCLE COVER

The Nifty50-ness: The new, patent-pending, Dowco WeatherAll Plus Ratchet Motorcycle Cover attaches to the motorcycle using a non-stretch cord that is sewn into the bottom helm of the cover. Once the cover is placed on the motorcycle, the rider simply pulls the cord tight utilizing a pair of rope ratchets to ensure the cover stays on. This tightness around the bottom of the cover keeps the cover tight and in place through all types of weather.

MSRP: \$139.99

For more: dowcopowersports.com PSB

ENGAGE WITH THE WINTER/SPRING 2022
NIFTY 50 WINNERS AT THE POWERSPORTS BUSINESS
ACCELERATE CONFERENCE IN NOVEMBER!

+ FINANCE +

Side-by-side manufacturer gets acquired for \$400 million

Arkansas-based Intimidator Group sold to Toro Co.

The side-by-side manufacturing landscape took an interesting turn last month when *Powersports Business* learned that a longtime family-owned operation has been acquired.

The Toro Company, based in Bloomington, Minnesota, has acquired The Intimidator Group, Inc., out of Batesville, Arkansas.

"Our success and growth is the result of our dedicated team of employees, dealers and supply partners of which we are truly thankful and excited to be taking this next step in our journey together," Robert and Becky Foster, owners of Intimidator Group, said in a press release. "Toro Company has a rich history and proven track record of growing brands with the resources to fuel our future growth. With

a shared commitment to furthering innovation, serving customers, and supporting our people and communities, we look forward to joining The Toro Company and continuing to provide best-in-class products and service to our customers."

"The addition of Spartan Mowers to our portfolio strategically positions us to be an even stronger player in the large and rapidly growing zero-turn mower market," said Richard M. Olson, chairman and chief executive officer of The Toro Company. "Spartan's product lineup compliments our innovative Exmark and Toro branded equipment and provides unique opportunities to further leverage technology and design, procurement and manufacturing efficiencies. We are confident the combined efforts of our teams will help advance our strategic priorities while providing unparalleled products,

technologies, and service to our customers. This move also reinforces our commitment to disciplined capital deployment, including prudent investments in our business, strategic acquisitions, dividend growth and share repurchases, all of which position us to deliver compelling shareholder return long-term."

Over the past year, Intimidator Group has seen a 60% growth in sales and had approximately \$200 million in net sales for 2021.

The transaction has already received customary regulatory approvals. The purchase price was \$400 million, which was paid with a combination of cash on hand and short-term borrowings under Toro's existing revolving credit facility. The Toro Company expects this acquisition to be modestly accretive to fiscal 2022 adjusted earnings excluding transaction and integration expenses.

Under the direction of owners Robert and Becky Foster, the Intimidator Group has created many brands of which include:

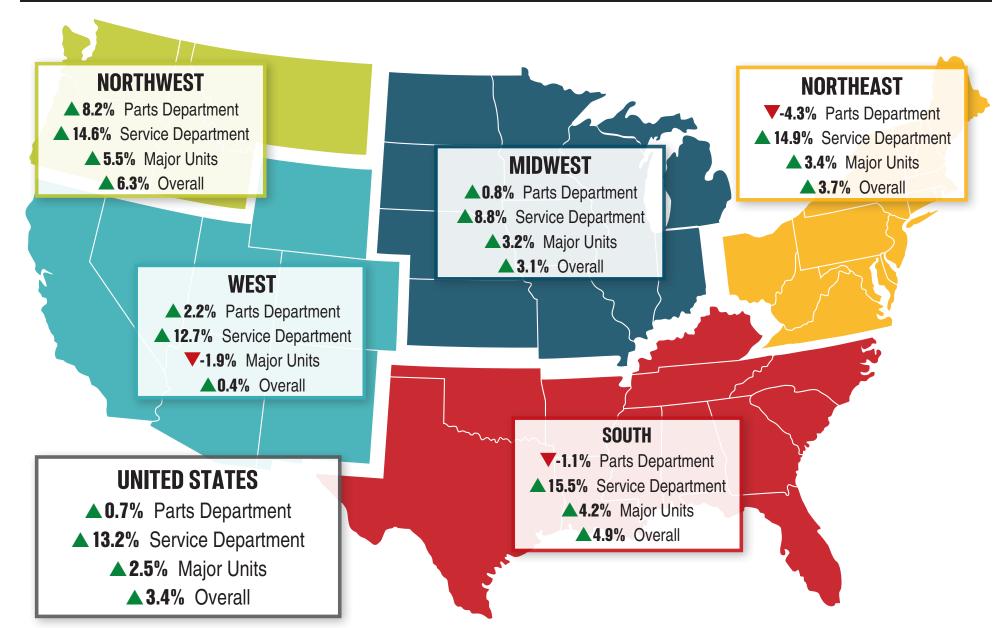
Intimidator UTVs: delivering side-bysides with unparalleled strength, power, and versatility, it is a growing brand in the offroad marketplace.

Spartan Mowers: a new company in the residential and commercial zero-turn mower industry, Spartan Mowers has become the fastest growing mower brand on the market.

eNVy Neighborhood Vehicle: this crossover features rugged durability with a smooth ride to create the perfect electric vehicle to fit a variety of needs.

Operations for the Intimidator Group and its companies will maintain headquarters in Batesville, Arkansas, for all manufacturing, development and employment. The Intimidator Group was founded in 2013. PSB

DEALER FINANCIAL SNAPSHOT



DECEMBER 2021 VS. DECEMBER 2020

The Major Unit sales market moved into positive territory in December after a decline in November, according to composite data from more than 1,670 dealerships in the U.S. that use the CDK Lightspeed DMS. Revenue from new and pre-owned Major Units grew by 2.5% on average in December 2021 vs. December 2020. Service was the big winner during December, with the average service department revenue growing by 13.2%.

Parts, after a 7.2% increase in November, moderated to 0.7% growth in December. Combined, the average dealership experienced a revenue increase of 3.4% during December, better than the 0.4% average overall growth in November. Dealerships in the Northwest (5.5%) and South (4.2%) saw the largest revenue increase in Major Unit sales on average. In service, the South (15.5%) and Northeast (14.9%) lead the pack. In parts, dealers in the Northeast averaged 8.2% revenue growth.

PARTS SALES

Parts sales revenue was up at 840 dealerships and down at 834.

SERVICE SALES

Service revenue increased at 999 and decreased at 637 dealerships.

MAJOR UNIT SALES

A total of 832 dealerships were up and 672 were down.

FOR MORE ON THE SAME STORE SALES DATA

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





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Dealership owner rises to top of snowmobile oval racing

PSB 40 Under 40 winner Jay Mittelstaedt claims lifelong racing dream by securing World Championship

BY JOHN PRUSAK

■ CONTRIBUTING WRITER

On a story-filled January afternoon, Jay Mittelstaedt broke through with a stunning snowmobile World Championship victory in Eagle River, Wisconsin, by persevering both that weekend and over the course of his sled racing career.

The 35-year-old powersports dealership owner from La Valle, Wisconsin, has a deep history with the host Derby Complex facility and its half-mile, high-banked oval. In a nasty crash several years ago, he suffered severe cuts to his leg and derriere that required a trip to the local hospital. And, in his words, "I've had way too many dates with the haybales in turn one," referencing other crashes that have sent him into the wall of haybales that are placed at the top of the turn. In fact, he had a nasty crash into those bales on Friday night.

But in an odd twist, Mittelstaedt also was married at this race track - he met his nowwife Paige Decker at the track, which was previously owned by her extended family, so they decided to have their ceremony at the facility.

Sunday on a chilly and cloudy day, Mittelstaedt ran fast and outlasted his main competitors, and he guided a sled that had just been completed and tested five days earlier to a World Championship victory directly in front of one of the sport's strongest competitors. It was also the first year the World Championship title was decided on Formula III class sleds after 23 years on Champ-chassis machines.

He will now have his name engraved on the Snow Goer Cup – the travel trophy for snowmobiling's most historic event - along with many of his heroes.

"It's like a dream come true, in the opening ceremonies before the race I was looking at all of those names on the Cup and thought, 'That would be so cool!' I was daydreaming about it, and I didn't really think that it could happen, but here we are," said Mittelstaedt, whose namesake Jay's Power Center in Reedsburg, Wisconsin, sells Polaris snowmobiles, ATVs and side-by-sides along with other brands including Can-Am, Ski-Doo, Lynx, CFMOTO, Beta, SSR, Kayo, Triumph, Benelli, Bad Boy Mowers, Bobcat and Mahindra.

There were other interesting stories as well. Perhaps most notable was the problems experienced by the event's four-time defending champion, who couldn't get his sled to start and keep running on the very first lap, plus there was a big contingent of strong and fast racers from Michigan who helped fill the field.

GETTING TO THE FINAL & EARLY DRAMA

After the World Championship class switched from the mod-based Pro Champ to the newer Formula III class that is based on stockappearing snowmobiles, just 14 drivers signed up to run the 59th running of the big dance. Twelve sleds traditionally make the final race, so qualifying was a bit anti-climatic, but it's still interesting seeing the drivers get their sleds dialed-in over the course of three days of racing in changing conditions.



Nine drivers earned first-row starting spots. Four-time defending champion Blaine Stephenson was the fastest in time trials, but his primary rival Gunnar Sterne earned the pole position by winning the Friday Night Thunder final on the Derby track. Joining them on the front row were USSA oval racing regulas Jake Beres, Tom Olson and unretired Mittelstaedt; up-and-coming Calvin Cook; and Michigan-based racers Jake Gerow, Dakota Harris and Kevin Vermeersch. Tyler Beach was supposed to be on the front row with them but was a stratch for the final. Second row starters were Ben Langaas, Collin Henderson and Matt Town.

Before the sleds even got around to the front stretch to start the final, though, there was already drama when Stephenson's No. 102 Wahl Bros. Polaris wouldn't stay running. While other drivers were doing their final check, Stephenson's sled would start, idle, run for a few seconds and then die off. He'd then pull the recoil about a dozen times to get the sled to refire, and it would die again. It happened over and over.

The four-time defending World Champ Blaine Stephenson must have pulled his recoil 60 times, but he could not get his sled to start and then stay running for the final.

Finally he got it to come around, but it died again on the starting line the second the flagman waved the green flag to start the race. The other 11 sleds poured into turn one, but Stephenson was still at the starting line – pulling that recoil rope. With his sled in the middle of the track, the race was reflagged for a restart. Stephenson got the sled started, it would move about 20 feet and then die, and then it was back to recoil time. After repeated efforts, Stephenson finally gave up and let the track workers tow his sled back to the pits. His day was done.

We caught up to the four-timer from St. Cloud, Minnesota, as he walked off the track. Dejected, he shook his head and said, We don't know if it's fuel or electrical." Later, we caught of with Dave Wahl of Wahl Bros. Performance and he reiterated the confusion the team was having with the sled.

"It actually started acting up during hot

laps earlier in the day," said Wahl, himself a three-time World Champion and a master sled tuner and builder. "I changed every electrical part I could think of, and there are a lot of them on these fuel injected sleds, but it didn't help. Maybe Polaris will be able to help us figure out what happened."

GET RACING

When the green flag waved that very first time, Mittelstaedt got the holeshot on his No. 297 Polaris and made it through the first set of turns up front, but the race was halted due to Stephenson's problems. The sleds were lined back up on the front stretch to re-start the 25-lap final, and Mittelstaedt surged ahead again, though he had a lot of company, with Tom Olson of Lodi, Wisconsin, swapping the lead with him.

Within a couple of laps, though, the only Ski-Doo in the field – Gunnar Sterne's – was on the prowl using his customary high line. He roared to the front and started opening a lead. Six laps into the race, though, Olson got separated from his sled in turns three and four and he went sliding on his belly across the ice. The race would be redflagged again.

During the short break, sled problems occurred for a couple of riders. First, Sterne got off of his sled and was wrenching on the side of the machine – later we'd find out he was trying to make sure his taillight connection was working. Meanwhile, Jake Beres' No. 23 Polaris had its snowflap stuffed up under his tunnel. Racing without a working flap is a rules violation due to concern of following riders. Beres tried to get the flap out. but eventually he was disqualified and had to

So, for the restart with 19 laps left, Sterne lined up first, and then Mittelstaedt a sledlength back, following by Jake Garow, Dakota Harris, Matt Town, Ben Langaas, Kevin Vermeersch, Olson and then Calvin Cook, who had previously pulled to the far inside of the track before the red flag.

On green, Mittelstaedt surged past the leader heading into turn one and then opened a gap when he fired down the backstretch. Two laps later, though, Olson's sled quit again - this time in turn one. The race was reflagged and started again with the following order: Mittelstaedt, Sterne, Garow, Harris, Town, Langaas, Vermeersch and Olson. Cook pulled off again and was out.

The green was soon waved again, and Mittelsteadt again had a great start and started opening a lead up front. By lap 15, the lead grew to about 2.5 seconds, but the roughness of the track ensured that anything was possible.

Sterne seemed determined to make that "anything" happen late in the 25-lap race. He charged toward the front, and by lap 21 he was occasionally on Mittelstaedt's rear bump. Mittelstaedt seemed to gain ground in turns one and two, but then Sterne would tighten the gap in turns three and four. In fact, Mittelstaedt seemed to almost stop entering turn three, but then would pivot the sled so he could take a low line through turn four.

The line started working for Mittelstaedt and he held off Sterne to the waving checkered to earn his first-ever World Championship. Sterne was a close second, followed by Garow. Town emerged through traffic to claim fourth in his first run at the W.C. follows by Harris, Langaas and then Olson, who was a lap down. Vermeersch was scored eighth after an off-track event into the snow bank in turn four. Then Cook, Collin Henderson and Blaine Stephenson wrapped up the field.

WORDS WITH THE CHAMP

The popular Mittelstaedt was mobbed by supporters on the backstretch near the pit entrance - it seemed he hugged everybody in the place before pulling his winning sled onto the front stretch for post race interviews and trophy presentations in front of the crowd.

"I don't believe it yet – it's a dream come true!" Mittelstaedt said. "Just getting a ring [for making the championship race] was a dream come true. Once we got into a long groove there [in the final] I was able to just click laps off and be smart and take deep breaths and just keep clicking them off. I can't believe it."

Getting the initial holeshot was exciting, he said, but the first red flag didn't help things.

"When we took the initial green I ripped



the holeshot and I got the Woody's Holeshot award over there, and I was feeling good," Mittelstaedt said. "Then when I sent into [turn] three there was a red flag already, and I was like, 'Ah, man, here we go!' Then I came around and saw Blaine out there [with his non-running sled] and he had some tough luck. He was fast all weekend, but that's racing."

He followed at first, but then took the lead for good after the second restart. After that, he said, "I knew we had a long way to go. I found a couple of good lines out there and the sled was working good for me, I knew I had to save my brakes and save my own energy and just start ticking [laps] away and not worry about it," Mittelstaedt said.

He said he could hear Sterne's roaring engine closing on him late in the race, "Then with probably three or four laps to go he showed me his ski coming out of a corner," Mittelstaedt said. "And then all of a sudden we got the while flag, and I'm thinking, 'Oh here we go, I've just got to hang on for one more lap – don't do anything dumb!"

Talking about his winning ride, he said, "I bought the sled this past spring, and my plan was to run F-III, and then the summer happened and things got away from me – life got away from me – and about three or four weeks ago I asked [former racer and current tuner] Nick Dolezal if he could build the sled for me, and he said, 'I'll give it a shot, we'll see what we can do.'

"We got it together Monday night, put it on the bench and got it fired, and made some slight adjustments on the bench and then went to the pond and tested the next day, and I was like, 'God, this thing works really good!" Mittelstaedt said. "We came here and unloaded and it took me a little bit to get used to the track."

He crashed with the sled – hard – into the turn one haybales in Friday's final event. He said afterwards, "My left side, my wrist was all swollen up and I've got a goose egg on by elbow, and it rung my bell pretty good," Mittelstaedt said. "Saturday I didn't not feel like myself and I knew we had some work to do to get [into the World Championship race]. Then I slept pretty good last night, woke up this morning, took some Ibuprofen and then showed up ready to race. The sled wasn't too bad – the boys did a good job of getting the sled ready for me," he said.

Speaking of the new Formula III class, he said, "I love this class – I think this is really going to open up some more opportunities for some more people to be in here and be competitive right off the bat," Mittelstaedt said. "I think this class has room to grow."

We ran into Polaris Race Director Tom Rager Jr. in the pits later when chasing down details in race trailers, and he reiterated the praise for Formula III – and for Mittelstaedt's victory.

"Nothing against the other top guys, obviously" like regular oval hotshoes Stephenson and Sterne, Rager said, "but for the good of

the sport having a guy like Jay win in one of the best things that could have happened. I mean, he was out of oval racing, but because of these new rules he was able to re-enter the sport affordably and now he's the World Champ."

THE PODIUM

Sterne earned a personal-best finish Sunday on the Derby track, but considering how dominant he's been at some other tracks in his storied career you could tell he was still disappointed.

"We had a fast sled all weekend – our Ski-Doo was one of the fastest sleds here actually," Sterne added. "Second place is my best finish here so it's not bad. We'd like to win it but it just wasn't in the cards today. Maybe I'll be back here to try again – we'll see as the year goes on."

He said that the fact that the sleds got all the way down to frozen dirt in a few spots meant he, like pretty much every racer, had to deal with dulled carbide that seriously affected the sled's handing.

"It was about how fast you can go, but also how fast you can get off of the corner—that was most of it," Sterne said. "The sleds weren't turning once everybody lost their carbides. So, it's not really who had the fastest sled but who had the better handling sled at the end of the race."

Later he added, "It was a good run. I was in the lead there and then the restart wasn't great for us. After that I was just trying to stay out of the dirt really. That was most of it during the race – just trying to get the carbides to last until the end of the race. They didn't, though.... It was just fighting me – the front end wasn't steering there at the end. I got close to him there and I could have probably gotten into him but I decided to back it off. I don't like to race that way."

For Garow, it was his first run at the World Championship, but not his first on the track. He races the Formula III class on the Michigan-based MIRA circuit and also competed in the Pro Enduro class there. Therefore, he has brought his Formula III sled to the Derby Track the last two years to run that class before it was the championship. "Last year with two laps to go I ended up in the haybales over there," he said with a grin, pointing toward turn one.

"A paperclip is the only way to explain this place," Garow said of the challenge and tight Derby track. "The track was a lot rougher than anything else we're used to on this snowmobile. That was a Pro Enduro track that we we were just racing Formula III sleds on. That alone, just to make it 25 laps with this snowmobile with this suspension on this track was a feat in itself."

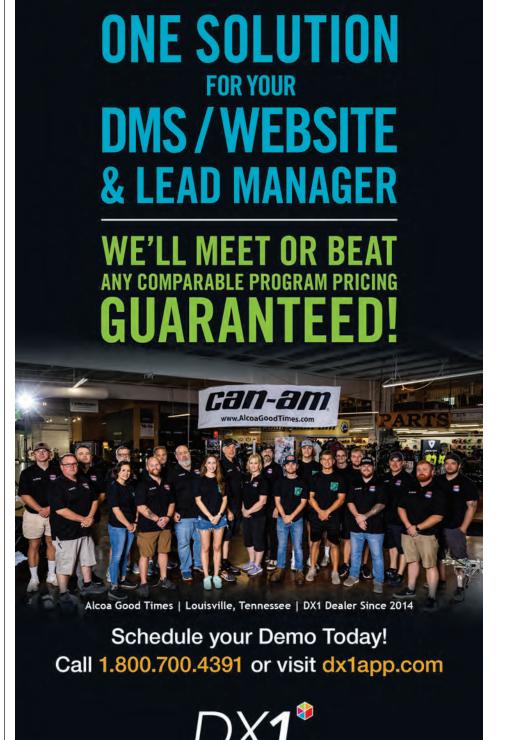
He pledged he'll be back for another run for the World Championship next year. PSB

John Prusak, editor and publisher of Snow Goer magazine, was inducted into the International Snowmobile Hall of Fame in 2020.

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⊢ ATV/UTV ⊦

New Crew XP 1000 NorthStar Big Game Edition launches

Ranger XP 1000 Waterfowl Hunt Edition also unveiled

Polaris Off Road has demonstrated its dedication to elevating the hunt experience for your dealership's customers by bringing back the Ranger XP 1000 Big Game and Waterfowl Editions and expanding the lineup by introducing a new Ranger Crew XP 1000 North-Star Big Game Edition. These purpose-built hunt editions are loaded with upgraded capability, designed to meet the specific needs of big game and waterfowl hunters so they can access the most hard-to-reach locations and carry more gear to maximize their chance of a successful hunt.

"We know many of our customers are avid big game and waterfowl hunters operating in highly-demanding environments, so we built the Big Game and Waterfowl Editions with added strength, comfort and capability to provide the ultimate advantage when hunting," said Chris Judson, vice president and GM of Off-Road Utility. "Based on the positive response to these vehicles in 2021, we expanded the lineup to include a NorthStar edition for comfort in extreme weather conditions. These hunt edition Rangers are yet another example of our dedication to hunters and the extreme conditions they encounter throughout the year."

First introduced in 2021, the Ranger XP 1000 Big Game and Waterfowl Editions are designed for the unforgiving terrain and extreme weather conditions that big game and waterfowl hunters face. New for 2022, the Ranger Crew XP 1000 NorthStar Big Game Edition maximizes comfort and protection from the elements with a full ProShield Cab system, heating & air conditioning (HVAC) and a 7-inch touch screen powered by Ride Command.

Big game hunters routinely carry heavy loads of gear and game across demanding terrain and steep environments, while waterfowl hunters are hauling decoys to the duck holes well before first light in the water and mud. These vehicles are purpose-built to deliver more capability and strength to take on these demanding conditions.

Pricing is as follows:

2022 RANGER XP 1000 Big Game Edition - Starting at \$21,999 U.S. MSRP

2022 RANGER CREW XP 1000 Big Game Edition - Starting at \$23,599 U.S. MSRP

2022 RANGER CREW XP 1000 North-Star Big Game Edition - Starting at \$34,999 U.S. MSRP

2022 RANGER XP 1000 Waterfowl Edition - Starting at \$21,999 U.S. MSRP

2022 RANGER CREW XP 1000 Water-

fowl Edition - Starting at \$23,599 U.S. MSRP Available in 3-seat and Crew models, the Ranger XP 1000 Big Game Edition and Ranger XP 1000 Waterfowl Edition are packed with premium features to elevate the hunt, from exclusive camo patterns to highoutput LED headlights. Available exclusively as a Crew model, the Ranger Crew XP 1000 NorthStar Big Game Edition gives big game hunters the ultimate comfort so they can hunt harder. For a more customized experience, Polaris offers the largest assortment of hunt-inspired accessories, including big game and waterfowl accessory collections curated by renowned hunters Lee and Tiffany Lakosky and Tony Vandemore. Additionally, hunters can add storage to pack hunting essentials in and haul game out with Rhino-Rack premium roof racks, bed racks, and attachments.



When it comes to filling the tag of a lifetime, the right gear matters. The Big Game Edition is designed to navigate extreme terrain where the biggest trophies live.

"Trophies don't live on the fringe; they are off the grid in places so rugged they're nearly inaccessible," said Lee Lakosky, renowned big game hunter and host of the hunting show The Crush. "Bottom line is you have to get where they live. And the Big Game Edition is made to do just that."

It's equipped with key upgrades that provide an edge when hauling gear into the back-country and game back to basecamp.

- More Clearance and Traction High-clearance arched A-arms and 8-ply 29-inch Pro Armor X-Terrain tires provide more ground clearance, traction and cornering stability for navigating over rocks, through ruts and around switchbacks.
- Self-Leveling Rear Suspension For added capability to clear obstacles when hauling gear and game, the vehicle's rear suspension automatically adjusts to maintain ride height and make the most of the class-leading 14 inches of ground clearance.
- Active Descent Control (ADC) When operating on hilly or mountainous terrain, active descent control (ADC) works with the engine braking system (EBS) to engage all four wheels for maximum traction and control on descents.
- Exclusive Polaris Pursuit Camo Remain hard to see but impossible to ignore in the Big Game Edition with exclusive Polaris Pursuit camo covering the machine from tipto-tail, featuring a unique mix of birch, oak and pine elements.
- **Striking LED Headlights** With 90% more output than halogens, LED headlights provide better visibility in low-light conditions for those early morning starts and evening treks back to basecamp.
- All-New Seats Redesigned seats offer added comfort thanks to upgraded cushioning and more premium material,

while enhanced bolstering keeps riders more securely seated when traveling over rough

- More Protection and Utility A heavy-duty front bumper provides additional front-end protection. A high mount factory-installed Polaris HD 4,500-lb. winch with synthetic rope provides easier access when recovering game or removing obstacles in tall grass, scrub or snow.
- Big Game Accessory Collection Featuring hunt-specific storage and added lighting solutions, the Big Game Collection is curated by renowned big game hunters Lee and Tiffany Lakosky to further equip the Ranger to get hunters and their gear into the backcountry.

The new Ranger Crew XP 1000 North-Star Big Game Edition shares the same purpose-built features of the Big Game Edition, but adds premium comfort features so hunters are always prepared for the inclement and unpredictable weather conditions in the mountains.

- 7-Inch Display Powered by Ride Command Confidently navigate to remote hunting locations and drop waypoints on key hunting spots with GPS navigation, even without cellular service.
- Heating & Air Conditioning HVAC System Stay warm on cold pursuits and cool during off-season work with a climate-controlled cab.
- Premium Ranger Pro Shield Cab System Get complete protection from the elements, no matter how remote the terrain or inclement the weather.

The Waterfowl Edition is engineered for those looking to travel to where the ducks and geese are. It's factory-equipped to transport hunters and their gear to the blind with ease.

"We're going over logs and ruts, through water, mud, and long passes in the timber," said Tony Vandemore, Owner of Habitat Flats and renowned waterfowl hunter. "Getting to those places quickly and with everything I need — no other machine can do it like this Ranger."

Polaris started with its flagship Ranger XP 1000 and added key features to meet the unique needs of waterfowl hunters.

- 29-Inch Pro Armor Mud XC Tires For powering through wet and muddy conditions, the 29-inch Pro Armor Mud XC tires provide maximum clearance and traction yet maintain a smooth ride on trails.
- More Ground Clearance Highclearance arched A-arms maximize the 14 inches of ground clearance to confidently pass over logs, rocks and submerged objects that are both wide and tall.
- Engineered to Navigate Water High-mount air intakes and clutch ducting allow clean, cool air to enter the engine when traversing water, while winch and electrical components are sealed to prevent water intrusion.
- Exclusive Waterfowl Hunt Camo The Waterfowl Edition features an exclusive camo pattern that is designed to mimic marsh grasses for maximum concealment.
- **Striking LED Headlights** Get to the blind, set up decoys and be in position before first light with high-output LED headlights illuminating the way.
- **All-New Seats** Redesigned seats offer more comfort thanks to upgraded cushioning and more premium material, while enhanced bolstering keeps riders more securely seated when traveling over rough terrain.
- More Protection and Utility A heavy-duty front bumper provides more front-end protection. A high mount factory-installed Polaris HD 4,500 lb. winch with synthetic rope provides easier access and operation in mud or water.
- Waterfowl Accessory Collection

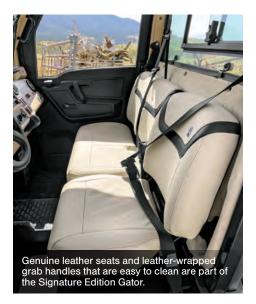
 Curated by Vandemore, the Waterfowl Collection is the perfect solution for hunters needing more lighting and additional storage capacity for guns, decoys and other gear. PSB

John Deere reveals Signature Edition Gator

Premium features part of automotive-inspired Gator

John Deere in January introduced the XUV835R and XUV865R Signature Edition Gators. Both are designed with premium, automotive-inspired features that take John Deere's line of utility vehicles to the next level for customers.

The XUV835R and XUV865R Signature Edition vehicles are the premium models for John Deere enthusiasts. In addition to the



features that Deere customers have come to expect, including a climate-controlled cab, easier shifting with an integrated park brake, informative instrument cluster, and 4-wheel drive and differential lock with the flip of a switch, Signature Edition Gators come standard with the following:

- Genuine leather seats and leatherwrapped grab handles that are easy to clean
- Integrated touchscreen infotainment system delivers automotive-grade smartphone integration, rear-facing camera, Bluetooth wireless connectivity, AM/FM and SiriusXM satellite radio
- Memorable audio experience with a seven-speaker sound system, professionally tuned by Harmon
- Rear-facing camera displays image on the infotainment screen with the push of a button to provide better visibility when attaching trailers or spreading materials like seed or salt.
- Bumper Pro Brush Guard protects the front of the vehicle, provides rubber bumpers for pushing gates, and features a center screen to keep debris from entering the radiator
- Front roof-mounted LED driving lights
 - Rear-sliding window

The 835R (gas) starts at \$35,849 MSRP. The 865R (diesel) starts at \$37,099 MSRP. "At John Deere, 'Signature Edition'



The Signature Edition Gator 835R (gas) starts at \$35,849 MSRP. The 865R (diesel) starts at \$37,099 MSRP.

means top-of-the-line with the best features and upgrades," said Maureen McCormack, Go-to-Market Manager, Gator Utility Vehicles. "That's exactly what you'll get with Signature Edition Gator Utility Vehicles – leather seats, touchscreen infotainment system, high-end audio, rear-facing camera – it's the best of the best in UTVs."

Signature Edition Gators will arrive at John Deere dealerships beginning in April 2022. PSB



THE WORLD'S TOUGHEST ELECTRIC UTILITY BIKES

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Yamaha unveils pure sport ATVs for 2022 model year

YFZ450R, SE models and Raptor 700 lineup revealed

Yamaha Motor Corp., USA, has unveiled more 2022 sport ATVs, including the YFZ450R and the big-bore powerhouse Raptor 700R. These vehicles, along with all of Yamaha's side-by-sides and full-size ATVs, are built with pride in the U.S. at Yamaha's state-of-the-art manufacturing facility in Newnan, Georgia, for worldwide distribution.

2022 YFZ450R AND YFZ450R SE

The YFZ450R is the undisputed podium-topping ATV used by the world's top racers, including reigning Grand National Cross Country and ATV Motocross pro champions, Walker Fowler and Chad Wienen. The YFZ450R is the most technologically advanced sport ATV on the market, with its 449cc fuel-injected engine and titanium five-valve cylinder head delivering torquey acceleration off idle, and abundant power throughout the mid- to top-end.

The weldless professional-caliber frame is designed from lightweight aluminum with a tension-steel bottom allowing the engine to sit lower for excellent mass-centralization. Suspension components and settings further reduce weight while providing light, yet precise handling.

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



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

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

The 2022 YFZ450R is available in Team Yamaha Blue for \$9,799 MSRP. Special Edition (SE) models feature an added GYTR front grab bar and unique color and graphic kits in White / Metallic Black or Yamaha

Black / Yellow for \$10,199 MSRP.

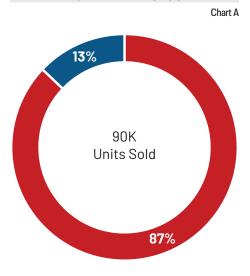
The YFZ450R SE incorporates Yamaha Fuel Injection (YFI) for precise fuel delivery. With a big 42mm Mikuni throttle body and 12-hole injector, this system provides exceptional atomization of the fuel for maximum power. The system also includes ISC (Idle See Yamaha, Page 31

Lightspeed study reveals Sport UTV retail trends

Average California dealership sells 11 Sports UTVs per month

An exclusive study from CDK Global Lightspeed shows retail trends of Sport Side-by-Sides over the past year. The study focuses on 90,000 new and used units sold from Dec. 1, 2020 – Nov. 30, 2021. This study only

SPORT UTV UNITS PURCHASED - PERCENT NEW VS. USED



New Used

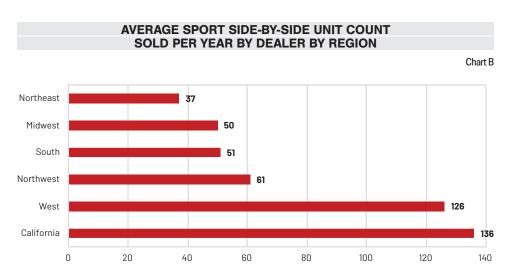
includes units where the VIN can be decoded to identify the exact make, model, product line, and segment. OEMs that do not provide specific VIN decoding were not included.

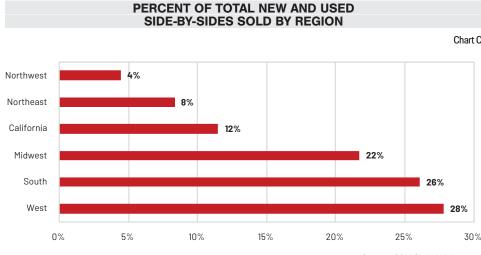
Chart A represents the percentage of

Chart A represents the percentage of units sold that were new vs. used. Nearly 9 out of 10 Sport UTVs sold in this study were a new unit, with a total of 87% new and 13% used.

Chart B focuses on the average number of units sold during the study time frame by each dealer in each region among dealers who sold Sport Side-by-Sides. Dealers in California sold the highest average number of units per dealer, at 136 Sport Side-by-Side units per dealer over the 12-month period. Dealers in the West averaged 126 Sport Side-by-Sides sold per dealer over the year-long period. In the Northwest, dealers averaged 61 units sold per dealer. Dealerships in the South sold an average of 51 units per dealer. Dealerships in the Midwest and Northeast averaged 50 and 37 units per dealer, respectively.

Chart C represents the percentage of total new and used units sold, by region. Dealerships in the West sold 28% of the new and pre-owned Sport Side-by-Sides in this study. A total of 26% of the units sold in this study were sold in the South. Topping out regions above 20% is the Midwest, where 22% of the units were sold. A total of 12% of the units sold nationwide were sold in California. Dealers in the Northeast sold 8% of the total units, while dealers in the Northwest sold 4%. PSB





Source: CDK Global Lightspeed

| ATV/UTV

YAMAHA CONTINUED FROM PAGE 30

Speed Control) for easy, reliable start-up and warming.

An assist-and-slipper clutch reduces clutch lever effort for less fatigue while at the same time increasing clutch plate pressure for positive engagement. This clutch system also reduces engine braking effect for faster cornering, particularly when downshifting.

Wheels are set motocross-spec wide, near the allowable maximum of 50 inches, for great cornering speed. Maxxis tires provide excellent handling and control. At 20 inches in the rear and 21 inches in the front, they provide better ground clearance than the competition.

The large-diameter tapered handlebar reduces vibration and is mounted on fourway clamps for exceptional adjustability. The two sets of holes in the handlebar crown and the eccentric clamps allow the rider to choose the standard setting: 10mm forward, 20mm forward or 10mm backward.

The generous 2.6 inch-wide foot pegs are something riders will appreciate every time they want to get up on the pegs.

The lightweight frame is a combination of aluminum and steel. The frame member under the engine is steel and is used for its strength and low profile so that the engine can sit lower overall for excellent mass centralization and unmatched handling. The aluminum frame is bolted together, rather than welded, for maximum durability.

The front frame is as narrow as possible at the A-arm mounting points. This increases the A-arm length and reduces changes in camber as the suspension travels through its full range of motion.

The front KYB shocks are longer for increased stroke, superb bump absorption and excellent anti-bottoming characteristics. The Kashima coating offers smooth operation while the 9.8 inches of wheel travel means the racer is ready for the most challenging tracks.

2022 RAPTOR 700, RAPTOR 700R, AND RAPTOR 700R SE

Conquering dunes and trails with ease, the Raptor 700 lineup offers superior style, comfort, and performance for thrillseekers, weekend warriors, and riders in between. A potent and proven 686cc engine delivers enormous torque right off idle, transitioning into a potent midrange and monstrous top-end. The Raptor 700 features an advanced, lightweight hybrid steel-aluminum frame with aluminum subframe and swingarm, creating a light, yet durable and rigid structure to provide the best power-to-weight ratio in its class. Superior handling enhances the Raptor 700R lineup's incredible experience, smoothing out trail and braking bumps with its race-caliber suspension.

Rider-centric and friendly features, such as a thick, plush seat, dual counter-balancers, electric start, and a reverse gear, bring comfort and convenience to all day adver tures on Armor Gray Raptor 700 models starting at \$8,799 MSRP. Suspension is upgraded on the Team Yamaha Blue Raptor 700R with high- and low-speed compression and rebound adjustability for \$9,399 MSRP. Raptor 700R SE models are further enhanced with a GYTR front grab bar, GYTR footwells, and a unique color and graphic kit in either White / Metallic Black or Yamaha Black / Yellow for \$9,999 MSRP. CARB-compliant California-specific Raptor 700 models start at \$8,799 MSRP and are available in all color options. PSB





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ATV/UTV

DIGEST

CFMOTO OFFERS DEMO RIDES AT SHOT SHOW

The 2022 SHOT Show, the nation's largest professional event for the sport shooting, hunting and outdoor industry, was held last month in Las Vegas.

CFMOTO offered demo rides at SHOT Show via a partnership with TrueTimber Camo, as noted on its Instagram. "What a great day it was to be in the desert. The SHOW Show demo ride was a success. Thanks to everyone who stopped by."

CFMOTO machines also participated in Industry Day at the Range.

MAVERICK X3 GETS ADDITIONAL AFTERMARKET PRODUCT

Dealers who sell the Can-Am Maverick X3 just got another chance to add a line to the purchase order with news that F-22 Rear Upper Shock Mount Brackets have been released by Assault Industries.

The Assault Industries F-22 rear upper shock mount brackets are CNC machined from 6061 T6 billet aluminum. Certain areas of the Maverick X3 frame could benefit from some additional reinforcement. The upper mounting points for the rear shocks are very think and prone to deformation or breaking, according to Assault Industries.

The F-22 rear upper shock mount brackets are designed to reinforce the connection point between the shock and the vehicle frame. The bracket mounts to the cage and sandwiches the OE bracket. The result



Assault Industries has unveiled new upper shock mount brackets for the Maverick X3. Photos courtesv of Assault Industries

is a much stronger, more reliable mount point that is less likely to fail like the thin metal brackets that the vehicle comes with, according to Assault Industries.

The shock mounts are hard anodized black and laser engraved. Spacers are included for Maverick X3 models with OE and welded aftermarket cages.

The F-22 rear upper shock mount brackets are available now with a suggested retail price of \$239.99.

SEIZMIK PARENT ACQUIRES ATV SNORKEL COMPANY

Jacksonville, Florida-based Nivel Parts & Manufacturing Co., LLC has acquired SnorkelyourATV LLC. The purchase brings together Nivel's manufacturing, sourcing, and distribution capabilities with SnorkelyourATV's highly regarded product line and new product development expertise.

Kyle Tallman, founder and former owner, said "It's been exceptionally enjoyable working with Nivel. Through this process I have grown to truly respect this company and those who represent it. I'm looking forward to the future of Snorke-IYourATV and working with Nivel to grow the business further."

Nivel recognizes the increasing growth in the UTV and ATV segments. Through the acquisition of SnorkelyourATV, Nivel expands its snorkel product line with a well-recognized brand and gains important product insight.

"We are excited to welcome SnorkelyourATV into the Nivel family," Nivel CEO Brett Hankey said. "Kyle built a great business centered around new product development, quality production, and customer-focused sales and service. We look forward to working with Kyle and our UTV team to build on the company's success."

Nivel owns a variety of brands in the aftermarket niche vehicle parts and accessories categories, including Seizmik, Highlifter and Falcon Ridge.

PERFORMANCE UTV ACCESSORIES COMPANY GETS ACQUIRED

The performance side-by-side accessories landscape just took another interesting twist with news that a 30-year-old, family-owned business in Orange County has been sold.

Performance UTV accessories company Assault Industries, based in Garden Grove, California, has been acquired by Madison, Indiana-based SuperATV. The acquisition closed Jan. 6.

"Kristina and I have contemplated our

long-term plans for many years now," said Assault Industries owner Marcelo Danze. "After meeting with SuperATV's leadership, it was apparent to us that SuperATV was the right partner and an ideal future steward for the Assault Industries brand."

The acquisition of Assault Industries fits SuperATV's strategy to expand their dealer and consumer reach using Assault Industries' innovative product lines and West Coast dealer presence. Assault Industries' passion for unmatched style and innovation and making the riding experience even more exciting aligns perfectly with SuperATV's mission.

"We have built SuperATV from a hobby in my father's garage to global leadership in the ATV/UTV aftermarket parts and accessory business," said SuperATV president Lindsay Hunt. "Assault Industries shares SuperATV's passion for both its customers and products, which will be a tremendous asset as we all work to WOW our customers, dealers and each other."

CAN-AM OFF-ROAD CLAIMS FIFTH CONSECUTIVE WIN AT DAKAR RALLY

Can-Am Off-Road continued to assert its global racing dominance early in the new year, this time by sweeping the top positions in two different categories at the Dakar Rally in Saudi Arabia. The wins solidify the brand's remarkable fifth consecutive championship at the Dakar Rally, which is considered the most grueling off-road race in the world.

Can-Am Factory racer Austin Jones



ATV/UTV

DIGEST

(United States), together with navigator Gustavo Gugelmin (Brazil), finished with the best overall time in the T4 category, which are production-based side-by-sides. Gerard Farrés (Spain) finished in second place, and Rokas Baciuska (Lithuania) came in third, completing the full podium sweep for Can-Am. In fact, the top 17 finishers in the T4 category were driving a Can-Am, and the first non-Can-Am vehicle to cross the finish in 18th place was a whopping 9 hours and 30 minutes behind Jones and Gugelmin.

In the T3 category, which are prototype vehicles crafted by specialized makers and the last step before the car category, Can-Am racers finished in first and second place. Francisco Lopez and his navigator, Juan Pablo Latrach Vinagre (both from Chile) came in first place, followed by Sebastian Eriksson (Sweden) and his navigator, Wouter Rosegaar (Netherlands).

"It's incredible to win the Dakar Rally," said Jones. "This event is truly the ultimate test of off-road racing. Anything can happen, and we pushed hard until the very end against extremely strong competition. My navigator and team did a great job, and the Can-Am was awesome with its performance and durability."

The 2022 Dakar Rally covered approximately 5,200 miles (8,400km) through some of Saudi Arabia's most challenging and technical terrain. Drivers faced cliffs, canyons, dunes and rocky trails, putting their skills and vehicles up to the ultimate challenge.

Can-Am racers were supported by South Racing Can-Am, which had more than 150 personnel in Saudi Arabia helping to field everything from mechanics to logistics and meals for more than 21 Can-Am Maverick X3 racers. South Racing-built Can-Am vehicles have a 100% finishing record at the Dakar Rally, and have won the side-by-side category each year since 2018.

"It takes a true team effort to accomplish what our Can-Am Off-Road team just did at the Dakar Rally," said Sandy Scullion, Senior Vice President, Global Retail and Service – Powersports at BRP. "We have the best of the best, from drivers to support staff to the incredible Can-Am Maverick X3 platform. We can't wait for what's in store for the rest of this year for racing as we plan to continue our incredible momentum with championships from all over the world."

NEW TIRE RACK FOR POLARIS RZR PRO XP

Garden Grove, California-based Assault Industries has introduced its Adventure Rack Pro for Polaris RZR Pro XP.

The Assault Industries Adventure Rack Pro was designed and engineered to provide excellent utility to the Polaris RZR Pro XP while retaining rear visibility. The Adventure Rack Pro will hold up to a 32-inch tire (space limited between the body and cage) and features adjustable EZ lift gas shocks. The latches can be released with one hand and as long as the weight of the tire is present on the rack, it can also be locked into the closed position with one hand.

The Adventure Rack Pro, in the closed position, has approximately 11 inches of storage space below. The tire is held down securely with the provided Assault Industries Rugged "Y" strap and with the Adventure Rack Pro, you can add the Wheel Storage





Assault Industries has launched its Adventure Pro Rack for RZR Pro XP models. Photo courtesy of Assault Industries

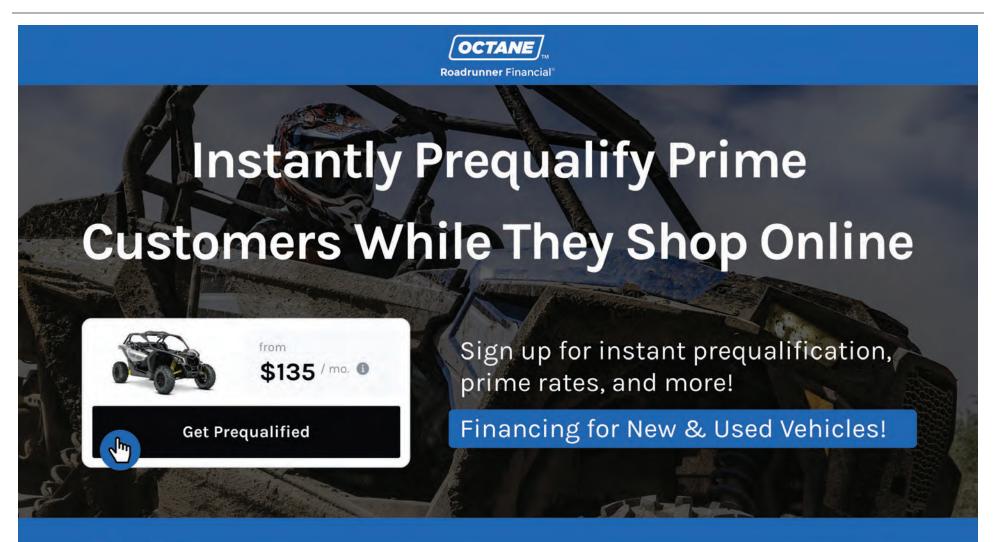
Bag for even more storage capacity. The rack and all included components are constructed from high strength steel and powder coated black for a stealthy, sleek look and is finished with an Assault Industries laser cut and line grained aluminum logo plate.

The rack does not require removal for engine service. Simply remove a couple of extra screws and release the EZ lift shocks from their mounts, grab the bed handle, lift and pull out.

The Adventure Rack Pro will be available soon with a retail price of \$549.99. PSB



Can-Am Factory South Racing driver, Austin Jones, and his navigator, Gustavo Gugelmin, won the T4 category at the 2022 Dakar Rally in Saudi Arabia. Photo courtesy of BRP





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+ ELECTRIC +

Volcon's new COO Davis offers manufacturing expertise

She brings stints with E-Z-Go, Club Car to Texas

Volcon announced that Stephanie Davis has been appointed chief operating officer. In her new role, she will oversee logistics, supply chain, quality, and lead the company's undertaking to become a lean manufacturer with an eye to continuous improvement.

Davis has 25 years of manufacturing and production experience with companies like the Ingersoll-Rand Company, Bosch, Textron, and most recently, Horton Automatics.

Having spent time in key roles at both E-Z-Go (Textron) and Club Car (Ingersoll-Rand), her background in electric powersports coupled with a strong lean manufacturing focus brings world-class capabilities to Volcon. She holds a BS in Electrical Engineering from Clemson and an MS and MBA from Southern New Hampshire University.

"We are excited for Stephanie to take on this major role at Volcon," said Volcon CEO Jordan Davis (no relation). "Stephanie has already demonstrated leadership capabilities in executing strategies that are key to the success of a growing business, specifically in the area of increasing the capacity and quality of production line operations. Stephanie's skill, expertise and approach to business will be a major asset to Volcon moving forward. As our campus continues to grow and production lines increase, having someone with Stephanie's background will be key in keeping our operations running at full capacity."

As 2022 ramps up, the Volcon team continues to build the category-defining motorcycle the Grunt in anticipation of completing direct-to-consumer shipments by Q1 of 2022. As the business transitions into a dealer-driven model, which now totals 33 dealers within two



months of launch at the *Powersports Business* Accelerate Conference in Atlanta, the planned expansion into its Liberty Hill, Texas, location will be necessary to accommodate the influx of demand for the Volcon Stag, the company's planned first all-electric side-by-side and for future models to follow.

The current campus layout includes:

Building 1: Production, Assembly and Service; Building 2: Marketing, Sales, and Engineering; Building 3: Warehousing and Accounting; and Building 4: Liberty Hill (Future Expansion).

Volcon's Liberty Hill factory location will be situated on 70 acres in Northwest Austin, Texas, consisting of a vast trail net-

work through a dense mix of cedar and oak trees that will soon become the company's proving grounds. Along with a dry creek bed and running river, the property will serve as the perfect location to continually test and refine Volcon's two and four-wheeled vehicles, while allowing the company to incorporate production feedback rapidly. PSB

Tucker reveals expansion offering of electric bicycles

UBCO to get Tucker distribution

Fort Worth-based Tucker announced during AIMExpo a dramatic expansion of its industry-leading portfolio of electric products with the addition of new Fantic e-bicycles, UBCO utility e-bikes, Evolve electric skateboards, additional models of e-scooters from Dualtron, Speedway, and underwater scooters from Jet Pilot. The company's offering of e-vehicles and accessories launched in early 2021.

Tucker adds three additional e-bike models from Italian-maker Fantic to its existing lineup of Fantic bikes. The new additions include mountain bikes, a commuter e-bike as well as the revolutionary Issimo, a step-through e-bike that has won design awards across Europe. The Issimo features 20" fat tires, mid-motor and front suspension.

From UBCO comes a line of utility e-bikes that feature two-wheel drive and built-in components which make the bikes suitable for everything from work, to hunting and outdoors, to commuting and family travel. All UBCO bikes have embedded tech that allows over-the-air updates to the bike via a smartphone app.

Tucker's e-skateboard lineup adds seven new premium boards from Evolve, including their Carbon GTR, Bamboo GTR and Stoke series. Each series features a dramatic look and both GTR series include both off-road, and street models.

The ultimate accessory for a scuba diver or snorkeler is an underwater scooter and this season Tucker adds three models to its ePower and Water portfolios. The Yamaha Explorer, Yamaha Sea Wing II and Yamaha RDS250 are licensed products manufactured by Jet Pilot. Sea scooters provide greater access to customers who love life on, and under, water.

In addition, Tucker adds additional e-scooters from its current suppliers, Dualtron and Speedway.

Tucker recognizes that a dealer's addition of e-bikes and scooters to their business doesn't come without questions, training and operational changes, so the company has also launched a training series specifically designed to help dealers add ePower items to their business operations. The education program will assist employees in understanding the products and working with customer that may be new to the dealership and to ePower products. The training is part of a redesigned Tucker University, an online portal that is available

to all Tucker dealers on field staff.

"Electric products are a part of our future and they deserve a place alongside a dealership's current product offering," said Jamie Kempinski, Tucker's director of Business Development. "Our growing lineup of ePower products, our online training tools and our knowledgeable field sales team make us a great partner for dealers preparing for an electric future." PSB



MOTORCYCLE



Community support gets dealership staff involved

Laconia Harley-Davidson donates \$25K to charity in 2021

BY HEATHER WILSON

■ CONTRIBUTING WRITER

You might be familiar with the iconic rally held in Laconia, New Hampshire, dating back to 1916. Laconia Motorcycle Week, slated for June 11–19 this year, always brings a crowd to Laconia Harley-Davidson, the 22-year-old dealership in Meredith, New Hampshire.

Owned by Steve and Anne Deli of American Road Group, which has Harley-Davidson retail establishments across Florida, Kentucky and New Hampshire, the dealership always makes a point to offer guided rides, led by the HOG chapter, during the rally and even posts several routes for a selfguided experience. There are also vendors onsite at the dealership during rally week to offer riders a more robust H-D experience.

SUPPORTING CHARITABLE CAUSES

While staff at Laconia Harley-Davidson keep busy with selling and servicing motorcycles, they also make time to support charitable causes. For more than a decade, the dealership has been raising money for the Greater Lakes Region Charitable Fund for Children, a 501(c)(3) that helps community organizations in the Central New Hampshire region.

In December, eight dealership employees participated in a telethon to support the charity.

Rob Miller, general manager of Laconia Harley-Davidson, has worked at Harley-Davidson dealerships since 2006, first in Ohio, then relocating to New Hampshire in 2019. He said it was easy to get dealership employees to

volunteer their time for the cause.

"The dealership employees really stepped up," Miller said.

The telethon was hosted at a nearby outlet mall, where volunteers took bids for auction items over the phone. Local TV and radio stations also were onsite to promote the fundraiser. By the end of the four-day event, more than \$583,000 had been collected.

"The money goes towards a great cause, and it was actually really fun," Miller said. "It's definitely something we want to do again."

The dealership doesn't just raise money for the charity during the holidays. Laconia Harley-Davidson raises money year-round, including a bike raffle and collecting donations at special events for HOG members and customers.

"In 2021, we raffled a Harley-Davidson Low Rider S," Miller said. "We donated close to \$25,000 for the year and near \$20,000 in 2020."

The dealership also hosted biker bingo in August, an item drive for the New Hampshire Humane Society in November, and a "Holiday House Party" in early December that included pictures with Santa, a hot cocoa bar and the opportunity for customers to decorate their own ornament. The purchase of a \$1, \$5 or \$10 paper ornament to hang in the dealership also benefitted the Greater Lakes Region Charitable Fund for Children

Miller said that the staff really enjoys helping out the community and encourages other dealers to support causes in their area.

"Anything to help our communities out in the areas that we work in," Miller said. "Just a little bit of donated time goes a long way in some of these people's lives."

Miller says the dealership is aiming to

donate over \$30,000 in 2022 and already has another biker bingo planned for March, with proceeds once again benefitting the Greater Lakes Region Charitable Fund.

BOOMING BUSINESS DURING A NEW ENGLAND WINTER

As for keeping busy during the winter months in New Hampshire, where it's not exactly riding season, the dealership has a massive winter storage and service program for approximately five months.

"We have over 550 bikes in heated storage," Miller said. "It's exploded in the last two years."

He said they have three trucks and trailers that are constantly running pickup and delivery service for the VIP program.

"The VIP program pre-pays for three years of required maintenance, according to Harley specs, and three years of heated winter storage [with the dealership]."

He stated that it's more than just stowing customers' rides. The dealership technicians service the bikes during this time so customers are ready to hit the road with a safe and well-running bike in the spring.

Miller added, "Bikes are also washed prior to customer pickup when they give us a heads up when they are coming."

As winter comes to a close, the dealership starts to gear up for training more than 450 motorcyclists through Riding Academy. The dealership typically runs two to four classes a week from April to September.

full-time employees: 40-50
Dealership square footage: 40,000 PSB

Heather Wilson is owner of High Gear Success. Contact her at HighGear Success.com.



LENDING SUPPORT

What has Laconia Harley-Davidson done for the Children's Auction this year?

- Hosted a Pre-Laconia Motorcycle Week Cookout, all proceeds donated to Greater Lakes Region Children's Auction
- Donated and raffled off a 2021 Lowrider S with all the proceeds to the Greater Lakes Region Children's Auction (over \$20K)
- Hosted Biker Bingo, one of our yearly signature events, participants pay to play and all funds are donated to the Greater Lakes Region Children's Auction
- Hosted a giveaway at our Holiday House Party, donation ornaments raised money for Greater Lakes Region Children Auction

Devine steps down after seven years at S&S Cycle

After seven and a half years, industry veteran and former Harley-Davidson executive Paul Devine has decided to leave S&S Cycle in search of "challenges new."

During his time at the Viola, Wisconsin home of S&S Cycle, Devine held various leadership positions in sales and marketing, including business development roles, key accounts and OEM customer responsibilities in the U.S. and internationally. Most recently, Devine served as the company's interim president after Paul Langley stepped down in 2021.

"I have enjoyed my time with S&S Cycle and am grateful for the many opportunities my roles have provided," Devine said. "It has been a privilege to represent an exemplary brand on a global stage. I am proud of the work that was accomplished during my tenure and confident my efforts have positively contributed to the future success of S&S Cycle."

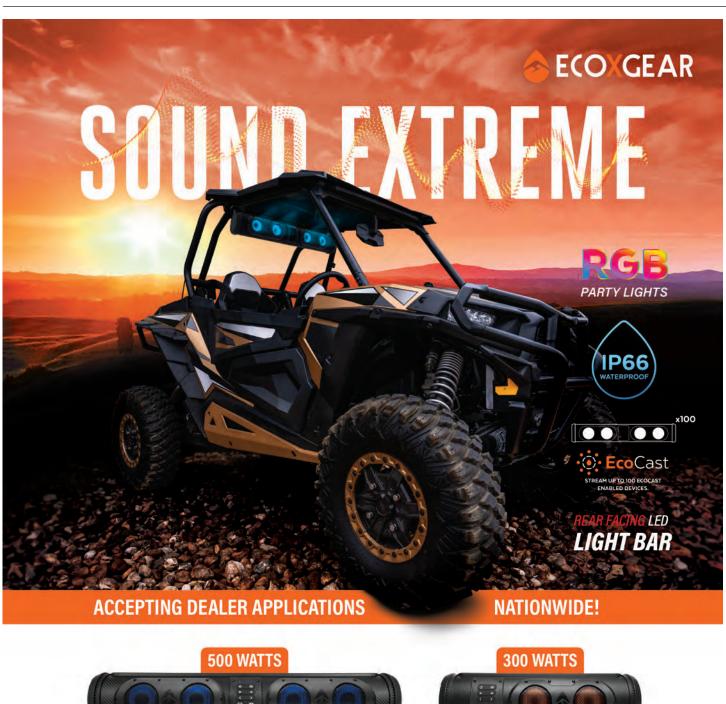
During his time at S&S, Devine helped achieve the company's strategic plan and goals that are expected to propel the business for years to come. He led initiatives that included a successful entry into the hugely



Paul Devine, who spent more than seven years with the company, has stepped down from his leadership

competitive motorcycle and side-by-side aftermarket exhaust industry, updating of its authorized dealer policies, implementing forward-facing programs including international product approvals and procedures and helping S&S to engage with OEMs. S&S

Cycle also has become a considerable player in racing (including in the AFT series with its support for the Indian Motorcycle Wrecking Crew team) while still maintaining its market leadership in the custom performance parts aftermarket. PSB









* Protected under patent US 9,307,307 B2 and other patents pending



New Carbon Fiber Skid Plates by Eline are available from Moose Racing. Photo courtesy of Moose Racing

MOOSE RACING CARBON FIBER SKID PLATES LAUNCH

Moose Racing introduces the new carbon fiber skid plates. Reduce unnecessary weight while adding protection and durability with this high-quality skid plate by Eline. Switching from aluminum to carbon fiber has many benefits, the use of antiballistic composite material provides a longer fatigue life and greater tensile strength. Composite plates are molded to the exact shape desired, making for a closer fit and a more protective plate. Composite plates absorb vibration and do not amplify sounds like aluminum plates do. Skid plates protect the side engine cases and the water pump in addition to the frame and the center case. Mounting hardware included. Made in the U.S.A.

Available for multiple applications at \$174.95.

FLY RACING SIGNS TWO-YEAR DEAL WITH RACE TEAM

the Rocky Mountain ATV/MC/KTM/ WPS race team for a two-year agreement. To further the partnership that both the team and WPS/FLY Racing have shared since 2006, riders Joey Savatgy, Shane McElrath, and Max Anstie will also make their debut in the FLY Racing Zone Pro Goggle.

The team will continue to wear the FLY Racing Formula helmet, FLY Racing Pant, Jersey and Glove combination for the 2022 and 2023 seasons. PSB

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Hot Metal Harley-Davidson announces retirement closure

Motor Co. exercises right of first refusal in consolidating market

Harley-Davidson dealership broker George C. Chaconas of Performance Brokerage Services in January announced the retirement closure and sale of Hot Metal Harley-Davidson in Pittsburgh from Toby O'Brien to the surrounding dealers, George Gatto of Three Rivers Harley-Davidson, Pokey Weiss of Steel City Harley-Davidson and Jim McMahan of Z & M Harley-Davidson.

The dealership was established in 1964 in McKeesport, Pennsylvania, as Harley-Davidson Motors. After moving several times, with many name changes, Hot Metal Harley-Davidson finally made its home at the Frito-Lay distribution center on Route 885 in West Mifflin where it operated since 2004.

When O'Brien acquired the dealership, he and general manager Lori Flanigan knew that the dealership would need a much different approach to reshape its future. An immediate staffing overhaul, systems upgrade and regeneration of the service department was just the beginning. O'Brien went on to redesign and modernize the interior, and most importantly, the philosophy of the dealership. Hot Metal Harley-Davidson became known for its family values and its committed and hard-working staff who have a passion for

motorcycles. Their mission statement was, "We fulfill dreams through the experience of motorcycle riding, by providing enthusiasts a legendary selection of motorcycles, branded products, and world-class service that is personal." In dealings with customers, suppliers, and employees, Hot Metal Harley-Davidson was committed to promoting absolute integrity through honesty, fairness, dedication, loyalty, and passion, and the enrichment of the community through leadership by participation in civic and charitable endeavors.

Following the sale, O'Brien commented, "I have known George Chaconas of Performance Brokerage Services for many years and had finally made a decision to sell my Harley-Davidson dealership and hire George and his team. George was able to identify multiple buyers, but ultimately, we negotiated a buy-sell with the Verackas. Unfortunately, Harley-Davidson Motor Company decided to exercise their Right of First Refusal and assign the Asset Purchase Agreement to the three surrounding dealers and close the location. With a very heavy heart, it was not what I had intended for my legacy of 18 years as a dealer, my amazing staff, and loyal customers. I am hopeful that my employees will be able to get jobs at the surrounding dealerships and that my customers will get the exceptional customer service that they have grown accustomed to. Hot Metal Harley-Davidson has been a huge part of my life, and this was not an easy situation to go through. I appreciate George Chaconas and his associate, Courtney Bernhard, for helping me navigate this very difficult, challenging, and emotional situation for myself and my family. I highly recommend George and his team when considering selling. I also want to extend a sincere thank you to my dedicated staff and customers who have become like family to me. Hot Metal Harley-Davidson will always hold a special place in my heart."

In 2021, Performance Brokerage Services consummated over 72 transactions, marking a record-breaking year.

"I had the pleasure of meeting Toby at the Harley-Davidson Dealer Show in Boston over five years ago, and we have since developed a friendship," Chaconas said. "We recently started talking about his exit strategy since he didn't have a succession plan. While we spoke to multiple prospects, we ultimately negotiated an attractive purchase with the Verackas. Harley-Davidson Motor Company exercised their Right of First Refusal, assigning the purchase contract to the three surrounding dealers to consolidate the market. I wish Toby and his family the best and much continued success to the surrounding dealers."

The dealership closed its doors, with its customers now being served by the surrounding dealerships. PSB

Unfortunately, HarleyDavidson Motor Company
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and loyal customers."

Toby O'Brien, retired owner Hot Metal Harley-Davidson



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H MOTORCYCLE HOLL

Refined Africa Twin part of Honda first 2022 model reveals

Legendary adventure-touring platform delivers improved riding experience

For its first new-product announcement of the calendar year, American Honda in January announced the return of several popular motorcycle models. Headlining this group is the Africa Twin adventure-touring platform, including the sporty standard version and the mile-gobbling Adventure Sports ES – both offered with either a manual gearbox or Honda's advanced automatic Dual Clutch Transmission. The Africa Twin is back with a number of focused refinements aimed at improving the riding experience.

The other models included in the announcement – the agile CBR1000RR sport bike and the versatile Rebel 500 and 300 cruisers – are offered in new colors for 2022.

AFRICA TWIN

Since its 2016 reintroduction, the legendary Africa Twin adventure-touring platform has

undergone steady improvements aimed at carrying out its "True Adventure" ethos, and that is once again the case for the 2022 model year. The sporting- and off-road performance-oriented standard version now comes with the same rear carrier as its more distance riding-oriented Adventure Sports ES sibling. Mean-while, that version gets a shorter windscreen for improved visibility. Both Africa Twin versions are compatible with Apple CarPlay and Android Auto, and both are available with either a manual gearbox or Honda's advanced automatic Dual Clutch Transmission, which has a program change for 2022, delivering smoother shifting in the lower gears.

Since the 1988 introduction of the XRV650 in Europe, Honda's Africa Twin concept has come to represent the "True Adventure" ethos of ADV riding. That original version, based on the NXR750 and NXR800 factory racers that swept the Dakar Rally between 1986 and 1989, created a new market, grew into the XRV750 in 1990 and sold over 73,000 units before it was discontinued in 2001. The Africa Twin was reborn in 2016 with the CRF1000L, also offered in extra-

European markets including the U.S. In 2019 the standard Africa Twin was joined by the more touring-focused Adventure Sports version, with improved wind protection, greater fuel capacity and longer-travel suspension. As was the case with the original, the modern Africa Twin has been a global hit with a wide array of adventure-riding enthusiasts.

DESIGN / STYLING

Staying true to the "True Adventure" concept, both Africa Twin types feature a high-mount front fairing, upright body position and 21- and 18-inch front and rear wheels, respectively, capably expressing the model's heritage.

The standard version features a slim, light-weight look, with compact lines that befit its off-road focus. Its minimalist, fixed wind-screen eases front-rear bodyweight transfers during aggressive riding in rough terrain, while still minimizing wind buffeting on the chest at high speeds(An accessory high screen is available.) The fuel tank still holds 5.0 gallons, the tires and spoke wheels are tube-type, and there's a new aluminum rear rack for 2022. The standard Africa Twin is offered in a new Grand Prix Red color for 2022.

The appearance of the Adventure Sports ES version can be described as dignified but tough, with a 6.5 gallon tank for maximum range, an expanded front fairing that offers ample wind and weather protection, a substantial aluminum skid plate and an aluminum rear rack. To adapt to varying body types and riding conditions, it has a screen that is adjustable with no tools, between five positions. While the screen is higher than that of the standard type, it's lower than last year (by 75 mm when measured vertically, 97 mm when measured diagonally); the result is improved visibility, although the screen's revised shape means wind protection is actually improved. The Adventure Sports ES has tubeless tires, and its seat height is the same as on the standard version. Heated grips and an accessory charger are standard. The Adventure Sports ES comes in a new Pearl White color.

Both iterations of the Africa Twin share the same handlebar height, and the handlebar bend delivers a comfortable riding stance whether seated or standing. The seat height is adjustable between two positions: 34.3 inches and 33.6 inches. (To allow even more adjustment, higher and lower seats are available as accessories.) Ground clearance is 9.8 inches.

Curb weight for the Adventure Sports ES is 529 pounds with a full tank of fuel, while the standard version weighs 505 pounds. DCT adds 22 and 24 pounds, respectively.

ELECTRONIC TECHNOLOGY

Throttle-by-wire is used on the Africa Twin, featuring a Bosch MM7.10 IMU that performs real-time six-axis measurement (angle and rate for roll, pitch and yaw) to identify the motorcycle's position and movement. This maximizes the accuracy of various controls and systems, including shifting, Honda Selectable Torque Control (HSTC), suspension, braking and lighting.

A bright 6.5-inch thin film transistor (TFT) LCD touch panel simplifies viewing, understanding and managing a plethora of data while concentrating on riding. Users can select from three screen-display arrangements and background colors, depending on personal preference.

The meter is compatible with Apple Car-Play and – new for 2022 – Android Auto, and it can be connected to smartphones or headsets via Bluetooth (check state laws for legality). By connecting an Apple or Android smart phone via a USB cable, riders and passengers can issue voice-control commands via a headset microphone in order to use the phone or some apps.

The Adventure Sports ES version also has three-stage cornering lighting for optimal illumination depending on the corner type. Interpreting information from the IMU to determine the motorcycle's lean angle, the system provides auxiliary illumination from a pair of lights below the headlights; the greater the lean angle, the more light is spread toward the inside of the corner. Cruise control is standard on both versions.



The Africa Twin has a water-cooled, single-overhead cam, eight-valve, parallel-twin engine configuration, and for good touring capability, displacement is 1,084cc, achieved via 92.0 and 81.5 mm bore and stroke figures. The cylinder sleeves are aluminum, helping to minimize weight. The 270 degree phased crankshaft and uneven firing interval create the engine's distinctive throb and feel for rear-wheel traction. The 46 mm throttle body's injector angle delivers a direct spray into the twin-spark combustion chambers.

The crankcases are split vertically, and the water pump is housed within the clutch casing, with a thermostat integrated into the cylinder head. The water and oil pumps are driven by the engine's balancer shafts. These features contribute to the engine being compact and short, and to optimize ground clearance, a crucial element for off-road performance.

Honda's SOHC Unicam valve train is a feature of the CRF450R motocrosser, and the low-set position of the cast camshaft contributes to the compact nature of the cylinder head. The engine uses a semi-dry sump and in-tank lower-crankcase oil storage, allowing a shallow pan depth and reducing overall engine height. As the pressure-fed pump is located within the oil tank, there is no need for a pressure-feed passage, again saving weight and space.







EXHAUST SYSTEM

The muffler features a single inlet and dual outlets, with an Exhaust Control Valve (ECV) — similar to that on the CBR1000RR sport bike — located just downstream of the split, in the main pipe. The exhaust valve closes off the larger pipe at low rpm for a pulsating feel but opens at high rpm so that gases exit through both pipes for improved output.

The dual catalytic converters are compact, which is possible because generation of a swirl-flow enables the exhaust gases to be evenly applied to those catalyzers' surfaces. The result is not only minimal power loss, but efficient exhaust-gas purification. The catalytic converters are positioned close to the center of gravity, contributing to good handling feel through the centralization of mass.

Lean-air/fuel sensors (LAFs) positioned in the single muffler, at the upstream end of both exhaust pipes, constantly monitor the combustion status of each cylinder and apply appropriate fine-combustion control, thereby achieving excellent emission performance.

TRANSMISSION

In the world of powersports, Honda is a pioneer with DCT, having first offered it on the 2009 VRF1200. The 2016 reintroduction of the Africa Twin welcomed DCT to the adventure category, and it was well-received, thanks in part to the fact that it enables riders to focus attention on line selection and throttle control during off-road going, without concern of stalling. Globally, approximately half of Africa Twin customers choose DCT versions.

DCT delivers consistent, rapid, seamless gear changes, and very quickly becomes second nature to use. It utilizes two clutches one for startup and first, third and fifth gears, the other for second, fourth and sixth, with the main shaft for one clutch located inside that of the other. Each clutch is independently controlled by its own electro-hydraulic circuit. For a gear change to occur, the system pre-selects the target gear through the clutch not currently in use. The first clutch is then electronically disengaged as the second clutch simultaneously engages. As the twin clutches transfer drive from one gear to the next with minimal interruption to rear-wheel drive, gear-change shock and pitching of the machine are minimized, resulting in shifts that are not only smooth, but direct. The extra benefits of durability (as the gears cannot be damaged by missing a shift), low-stress urban riding and reduced rider fatigue add to the appeal of DCT.

On the Africa Twin platform, Honda's advanced automatic DCT technology benefits from the IMU, which allows cornering detection for optimized shift timing, and the algorithm smoothens acceleration from a dead stop. For 2022, the Africa Twin gets

a control program change for smoother engagement in first and second gears.

With DCT on the Africa Twin, three modes of gear-change operation are available:

AT D ("Drive"): An automatic setting that is ideal for daily city and highway riding, when comfort and optimum fuel efficiency are prioritized.

AT S ("Sport"): An automatic setting that is suited for sportier riding, as the ECU lets the engine rev a little higher before shifting up, and shifts down sooner when decelerating, for extra engine braking. There are three memorize-able sub-settings within S mode, from the more "torquey," moderately sporty Level 1, to the sportiest Level 3.

MT ("Manual"): A setting that gives full manual control, allowing the rider to change gears via handlebar triggers.

In the two automatic modes, immediate manual intervention is possible; the rider simply selects the required gear using the up and down shift triggers on the left side of the handlebar. After an appropriate interval (depending on throttle angle, vehicle speed and gear position), the DCT seamlessly reverts back to automatic mode.

A G-Switch enables the rider to select the riding feel, depending on factors like surface conditions. With the G-Switch turned off, the clutches are allowed to "slip" against engine torque, for a smooth reaction to throttle operation; benefits include increased assurance during situations like low-speed U-turns, for example, and mitigated fatigue during long-distance riding. On the other hand, turning on the G-Switch results in reduced clutch "slip," allowing the rider to more readily slide the rear tire via throttle input, in order to maneuver the bike.

Further functionality for the DCT system comes in the form of incline detection, adapting the gear-shift pattern depending on the grade of an incline.

Manual-transmission versions of the Africa Twin are offered for customers who still enjoy making gear selections themselves. The six-speed manual gearbox uses the same shift-cam design as found on the CRF450R to ensure positive gear changes. The aluminum clutch center and pressure plate use "assist" cams to ease shifting (with light lever feel) and "slipper" cams for deceleration and downshifting.

An accessory quick shifter is available to eliminate the need to use the clutch or close the throttle during gear changes. When the shift pedal is operated, the shift rod's stroke sensor converts that movement into electronic signals, and the system considers ECU information such as vehicle speed, engine acceleration, deceleration condition and gear position in order to determine timing of the fuel-injection interruption and more.





ACCELERATE



Fire destroys dealership, but the phoenix has already risen

Red Hills Powersports moves from parking lot setup to nearby new digs

BY GEORGE HOULE

■ CONTRIBUTING WRITER

Cody Langston, owner of Red Hills Powersports in Tallahassee, was excited for a weekend of deer hunting in October when he left the dealership on a Friday in October. It was 5:45 a.m. Saturday when the alarm company called, putting the hunting on hold. When he was unable to login or see the live camera footage from the dealership remotely, he knew that a devasting fire would become the main focus of the weekend and beyond.

Langston then had an hour-plus ride back to the dealership, which he said felt like 14 hours. The range of emotions "not me, can't be and there's no way" all crossed his mind.

Upon returning to the dealership, his focus went from stopping the fire to "how can we be open Tuesday morning?" In

Langston's world, not being open wasn't an option. Armed with generators and fuel jugs, he quickly got to work. The first step getting unit inventory. Luckily, 60–70 units were delivered in less than a week. The next step was getting a parts room, so an empty shipping container was setup for that. The last step was setting up the F&I office in an 18–foot trailer.

The building was a total loss. Personal artifacts, memorabilia and dealer awards that he had accumulated were all gone.

"That's the stuff you don't think of - the taxidermy I had on display, the motorcycle

artwork, the dealer awards. That's stuff that you just don't think you'll ever lose," he said. He alluded to the awards being the hardest to lose because in his words, "those don't exist if it's not for our customers."

Five fire departments were called to put the fire out. Langston said the fire was so hot and burned so long that it melted and twisted metal I-beams and had swept through the parts department at a furious rate. There was so much soot and smoke damage that anything not burned was no longer salvageable. The one silver lining was that the F&I office doors had been shut and locked. All record keeping from the dealership's first day of being open was all intact. With insurance companies requiring so many records, Langston called it a blessing that those were left unscathed.

Langston and his staff ran the dealership for over two weeks in the building's parking lot under tents and the various other struc-







ACCELERATE





tures in place until he could then seek out and find a temporary location.

A building two blocks away that had been an Infiniti dealership was available. It's 11,000 square feet, with 5,000 of that dedicated to service. "It couldn't have worked out better," Langston said.

Red Hills Powersports services side-bysides and has a large customer base of farmers and hunters who bring their units in for service. A total of 91 customers lost their units that were in the shop for service. Langston also mentioned those were the hardest phone calls to make. But he added that most if not all the customers who lost units were understanding. In fact, many came to the dealership to help out in any capacity.

"We have been here since 2012 and the community and customers that supported us and helped us move is what makes this

industry so great," Langston said. "We grew to nine OEMs and then into being in a 20-group and so on and so on, so there was no way we were going to let this fire destroy us and keep us from growing."

Langston's new focus and drive is how to get to get the dealership's performance back to where where it was, and beyond.

"Without the hard work from our employees and the countless others involved, we would not be poised to be where we are at currently and where we want to go," he said.

The idea of pushing forward became apparent only weeks later, when Langston agreed that plans to send Casie Giddens, the dealership's director of marketing and communications, to the Powersports Business Accelerate Conference in Atlanta, would remain intact. PSB

RED HILLS POWERSPORTS
FIRE TIMELINE

OCTOBER 2021

- 16: DAY OF FIRE
 - Took delivery of new units while fire trucks were still on site and the building was smoking. This was the only day the fire kept the dealership's "doors" closed.
- 19: OPENED FOR NORMAL BUSINESS
 HOURS FROM THE PARKING LOT
- 20: FIRST UNIT WAS SOLD FROM THE PARKING LOT
- 28: TEMPORARY LOCATION ANNOUNCED PUBLICLY

NOVEMBER 2021

- 2: SIGNS HUNG AT NEW LOCATION AND DEPARTMENTS BEGIN THE TRANSITION
- 11: SERVICE DEPARTMENT FULLY FUNCTIONAL AT THE TEMPORARY LOCATION
- 16: ALL DEPARTMENTS UP AND RUNNING
 AT THE TEMPORARY LOCATION

DECEMBER 2021

12: HOSTED SUCCESSFUL TOY RIDEFOR LOCAL FOSTER KIDS





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-| AFTERMARKET ⊦

Vance & Hines launches road racing exhaust for Yamaha R7

Complete replacement system developed at Indiana RDC location

Vance & Hines has released its new racing exhaust system for the Yamaha YZF-R7. This is the latest in a series of products created in the company's Racing Development Center in Indiana.

Along with the launch of this new exhaust system, Vance & Hines will have a contingency support program in 2022 for racers who compete in the popular and ultra-competitive MotoAmerica Twins Cup class using the Vance & Hines system.

Designed for use in closed course competition, the Vance & Hines Hi-Output 2-into-1 is a complete replacement to the original, factory exhaust system. Constructed in high grade, 304 stainless steel with a fully-serviceable muffler, the twopiece sprung design reduces vibration stress for greater durability against the rigors of racing, while the modular system also makes replacing components from crash damage more affordable.

Vance & Hines used several proven methods to improve performance over the factory system. Fabricated with hand TIG welded joints, the headers feature a tapered design developed on-track to increase performance by nearly 10% over stock with proper engine tuning. In addition, the system reduces weight by more than seven pounds and has been positioned higher and tighter to the bike to improve ground clearance allowing for steeper lean angles.

Besides the R7, the Hi-Output 2-into-1 also fits the core Yamaha MT-07 platform that serves as the basis for the R7 as well as its other variants, such as the XSR700, all of which have been well established as capable bikes for track day builds and in club level racing across the U.S.





The Yamaha YZF-R7 gets a new exhaust system designed for closed course competition. Photos courtesy of Vance & Hines

"The Twins Cup was one of the most competitive classes in the MotoAmerica paddock this past season and gave us the perfect environment to hone the performance and design of our new system for the R7," said Vance & Hines president Mike Kennedy. "Our podium finish at the season finale at Barber means aspiring racers looking to improve their speed in the Twins Cup

can have confidence that our system will help them get the most out of their R7 on

The Vance & Hines Hi-Output 2-into-1 Exhaust System for the Yamaha YZF-R7 is available now through the Vance & Hines Racing Development Center (RDC) in Brownsburg, Indiana. Retail price is \$989.99. PSB

AFTERMARKET DUAL **SPORT BIKE SADDLE-BAG GUARD LAUNCHES**

Here's another chance to add another line to the purchase order on dual sport KTM, Husqvarna and GasGas motorcycles. Moose Racing has introduced a new saddle bag guard for those bikes. Your customers can protect their dual sport bike's saddlebags from damaging exhaust heat with a new lightweight carbon fiber heat shield.

Not only is the carbon fiber lightweight, protective and durable, it adds a nice sleek style to any dual sport bike. MSRP is listed at \$159.95.



The new Moose Racing Saddle Bag Guard retails for \$159.95. Photo courtesy of Moose Racing

LIQUI MOLY AND BETA RACING ANNOUNCE TITLE SPONSORSHIP

LIQUI MOLY has agreed to a threeyear deal to be the title sponsor of the Beta USA Race Team. The team will be named Liqui Moly Beta Racing. The team will continue to compete in



series, including GNCC, National Enduro, National Hare & Hound, Best in the Desert, WORCS, NGPC, East and West Hare Scrambles, EnduroCross and the Hard Enduro.

LIQUI MOLY brings a full range of products for all types of powersports applications: motor oils for street motorcycles and separate ones for off-road use, gear oils, fork oils, additives to maximize the power output, brake fluids, motorcycle care products, and many more. Since 2014 the company has provided the oil for all Beta motorcycles manufactured in Europe.

"We're excited about this partnership with BETA USA," said LIQUI MOLY USA CEO Sebastian Zelger. "Now, from the first fill in Italy to aftermarket oil in the U.S. and Canada — all LIQUI MOLY! BETA is a proven brand with performance minded riders. BETA USA riders demand performance and reliability. Teamed up with Germany's best voted lubricant brand — LIQUI MOLY - enhances both!"

"We are thrilled to have LIQUI MOLY come on board as the title sponsor of our racing operations. The partnership makes sense in a lot of ways as both of our companies share a similar brand identity and passion for racing," said Bryan Wunsch, marketing manager at Beta USA. "Our team of talented riders and dedicated technicians are poised for success in 2022 and having the support of LIQUI MOLY makes our race team that much stronger as we compete for championships."

POLARIS ATV AUTOMATIC REVERSE LED LIGHT KIT UNVEILED BY POWERMADD

PowerMadd has released its Automatic Reverse LED Light Kit for Polaris ATVs. This kit is a programmable unit that can be used on many different models. Once installed, the LED light will turn on automatically once the machine is shifted into reverse. The LED light is IP67 rated. It can



PowerMadd has released its Automatic Reverse LED Light Kit for Polaris ATVs. Photo courtesy of

be mounted to the rear luggage rack of the ATV with the included clamps.

This kit can be removed from any Polaris ATV and reprogrammed to another as long as the fitment is compatible. MSRP is \$120.

Specifications are as follows: automatically turns on when in reverse; plug-in play connectors; programmable; manual override switch; power: 12 watt; lumens: 800 lm flood; waterproof: IP 67; color temperature: 6000 K; LED color: white; life time: 30,000 hours; mounting brackets included; and housing material: aluminum. PSB

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DIGITAL SURVEYS

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

O CUSTOM VISUAL SURVEYS

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

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Our team of skilled telemarketers are equipped to interact with your customers to assess the quality of your products or services, to understand their purchase intent, or their in-store or online experience. Whatever first-hand information you need to know, our team can extract that, in a friendly, conversational manner. Services include scripting, testing, outbound calls, callbacks, data compilation, and analysis.

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Podcasts represent a unique selling opportunity as they allow sponsors to reach powersports industry professionals directly.