

POWERSPORTS BUSINESS

www.powersportsbusiness.com

CELEBRATING 25 YEARS

Dealership inventory levels remain low in spring

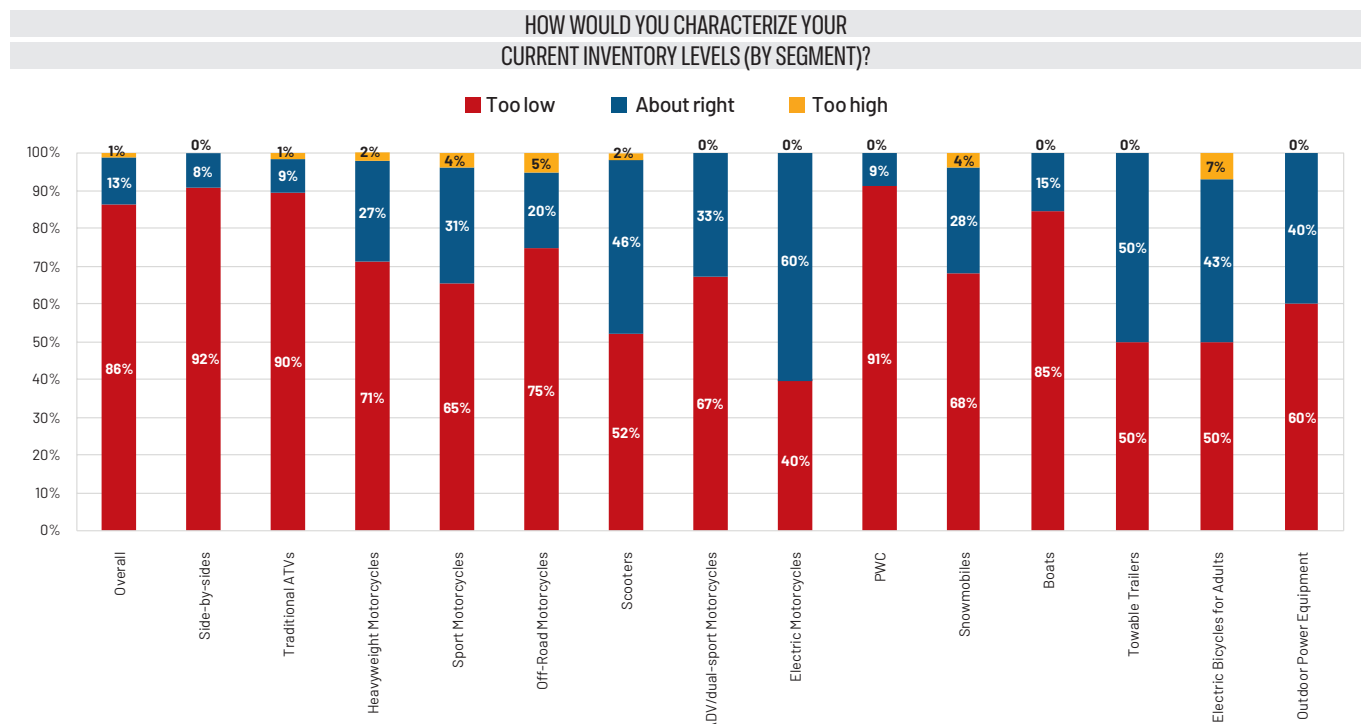
Q1 2022 PSB/BMO Capital Markets Dealer Survey finds 86% of dealers say not enough units

In the first quarter of 2022, 86% of dealers said their inventory was too low, 1% said it was too high, and 13% said it was about right. Those are among the findings of the Q1 2022 Powersports Business/BMO Capital Markets Dealer Survey.

This is a worsening from Q4 2021, when 77% of dealers said inventory was too low but marginally better than last year (1Q21) when 88% said inventory was too low. The low inventory stems from a combination of continued strong retail demand and supply chain constraints.

Within the different powersports segments, we see inventory is too low across the board. Interestingly, while side-by-side and ATV remained a similar levels compared to our last survey, PWC showed meaningful deterioration, with 91% of dealers calling out inventory as too low, and only 9% saying it's just right, compared to 4Q 2021 when 65% said inventory was too low and 30% said inventory was just right.

The best ratio came from Motorcycle dealers, where 71% thought inventory was too low, only 2% said it was too high, and 27% thought it was just right. Off-road categories continue to show some of the worst in-stock performance, with 92% of dealers saying side-by-side inventory was too low and 90% saying the same for ATVs. **PSB**



Source: Powersports Business/BMO Capital Markets Q1 2022 Dealer Survey



Klock Werks began its 25th anniversary year with a spread at the Donnie Smith Show in St. Paul.



Capitol Cycle connects to its customers with a rich racing history.



Hawg Powersports owner Billy Campbell (center) is driven by ingenuity.



Owner encourages an insurance policy refresher following catastrophic fire

See page 18

rideicon® NEW HELMET COLLECTION



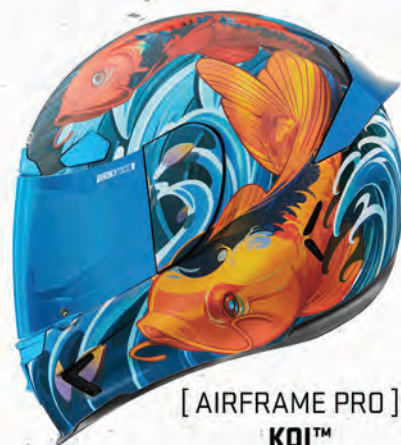
[AIRFLITE]
JEWEL™



[AIRFLITE]
SPACE FORCE™



[AIRFLITE]
DEMO™



[AIRFRAME PRO]
KOI™



[AIRFRAME PRO]
CARBON_RED™



[AIRFORM]
RITE MIND™ GLOW



[AIRFORM]
WARDEN™



[AIRFORM]
MANIK'R™



[AIRFRAME PRO]
BEASTIE BUNNY™



[VARIANT PRO]
BUG CHUCKER™



[AIRFORM]
STROKER™



[AIRFLITE]
FREEDOM SPITTER™



[AIRFLITE]
4 HORSEMAN™

VIEW THE COLLECTION AT
rideicon.com

**PARTS
UNLIMITED**

CDK Global acquired by private equity group

Lightspeed parent bought for total enterprise value of \$8.3 billion

Hoffman Estates, Illinois-based CDK Global, Inc., parent company of Lightspeed, has entered into a definitive agreement to be acquired by Brookfield Business Partners, together with institutional partners, for a total enterprise value of \$8.3 billion.

Under the terms of the merger agreement, Brookfield will commence a tender offer to acquire all of the outstanding shares of CDK. CDK shareholders will receive \$54.87 per share in cash upon completion of the transaction, which represents a 30% premium to the unaffected closing price of CDK stock on Feb. 18, 2022, the last full trading day prior to market speculation regarding a potential sale of the company.

The agreement was unanimously approved by CDK's Board of Directors, which recommends that CDK stockholders tender their shares in the offer.

"This transaction is an exciting next step for CDK that provides our shareholders with

both certainty of value and a meaningful premium. It also allows CDK to continue executing our long-term strategy to connect our industry at every level and create an open and collaborative future," said Brian Krzanich, president and chief executive officer, CDK Global. "In consultation with our outside advisors, CDK's Board of Directors carefully evaluated a range of strategic and financial alternatives over several months and determined that this transaction is superior to all other available alternatives.

"Brookfield recognizes the unique value our products bring to more than 15,000 retail locations in North America and shares our vision of transforming the future of automotive retail. We are excited about the opportunity to further sharpen our focus on elevating the dealer and consumer experience when selling, buying or owning a vehicle. I am grateful for our team's incredible work in providing an integrated experience—from sourcing to retail sale, and beyond."

As the flagship listed vehicle of Brookfield Asset Management's Private Equity Group, Brookfield Business Partners is focused on owning and operating high-quality

businesses that provide essential products and services and benefit from a strong competitive position. Brookfield Asset Management is a leading global alternative asset manager with approximately \$690 billion of assets under management.

The closing of the tender offer will be subject to certain conditions, including the tender of shares representing at least a majority of the total number of CDK's outstanding shares, the expiration or termination of the antitrust waiting period, and other customary conditions, after which CDK's common stock will no longer be listed on the Nasdaq Global Select Market. Following the successful completion of the tender offer, Brookfield will acquire all remaining shares not tendered in the tender offer through a second-step merger at the same price. This transaction is expected to close in the third quarter of 2022.

Morgan Stanley & Co. LLC is serving as exclusive financial advisor, and Paul, Weiss, Rifkind, Wharton & Garrison LLP is serving as legal advisor to CDK. Davis Polk & Wardwell LLP is acting as legal advisor to Brookfield. **PSB**

Dealership snags three awards from BRP

Mosites Motorsports claims District Dealer of the Year honors

Make some space in the trophy case. That's the goal for a highly successful dealership team that recently received three District Dealer of the Year awards from BRP.

Mosites Motorsports in North Versailles, Pennsylvania, was named 2021 Can-Am Off-Road, Can-Am On-Road and Sea-Doo District Dealer of the Year.

Mosites reports on its Instagram that "total sales volume is a criteria, but also includes brand support from our parts and service departments. We're proud to be able to support the local riding community, but more importantly humbled and appreciative that you entrusted us with your continued patronage of this goofy place we call a home away from home. Thank you all so much for not only the opportunity to pursue this title, but for allowing us to be your local, hometown, family-owned dealership." **PSB**



The team at Mosites Motorsports in Pennsylvania scooped up a handful of awards from BRP for the dealership's 2021 performance. Photo courtesy of Mosites Motorsports

HOTNEWS

INTENSE TAZERMx NAMED SPONSOR OF LUCAS OIL MX SERIES

Intense TazerMX, North America's first powersports-industry specific E-MTB, has announced its official sponsorship of the 2022 Lucas Oil Pro Motocross Championship Series. The sponsorship is the start of a three-year commitment for the brand. Intense Tazer MX eMTB's features motocross-inspired componentry from recognizable MX brands like Ohlins, Maxxis, Magura and ODI to appeal to the powersports community and is sold exclusively through Parts Unlimited dealers.

For more than 50 years, Parts Unlimited



The Intense TazerMX is a sponsor of the 2022 Lucas Oil Pro Motocross Championship Series.

has had a philosophy of "We Support the Sport" that sees the company involved in and promoting the fun of powersports competition at the local, regional and

national levels. Adding Intense TazerMX to the Pro Motocross Series maintains that commitment of support.

"It has been very exciting to witness the crossover of bicycling into the powersports market and we are grateful to Parts Unlimited for recognizing this and launching our Intense TazerMX into their dealer channels. We fully align with their philosophy of supporting the sport and feel like this sponsorship follows that path. We can't wait to help share the Intense TazerMX product with racing fans this summer," Christy LaCurelle, board member of Intense, LLC.

At the races, the Intense Tazer MX sprinter van or tent will be located alongside another Parts Unlimited brand, Thor – the

See Hot News, Page 5

Content

NEWS

- 4 Mark Sheffield column
- 6 CycleTrader shows heavy demand for bikes, topping pre-pandemic levels
- 8 Five strategies for building customer loyalty at your dealership
- 9 Dealership, athlete form partnership
- 10 Donnie Smith Show kicks off season
- 14 Dealership owners sell pair of shops after 30 years of ownership
- 15 Yamaha WaterCraft reveals 2022 racers
- 16 Pied Piper unveils latest dealership study
- 18 Idaho dealership fire spurs reminder for dealer peers

OPINION

- 20 From the editor
- 20 Instagram tips

FINANCE

- 22 Protective, RumbleOn form partnership
- 22 March Same Store Sales results

SNOW

- 24 Arctic Cat MY 2023 pre-order event underway; 2022s get top priority
- 24 Trail model snowmobiles for 2023 revealed by Arctic Cat

ATV/UTV

- 26 Honda 2022 Pioneer Trail models include new Forest option
- 28 RZR Pro R races to win at San Felipe 250
- 29 Digest

MOTORCYCLE

- 32 Capitol Cycle rich on racing heritage
- 34 Harley-Davidson launches 2022 Nightster for new generation of riders
- 34 Digest

ELECTRIC

- 36 Greenger Powersports, American Honda collaborate on dirt bike for kids
- 36 LiveWire makes two additions to board of directors

ACCELERATE

- 37 Hawg Powersports capitalizing on demand, unique product lineup

AFTERMARKET

- 38 Kodlin USA reveals new Harley parts
- 38 Digest

WAR IS NEITHER CHEAP NOR EASY

POWERSPORTS
BUSINESS

www.powersportsbusiness.com
Editorial and Sales: 763.383.4400
Subscriber Service: 763.383.4492

The pandemic paradox – my greatest fear

I'm a capitalist, I like to make money. I grew up in a family that often relied on food stamps and welfare to help make ends meet. America has afforded me many opportunities, and I am grateful for that. While I



MARK J. SHEFFIELD

believe that capitalism is a good system, I also understand there are some areas of our economy where capitalism doesn't always provide the best outcomes (healthcare, food and nutrition, infrastructure, education, etc.)

While the pandemic has uprooted many lives, the last 24 months have been good ones for most powersports dealers. When Americans were forced to social distance, a new motorcycle or ATV was the perfect solution. Add in a massive federal infusion of free cash (free to the current generation, incredibly expensive for future generations) along with stretched supply chains, and demand quickly outstripped inventory availability. While most dealers came into the pandemic with more inventory than they needed, showrooms are now empty, and most dealers are begging for more.

I wouldn't call our current position post-pandemic, but we are nearing a time where most of the U.S. population has been infected and our health care systems are no longer on the verge of a catastrophic collapse. While I don't believe this virus will ever go away, we are at a point where the majority of Americans have learned to live with it. Annual vaccinations are just going to be part and parcel of our future. We are also at a stage where the government is no longer running the monetary printing presses at warp speed, and the current rate of inflation means that we won't see much more in the way of stimulus payments.

So, what's my big fear? Well, for most powersports dealers, it's that they haven't learned any lessons in the last 24 months.

During the last 20 months, the top dealers in the industry (prior to the pandemic) saw incremental gains in profitability (as a % of sales). While there were nice increases in total revenues, because this group of dealers had done a good job of managing their inventory pre-pandemic, they couldn't capitalize on all the additional demand that happened once the initial shock of the pandemic had worn off.

The lowest performing dealers in the industry are a completely different story. Many of these dealers had been puttering along, barely breaking even (in some cases losing money) and stocking so much inventory that many had less than a 1.5 annual inventory turn-ratio. They didn't have strong sales processes, and a lot of these dealers had minimal aftersales (parts and service) capacity. Suddenly, they were selling inventory for MSRP, and since they had so much excess inventory, when the well managed dealers ran out of stock, even dusty old motorcycles in the corners of the smaller dealers sold at good margins.

The pandemic paradox - the industry's worst inventory managers saw the biggest increases in profitability. I've seen dealers go from making 1 point nets to 9 point nets. That's never happened before, and it's unlikely to happen again. The big problem is

that many of these dealers are unwilling to admit that they got lucky. Most wake up in the morning and congratulate themselves for being such incredible operators. The old adage about rising tides lifting all boats has never been truer (although all that extra water makes it easier to drown).

I keep hearing the pundits talking about all the new customers who were introduced to the powersports industry. That's true. However, what's not being talked about is the terrible experience many of those customers had when they attempted to purchase a vehicle. Many dealers adopted a take it or leave it sales mentality, while others massively inflated freight and setup charges. Sales staff were so overwhelmed that tens of thousands of leads (probably exponentially more) were never even responded to.

And don't get me started on Service. I heard of dealers being two or more months out on getting customers in for basic repairs, and then when they could work on the vehicle the parts to fix them weren't available. Product quality has also fallen to historic lows. Many new vehicles return after their first use for minor, or major warranty repairs.

The customer experience during the pandemic was nothing short of horrendous, and for those who did get the chance to buy, many customers are so buried in their purchase that they'll never be able to upgrade to something new. Many in the industry refer to these people as "first-time buyers," while I refer to them as "last-time buyers." They won't be back.

While it's happening slower than I thought it would, dealer inventories are starting to recover. Even with the limited amount of inventory in the field, I'm already seeing some dealers who are using discounting as a closing tool. We are also seeing a reduction in year-over-year lead volume. Now that the population is returning to work and not being forced to social distance, there's more competition for discretionary dollars.

So, what does the return to "normal" look like? I think many dealers will be surprised by the speed that things play out.

NOBODY KNOWS WHAT THE REAL CUSTOMER DEMAND IS

With the limited supply of inventory in the field, customers have been shopping multiple dealerships looking for the vehicle they want. The salesperson tells the customer they don't have the vehicle in stock. The customer goes on to check with other dealerships. The salesperson tells the sales manager that if the vehicle was in stock, they would have sold it. The

sales manager complains to the GM about not having enough inventory. The GM tells the owner that he can't hit his goals because of all the sales they are missing. Every one of those dealers the customer shopped thinks they missed a sale, when only one did.

SALES SKILLS HAVE ATROPHIED

Many sales associates haven't had to sell anything in a long time, they are just taking orders. There's no negotiation over price, it is what it is. Customers place a down payment, and then don't hear back from their salesperson for months. Dealerships are no longer conducting sales training. Customers aren't being logged in the CRM. And, due to all the extra money they are making, for many sales employees, their standards of living have changed. When they have to go back to selling, and paychecks return to normal levels, there's going to be a lot of stress and turnover.

SUPPLY WILL AGAIN EXCEED DEMAND

Dealers have picked up new brands and placed orders for all kinds of oddball products. When the showroom is empty, it's good to have something. However, when showrooms once again start to fill up, that weird stuff from brands that no one can pronounce is going to be a tough sell. Overlay slow moving product with weak selling skills, and dealers will quickly go to the closing tool of last resort, the market destroyer, discounting.

It only takes one discounter to distort the market for all the surrounding dealers. I'm not talking about the guy who is willing to give away a \$200 gift card with a new ZX-10R, I'm talking about the dealer who is advertising current year model bikes at \$200 less than invoice. A good dealer can easily deal with the former, it's a lot tougher to hold margin when the latter dealers is advertising in your backyard.

And don't forget that Interest rates are also starting to creep up, and in no time, we'll be back to spending a bunch of money each month on floor plan interest. Nothing drives discounting more than an owner who just sent a 5-figure check to Wells Fargo to pay for last month's interest.

MOST OEMS ARE PUBLIC COMPANIES

My last point. All the biggest players in our industry are public companies. Ask any executive from these companies what their share price is, and they'll respond, "yesterday's price." See Sheffield, Page 5



Photo by Alexander Mills

ASSOCIATE PUBLISHER/POWER TRADE GROUP: Dave McMahon
763/383-4411 (dmcMahon@epgacceleration.com)

SALES AND TRAFFIC COORDINATOR: Kurt Eisinger
ASSOCIATE ART DIRECTOR: Lindsay Zigan

VICE PRESIDENT/POWER TRADE SALES
Mark Rosacker 763/383-4433 (mrosacker@epgacceleration.com)
NATIONAL SALES DIRECTOR
Michael Kula 763/383-4440 (mkula@epgacceleration.com)



BRAND
ACCELERATION

CEO: Marion Minor
SR. VICE PRESIDENT/MARKET DEVELOPMENT: Joanne Juda-Prainito
SR. VICE PRESIDENT SALES/GROUP PUBLISHER: David Voll
CORPORATE OPERATIONS DIRECTOR: Bernadette Wohlman

DEALER ADVISORY BOARD: Hooksett Kawasaki-Polaris, Jim Whalley;
Hacker's Yamaha & Honda, Rick Hacker; Honda/Polaris of Lubbock, Morris
Baker; All Action Water Sports, Ray Leys

POWERSPORTS BUSINESS (ISSN #1522-7944) is published monthly. 12 times per year by EPG Media & Specialty Information Media, 10405 6th Avenue North, Minneapolis, MN 55441. The Market Data Book in November is not included in the subscription price. Periodicals postage paid at St. Paul, MN and additional mailing offices.

POSTMASTER: Send address changes to Powersports Business, PO Box 96, Port Jervis, NY 12771-0096.

SUBSCRIPTION INFORMATION: Free digital to qualified members of the motorcycle, all-terrain vehicle, snowmobile and personal watercraft industries. Annual print subscription rate is \$56 per year for U.S. residents. All paid subscriptions must be paid in advance and in U.S. funds only.

CUSTOMER SERVICE: Visit www.PowersportsBusiness.com, email customerservice@epgacceleration.com, call (763) 383-4492, fax (763) 383-4499 or write to Powersports Business, PO Box 96, Port Jervis, NY 12771.

CANADIAN RETURN ADDRESS: EPG Media & Specialty Information, 4960-2 Walker Road, Windsor, Ontario N9A 6J3. Publication Sales Agreement #40012332.

EDITORIAL: All manuscripts, materials, photographs and artwork submitted are at mailer's risk and must include self-addressed envelope with sufficient postage for return. Send editorial materials to EPG Media & Specialty Information Media, 10405 6th Avenue North, Suite 210, Minneapolis, MN 55441, 763/383-4400. No responsibility will be assumed for unsolicited materials. Powersports Business is a registered trademark of EPG Media & Specialty Information. © 2022 by EPG Media & Specialty Information. All rights reserved. Reproduction in whole or part is prohibited unless expressly authorized by publisher.

REPRINTS: For more information on e-prints or reprints from Powersports Business, visit epgacceleration.com/marketing-services and contact us today or email us at info@epgacceleration.com

Printed in U.S.A.



HOTNEWS

CONTINUED FROM PAGE 3

official apparel partner of the series. There, information on the 2022 INTENSE Tazer MX Expert giveaway that is taking place at the end of the series will be available.

Round 1 of the 12-race season kicks off on May 28 with the Fox Raceway I National in Pala, California.

DEALERSHIP, OPEN SINCE 2009, CLOSED IN APRIL

Another Harley-Davidson dealership has closed its doors after being in business since 2009, with April being its last month in operation, according to notice on the

dealership's website.

Big Island Harley-Davidson in Kailua, Hawaii, writes on its website:

"Big Island Harley-Davidson has made the decision to close our doors permanently. Our last day of business will be on April 30th, 2022. After that date you may reach out to Pacific Harley-Davidson bigislandhd@pacifichd.com for any motorcycle needs. Since 2009 we have been honored to serve our community and would like to thank all of our customers and employees of our company. Big Island Harley-Davidson could not have been successful for all these years without your support and loyalty. Thank you for being with our

company in all ups and downs. Please visit us during our last month of business for 35% off everything in-stock in the store." Mahalo and a hui ho.

NEW GENERAL MANAGER ROLE FOR INDUSTRY VETERAN

A longtime Harley-Davidson dealership general manager is making the trek halfway across the country for his next role, according to a post on LinkedIn.

Tom Moore announced on LinkedIn that he is the new general manager at Doc's Harley-Davidson in Kirkwood, Missouri. Most recently, Moore was general manager at Los Angeles Harley-Davidson.

ROB'S PERFORMANCE TO EXPAND IN 40TH YEAR

A dealership shares on an Instagram post by shares that "because our customers continue to remain our highest priority, we are heading into our 40th year with some big changes! Last week we were able to break ground on our newest construction project - an updated service facility! We hope this addition will help us to better accommodate our customers and make our service experience top notch."

Rob's Performance Motorsports in Johnson Creek, Wisconsin, expects the project to be completed by August.

See Hot News, Page 7

SHEFFIELD

CONTINUED FROM PAGE 4

close, or 22 minutes ago?" They will know both and they won't even have to look at their smartphone. For most of these companies, nothing matters to them more than their share price. If you are a dealer, a customer, an employee, or a vendor, then you are way, way, way down their list of priorities.

I have always been against public ownership in our industry. Only a small percentage of public companies play the long game. As a discretionary segment, one that relies on cutting edge products, we need suppliers who plan far ahead into the future, not ones who primarily focus on next quarter's earnings call.

For the last 18 months, every OEM has seen record profits. Even with the supply chain delays, and all the other issues that we are dealing with, being a powersports manufacturer is currently a license to print money. You ask why, well here are a few reasons:

- Not having to subsidize free flooring
- Price increases, shrinking dealer margins
- Borrowing money at rates close to 0%
- Not having to pay out rebates and spiffs
- Surcharges
- Not underwriting customer financing
- Sales reps not incurring travel and lodging expenses

When the market begins to normalize, manufacturers are going to quickly see a return of the above expenses. This won't make wall street happy and share prices will start to fall. At that point, the only way to keep the stock value up is to sell more vehicles, and that means we'll quickly return to the way things used to be. Packed showrooms, full warehouses, and all the poor behaviors that are associated with those situations.

What's my greatest fear? Well, it's not about where we will end up, it's about the transition period that happens between where we are now and where we will inevitably end up. Our dealership has proven that we know how to make money in the current environment, and we knew how to make money before the pandemic. What I'm concerned about is the time period that falls between now and then, where the competition is flailing around and offering discounts like their life depends on it (because in a sense it does).

As my business partner has said a few times. I don't know when the market will turn, I just know that when it does it's going to get really ugly, really fast.

Are you prepared? **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>

ValueGuidePro™

THE SMARTEST VALUE TOOL IN POWERSPORTS

Our All-New Machine Learning Algorithm Provides Complete and Current Values on Your Powersports Units



NPAUCTIONS.COM | 888.292.5339

NATIONAL POWERSPORT AUCTIONS **NPA**

56.1% of consumers have either already visited a dealership in-person or plan to do so.

10.9% say they plan to buy from a dealer entirely online.

32.9% of respondents plan to purchase from a private seller.



Average SRPIs-per-listing and average VDPs-per-listing for on-road motorcycles are each up

137%

While average connections-per-listing are up

160%

Source: CycleTrader

Q1 2022 demand for on-road bikes still above 2019 levels

Exclusive CycleTrader data reveals strong trends vs. Q1 2019

At this point, it's common knowledge that consumer interest in motorcycles spiked during the COVID-19 pandemic in 2020 and 2021, while manufacturing and supply chain disruptions hindered unit sales. But

what trends are we seeing for on-road motorcycles so far in 2022?

Research from online marketplace Cycle Trader demonstrates that demand for on-road bikes continues to soar above pre-pandemic levels, even despite ongoing inventory shortages, with shoppers hoping to quickly acquire on-road motorcycles from dealers.



PAIGE BOUMA

STATE OF THE Q1 ON-ROAD MARKET

In a Q1 survey of 2,910 visitors to CycleTrader.com, on-road bikes were the most sought-after units, by far. Over half of respondents (55.5%) said they were looking for an on-road motorcycle and 15.9% were looking for a dual-sport, compared to only 9.1% who were looking for an off-road bike.

In fact, even though on-road inventory is still down by 23% compared to Q1 of 2019—the last year before the pandemic—consumer interest is dramatically higher than pre-pandemic levels at the same point. Cycle Trader reports that total search result page impressions (SRPIs) and total vehicle detail pageviews (VDPs) for on-road units are each up by 82%, while total dealer-buyer connections are up 101% from Q1 2019 to Q1 2022.

The numbers are even more impressive when you look at averages by individual listings. During that same timeframe, average SRPIs-per-listing and average VDPs-per-listing for on-road motorcycles are each up 137%, while average connections-per-listing are up 160%. Clearly, the demand for on-road bikes has continued to fuel the market, indicating that understanding the on-road buyer should be a top priority for dealers in 2022.

Among survey respondents who said they were searching for an on-road unit, 76.5% said they planned to make their purchase relatively quickly (with 22.4% hoping to buy within one month, 27.8% looking to buy between one and two months, and 26.3% wanting to buy as soon as the model they wanted was available). A mere 14.3% planned to wait between 2 and 12 months, and only 9.3% wanted to wait longer than a year.

When it comes to financial considerations, most on-road motorcycle shoppers want to pay up-front, with 65.8% reporting that they do not plan on financing their purchase. Among those who do plan on financing, 25.7% have not yet contacted a lender, with 8.5% having already done so.

Finally, among on-road bike consumers, over half (56.1%) have either already visited a dealership in-person or plan to do so. Another 10.9% plan to buy from a dealer entirely online. The remaining 32.9% of respondents reported that they planned to purchase from a private seller.

DEALER TAKEAWAYS

As OEMs struggle to overcome pandemic shortages and fill backlogged inventory orders, dealers are likely comforted that consumer interest in on-road units is not fading. However, a dealership cannot assume that loyal customers are patiently standing by; not when those consumers are competing

See Q1, Page 7



#1 IN THE WORLD



FIM RACING
HOMOLOGATED
HELMET



RPHA 1N

RED BULL AUSTIN GP

The RPHA 1N is HJC's first ever FIM Homologated Motorcycle Racing Helmet. Until now, any helmet sporting a Red Bull graphic has been exclusively available to sponsored riders, but HJC and Red Bull have partnered up to design a very special helmet, the RPHA 1 Red Bull Austin GP helmet.

HJCHELMETS.COM



HOTNEWS

CONTINUED FROM PAGE 5

The dealership sells vehicles from Can-Am, Sea-Doo, Ski-Doo, KTM, Husqvarna and Triton Trailers.

VOLCON IN ROUND ROCK, TEXAS GOES OLD SCHOOL

Lifelong motorcyclist Marllon Da Cruz, service and warranty manager at Volcon ePowersports in Round Rock, Texas, and Erica Martinez, document control manager, liked the Volcon marketing outreach so much in PSB that they went old school and put it on the service department wall.



Photo courtesy of Volcon

Q1

CONTINUED FROM PAGE 6

with so many other shoppers for a limited supply of bikes.

Continued marketing, even while inventory is down, is essential to remaining top-of-mind among consumers until your dealership has once again filled its lot with new models. Effective strategies for marketing during an inventory shortage include spotlighting the existing inventory you do have available, offering pre-orders, and expanding your service campaigns.

Dealers should also actively look to expand their inventory by buying used on-road motorcycles from private sellers. By re-stocking pre-owned inventory to flip for resale, you can start to meet the current high demand for on-road units. Now is the perfect time to advertise to consumers that you'll buy their used bikes, emphasizing the speed and security of selling to your dealership compared to private transactions.

When you do have on-road models to sell, keep in mind the on-road consumer profile, with a preference for visiting your dealership in-person, making their purchase quickly, and paying up-front instead of financing. To attract and close these prospects, tailor your marketing messages accordingly. Invite them to personally visit the dealership to browse available on-road motorcycles and emphasize that they'll be able to quickly find and buy the perfect bike with no strings attached.

On-road bikes were the primary driver of market interest and activity in Q1, even despite inventory shortages, with demand far outpacing pre-pandemic levels. Customers want to buy on-road units quickly, in-person, from a dealer, and without financing. Dealerships should use this market research to inform their advertising and sales strategies in order to remain top-of-mind, cater to the most active segment of shoppers, and ultimately meet the high demand for on-road motorcycles by selling more bikes. **PSB**

Paige Bouma is the Executive Vice President of Sales and Operations for Trader Interactive, parent company of Cycle Trader.

SPINCAR ANNOUNCES NAME CHANGE TO IMPEL

SpinCar announced that the company is operating under a new name - Impel. The name change reflects the company's evolution and growth as well as its focus on driving innovation in vehicle retailing. Along with the name change, the company is expanding its product offering with the launch of F&I Pursuit – the industry's first conversational AI-powered solution for automated post-sale F&I retailing.

POLARIS CELEBRATES GROUNDBREAKING IN ROSEAU TO BOOST PAINT CAPACITY

Polaris celebrated a new 28,000 square-foot

building expansion and addition of a robotic paint application system with ceremonial groundbreaking at the company's Roseau Manufacturing Facility in Minnesota.

Joining Steve Menneto, president, Polaris Off-Road at the event, were Nathan Hanson, director of operations, Polaris Roseau; U.S. Senator Amy Klobuchar; U.S. Senator Tina Smith; Minnesota Representative John Burkel; and Pat Novacek, City of Roseau.

Kicking off later this spring, the 28,000 square-foot addition will house a new robotic liquid paint system pivotal to supporting Polaris continued growth and deliver quality snowmobiles and off-road vehicles. Polaris remains committed to the Roseau com-

See Hot News, Page 17



(From left) Nathan Hanson, Polaris Roseau Plant Director; Minnesota State Representative John Burkel; U.S. Senator Tina Smith; U.S. Senator Amy Klobuchar; Steve Menneto, President of Off-Road, Polaris; and Patrick Novacek, Roseau City Council Representative, at the Roseau factory. Photo courtesy of Polaris



ZiIDMS

DEALER MANAGEMENT SYSTEM

Powerful and Customizable Reporting

Tune in and tune up to the most powerful reporting tools in the industry designed to upgrade your performance and profitability. ZiIDMS's up-to-the-minute reporting tools allow you and your staff to view "at-a-glance" performance metrics by department without the need to run, export, and download report spreadsheets.

Visit ziidms.com or call 1.800.721.7748 to see how we've changed the game.



Five strategies for building customer loyalty

■ BY SARAH PRELLWITZ

CONTRIBUTING WRITER

The second quarter of the year is a great opportunity to analyze your customer retention strategy and look for improvement.

After all, loyal customers are the key to growing your business and supporting long-term growth. Not only do they come back again and again, but they also provide free word-of-mouth advertising and can generate new leads for your dealership.

The prospect of creating a loyal customer is much less daunting if you focus on an attain-

able short-term goal: convincing the customer to come back next time. Shoppers typically don't convert to loyal customers right away – a report by e-commerce platform YOTPO shows 37% need five or more purchases. Ask yourself, is your current customer experience strategy going to bring a customer back the next time? What aspects of your process work well? What could be improved?

Thanks to the surge in digital consumerism, your opportunity to foster customer loyalty begins long before a shopper's first visit to the dealership. In fact, it begins with their first online interaction with your

brand. To help you optimize these online interactions, I've listed five tools (which you may already be using) that encourage customers to come back:

1. AUTOMATED MARKETING EMAILS

Despite the rise in flashier digital outlets such as social media, email continues to be a powerful customer loyalty tool. While it's true that people today are distracted and have shorter attention spans, they are still highly receptive to well-timed, customized emails that are based on their unique interests.

Dealer Spike Most Viewed Segments on Dealership Websites

MARCH 2022

- 1 Motorcycle-Cruiser
- 2 Motorcycle-Touring
- 3 Side-by-Side-Sport
- 4 Motorcycle-Sport
- 5 ATV-Utility
- 6 Motorcycle-Off-road
- 7 Motorcycle-Standard
- 8 Side-by-Side-Utility
- 9 Motorcycle-3-wheel
- 10 PWC-3-passenger

DEALER SPIKE

If you don't have the bandwidth to personally follow up with every lead, I have good news: You can design your emails to send automatically when customers perform a specific action. Here's a list of emails that could be triggered by audience actions:

- **Featured inventory:** Send bounced leads a list of the units they viewed on your site and invite them to complete the purchase.

- **New arrivals:** Notify your customers of new unit arrivals – encourage them to buy before it's gone!

- **Parts/service promos:** After a customer purchases a unit, send them a special discount on parts upgrades and maintenance services.

2. DYNAMIC TEXTING TOOLS

If you don't already text your customers, this is your invitation to start! At 98%, text messages have one of the highest open rates, even better than email, according to software brand Techjury. Many customers prefer to text with businesses because it's fast, easy and allows them to multitask.

You can take your texting strategy several steps further than the competition by employing a dynamic texting tool that offers services such as sending payment links, appointment reminders and a copy of the receipt after purchase.

3. PRE-ORDERS

Offering pre-orders gives customers the opportunity to reserve units before they even arrive at your dealership. It benefits both parties because customers aren't restricted to browsing the immediate inventory and you can secure a sale much earlier in the buying journey.

Pre-orders encourage shoppers to convert into customers by offering units that might not be available on another dealership's lot. Customers are also much more likely to come to you for future purchases because they know that your dealership will deliver on the promise of an inventory shipment.

4. SOCIAL MEDIA

As I mentioned earlier, social media among consumers is on the rise. I encourage dealers to be equally invested and choose (or hire) a social media rep to monitor customer comments and follow up on messages promptly. Even if a customer leaves a complaint, you can save that relationship – it's your opportunity to hear their experience and create a solution. Oftentimes, disgruntled customers will completely change their opinion if they feel heard.

In short, dedicated social media engagement is a great way to turn shoppers of all kinds into loyal customers.

5. TEAM INVOLVEMENT

Thus far, I've discussed only the digital tools you have in your toolkit, but let's not forget your team of industry experts, who

See Dealer Spike, Page 9

BIG EAST POWERSPORTS SHOW

Get involved in the largest indoor powersports show in the Northeast!

Sept 30 - Oct 2 2022
NY State Fairgrounds Expo Center

Why Exhibit?

- Let consumers touch and feel your product(s)
- Engage with customers to heighten your brands awareness
- Gain valuable input and feedback from consumers of all types of powersports
- Leverage recent consumer excitement in all powersports categories
- Interact with enthusiasts in a fun and exciting atmosphere

Passionate Powersports Consumers

- Owns powersports vehicles for all seasons
- 38% of attendees have household income over \$130K
- Besides their snowmobiles...
 - 60% own an ATV/UTV
 - 46% own a Boat/PWC
 - 38% own a Motorcycle



Reach out today!

Mark Rosacker - Sales Director

763-383-4433

mrosacker@snowgoer.com

Dealership signs high school athlete to four-figure deal

Friendly Powersports Slidell reaches NIL deal with New Orleans high school wrestler

Could a local high school athlete be your dealership's next big marketing tool thanks to ability of high school student-athlete to monetize their name, image and likeness in some states?

It depends on your state, but in Louisiana, it's game on after the Louisiana High School Athletic Association Board released a position statement following their April meeting clarifying that current amateurism rules do not prohibit NIL activities or jeopardize a student-athlete's eligibility.

Now, undefeated Brother Martin High School wrestler Richie Clementi is Louisiana's first high school athlete to sign a name, image, likeness (NIL) deal when he reached an agreement with Friendly Powersports Slidell.

Vehicles from Honda, Yamaha, Polaris, Kawasaki, Slingshot and Vanderhall are all under the dealership's 20,000 square-foot showroom and 10,000 square-foot service department on five acres of land.

MatchPoint Connection, a national leader in the NIL industry, brokered the deal between Friendly Powersports and Clementi.

A freshman at Brother Martin High School in New Orleans, Clementi has amassed an 80-0 record over the last two years, and he captured the Louisiana state championship in February in the 113-pound weight class.

tion platform, Clementi has already received a second offer for an NIL deal.

"I woke up the other morning with another NIL offer for me in the MatchPoint app, and that was pretty cool to see first thing when I woke up," Clementi said.

Clementi's father, Rich Clementi, was a professional MMA fighter for more than a decade, reaching as high as No. 8 in the world rankings. Rich Clementi runs Clementi's Gladiator Academy where Richie trained and wrestled as a youth.

"I'm so proud of Richie and how hard he continues to work in everything he does.

Me and my son have had meaningful conversations about the importance of social media and making sure it's always done in a positive light," Rich Clementi said. "Richie understands if you tarnish your name on social media, you become a person that does not have a lot of marketability to people who may have been interested in you."

Rich Clementi was thrilled to work with MatchPoint Connection and Friendly Powersports to usher in the first NIL deal for his son.

"The fact that Mark and Friendly Powersports is the first to contribute to Richie in an NIL deal is just awesome because we have

known Mark and worked with him over the years," Rich Clementi said. "At the same token, from a brand it truly is a competitor-to-brand relationship. Richie loves their brand. He loves motorcycles and 4-wheelers. It's great to have such a connection that's also meaningful in nature."

"Richie is a first-class high school athlete, a hard worker, and a tremendous competitor. It is our honor to work with someone, at such a young age, who understands the type of sports figure businesses want to work with," said Brian Oliver, MatchPoint Connection CEO. **PSB**

GROWING YOUR F&I BUSINESS IS WHAT DRIVES US.



Even in times of uncertainty, Protective Asset Protection is continuing to find ways to drive more F&I success for dealers. With industry-leading F&I solutions, dealers can look to Protective to grow their profitability in 2021.

DEALERSHIPS OR AGENCIES LOOKING TO
LEVERAGE OUR F&I EXPERIENCE, CONTACT US



888 276 0195



protectiveassetprotection.com

Protective
Asset Protection

XtraRide® Service Contract Program available for On-Road/Off-Road Motorcycles, Mopeds, Scooters, ATVs, UTVs, Choppers, Custom V-Twins, Trikes and Snowmobiles
GAP Program | F&I Training & Technology | Unparalleled Service & Support



Mr. Mark Bould and Friendly Powersports have always been great to work with, and he's such a great guy too.

Richie Clementi



"Mr. Mark Bould and Friendly Powersports have always been great to work with, and he's such a great guy too," Clementi said. "It's super exciting to have an NIL deal, and it just makes me want to work harder."

Since joining the MatchPoint Connec-

DEALER SPIKE

■ CONTINUED FROM PAGE 8

know your customers better than anyone. Mine this resource by gathering your team together and discussing the following: "Why do customers choose us over other dealerships?" "Why do customers choose other dealerships over us?"

By employing customer service tools that positively impact shoppers at any stage of the buying journey, you can create a consistent experience that ensures they will want to come back the next time. And then the time after that. **PSB**

Donnie Smith Show a perfect kickoff to riding season

Vendors, dealerships find eager crowd of riders at St. Paul consumer show

■ BY DAVE MCMAHON

CONTENT DIRECTOR

If you could bend Rod Woodruff's ear for a few minutes during the Donnie Smith Show in St. Paul in March, you were able to learn a lot about some – but not all! – of the exciting things in store for the Buffalo Chip during the Sturgis Rally in August.

The one sure thing we were able to wrangle from Woodruff was that March was an ideal time for folks in the Twin Cities at the show to start looking ahead to Sturgis. The show attendees were visiting the Buffalo Chip booth en masse as they entered an impressive spread on the hall floor.

"It's going to be a remarkably high number of people coming to Sturgis this year based upon the record number of people that we've had stopping by our booth here, signing up for some of the prizes that we're giving away," Woodruff said. "Our reservations are very strong, setting a record there, so barring a nuclear incident, I think we're going to kick ass again in August!"

Not unexpectedly, there were plenty of newbies who had Sturgis on their minds in St. Paul.

"The people that are here at this show it

seems like are people who have not been to Sturgis before, a lot of people," Woodruff said. "But we've had that experience now for two years, people that have never been to Sturgis before who are coming for the first time, and they come back. And they bring friends with them. So we have more people that we did the year before. That's how it works and we love it!"

Rookies and veteran attendees alike will see the results of busy offseason of work that is happening at the Chip. The Top Shelf has been upgraded and new asphalt has been put down. But there's more to come.

"Construction season starts in May and I'm told by the contractors that they'll be there as soon as the construction season gets underway - so something is going to be improved," Woodruff said.

There was an undeniable buzz at the RiverCenter in St. Paul in March as the motorcycle riding season's unofficial start in this neck of the woods began with the running of the Donnie Smith Show after a two-year hiatus due to the pandemic.

Vendor booths had folks oozing with excitement about Saturday's crowds, which a PSB straw poll found to be record-setting.

"The thing I love about the Donnie Smith Show is that it has great timing. Everyone has had a taste of warm weather, so we're all craving motorcycles," said Brian Klock, founder of Klock Werks. "It was a little chilly this weekend, so it was perfect. Everyone came down. They're looking for parts at the

swap meet, they're looking for parts from the vendors, they're looking for a new piece of clothing to rock at the latest bike night or whatever. It works out great. This venue is perfect."

And the fact that the return to showtime coincided with Smith's 80th birthday week-

end was ideal for Klock.

"Donnie has been like my dad in the industry, so to celebrate his 80th birthday weekend here has been awesome. He raked my first ever FXR custom frame in 1990. In a little lean-to behind Donnie's shop hooked to the garage. Since then I've slept on his



Marilyn Stemp and Rod Woodruff from the Buffalo Chip made the rounds at the Donnie Smith Show in St. Paul. They're eager to host the industry at the Sturgis Rally in August. Photos by Dave McMahon/Powersports Business

VOLCON
EPOWERSPORTS

TRUE TO DIRT

JOIN THE ELECTRIC REVOLUTION!
NOW ACCEPTING NEW DEALER APPLICATIONS.
INDUSTRY LEADING DEALER PROFITABILITY.

volcon.com

MADE IN THE USA



John Jessup (right), owner of Dream Rides of Tennessee, made the trek to St. Paul to wish Donnie Smith a happy 80th birthday.

couch and we've talked about everything from house plants to eating his chili. He's such a diverse guy and a good-hearted farm kid. He single-handedly I think has changed the face of motorcycling in Minnesota.

There are so many little pubs and places to go here, and he's always part of those runs. Always willing to sign an autograph, give a kid a poster, hand out a sticker. It's the Donnie Smith way. We're excited to be back and



Company founder Brian Klock made sure the Klock Werks team was in rare form in their return as an exhibitor to the Donnie Smith Show. The PSB editor was unable to escape the booth without a photo op.

will be back next year without a doubt."

Of course, the Ice Kolor Flare windshields were gaining the attention of consumers at the show.

"Those debuted at Daytona, and they sort of broke the internet with interest," Klock said. "We up here in North Country likened the color to looking at something through ice. They're in full production now and we will be filling the Drag Specialties dealer orders first and getting them out there."

Luke Johnson, sales manager at St. Paul

Harley-Davidson, said traffic at their show booth was outstanding. Many of their visitors also ended up at the dealership.

"It was huge day at St. Paul Harley on Saturday," Johnson said. "We had tons of people on the showroom floor and almost every customer that came through was either on their way to the Donnie Smith Show or was on their way back. We had a great sales day. Everyone's ready for riding season and the Donnie Smith Show is the start of it. Everyone I talked to on

See Donnie Smith Show, Page 12

HIGHSIDER™

POWERED BY PAASCHBURG & WUNDERLICH

GERMAN ENGINEERED FOR WHATEVER YOU RIDE...

Distributed by:

301-453

203-001

254-540

226-002

HIGHSIDER™ is Europe's market leader for innovative lighting technology and high-quality motorcycle accessories. Finally available in the USA at our California headquarters. Order today!

DEALER INQUIRIES WELCOME!

Register at www.highsider-us.com or email us at sales@highsider-us.com.
See our 200+ products in our '22 catalog, now available.

GERMAN
ENGINEERING

@HIGHSIDERUSA

DONNIE SMITH SHOW

CONTINUED FROM PAGE 11

Saturday referenced that they had never seen so many people in here before.”

Johnson and his team of a half-dozen staffers were on hand to not only generate sales leads and sell apparel, but also to talk to learn about trends.

“The whole world has switched to the performance bagger scene vs. the big wheels. You get a lot of exposure to that here,” Johnson said. “We want to make sure we’re in touch with what everyone’s looking for.”

KLOCK WERKS 25TH ANNIVERSARY PARTY AHEAD

Ice Kolor Flares will also be prominent at the 25th anniversary celebration at Klock Werks headquarters in Mitchell, South Dakota, on Aug. 4. The shop has been remodeled since a devastating 2019 flood. A new distribution center will be showcased and new parts will be unveiled that day. Vendors, dignitaries and bands will all be involved with the party. A bike parade from the shop to downtown Mitchell for the 15th annual Pre-Sturgis Party will follow. The downtown event will have about 5,000 attendees who will be viewing a car



Kodlin USA CEO Holger Mohr (left) and Highsider product marketing manager Kenny Ladoucer made the trek from California to showcase their brands in the Dennis Kirk booth.



Tim Sutherland, the new owner of Indian Motorcycle of St. Paul, has encountered a smooth transition since adding the dealership to his lineup earlier this year.

show, stunt riders, a concert and more. It’s all part of a celebratory 2022 for Klock.

“I’m amazed I’ve made it this far. Thank you to Powersports Business and all your readers and all the dealers out there for supporting us,” he said. “As a kid from a down of 350 people with 14 kids in my class, I really didn’t think I would be having a brand that would sell all over the world by dealers that were loyal to us and took care of us the way we want to take care of them. I’m really reflective this year. I’m feeling the gratitude. We just love powersport and we love people that love gasoline and gears.”

THE NAMESAKE WELCOMES BACK THE SHOW

Donnie Smith is proud to lend his name to the show and he’s even happier when his business partner is happy.

“On Saturday I asked him, ‘How are we doing?’ When he says he’s really happy, that’s the only answer I need,” Smith laughed. “Saturday is always our big day, and it was wall to wall with people in here. Plenty hectic. But the enthusiasm was apparent long before we even opened the doors. People were just glad to have it coming back. People were looking forward to it and we proved them right.”

Mother Nature is getting a new SOUNDTRACK

3" Universal Mount, Two-Way Speakers [JXH30PS]
Compatible with 4-Channel Bluetooth Amplifier [JAHD440BT]

asa ELECTRONICS
mwojts@asaelectronics.com
574-266-3195

JENSEN PowerSports AUDIO



Frank Sanchez (left) and Marcus Wadley from Direct Cycle Parts in Texas were moving plenty of Mint flannels at their booth in St. Paul.

The custom builders on hand in St. Paul remarked to Smith that business continues to be good after receiving a boost from the onset of the pandemic.

“When COVID-19 kicked in, we were busier than we’d ever been. That was kind of odd. We had people coming in all the time,” Smith said. “We’ve been doing good,

people seem to be happy. People are venturing into baggers and sport baggers. The FXRs are really solid. People are really into them. People that know Harleys will say that’s probably the best bike they ever built handling wise and stuff like that, and I have to go along with that thought. They’re nice riding bikes that you can do a lot with.”

Holger Mohr, CEO of Kodlin USA, has found his latest aftermarket parts company to be an ideal fit. It’s a startup that allows him to get his hands dirty and talk to consumers like he was doing at the Donnie Smith Show at the Dennis Kirk booth. Most visitors were interested in Kodlin’s new Touring License Plates with Sleek Lights for Touring models and lowering kits and

lift kits for the Sportster S.

“Saturday was very, very, good,” Mohr said. “We’re happy we can out from California. Being here with Dennis Kirk on their home turf was great for us.”

Mohr also oversees Highsider in the U.S., which had several of its 240 part numbers, including lights, mirrors, turn signals and more on display. **PSB**



(From left) Senior product designers Darron May and Ken Madden showed off Ciro’s Nifty 50-winning product and more.

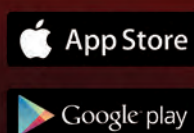
AMONG GPS SECURITY PROVIDERS.... ONLY ONE IS THE G.O.A.T.



- OVER 500 AUTHORIZED DEALERS
- FIN® WORKS DIRECTLY WITH THE POLICE
- CUSTOMER HAS COMPLETE CONTROL

- 24/7/365 THEFT RECOVERY SERVICE
- LIFETIME HARDWARE WARRANTY
- 24/7/365 SUPPORT

VOTED #1 GPS SECURITY SINCE 2008 | VETERAN OWNED & OPERATED



Become an Authorized FIN® Dealer Today



MOTORCYCLE INDUSTRY COUNCIL



Info@FindItNowGPS.com | **888.811.3883** | FindItNowGPS.com

Dealership owners sell two locations after 30 years

Shelton's Harley-Davidson acquired by Carson Baker, a 2021 PSB 40 Under 40 Dealer

A longtime Harley-Davidson has sold its two locations that had been heavily involved in the community thanks to their love of the Harley-Davidson brand.

Performance Brokerage Services last month announced the sale of Shelton's Harley-Davidson of Smithfield and Goldsboro, North Carolina from Shelton and Sharon Davis to Carson Baker of Baker American Cycles.

Shelton's Harley-Davidson of Smithfield and Goldsboro, North Carolina was established by the Davis family over 30 years ago. Shelton's love of the Harley-Davidson brand combined with Sharon's commitment and passion for family, created a legacy that will not soon be forgotten.

Shelton's Harley-Davidson was heavily involved in local community outreach. The dealerships hosted many events including H.O.G. Toy Run, various car and bike shows, and a Poker Run that supported multiple causes and organizations. The dealership also raised money for a local police officer through the Help Thy Neighbor program, which aided with his to return to his family home after an injury on the job.

Shelton was also known for his tremendous knowledge of Harley-Davidson history, which was displayed throughout his dealerships. Customers enjoyed admiring his vintage bikes, as well as watching his YouTube videos. It's no doubt that Shelton and Sharon Davis's presence will be missed. They shared the following statement on their website, "We are thrilled to finally announce that Carson Baker of Bulldog Harley-Davidson, will be the new owner. Carson is a phenomenal person, and we are so excited for him to experience the thrills and connections we have established over the years!"

"We recently had the pleasure of helping Carson Baker's father, Fred Baker, sell his Chevrolet store in North Carolina," said George C. Chaconas, the exclusive advisor for this transaction and the head of the National Harley-Davidson and Powersports Division for Performance Brokerage Services. "I reconnected with the family at the Powersports Business Accelerate Conference in Atlanta last year, and suggested they consider buying Shelton's Harley-Davidson, given the proximity to their other powersports dealerships. The family was excited about the opportunity. Working with the Harley-Davidson Motor Company, they were able to close the main dealership in Goldsboro and convert the secondary retail location in Smithfield to a full-service deal-



Carson Baker, a 2021 Powersports Business 40 Under 40 Dealer, has acquired the newly named Bulldog Harley-Davidson in Smithfield, North Carolina. Photo courtesy of Performance Brokerage Services


ership. Closing the Goldsboro location fell in line with the Motor Company's consolidation movement in over-saturated markets, such as North Carolina. It was a pleasure working with the Baker family again, and we are very excited for Carson and his wife to take Shelton's long legacy to the next level. I also want to thank the Davis family, Sharon, Shelton and their daughter, Hannah, for trusting me again to sell their second family-owned dealership after 33 years. I wish them well in their retirement and it has been a pleasure serving them."


Carson Baker is no stranger to the automotive and powersports industries. Following

in his father's footsteps, Carson learned the ropes of running a dealership, where he did everything from radio and TV commercials, to washing cars. He worked his way up to become the general manager of the family's Chevrolet dealership in Red Springs, North Carolina. Growing up on a farm in Concord, Carson spent his days after school riding 4-wheelers on the trails, Jet Skis on the pond, and snowmobiles in the winter. It was only natural that talks would commence with Polaris.

In 2014, he was informed that the Fayetteville territory was available. Carson was chosen to represent the Indian Motorcycle, See Carson Baker, Page 15

REDUCE YOUR CREDIT CARD PROCESSING FEES

 Rates as low as .05%*


Accept EMV/NFC
(Apple Pay, ETC.) EBT,
Snap, Checks and more


Pay-at-the-pump
compatible


Next Day Funding with
weekend settlement

OPTIONAL PROGRAMS:

Make the same profit margin with cash and non-cash payments!

Cash Discount

NAB makes it easy to make the same profit from non-cash payments as you do with cash payments with our cash discount program.

- Curbside Ordering
- Point of Sale Systems
- Recommendations, Solutions & Integrations

- ✓ FREE Credit Card Terminal Placement Wireless/Landline/High-Speed/Dial-Up
- ✓ Easy setup (with no setup fees and quick approvals)
- ✓ Seamless integration with your current POS
- ✓ \$295** towards your early termination fee (if you have one) with your current processor
- ✓ Access to Payments Hub – our secure, online merchant portal
- ✓ Free paper**

INTEGRATE WITH YOUR POS

- FREE NFC & EMV-Ready Terminal & Pin Pad or wireless terminal.
- Accept payments in-store, online, or on-the-go.



with 4G / Wifi

GROW YOUR BUSINESS. PARTNER WITH NAB TODAY!

866.481.4604

NorthAmerican BANCARD

WWW.NYNAB.COM

© 2022 North American Bancard, LLC (NAB). All rights reserved. NAB is a registered ISO of BMO Harris Bank N.A., Chicago, IL, Citizens Bank N.A., Providence, RI, The Bancorp Bank, Philadelphia, PA, and First Fresno Bank, Fresno CA. American Express may require separate approval. *Durbin regulated Check Card percentage rate. A per transaction fee will also apply. **Some restrictions apply. This advertisement is sponsored by an ISO of North American Bancard. Apple Pay is a trademark of Apple.



Yamaha WaterCraft Racing announces 2022 factory riders

P1 AquaX tour, ISJBA World Finals riders named

Yamaha WaterCraft Racing has announced its 2022 factory riders and support teams that will compete on the P1 AquaX national tour and at the IJSBA World Finals.

Leading the Yamaha contingent is returning P1 AquaX overall champion Erminio Iantosca, racing under master-tuner Dean Charrier's Dean's Team banner.

Hot on Iantosca's tail is IJSBA champion Tory Snyder, who will race under the Snyder Built/Dean's Team flag. Snyder finished third overall on the P1 AquaX tour in 2021 and returns with his eye on the P1 AquaX crown.

Racing under the Broward Motorsports tent are Christian Daly, Jimmy Wilson and multi-time IJSBA World and National Champion Dustin Farthing. In 2021, Daly and Wilson finished the P1 AquaX tour in fifth and sixth place, respectively, and both return more competitive than ever.

Racing for Riva Racing is Chris Landis,

who finished fourth overall on the P1 AquaX tour in 2021, just two points behind Snyder. Landis is fast, consistent and hungry for a championship.

Completing Yamaha's watercraft racing program for 2022 are Dmack Racing's Dennis Mack and Vanjae Ramgeet. Ramgeet finished eighth overall on the P1 AquaX tour in 2021. He has the skills and speed to break into the top five. Mack, known for grinding down his competition, returns to racing after suffering a season-ending injury in 2021.

"We are excited to continue our partnership with P1 AquaX and support a fantastic group of riders that will provide lots of racing excitement this season and hopefully another P1 AquaX Pro Enduro championship," said Yamaha WaterCraft Racing manager Bryce Parker.

For 2022, Yamaha factory riders will compete exclusively aboard the supercharged Yamaha FX SVHO, which is a proven winner in the Florida surf and inland lakes. P1 AquaX racing action begins April 30-May 1 in Kissimmee, Florida. **PSB**



Yamaha WaveRunners will have another stacked lineup of racers as part of its 2022 factory teams. Photo courtesy of Yamaha WaterCraft

CARSON BAKER

■ CONTINUED FROM PAGE 16

Polaris, Polaris Slingshot and Victory brands.

Following the sale, Carson stated, "My family and I have known George Chaconas and Performance Brokerage Services for

many years. I met Courtney last year and mentioned I was looking to grow my powersports portfolio. Several months later, I connected with George and we discussed a Harley-Davidson dealership that seemed to be a strategic fit within my existing dealerships. Courtney and George worked to help make this a smooth and successful transac-

tion, and I look forward to working with them in the future as we continue to grow."

The Smithfield location will remain at its current address at 1043 Outlet Center Drive in Smithfield, North Carolina, and has been renamed Bulldog Harley-Davidson. The Goldsboro location has been closed.

Shelton and Sharon Davis were repre-

sented by Logan Parker of Bass Sox Mercer in Tallahassee, Florida.

Carson Baker was represented by Galen G. Craun of Bell, Davis & Pitt, P.A. in Winston-Salem, North Carolina for the asset purchase, and Samuel Potter of HCPLaw in Wilmington, North Carolina for the real estate purchase. **PSB**



RUGGED RANGER PERFORMANCE

ALL NEW POLARIS® RANGER® AUDIO KITS

The easiest SXS kits to install and set up, Color Optix™ lighting control, and even higher performance, all to ensure an epic off-road audio experience.



LEARN MORE AT: WWW.ROCKFORDFOSGATE.COM



#ROCKFORDFOSGATE | ROCKFORDFOSGATE.COM



DRIVE

More Traffic. More Leads. More Sales.

DX1 is the only All-in-one Dealership Management Solution in the powersports industry built to drive revenue. Utilize an integrated DMS, dealership website, and lead manager that's seamlessly connected to make your dealership more efficient. Plus, it costs less than your current DMS.

Our Dealers Get It. You Can Too.

"There are basically two ways to improve your bottom line. Cut expenses or boost sales. DX1 does both."

Chad Deutsch

Dealer Principal / DR. PowerSports / Cedar Falls, IA



Schedule a Demo Today

Call **1.800.700.4391** or visit **dx1app.com**

**ONE SOLUTION
DMS / WEBSITE
& LEAD MANAGER**



Motorcycle dealers respond to website leads as quickly as car dealers: Pied Piper

Pied Piper internet lead study shows Harley-Davidson dealership are top responders

Harley-Davidson dealerships ranked highest in the 2022 Pied Piper PSI Internet Lead Effectiveness (ILE) Motorcycle/UTV Industry Study, which measured responsiveness to internet leads coming through dealership websites – behaviors tied directly to retail sales success. Dealers selling Indian motorcycles were ranked second, followed by Polaris side-by-side dealers.

"Quick response to web customers is critical to selling, placing an order, or building the foundation for future sales," said Fran O'Hagan, CEO of Pied Piper. "Dealers who respond quickly, personally and completely to website customer inquiries on average sell 50% more vehicles to their web customers as opposed to dealers who fail to respond."

Dealers for four of the top scoring brands - Harley-Davidson, Indian, Polaris and Can-Am - not only scored well in 2022, but also have dramatically improved their web response behaviors over time. Over the past

five years, dealers for those four brands have on average more than doubled how often they answer web customer questions by email or text, from 27% of the time in 2018 to 59% of the time in 2022.

Industry average ILE performance increased three points to 43, the industry's highest average score to date. This year for the first time, dealers for two brands - Harley-Davidson and Indian - performed better, on average, than typical car dealers, who in general began focusing on web customers years before powersports dealers.

On the other hand, the study also shows that many powersports brands are still not paying enough attention to poor dealer web response, or aren't doing anything effective to fix it. The performance for 11 brands declined over the past year.

"Poor performance of declining dealers can be partly attributed to the complacency that comes from recent low inventories," said O'Hagan. "However, slacking off – compared to responding and building relationships with customers, especially local customers – could result in multiple lost sales for years to come, especially once inventory levels improve."

**Pied Piper Prospect Satisfaction Index® (PSI®)
Motorcycle & UTV Brands**

Internet Lead Effectiveness® (ILE®) Scores 2018 through 2022

Brand	ILE Score						
	2022	2021	2020	2019	2018	Change 2021 to 2022	Change 2018 to 2022
Harley-Davidson	60	56	56	43	31	7%	94%
Indian	58	55	54	36	39	5%	49%
Polaris	51	46	43	32	27	11%	89%
Can-Am (BRP)	45	40	41	32	26	13%	73%
BMW	45	46	45	40	42	-2%	7%
Triumph	44	40	43	33	36	10%	22%
Royal Enfield	44	39	N/A	N/A	N/A	13%	
Husqvarna	42	38	37	31	36	11%	17%
Ducati	41	43	46	40	37	-5%	11%
Moto Guzzi	40	40	36	29	25	0%	60%
KTM	40	37	39	32	31	8%	29%
Honda	39	32	38	33	34	22%	15%
Yamaha	38	37	42	31	26	3%	46%
Suzuki	37	36	41	33	28	3%	32%
Kiotti	37	36	25	N/A	N/A	3%	
Kawasaki	37	35	42	35	35	6%	6%
Aprilia	37	40	37	29	27	-8%	37%
Zero	36	42	37	28	29	-14%	24%
CFMoto	33	40	31	23	18	-18%	83%
Arctic Cat	33	32	31	32	30	3%	10%
HiSun	31	33	28	21	18	-6%	72%
Cub Cadet	31	31	25	28	29	0%	7%
John Deere	30	33	37	29	26	-9%	15%
Club Car	30	38	30	30	26	-21%	15%
Yanmar	26	25	30	31	35	4%	-26%
Kymco	26	26	34	25	24	0%	8%
Kubota	24	26	30	22	27	-8%	-11%
Tracker (Bass Pro Shops)	14	17	11	N/A	N/A	-18%	
Bobcat	12	22	19	16	23	-45%	-48%
INDUSTRY AVERAGE	43	40	42	33	30	8%	43%

Memo: Auto Industry Avg 55 55 57 52 57 0% -4%

Pied Piper submitted customer inquiries through the individual websites of 8,859 dealerships, asking a specific question about a vehicle in inventory, and providing a customer name, email address and local telephone number. Pied Piper then evaluated how the dealerships responded by email, telephone, and text message over the next 24 hours. ILE evaluation of a dealership aggregates 20 different measurements to create a total score, between 0 and 100.

To be clear, each brand's industry study ILE score is an average, including top-performing dealers as well as poor performers. In a traditional bell curve of performance, 22% of all dealerships industrywide scored above 70 (providing a quick and thorough personal response), while 42% of dealerships scored below 30 (failing to personally respond to their website customers). By comparison, for the top scoring Harley-Davidson brand, 45% of their dealers scored above 70, while only 19% scored below 30.

OTHER NOTABLE INDUSTRY-WIDE TRENDS IN BEHAVIOR OVER THE PAST YEAR:

- Dealerships were more likely to email an answer to a website customer's inquiry – 48% of the time, compared to 39% of the time by phone and 17% by text. But texting is on the rise: Two years ago, dealers responded by text a mere 3% of the time.
- Customer spam filters are a dealership's enemy. Emails landed in a customer's junk mail folder more than 25% of the time for Zero, CFMoto, Moto Guzzi, Royal Enfield, BMW, Aprilia, Honda, Husqvarna and Yanmar dealers. Dealers representing brands that fared the best in avoiding spam filters: Polaris, Can-Am, Indian and Harley-Davidson – all less than 10% of the time.
- One in ten of all dealerships contacted failed to respond in any way to the study's website customer inquiries. In an era when powersports shoppers largely use the Internet to initiate first contact with a dealer, a non-response is equivalent to a lost sale.

RESPONSE TO CUSTOMER WEB INQUIRIES VARIED BY BRAND AND DEALERSHIP:

How often did the brand's dealerships email or text an answer to a website customer's question within 30 minutes?

- More than 25% of the time on average: Harley-Davidson, Indian, KTM, Polaris
- Less than 15% of the time on average: Tracker, Bobcat, Kubota, Zero, Kymco, John Deere, Cub Cadet, CFMoto

How often did the brand's dealerships use a text message to answer a website customer's inquiry?

- More than 30% of the time on average: Harley-Davidson, Indian
- Less than 1% of the time on average: Tracker, Yanmar, Bobcat, Cub Cadet, Kubota

How often did the brand's dealerships respond by phone to a website customer's inquiry?

- More than 35% of the time on average: Harley-Davidson, Indian, Suzuki, Triumph, Polaris, Royal Enfield, KTM, Can-Am, BMW
- Less than 10% of the time on average: Kioti, Cub Cadet, Yanmar, Club Car

Although not part of ILE scoring, Pied Piper also measured dealer-website responsiveness to a site's chat function (if offered). How often did a "human" respond to a customer question within 30 seconds?

- More than 55% of the time on average: Honda, Kawasaki, Yamaha, Bobcat, Suzuki
- Less than 25% of the time on average: John Deere, Royal Enfield, CFMoto, Club Car, HiSun, Triumph **PSB**

HOT NEWS

■ CONTINUED FROM PAGE 7

munity. This \$22 million investment will enable increased capacity, capability and quality while improving energy and waste efficiencies at the Roseau facility.

"Roseau is the hometown of Polaris and we are thrilled to be expanding again, adding 28,000 square feet and a new liquid paint system that will increase our painting capacity and capabilities," Menneto said. "From snowmobiles to ATVs, what we manufacture in Roseau is enjoyed across Minnesota – and beyond – by customers who work, play and create memorable experiences outdoors."

SUNRISE CYCLES OWNER, 40 UNDER 40 DEALER LITTMAN HONORED

Aaron Littman, owner of Sunrise Cycles in Norfolk, Virginia, is going to need to create some space on the dealership wall for his latest award. Following his selection as a member of the inaugural class of the *Powersports Business* 40 Under 40 in 2021, Littman has been selected for the Old Dominion University Alumni Association 40 Under 40 Alumni Recognition Program.

Littman was chosen by the college "because you demonstrate the very best in achievement and service. The selection committee deliberated for hours, giving careful



Aaron Littman was recently honored by the Old Dominion University Alumni Association's 40 Under 40 program. He was a 2021 PSB 40 Under 40 Dealer winner also.

consideration to all nominees. Among the 40 alumni being honorees are outstanding business leaders and developers, caregivers, educators, communicators, and problem solvers." **PSB**

DEE
DESIGN ENGINEERING, INC.

THE COOLEST, MOST COMFORTABLE RIDE EVER

HEAT CONTROL KITS

- COOLER MORE COMFORTABLE PASSENGER COMPARTMENTS
- SPECIFICALLY DESIGNED TO CONTROL PROBLEM HEAT AREAS PER MODEL

PRECISION CNC CUT FOR EASY INSTALLATION

NEW APPLICATIONS ADDED CONSTANTLY!

DEE
DESIGN ENGINEERING, INC.

800.264.9472 • DEEpowersports.com

VOGER MOTOR

Become a Dealer Today.

150 DAYS FREE FLOORING

www.VogerMotor.com

Disastrous fire awakens call to check your insurance policy

Idaho dealership owner encourages peers to check the details

■ BY DAVE McMAHON

CONTENT DIRECTOR

When we last ran into David Ballard, owner of Ballard Golf Cars and Power Sports Inc., we were sharing breakfast at a swanky hotel in Chongqing, China, as part of a HISUN Motors factory tour in 2015.

Ballard had launched his career in the business as a mobile mechanic for customers in need of golf car repairs. That turned into the launch of his highly successful dealership in Hayden, Idaho, that started small but has turned into something more.

So it was this side of shocking when Ballard called last month to let us know that his original building – home to the dealership's golf carts and service department – had been deemed a total loss in a devastating April 12 fire.

"It's something you don't think about, so I just want to sort of remind other dealers out there to make sure they are up-to-date with their insurance policy," Ballard said. "It was a regular Tuesday, the last guy left around 5:30–6 p.m., and we learned that the fire started at around 7."

Ballard arrived on scene about 10 minutes after the first call to the fire department was made. Easing his way out of valley where his home sits, Ballard could see the smoke in the distance. He wasn't the only one. "As the crow flies we are 25–30 miles from the Washington border, and they could see it over there. I'm leaving my house expecting to see a little fire out back or something, then I come to the top of the hill and see that smoke cloud. That's where our building is, and your heart just sinks."

A week later, fire investigators were still combing the building, but Ballard said the fire's origin had been deemed "accidental and unknown" as of the time of our interview.

Incredibly, firefighters were on site for about 18 hours from the onset. Gawkers came in droves, with many of them apparently not knowing that shop existed prior to the fire.



Firefighters were on hand at the four-alarm fire for 18 hours. Photos courtesy of Ballard Golf Cars and Powersports

THE LOOKY LOOS BECOME BUYERS

"The fire was the night of April 12, and we sold more on April 13 than we did April 12," Ballard said. "You've never seen so much traffic on our street. The looky loos were nonstop, and sales have been up every day since. They come to check out the building and then say 'Hey, let's go check out their side-by-sides while we're here.'"

With the fire in the dealership's original building, Ballard has moved the entire operation into a nearby new building that has been open for less than two years. The dealership never closed its operations and maintained sales of vehicles from HISUN, Kayo, Cub Cadet, Arctic Cat, E-Z-GO and Big Cat electric bicycles.

Now, Ballard has the task of recovering as much of the value of the building and its contents as possible. He hopes other dealership owners have as strong of a relationship with their insurance agent as he does with his.

"Thank goodness for my agent," Ballard said. "I had blanket coverage for both buildings and for the property in both buildings, so if one building burns I have this bucket to draw from. I believe that thanks to the



insurance company we will be completely covered. The insurance adjuster told us it was a catastrophic loss. We will eventually get the OK to demo it, since 100% of what was in there was gone."

Ballard knows things could have turned out much differently without his preparation.

"I just want to make sure other guys like me know to make sure they have their insurance all squared away. My insurance policy was renewed on March 21. We got on it early and made sure that we met the annual renewal date. My policy is a book, about 100 pages. It's a good reminder to think about things like what's it going to cost to build a new building? I pay a ton of money for insurance, a lot of money every month. And powersports dealership fires don't happen every often. There are no experts around like you would have with car guys, house guys. You don't have an ATV guy. They're going to rely on your expertise."

Ballard noted that his computer system was housed only in the main showroom building. He performs a backup of the data every night and copies it onto a thumb drive that he puts in his pocket. A team member

does the same. That type of preparation made handling a four-alarm fire less daunting than it might have been otherwise.

"Make sure your insurance is up-to-date, your computers are backed up every night, your inventory counts are accurate," Ballard said. "The fire department officials are telling us we are so much farther ahead than a lot of business fires they deal with."

STRONG HISUN SALES

There's plenty of reason for optimism. That HISUN factory tour from nearly a decade ago propelled Ballard into one of the brand's top performers. Dealership-wide, in fact, Ballard experienced a 215% increase in sales in 2021 vs. 2020.

"COVID-19 hit, and I ordered heavy from HISUN," Ballard said. "We were the first in line to get product and every week since they have delivered. They were pumping product to us like crazy because we were selling it. They have to be taking market share like crazy."

Several reports deem the surrounding Coeur d'Alene area a top 20 growth city in the U.S. It's meant that Ballard has obliged on an offer from a local landscape company to use their lot for overflow inventory.

"We have people moving out here, and they figure they need a new machine for their five-acre ranch," Ballard said. "It's growing like crazy." **PSB**



It took a team effort at Ballard's to maintain operations in the days following the fire in the service department building that also housed golf cars.



EVOLUTION
ELECTRIC VEHICLES

**WHEN LIFE GETS
COMPLICATED
I RIDE***



***D* RIVE COMFORT & ADVENTURE !**

FRANCHISE TERRITORY AVAILABLE, SIGN UP TO BE A DEALER NOW.

www.evolutionelectricvehicle.com



FROM THE EDITOR

Don't overlook the June 1 deadline for Powersports Business Honors nominations



DAVE McMAHON

Consider this your personal reminder to tout and promote your dealership staff as part of the Powersports Business Honors event in 2022. As we celebrate PSB's 25th anniversary, we are going to help you also raise a toast to those at your dealership who make your business successful.

Deadline for all nominations is June 1. The winners for all three programs will be celebrated in person during the Powersports Business Honors night at the Accelerate Conference, Nov. 14-16 at the Caribe Royale Resort in Orlando. Profiles of all winners will appear in the December 2022 print and digital edition of the magazine. Nomination forms can be found at powersportsbusiness.com/?s=Honors.

But you can't raise a glass to your dealership if you don't engage, so here's how it works. For 2022, Powersports Business is launching a handful of new programs to elevate dealership business successes:

BEST IN CLASS DEALERSHIPS

Did your dealership and its team achieve benchmarks for success in 2021? Are you building off that momentum from your outstanding efforts in 2022? Nominations for the 2022 Powersports Business Best in Class Dealership Awards, showcasing the success of dealerships of all sizes in a particular segment of their business, are rolling in to PSB world headquarters.



The inaugural Best in Class Dealership Awards are the first of their kind in the industry, allowing individual dealerships to showcase their teams and processes that led to success in 2021. Dealership staff are encouraged to ask their managers to apply in one or more categories. For example, your dealership might choose to apply for Best in Class for F&I - Prepaid Maintenance. All application responses would be related to your dealership's ability to grow its Prepaid Maintenance business in 2021, and the hows and whys behind the growth. Similarly, you might be applying for Best in Class for PG&A - Apparel Sales. Then you would share the strength of that segment of your business. Apply in one category or apply in all categories; dealerships can even create their own category.

WOMEN WITH SPARK

This is another program that is the only one of its kind in the industry, so join us as we blaze a new trail. The inaugural Women With Spark Awards will go to women who either own or work at a dealership and helped it achieve business success in 2021.



The early returns since its launch in February show that dealerships and the industry are finding great interest in the program. Two unsolicited comments from industry pals at the Donnie Smith Show reinforced the idea even further.

Debuting in 2022, the Powersports Business Women With Spark program recognizes the numerous women at the powersports dealership ownership and staff level who have made large con-

tributions to the dealership's success, propelled its growth and are guiding the business into the future. The brick-and-mortar dealerships that they own or work for must sell either new or pre-owned units as part of their lineup.

Women With Spark nominations can come from any individual who does business in the powersports industry. The nominee should bring the vision and leadership skills that are moving the dealership forward. Owners and all department employees are eligible. Self-nominations are permitted.

40 UNDER 40

The powersports industry is home to many bright, successful leaders at the dealership level who seldom receive recognition for their hard work and achievements. Powersports Business magazine aims to change that again in Year 2 of the Powersports Business 40 Under 40 Dealers program that celebrates 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.

SPONSORS ON BOARD FOR ACCELERATE CONFERENCE

Speaking of the Accelerate Conference, we're more than six months out and have a bevy of industry companies stepping up as sponsors of the industry's only open-to-all dealer conference.

Check out PowersportsBusinessAccelerate.com to view the growing lineup of dealer education sessions.

Sponsors of the 2022 Accelerate Conference are as follows:

- **Gold:** FIN GPS Security and National Powersport Auctions (NPA)
- **Silver:** Volcon ePowersports, CycleTrader, Synchrony, ZiiDMS, VIP Video & Marketing and United States Warranty Corporation, Performance Brokerage Services and Speed Leasing

NIFTY 50 NOMINATIONS UNDERWAY FOR SUMMER/FALL

Finally, aftermarket manufacturers, service providers and technology companies, take note. Nominations are underway for the 2022 Powersports Business Summer/Fall Nifty 50. Beginning in 2022, the Nifty 50 is wrapping up the second half of the year with a Summer/Fall edition of the Nifty 50. As always, aftermarket and factory parts and accessories are eligible, along with new products from service providers and technology companies.

Apply for the Powersports Business Summer/Fall 2022 Nifty 50 by submitting the form below. The application deadline is Wednesday, June 1, 2022. The winners will be showcased in the August edition of the magazine.

Nomination forms can be found at powersportsbusiness.com/?s=Nifty. **PSB**

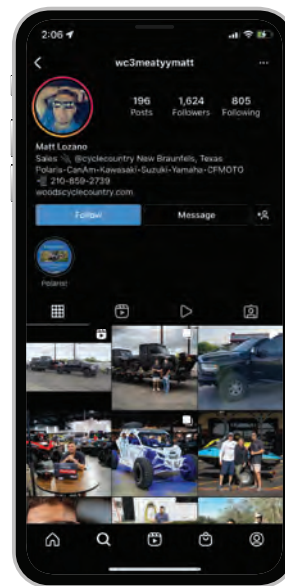
Dave McMahon joined Powersports Business in 2011 and has been editor-in-chief and content director (with a brief respite!) since 2012. Contact him at 763/383-4411 or dcmahon@epgacceleration.com.

INSTA TIPS

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 or one with which you do business? Feel like raising the collective industry tide? **Let us know at dcmahon@powersportsbusiness.com.**



MATT LOZANO

@wc3meatymatt

Followers: 1,624

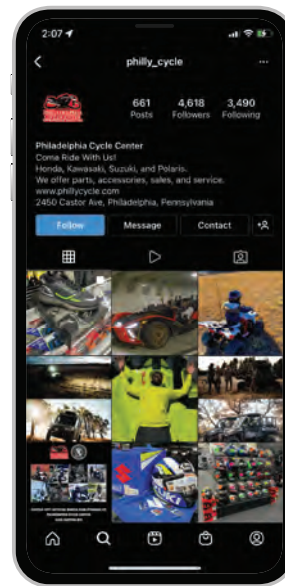
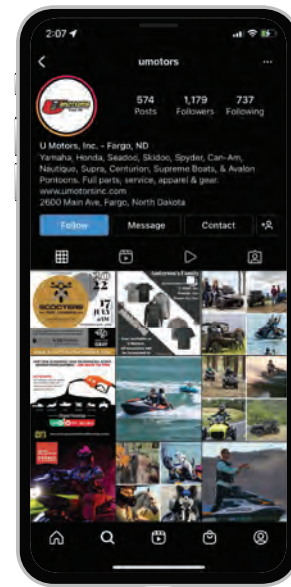
Sales staffers, follow Matt's lead at Woods Cycle Country in New Braunfels, Texas, and getting rolling with your own IG page to tout your customers. Are you capitalizing on commercial sales as much as you could be? Matt shows off the two Ranger Crew Northstar Ultimates with High Lifter arms, lift, X Comp tires, Method beadlocks, CenTex tint and more that they sold to Rocking M Contractors. A phone number at the bottom of the post is a great touch. Less than an hour after the post, it had generated 18 likes.

U MOTORS, INC.

@umotors

Followers: 1,179

Is your dealership helping out your customers by keeping them informed about the latest ethanol sales regulations? Get the word out with a graphic like they did at U Motors in Fargo, North Dakota. "The Biden Administration announced it will ease restrictions on year-round sales of high-ethanol gasoline in an effort to curtail rising gas prices across the country. Typically E15 sales during summer months are prohibited, in part because of its contributions to air pollution but it will now be available this summer. Please ensure that you understand E15 destroys engines in a wide range of commonly used products including boats, generators, lawnmowers and more. It is against federal law to use E15 in these engines, yet 85% of consumers are unaware that it's illegal. #lookb4upump"



PHILADELPHIA CYCLE CENTER

@philly_cycle

Followers: 4,618

When the new Kawasaki kicks arrive at the dealership, take a close-up shot and let the world know like they did at Philadelphia Cycle Center. Five images are followed at the end by a video of the box opening of the adidas Kawasaki XZ 5K Boost sneakers. Sizes 6.5-13 and \$160 MSRP. Sneaker heads found their favorite hashtags, including #driptoohard, #kickstagram and #sneakeraddict. After 41 likes on the first day, the shoes were likely walking out the door!

Jump Over the Competition

THE LEADER IN
PERFORMANCE
TRACTION MATS
AND SEATS FOR
MORE THAN
30 YEARS.



HYDRO-TURF

HYDRO-TURF[®]

PERFORMANCE TRACTION MATS AND SEAT COVERS

714 635 6350

HYDROTURF.COM

Protective, RumbleOn reveal new F&I partnership

Protective to offer full suite of F&I products to RumbleOn

Chesterfield, Missouri-based Protective Asset Protection announced in April that it has signed a national agreement with RumbleOn, Inc. As part of the deal, Protective Asset Protection will offer a full suite of F&I products to RumbleOn customers, along with expanded training and support to RumbleOn retailers.

The powersports market experienced

record growth during 2021, with the industry expected to grow to nearly \$50 billion by 2027.

RumbleOn recently acquired the Freedom Powersports group and now has nearly 60 locations nationwide.

“We are committed to offering unparalleled product offerings and services for the powersports industry and are excited about how the relationship with RumbleOn will benefit their dealers and customers across the country,” said Rick Kurtz, senior vice president and chief dis-

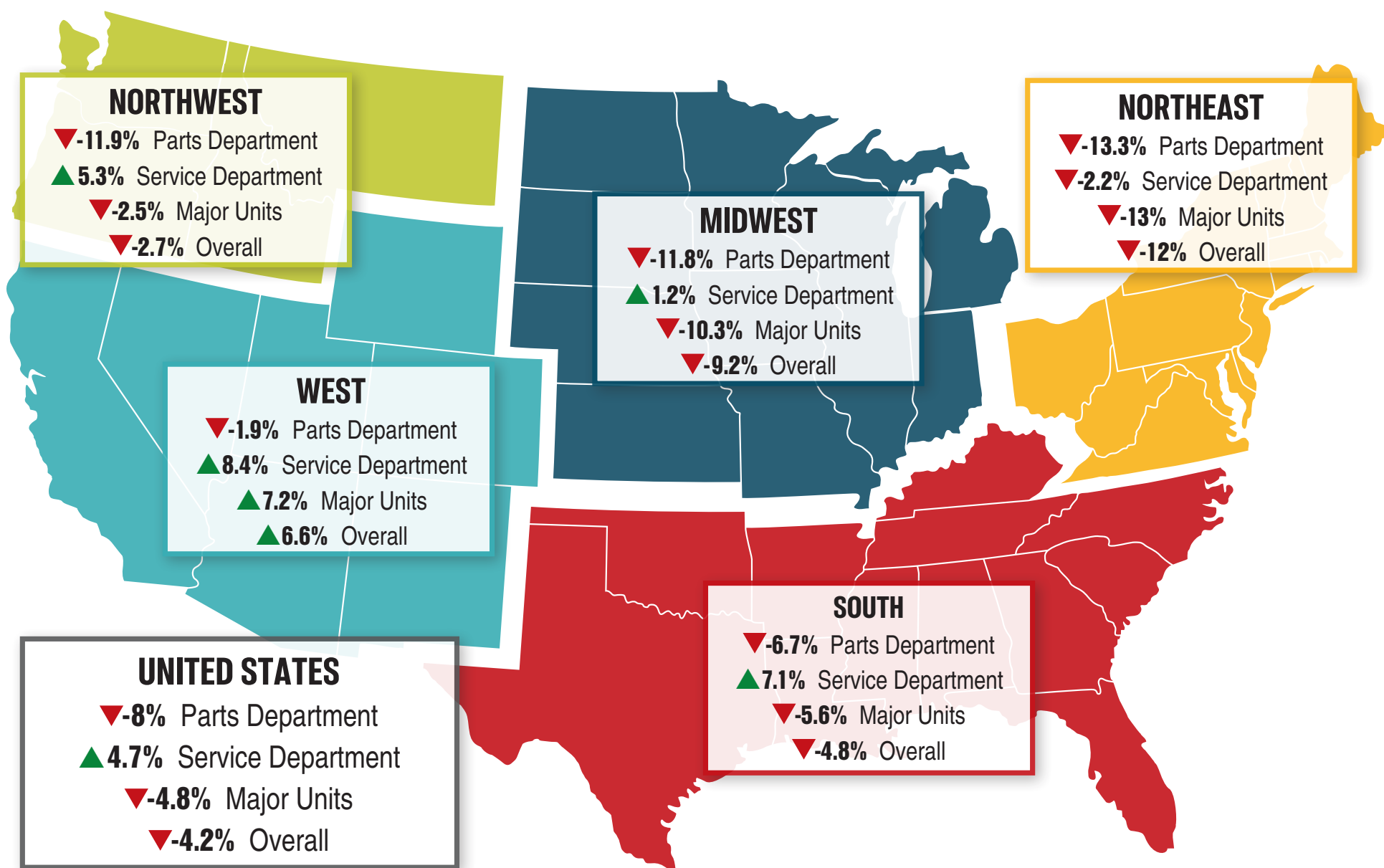
tribution officer, Protective Asset Protection. “Our value proposition and overall product offering is robust and growing, and our suite of services will only help our dealer customers grow and thrive into the future.”

“The powersports industry is at a very exciting time right now and many of our dealers continue to take advantage of consumer demand and a strong appetite for vehicles across many subsegments,” said Bill Koster, VP of specialty products and training, Protective Asset Protection. “We

anticipate that extending our relationship with RumbleOn will further help our dealer partners ensure they protect their customers’ investment of their purchase.”

“We are very pleased to have the opportunity to expand our partnership with Protective, as we work to create a world class experience for all of our RumbleOn customers. We appreciate the Protective commitment to the powersports industry and look forward to growing this critical area of our business,” said Marshall Chesrown, RumbleOn’s founder and CEO. **PSB**

DEALER FINANCIAL SNAPSHOT



MARCH 2022 VS. MARCH 2021

After a nice February bump, revenue from new and pre-owned sales declined by over 4% in March 2022 vs. March 2021, according to composite data from more than 1,700 dealerships in the U.S. that use the CDK Lightspeed DMS. Service department revenue increased by 4.7% on average in March 2022 vs. March 2021 to lead all segments and follows a 4.6% increase in February. Revenue from new and pre-owned Major Units declined by 4.8% on average in March. Parts sales declined in March vs. March 2021, down

8.0% on average after a 1.7% dip during February. Combined, the average dealership experienced a revenue decrease of 4.2% in March, a dropoff from the 11.3% gain on average in February. Dealerships in the West were the only growth spot for Major Unit sales, up 7.2% on average. The West also topped all regions with an 8.4% increase in service revenue and topped all regions with a 6.6% average overall increase in sales. The South had a 7.1% increase in service department sales, with the Northwest also up 5.3% in service on average. The Northeast saw parts sales dip 13.3% on average during March.

PARTS SALES

Parts sales revenue was up at 625 dealerships and down at 1,090.

SERVICE SALES

Service revenue increased at 893 and decreased at 758 dealerships.

MAJOR UNIT SALES

A total of 659 dealerships were up and 827 were down.

FOR MORE ON THE SAME STORE SALES DATA

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





2022 VEHICLE LINEUP

FUELED BY INNOVATION AND TECHNOLOGY, MAKE YOUR DEALERSHIP STAND OUT WITH THE INDUSTRY'S FIRST HYBRID SIDE-BY-SIDE



FUGLEMAN™

VILLAIN™

HYBRID MODEL COMING Q3 2022



INTELLIGENT & INTERACTIVE

Control your vehicle through the Segway app. This intelligent interaction with your Segway vehicle will lead you on epic new adventures.



JOIN THE REVOLUTION! Become a Segway Powersports dealer at segwaypowersports.us/become-a-dealer/

Arctic Cat model year 2023 pre-order sales event launches in April

Delayed model year 2022 deliveries to be fulfilled first

Arctic Cat announced in April that the company had delayed the start of its pre-ordering event for model-year 2023 snowmobiles from March until April 19. In the interim, Arctic Cat will fulfill its commitments to customers who ordered model-year 2022 snowmobiles that have not yet been delivered due to ongoing supply-chain challenges.

Arctic Cat's pre-order event for model-year 2023 sleds runs from April 19 through May 3. Arctic Cat also plans to have a limited number of MY23 sleds available in-season at dealerships.

The MY23 lineup includes several new models and product updates that provide

options for all skill levels — welcoming even more riders into the Arctic Cat family.

“The supply chain continues to be an issue for all manufacturers, and we are taking an approach to ensure we can deliver on our current commitments to customers,” said Heidi McNary, senior vice president and general manager, Powersports for Textron Specialized Vehicles Inc. “Our focus is to put our customers first by delivering our current models, and also offering them 2023 sleds that give them more options and new products for their different riding styles.”

Trail and crossover enthusiasts now have more options to pair engine packages and suspensions on ZR and RIOT models with no upcharge on colors. Engine packages include 6000 and 8000 for ZR models, 9000 for Thundercat, and 8000 and 9000 engines



Mountain sleds for the 2023 model year from Arctic Cat will bring a variety of options.



The 2023 Arctic Cat ZR is offered in 6000 (shown) and 8000 engine packages. Photos courtesy of Arctic Cat

for RIOT — with standard EPS on all 9000 models. Suspension packages include IFP shocks (7000 only), FOX QS3 or Arctic Cat's revolutionary, adjust-on-the-fly ATAC suspension system.

For mountain riders the Mountain Cat ALPHA ONE will have three available track lengths, electric or manual start, and will feature an ATAC suspension. The Hardcore will have the same track lengths and start options with FOX QS3 shocks.

Industry-leading turbo power comes to the crossover segment with the introduction of the new RIOT 9000. The RIOT 9000 combines a C-TEC 4 998cc, 4-stroke 9000 Series DOHC Turbo Triple churning 200-plus horsepower with the ARS II front

suspension and CROSS-ACTION Rear Suspension for an adrenaline-inducing on- or off-trail ride. Standard EPS makes the sled more nimble and creates less rider fatigue for a more enjoyable, exhilarating experience.

Also new for 2023:

- The ZR 6000 R-XC is available as part of the pre-order program only.

- BLAST models offer customized graphics, improved ride with rear shock and high/low setting on handlebar heaters.

- BLAST M Limited model with 36-inch ski stance, FOX FLOAT 3 ski and rear shocks, and IFP front rear shock, lightweight mountain seat and special color and graphics.

- Youth sleds have new graphics with black hood. **PSB**

Arctic Cat model year 2023 trail lineup unveiled

More configuration options, addition of ZR 6000 R-XC

The trail is where Arctic Cat was born and for 2023, the lineup is offering more configuration options and the addition of the ZR 6000 R-XC as part of the pre-order sales event to cater to a wider variety of trail customers' needs.

Trail enthusiasts can now configure their ZR trail sled any way they want, choosing between three engine packages and two shock options.

Power options include:

- The C-TEC2 599cc, 2-stroke 6000 Series (ZR) 125-class horsepower;

- The C-TEC2 794cc, 2-stroke 8000 Series (ZR) with 165-class horsepower;

- The C-TEC4 998cc, 4-stroke 9000 Series (Thundercat) DOHC Turbo Triple, with 200-class horsepower

All engine packages are paired with Arctic Cat's ADAPT CVT System for improved performance and serviceability. With a lighter-weight, narrower design and an advanced idler system, ADAPT maintains constant belt tension throughout the ride—resulting in minimized wear and longer belt life. The system also features lower inertia, giving it quicker throttle response for more-consistent performance.

Suspension package options for the ZR trail sleds include:

- FOX ZERO QS3 (ZR 6000 and 8000)

- Arctic Cat's ATAC revolutionary on-the-fly suspension with FOX ZERO iQS rear-track shock and ski shocks. (ZR 8000, Thundercat)

The full-size trail sleds feature the benchmark, race-proven ProCross chassis that delivers an ultra-rigid platform and optimal

riding position. Up front, the next generation of the Arctic Race Suspension (ARS II) offers confidence-inspiring steering characteristics that were achieved by increasing the sled's ski pressure. The suspension also has 10 inches of bump-eating travel and is coupled with a SLIDE-ACTION Rear Suspension boasting 13.5 inches of travel. The models feature a 137-inch Ripsaw II track with 1.25-inch lug for excellent performance in a wide-variety of trail conditions. The ZR 6000 and 8000 models are available in Black/Green with the 8000 also coming in Black/Orange. The Thundercat is available in Metallic Black.

ZR 6000 R-XC

The ZR 6000 R-XC will be available as part of Arctic Cat's pre-order program only with a C-TEC2 599cc, 2-stroke 6000 Series engine with 125-class horsepower. The lightweight sled has race-proven features such as SLIDE-ACTION rear suspension with seven position rear coupling for a wide range of transfer control; premium brake caliper and pads for improved wear and increased stopping power; fully clipped Ripsaw track for better all-around performance; and cut down race seat foam with high-grip seat cover.

All ZR models have an available accessory kit that includes front bumper, handlebar bag and rear storage.

The first clean technology Arctic Cat 2-stroke engine, the 6000-Series 599cc C-TEC2 with Dual-Stage Injection (DSI) leads the 125-hp class in performance. It features batteryless EFI; electric oil pump; APV electronic exhaust valves; Engine Pipe Temperature Sensor (EPTS); knock sensor; and engine reverse technology. It's exceedingly robust and lightweight.

Arctic Cat-designed drive and driven clutches for increased performance and better serviceability. With a lighter-weight, narrower design, and an advanced idler system, ADAPT maintains constant belt tension throughout the ride—resulting in minimized wear, longer belt life and smoother power delivery at slow speeds. It also features throttle response that won't fade over time for more-consistent performance.

Unlock the true potential of a coupled suspension with Arctic Cat's unique SLIDE-ACTION design. The front arm fits into a U-shaped slot that allows 0.5 inches of sliding movement, so the front arm won't collapse whenever the rear arm compresses. That unique design provides the full benefit of coupling: controlled ski lift during acceleration and the complete use of the front arm at all times. SLIDE-ACTION suspension also allows a lower and more consistent track tension with its Torque-Sensing

Link, plus three-position rear coupling block adjustable, adjustable spring preload and a durable 3-wheel rear axle assembly.

Switch between soft, medium and firm suspension at the push of a button, with handlebar-mounted controls that automatically and immediately adjust the suspension FOX ZERO iQS gas shocks.

Featuring three compression settings (soft, medium and firm) that can be easily adjusted with a push of a handlebar-mounted button, FOX ZERO iQS shocks are built for changing terrain. Their remote reservoir delivers fade-free runs, while coil-over springs even out the bumpiest rides. Available in 1.5- or 2.0-inch diameters.

ARS II gives better bite on corners and increased ground clearance to deliver more confidence on- or off-trail. The forged aluminum spindles are 1.5 inches taller from the ski to the lower arm and have rigid upper A-Arms. **PSB**



The Arctic Cat model year 2023 trail lineup allows riders to configure their ZR trail sled any way they want.

NEW

PRO SERIES EXTREME DUTY BELT

The most advanced, strongest, longest lasting high performance drive belt available!



PRO SERIES

**MUD • SAND • TRAIL • RACE
ONE EXTREME BELT**

EPIPERFORMANCE.COM

**WHATEVER YOU RIDE
WHEREVER YOU RIDE
ONE EXTREME BELT**

NEW Pro Series Belt raises the bar on heat, shock and stress resistance and provides an extended performance life!

High Compression Polymer Compound withstands extreme heat and provides maximum grip!

Oversized Shielded Carbon Hybrid Cord provides unparalleled strength and stability!

Heavy Aramid & Nylon Fabrics cover inner and outer cogs to prevent cracking!

Outperforms & outlasts OEM & aftermarket brands!

RAISING THE BAR ONCE AGAIN

AS WE LEAD THE PERFORMANCE AND TECHNOLOGY RACE!



EPIperformance.com

218-829-6036

Honda's 2022 Pioneer 1000 Trail, Forest models unveiled

Specialized versions to allow for more outdoor enjoyment for your dealership's customers

As a part of a huge 2022 model-year powersports product announcement, Honda revealed the bulk of its rec/utility side-by-side lineup, including the improved Pioneer 1000 platform and the returning midsize Pioneer 700. (The entry-level Pioneer 500 and Pioneer 520 were announced in November.)

Headlining the announcement is the popular Pioneer 1000. Always noted for its outstanding versatility, Honda's flagship rec/utility side-by-side is offered in a pair of more specialized iterations for 2022, delivering rewarding drive experiences for customers who have narrower application preferences.

The Pioneer 1000 Trail delivers dynamic outdoor excursions with family and friends, and the Pioneer 1000 Forest facilitates other interests like hunting and fishing. Both versions come with an array of factory-installed accessories. Honda also continues to offer the versatile Pioneer 1000 Deluxe, as well as the value-conscious Pioneer 1000 EPS.

All Pioneer 1000 side-by-sides are available in three- and five-person configurations, and the entire eight-version offering benefits from new improvements that make owning and driving these vehicles even more enjoyable. Meanwhile, the new model year also sees the return of the four-version Pioneer 700 family.

"When it comes to rec/utility side-by-sides,

Honda has the needs of every powersports customer covered," said Brandon Wilson, American Honda manager of Sports & Experiential. "The Pioneer 1000 is the most technology-laden flagship rec/utility platform on the market, and it's even better now, thanks to important upgrades. Best of all, the new Trail and Forest versions deliver even more enjoyment for customers seeking specific experiences. Add in the returning Pioneer 700, plus the previously announced Pioneer 520 and 500, and you have an unbeatable lineup. For 2022, life is even better side-by-side."

PIONEER 1000 TRAIL

For rec/utility side-by-side enthusiasts who enjoy sporty experiences like tackling flowing sections of two-track or exploratory trips in remote locations, the Pioneer 1000 Trail fits the bill. Available in three- and five-seat versions and designed for those who enjoy chasing adventures with family and friends, the Trail prioritizes comfort and convenience via FOX Quick Switch shocks, a 4,500-pound-capacity winch, aluminum cut-contrast wheels, a ROPS-mounted rear-view mirror for keeping track of other drivers, an in-bed accessory outlet and other features that deliver outdoor fun. Platform-wide Pioneer 1000 improvements include increased power, a smoother-shifting automatic Dual Clutch Transmission, added storage and beverage holders, better door nets, a new meter, easier accessory integration and more.

Color: Matte Silver

MSRP: Pioneer 1000 Trail: \$20,099;

Pioneer 1000-5 Trail: \$21,499



The 2022 Honda Pioneer 1000 Deluxe models are equipped with KYB shocks that have dual-rate front springs and triple-rate rear springs, and the five-person version features self-leveling rear suspension.

PIONEER 1000 FOREST

Some rec/utility side-by-side owners use their vehicles primarily as a means of pursuing other passions, such as taking buddies to a secret fishing spot in thick woods or pursuing a hunting trophy in the rugged mountains. Both the three- and five-seat versions of the Pioneer 1000 Forest are equipped with features like a winch, black aluminum wheels, dual bed lights to facilitate finding gear in low-light conditions, and an in-bed accessory outlet to power electrical devices. Self-leveling rear suspension adjusts to varying cargo loads, like when an eight-point buck doubles the cargo weight for the drive back to the truck.

Color: Honda Phantom Camo

MSRP: Pioneer 1000 Forest: \$20,099; Pio-

neer 1000-5 Forest: \$21,499

PIONEER 1000 DELUXE

While some owners pursue specialization, others prioritize versatility, and Honda continues to embrace the "work hard, play hard" ethos

that has always been integral to the Pioneer 1000 platform. Hence the adaptable Pioneer 1000 Deluxe, offered in three- and five-seat configurations. Both do-it-all machines are equipped with KYB shocks that have dual-rate front springs and triple-rate rear springs, and the five-person version features self-leveling rear suspension. (The rear shocks on the three-person version have adjustable preload.)

Colors: Pioneer 1000 Deluxe: Red; Olive; Gray Resin; Pioneer 1000-5 Deluxe: Red; Olive; Reactor Blue

MSRP: Pioneer 1000 Deluxe: \$18,099; Pioneer 1000-5 Deluxe: \$19,499

PIONEER 1000 EPS

When value is the top purchasing consideration, one needs look no further than the three- and five-seat Pioneer 1000 EPS. Benefitting from the platform-wide improvements like increased power, transmission updates, beverage holders, new meter, door nets and more, these vehicles are outfitted with steel 14-inch wheels.

Colors: Red; Olive

MSRP: Pioneer 1000 EPS: \$16,699; Pioneer 1000-5 EPS: \$18,099

NEW FOR 2022

For the new model year, Honda has made a number of upgrades to the already-capable Pioneer 1000 platform:

■ **Increased Power:** Thanks to revised valve timing and an updated throttle-body plate setting, all Pioneer 1000 versions benefit from increased power in the middle and upper rpm ranges, for improved acceleration and increased towing capacity. The size of the cooling fan has been increased correspondingly.

■ **Transmission Updates:** All Pioneer 1000 versions receive updated gear ratios to match the increased power output, and changes were made to improve shifting action, with reduced shock during gear changes.

■ **Added Storage:** On Pioneer Trail, Forest and Deluxe versions, the under-seat storage area has been enlarged at the opening, making it easier to put in and remove objects. In addition, a handy new storage area has been added below the dash, with contents secured via cargo nets.

■ **Beverage Holders:** The dash-positioned cup holders on all Pioneer 1000 versions have been redesigned to hold tumbler-size cups up



The Pioneer 1000 Trail come with Honda's high-tech i-4WD. Photos courtesy of American Honda



Self-leveling rear suspension on the Pioneer 1000 Forest adjusts to varying cargo loads, like when an eight-point buck doubles the cargo weight for the drive back to the truck.

to 30 ounces. In-door drink-bottle holders are also provided in all doors (including rear doors on five-seat versions).

■ **New Door Nets:** All Pioneer 1000 versions now have door nets with a simplified mounting structure and a finer mesh pattern for improved visibility.

■ **Pre-wired Accessory Connector:** For all Pioneer 1000 versions, a pre-wired panel is provided under the hood to simplify installation of Honda and aftermarket electronic accessories.

■ **Dash Switch Panel:** Also to facilitate clean installation of electronic accessories, pre-wired switches are integrated in the dash on all Pioneer 1000 versions except the EPS. On all trim levels including EPS, unwired blanks are integrated in the dash for additional accessories.

■ **In-bed Outlet:** The Pioneer 1000 Trail, Forest and Deluxe versions now have a handy 12-volt accessory receptacle in the bed, enabling use of electronic devices like coolers, work lights, food warmers, sprayers, air compressors and more.

■ **Winch:** The Pioneer 1000 Trail and Forest come standard with a 4,500 lb. capacity winch for removing obstacles, and providing peace of mind in rugged conditions.

■ **New Meter:** All Pioneer 1000 versions now have a new dash meter with modernized styling. Added functions include clutch indicator, battery voltage and CAN communication.

■ **Rear-view Mirror:** The Pioneer 1000 Trail versions come standard with a rear-view mirror mounted on the rollover protection system. All other Pioneer 1000 versions have the mirror bracket pre-installed for simple accessory installation.

■ **Bed/interior Lights:** The Pioneer 1000 Trail and Forest now have a new interior light that illuminates the floor area. (The Pioneer 1000 Deluxe and EPS have a punchout for easy accessory installation.) For locating gear in low-light conditions – for example, selecting a fishing lure – the Pioneer 1000 Forest also comes with dual bed lights. (All other versions have a bed-light punchout.)

■ **Wheels:** All versions come with 14-inch wheels – aluminum cut-contrast on the Trail, black aluminum on the Forest and Deluxe, steel on the EPS. OTR Dirt Master tires are standard.

■ **Sealed Cabin:** On all Pioneer 1000 versions, a number of measures were taken to isolate the driver and passengers from engine heat, as well as external debris and moisture.

■ **Styling:** All Pioneer 1000 versions have a new grill and fascia, along with updated graphics. The Honda Powersports wing logo is now featured in the center of the steering wheel.

TRIM LEVELS

Honda offers the Pioneer 1000 in the following four trim levels, each of which is available in both three- and five-seat versions, for eight different choices to satisfy every need:

■ **Pioneer 1000 Trail:** To facilitate enjoyment of the outdoors with friends and family, the Trail (three-seater and five-seater) features FOX Quick Switch 3 shocks, as well as aluminum cut-contrast wheels. A ROPS-mounted rear-view mirror is standard for keeping track of other drivers and to facilitate reverse maneuvers. A winch is standard, and an in-bed accessory outlet is provided as well. The Trail versions also come with Honda's high-tech i-4WD.

■ **Pioneer 1000 Forest:** To ensure passage through rugged conditions, the three- and five-seat Forest versions both come standard with a winch, and black-aluminum wheels look good even in the dirtiest conditions. Standard dual bed lights make finding gear easier in low-

light conditions, and an in-bed accessory outlet allows use of electric devices. Self-leveling rear suspension adjusts to different cargo loads, and i-4WD is standard. The Forest versions also come with a full front bumper.

■ **Pioneer 1000 Deluxe:** Designed for maximum versatility, the Deluxe versions have Black-aluminum wheels. An in-bed accessory outlet is provided, and the five-person version comes with self-leveling rear suspension.

■ **Pioneer 1000 EPS:** Keeping value front-of-mind, Honda outfits the EPS with steel 14-inch wheels. Both the three- and five-seat EPS versions also benefit from platform-wide updates like increased power, updated transmission, new meter and door nets, beverage holders and more.

DESIGN/STYLING

The Pioneer 1000 lineup receives a number of aesthetic- and comfort-focused improvements for the new model year. For example, a new front grill and bumper, along with distinctive Honda emblems and decals, set the 2022

Pioneer 1000 family apart from previous generations. In addition, all versions come with tilt steering to adjust to different body sizes, and with a thickly padded foam seat for maximum comfort in all driving conditions.

For 2022, all Pioneer 1000 versions come with six-ply OTR Dirt Master tires mounted on 14-inch wheels (cut-contrast aluminum for the Trail, black aluminum for the Forest and Deluxe, steel for the EPS), and halogen headlights are standard, providing superb illumination when the sun goes down.

As before, all five-seat iterations are equipped with Honda's exclusive Quick-Flip seat system, which enables users to switch between seating arrangements for three, four or five people. When the two rear seats aren't needed, they can be folded down to allow additional room in the bed for cargo. Bed capacity is 1,000 lbs. (600 lbs. Calif.) and fuel tank capacity is 7.9 gal., including reserve (1.2 gallons for five-seaters, 1.7 gallons for three-seaters).

Door nets are redesigned to make door

operation simpler and have a new, finer mesh pattern to improve visibility. An all-new, black-on-white digital dash display has a more modern appearance and adds indicators for clutch engagement and battery voltage. In addition to four door-mounted cupholders, a new cupholder in the dash holds a tumbler-style container up to 30 ounces in size. The Pioneer 1000 Trail comes with a ROPS-mounted rear-view mirror, while the other versions have a bracket for easy accessory installation.

ENGINE/DRIVETRAIN

All iterations of the Pioneer 1000 are powered by a 999 cc liquid-cooled parallel-twin four-stroke engine with a Unicam cylinder-head arrangement and four valves per cylinder. Compared to the 2021 model, changes to the valve timing and throttle-body settings result in more midrange and upper-rpm horsepower without sacrificing the engine's smooth delivery. Acceleration is improved as a result, and towing capacity has increased by 25 percent, to 2,500 pounds. **PSB**



Performance
BROKERAGE SERVICES

25+
YEARS
EXPERIENCE

700+
DEALERSHIPS
SOLD

90%
CLOSING
RATE

**NORTH AMERICA'S HIGHEST VOLUME
DEALERSHIP BROKERAGE FIRM**

949. 461. 1372 • PERFORMANCEBROKERAGESERVICES.COM

**MAXIMIZE YOUR ASSETS
& YOUR LIFE'S WORK**



**IMAGINE
YOUR DEALERSHIP
SOLD!**



For a confidential consultation and complimentary estimate of value on your business, please contact us:

Powersports Division
George C. Chaconas, Partner, CBI/M&AM
 Office: 813. 569. 6250 | Cell: 813. 245. 2535
 Email: george@performancebrokerageservices.com
 Address: 2102 West Cleveland Street, Tampa, Florida 33606

Polaris RZR Factory Racing wins big at the 2022 San Felipe 250

Wayne Matlock pilots RZR Pro R to title at 35th annual running

The Polaris RZR Factory Racing team put together an impressive performance at the 35th running of the King Shocks SCORE San Felipe 250, with Wayne Matlock taking the overall win in the new RZR Pro R and Polaris sweeping the top three Pro UTV classes.

The Polaris Factory Team commanded the field as Matlock dominated the Pro Open class in route to the overall victory, while Justin Lambert took second overall and first in the Pro Turbo Class. Finishing the day was Joe Bolton, winning the Pro Naturally Aspirated Class aboard his RZR XP1000.

"Today was an awesome day for the whole Polaris Racing team. We came into this weekend ready to make a statement, and that is exactly what we did," said Brett Carpenter, manager of the Polaris Factory Racing Team. "Wayne drove flawlessly all day to capture the win. This showing is a testament to the capabilities of our racers, but also the RZR Pro R platform. These vehicles are incredibly durable and capable of handling even the toughest conditions, which was showcased today."

Throughout the 277-mile race, Matlock methodically navigated his Pro R across the rugged Baja desert to take the checkered flag and win in 6 hours, 8 minutes, and 50 seconds, nearly 5 minutes faster than the next

vehicle. Matlock started the race in pole position in his class; however, he'd need to work through the dust of nearly 30 other UTVs in the Pro Turbo class ahead of him to contend for the overall UTV crown. And he would do just that. By mile 45, Matlock had already worked his way through half of the pack.

Polaris Racing teammate Justin Lambert set a blistering pace and held the first physical position all day while feeling the pressure of 30 other Pro class UTVs behind him. Just over halfway through the race, Polaris Factory Racing drivers were in the lead in all three Pro classes.

At mile 215, Lambert was still out front as the physical leader and in contention for the overall on corrected time. Meanwhile, the unforgiving Baja terrain would put Matlock's Pro R to the test, where he'd face some downtime in Matomi Wash, one of the most notoriously rough sections of Baja. After regrouping, Matlock put his foot down to have a chance at the overall win. He put together an impressive charge, passing half a dozen vehicles in the last 50 miles to secure the top spot in the



Polaris RZR Factory Racing driver Wayne Matlock took the overall win in the new RZR Pro R at the San Felipe 250. Photo courtesy of Polaris RZR Factory Racing

Pro UTV Open class and capture the overall win, beating Lambert who secured the Pro UTV Turbo class win.

Mike Cafro and Craig Scanlon rounded out the podium in Pro UTV Open, giving the Polaris Factory Racing team a podium sweep in that class. In the Pro Naturally Aspirated class, Joe Bolton came away with the win after battling hard and swapping the lead position multiple times with Polaris racer Kaden Wells and the Risq Racing team.

While celebrating his victory, Matlock said, "This RZR was on absolute rails all day. This is by far one of the roughest off-road desert races we compete at and the Pro R handled it flawlessly. Baja threw everything it had at us but this Matlock Racing team never gave up and we just kept pushing to the front. I can't wait to get back down to Baja in this Pro R for the 500!"

Polaris RZR Factory Racing will be back in action at the Baja 500 on June 1-5. **PSB**

Gates G-FORCE

**CVT BELTS
BUILT FOR
THE TOUGHEST
TRAILS**

FIND YOUR REDLINE

DIGEST

EPI PERFORMANCE GETS ACQUIRED

Powersports Business has learned that the side-by-side aftermarket parts and accessories business just took an interesting turn with news that a staple in the space for three decades has been acquired.

EPI Performance, the Minnesota-based manufacturer of clutch kits and drive belts and a driveline component supplier, has been acquired by Jacksonville-based Nivel Parts & Manufacturing Co., LLC. The purchase combines Nivel's manufacturing, sourcing and distribution capabilities with the reputable EPI brand.

Nivel aims to continue growing the business with a seamless transition of EPI's talent, vendor relationship, and distribution partnerships.

"We are very excited to join the Nivel team; the opportunity is a great fit for EPI," said Jeff Supinski, EPI's operations manager. "Nivel's resources will position EPI to further accelerate our 30+ years of product innovation and brand strategy and will strengthen distribution relationships."

Nivel recognizes the growth in the UTV market and understands the importance of offering products and brands that are appealing to all UTV segments. Through the acquisition of EPI Performance, Nivel expands into the UTV clutch, drive belt, and driveline markets with a well-recognized brand built on providing an unparalleled customer experience and unique, high-quality products.

"We are so excited to bring EPI Performance into Nivel's family of brands," said Nivel CEO Brett Hankey. "EPI's innovation coupled with its promise to deliver well-tested, high-quality products has positioned them as a leading brand in the UTV aftermarket parts industry. We look forward to continuing to build on this success and delivering quality products to our UTV enthusiast customers."

Among other brands, Nivel also owns Seizmik, Highlifter and Falcon Ridge. The EPI Performance brand has been a recognized leader for over 30 years in the ATV/UTV industry. EPI Performance has raised the bar in product innovation, design, and performance, earning preferred shelf space at dealerships worldwide.



The EPI Pro Series Clutch Kit continue to be a top aftermarket choice by dealers, racers and enthusiasts. Photo courtesy of EPI Performance

HISUN NAMES SOBOTKA RSM FOR EASTERN REGION

HISUN Motor Corp., USA has added Taz Sobotka as a regional sales manager. He joins HISUN following a two-year tenure as global brand director with EVS Sports. There, he guided the brand to record profits during the COVID-19 era. Preceding EVS, Sobotka played a key role as the senior marketing director at Tucker, where he led his team in facilitating a complete re-brand of the 55-year-old distributor-



TAZ SOBOTKA

ship. Sobotka, a powersports enthusiast, was a regional sales manager for Tucker a project manager for Red Bull. Additionally, he spent time diversifying his experience in the retail space, at a powersports dealership in Tallahassee.

In his new role as Eastern U.S. regional sales manager, Sobotka is tasked with expanding and directing a comprehensive team of district sales managers and business development personnel. His objective to enrich HISUN's business practices will continue to optimize dealer service, and forge healthy, dependable relationships with each of the company's valuable business partners.

Furthermore, he will be working closely with each of the department heads to help establish more unity and communication between the organization and its dealers.

"Hisun has seen tremendous growth in recent years," Sobotka said. "The new leadership has really optimized sales by leveraging HISUN's manufacturing strengths and developing a truly remarkable team. I am grateful for the opportunity to grow with them and connect more powersports dealers to this great brand."

"Taz is one of the most intuitive people I've met in our industry. He is precisely what we've been looking for to fill this role," said Jason Walling, national sales manager. "Someone with the intellect and assertiveness to help us carry HISUN to our next milestone. At HISUN, we encourage our staff to leverage obstacles as opportunities. Opportunities to thrive on creating positive results. I trust in Taz's ability to help us continue to develop our team around those same principles, as he embarks on this new chapter in his career."

PERFORMANCE MACHINE ENTERS SIDE-BY-SIDE AFTERMARKET SECTOR

With over 50 years' experience as a leading manufacturer of premium aftermarket motorcycle products, Performance Machine is bringing its award-winning design, engineering and manufacturing expertise to the off-road market.

Performance Machine first opened for business in 1970 when Perry Sands, father of Roland Sands, designed and manufactured a Springer front end for his own bike. It wasn't long before friends and local riders wanted Perry to make custom parts for their bikes and business exploded.



Performance Machine's presence at the King of the Hammers in Johnson Valley, California, gave consumers and the industry a look at some of the company's newest products. Photo courtesy of Performance Machine

Today, Performance Machine specializes in creating premium quality forged aluminum wheels, brake systems and accessories in their brand-new, state-of-the-art facility located in Cerritos, California. Witnessing the rapid expansion of the side-by-side industry, PM is now laser-focused on designing and manufacturing rugged, unyielding, race-inspired products for UTVs under the Performance Machine Off-Road brand. Products offer styling, quality and performance consumers can count on to meet the demands of harsh, off-road terrain.

Performance Machine's off-road product offering consists of USA-forged aluminum wheels, oversized high-performance brake kits, along with billet aluminum

radius rods, steering knuckles (spindles) and wheel spacers. Future components will consist of a line of universal type products made with world famous PM styling, fit, and function, as well as an expansion of the existing line of direct fit items throughout the OEM model offerings.

EVOLUTION POWERSPORTS MAKES MUD NATIONALS DEBUT

The dirt is usually a little more dry where Evolution Powersports usually plays, but the Hudson, Wisconsin, aftermarket parts manufacturer found that the mudders like their products just as much as the desert runners or duners during the High Lifter Mud Nationals in Hillarosa, Arkansas.

The performance aftermarket company made its debut as a vendor at MudNats to showcase its products to the trail/mud enthusiasts. Team 904 and Byron Starrat, sponsored by Evolution, are always in the thick of things on the mud circuit, so exhibiting was a good fit. In fact, Evolution folks are getting their feet muddy even more as a sponsor of the Southern Bounty Series.

While the 2022 MudNats battled tornados and other headwinds, parts like belts, spark plugs, injectors, etc., were moving. Evolution performed onsite tunes throughout the weekend.

Be on the lookout the rest of the year as Evolution Powersports products make their way into more dealerships. **PSB**



Performance Machine's presence at the King of the Hammers in Johnson Valley, California, gave consumers and the industry a look at some of the company's newest products. Photo courtesy of Performance Machine



E-07+ ENDURO TRAIL

SIGN UP BY MAY 30TH
& RECEIVE

5% Off

+ No Minimum on your
first order

BECOME A DEALER

LGP is your #1 source
for Mitas tires!



LGP-Powersports.com






 @birchnyz

POWERSPORTS
BUSINESS



ACCELERATE

CONFERENCE

NOVEMBER 14-16, 2022
Caribe Royale • Orlando, FL

An Exclusive Powersports



Education and networking.

That's what *Powersports Business's* Accelerate Conference will bring to industry leaders this year in Orlando, Florida. Entering its second year, Accelerate provides the ideal environment to connect with powersports thought leaders while learning best practices specific to the powersports industry.

Greet familiar faces and meet new ones in-person while attending workshops, seminars, case studies, and keynotes that will cover best practices to help you accelerate your business!



Dealer Experience.

 REGISTER TODAY!



powersportsbusinessaccelerate.com

2022 SPONSORS

2022 GOLD SPONSORS



NATIONAL POWERSPORT AUCTIONS **NPA**

2022 SILVER SPONSORS



Racing is part of the experience at Capitol Cycle



Donny Banks has a staff of enthusiasts as shop eclipses century mark

BY HEATHER WILSON

■ CONTRIBUTING WRITER

Donny Banks goes the extra mile when it comes to serving customers. The president of Capitol Cycle in Macon, Georgia, was on his way to Daytona Beach, Florida, to deliver a motorcycle to a customer during Daytona Bike Week and stayed to watch some racing at the annual event.

“I raced for 45 years,” the 63-year-old Banks said. “But I’m trying to ease back into it after a bad accident in 2018 at Mini O’s amateur national motocross when a guy ran into me. I raced a hare scramble a couple weeks ago.”

So yes, racing remains in the blood. Banks has raced motorcycles for many decades but said it was a tough sell for his dad to let him start racing in the beginning.

“He didn’t let me start racing until I was 16 years old,” Banks said. “My dad rode very little. He was a member of Shriner’s and rode [street bikes] in the Shriner’s parade and stuff like that. My grandmother used to tell me that motorcycles were made to sell, not to ride.”

Banks mainly raced motocross, but also did some flat track and hare scrambles, competing aboard both motorcycles and ATVs. He even spent a few years in the late 1980s living in California after a fellow racer bet against him.

“I won some races in Florida, and they said I couldn’t win in California,” Banks said. “It was kind of like a dare, so I told my girlfriend [now wife], ‘Load up! We’re going to California.’”

Capitol Cycle in Macon, Georgia, provides an inviting showroom and an inventory mix for all types of riders. Photos courtesy of Capitol Cycle

SINCE 1918

Banks’ dealership, Capitol Cycle, started in 1918 as a bicycle shop owned by Loyd Newbern. Banks’ grandfather, Jack Banks, was a Delta airline pilot and taught Newbern how to fly. Jack Banks befriended him and bought

“He didn’t let me start racing until I was 16 years old,” Banks said of his father. “My dad rode very little. He was a member of Shriner’s and rode [street bikes] in the Shriner’s parade and stuff like that. My grandmother used to tell me that **motorcycles were made to sell, not to ride.**”

Donny Banks, president,
Capitol Cycle



the dealership in 1946 from Newbern.

“My grandad bought it so my dad [Don Banks Sr.] would have something to do,” Banks said. “Dad added motorcycles [to the dealership].”

Banks Sr. began working after school putting together bicycles and picking parts. The dealership entered the motorcycle industry as a Whizzer motorbike dealer in 1948.

In the mid-1950s, Banks Sr. went off to serve in the military, but returned to take over dealership operations afterward. Over the years, the Banks family added to the business a variety of brands and divisions.

“It’s kind of been a slow, gradual process,” Banks said.

In 1964, Banks’ dad added Honda motorcycles to the dealership line and added marine

products and Triumph motorcycles the next year, all while also remaining a bicycle shop.

A decade later is when Donny Banks started working part-time after school putting bicycles and motorcycles together, just like his dad started in the dealership. He was also hugely into racing, winning national and world championships. Banks was also later inducted into the Macon Sports Hall of Fame.

The dealership took on personal watercraft, as well as Yamaha and Kawasaki motorcycles, in the 1990s.

“We got Indian a couple years ago,” Banks said. “We got Husqvarna last year, and the latest is GasGas.”

Other motorcycle brands the dealership sells include KTM, Polaris, Slingshot and Suzuki.



BUILDING RACETRACKS AND RELATIONSHIPS

Banks has built a lot of relationships due to racing and owning motocross facilities.

“When I had my daughter, I kind of slowed down from the racing and built a racetrack [Paradise Off-Road Park],” Banks said. “Then, I bought a second racetrack [Echeconnee Off-Road Park]. I was lucky enough to host ATV Nationals, and I got Promoter of the Year in 2001, 2003, 2004 and 2005.”

At the racetrack is where he met his now business partner Dan Martin, as Martin had a son who raced.

“We were all going to the racetrack for years,” Banks said. “Dan was a CPA and helped

me with my racetrack business. We became friends and then became business partners.”

DEVELOPING LONG-TERM STAFF

Banks said with the current inventory issues, the dealership continues to buy used unit and has been taking in a lot of bikes on trades.

“It’s a different business, but I guess we’re pretty good at adapting,” Banks said. “We sold about 1,800 bikes last year.”

He credits his staff, many of whom are long-term employees, for the success.

“Our general manager [of seven years], Victor Rodriguez, is pretty aggressive with sales, and he’s responsible for a lot of growth in the past few years. My sales manager, Wesley Wood, was with me for 20 years and passed

away last year at age 40. That was a big blow.”

Banks said they’ve also been working on their online parts business for a few years.

“It’s grown pretty big,” Banks said. “We actually hired a guy within, Bruce Busbee, who’s been with us for almost 20 years. He’s the parts manager, but he focuses on the internet.”

Banks said parts and accessories associate Brian Livingston has been with the company for nearly 20 years as well, and focuses on counter sales.

LOOKING TOWARD THE FUTURE

Banks thinks 2022 will shape up to be really good if things continue the way they have been.

“It’s crazy,” Banks said. “We pay what we think is too much for a used unit, and you’re still able to sell it for profit. The demand is still out there, but the supply is still down so it pushes the price up.”

Banks said the dealership serves customers all over the Southeast and attributes part of the dealership’s accomplishments to having lot of employees who like to ride.

“We don’t just sell in our area,” Banks said. “A lot of those relationships were built from me racing motocross.”

The bike that Banks delivered to Daytona Bike Week was for a customer from Massachusetts that he met racing motocross, for example.

“We don’t just sell them,” Banks said. “We ride them. I think that has a lot to do with

“We pay what we think is too much for a used unit, and you’re still able to sell it for profit. The demand is still out there, but the supply is still down so it pushes the price up.”

Donny Banks, president, Capitol Cycle



The family ties at Capitol Cycle extend multiple generations. Donny Banks (center) with his mother, father, sister and her husband.

our success. My dad is 88 and still comes into the dealership every day.” **PSB**

Heather Wilson is the founder of HighGearSuccess.com. She can be reached at heather@highgearsuccess.com.



The original Capitol Cycle location in downtown Macon, Georgia.

500 block, Poplar St., between 2nd & 3rd

'Expression and exploration, underpinned by performance'

Harley-Davidson reveals 2022 Nightster with Revolution Max 975T engine

The 2022 Harley-Davidson Nightster model revealed last month starts a new chapter in the Harley-Davidson Sportster motorcycle story – a leap forward in performance and design while remaining an accessible entry point to motorcycling and the brand.

This all-new motorcycle combines a classic Sportster model silhouette with the on-demand performance of the new Revolution Max 975T powertrain and a host of contemporary electronic rider aids and features. The 2022 Nightster model redefines the Sportster motorcycle experience for a new generation of riders.

“The Nightster is an instrument of expression and exploration, underpinned by performance” said Jochen Zeitz, Chairman, president and CEO of Harley-Davidson. “By building on the 65-year Sportster legacy, the Nightster provides a canvas for creativity and personalization, offering the ultimate platform for customization and expression for new and existing riders.”

NEW REVOLUTION MAX 975T POWERTRAIN

At the heart of the 2022 Nightster model is the new Revolution Max 975T powertrain. It is a liquid-cooled, 60-degree V-Twin with a torque curve that stays flat through the broad powerband – and engine performance designed to deliver strong acceleration and robust power through the mid-range. The length and shape of the intake velocity stacks, combined with the airbox volume, are tuned to maximize performance across the engine speed range. The profiles of dual overhead camshafts and Variable Valve Timing phasing on the intake valves are designed to match the performance of this engine.

Hydraulic valve lash adjustment ensures quiet operation and eliminates the need for costly, complicated service procedures. Internal balancers help reduce engine vibration to enhance rider comfort and improve vehicle durability. The balancers are tuned to retain just enough vibration to make the motorcycle feel alive.

POWERFUL AGILITY

The Nightster model pairs a nimble, lightweight chassis with a powerful engine tuned

for strong mid-range performance, an ideal combination for navigating urban traffic and charging along curving backroads. Mid foot controls and a low-rise handlebar put the rider in a centered, comfortable posture on the bike. Unladen seat height is 27.8 inches. The low seat height combined with a narrow profile makes it possible for most riders to confidently place feet down flat at a stop.

The Revolution Max 975T powertrain is the central, structural component of the Nightster motorcycle chassis, which significantly reduces motorcycle weight and results in a very stiff chassis. The tail section structure is lightweight aluminum. The swingarm is formed of welded rectangular steel tubing and is an attachment point for the dual rear shock absorbers.

Front suspension is 41mm SHOWA Dual Bending Valve conventional forks designed to provide improved handling performance by keeping the tire in contact with the road surface. The rear suspension features dual outboard emulsion-technology shock absorbers with coil springs and a threaded collar for pre-load adjustment.

RIDER SAFETY ENHANCEMENTS

The Nightster model is equipped with Rider Safety Enhancements by Harley-Davidson, a collection of technologies designed to match motorcycle performance to available traction during acceleration, deceleration and braking. Available traction is determined by the road/tire interface. The systems are only able to adjust brake pressure or powertrain torque in an attempt to keep the forces at the tire from exceeding available grip. These technologies do not have the ability to increase grip, to intervene when the rider has not made a brake or throttle application, or to directly influence vehicle direction. The rider is ultimately responsible for steering, speed and path corrections. The systems are electronic and utilize the latest chassis control, electronic brake control and powertrain technology. Its three elements are:

- Antilock Braking System (ABS) is designed to prevent the wheels from locking under braking and helps the rider maintain control when braking in a straight-line, urgent situation. ABS operates independently on front and rear brakes to keep the wheels



The 2022 Nightster brings a base MSRP of \$13,499 (Vivid Black) and \$13,899 (color options).

rolling and prevent uncontrolled wheel lock.

- Traction Control System (TCS) is designed to prevent the rear wheel from excessive spinning under acceleration. TCS can improve rider confidence when available traction is compromised by wet weather, an unanticipated change in the surface, or when riding on an unpaved road. The rider can deactivate TCS in any Ride Mode when the motorcycle is stopped and the engine is running.

- Drag-Torque Slip Control System (DSCS) is designed to adjust engine torque delivery and reduce excessive rear-wheel slip under powertrain-induced deceleration, which typically occurs when the rider makes an abrupt down-shift gear change or quickly reduces the throttle while on wet or slippery road surfaces.

SELECTABLE RIDE MODES

The Nightster model offers selectable Ride Modes that electronically control the performance characteristics of the motorcycle, and the level of technology intervention. Each Ride Mode consists of a specific combination of power delivery, engine braking, ABS and TCS settings.

The rider may use the MODE button on the right-hand controller to change the active ride mode while riding the motorcycle or when stopped, with some exceptions. A unique icon for each mode appears on the instrument display when that mode has been selected.

- Road Mode is intended for daily use and delivers balanced performance. This mode offers less-aggressive throttle response and less mid-range engine power than Sport Mode, with a higher level of ABS and TCS intervention.

- Sport Mode delivers the full performance potential of the motorcycle in a direct and precise manner, with full power and the quickest throttle response. TCS is set to its lowest level of intervention, and engine braking is increased.

- Rain Mode is designed to give the rider greater confidence when riding in the rain or when traction is otherwise limited. Throttle response and power output are programmed to significantly restrain the rate of acceleration, engine braking is limited, and the highest levels of ABS and TCS intervention are selected.

The 3.1-gallon lightweight plastic fuel cell is located below the seat – what appears

to be a traditional fuel tank forward of the seat is a steel cover for the airbox. The fuel fill is reached by lifting the hinged locking seat. Locating the fuel cell below the seat optimizes the capacity of the engine intake airbox and moves the weight of fuel lower in the chassis compared to a traditional fuel tank location, which results in a lower center of gravity for improved handling and easier lift off the side stand.

The Nightster model features a round 4.0-inch-diameter analog speedometer with an inset multi-function LCD display mounted on the handlebar riser. All-LED lighting is designed to deliver style and outstanding performance while also making the motorcycle conspicuous to other motorists. The Daymaker LED headlamp has been designed to produce a homogenous spread of light, eliminating distracting hot spots. Combination rear brake/tail/signal LED lighting is located on the rear fender (US market only).

FRESH DESIGN BASED ON CLASSIC FORM

All-new from the wheels up with a look that is lean, low, and powerful, the Nightster model conveys classic Sportster model styling cues, most obviously in the exposed rear shock absorbers and the shape of an airbox cover that evokes the iconic Sportster walnut fuel tank. The round air intake cover, solo seat, chopped fenders and speed screen recall elements of recent Sportster models, while a side cover that conceals the under-seat fuel tank has a shape similar to the previous Sportster oil tank. The Revolution Max powertrain is the centerpiece of the design, framed by snaking exhaust headers and finished in textured Metallic Charcoal powder coat with Gloss Black inserts. A cover below the radiator conceals the battery and helps the radiator appear less prominent. The wheel finish is Satin Black. Paint color options include Vivid Black, Gunship Grey and Redline Red. Gunship Grey and Redline Red color options will be applied only to the airbox cover; the front and rear fenders and speed screen are always finished in Vivid Black.

The Nightster model arrives at authorized Harley-Davidson dealerships globally beginning in April 2022. US Base MSRP is \$13,499 (Vivid Black) and \$13,899 (color options). **PSB**

The all-new 2022 Nightster combines a classic Sportster model silhouette with the on-demand performance of the new Revolution Max 975T powertrain. Photos courtesy of Harley-Davidson



AVAILABLE NOW!



WOMAN MOTORCYCLE RIDER ANNUAL CONSUMER REPORT

GAIN ACCESS TO THIS REMARKABLE BIKING SEGMENT

Find out what Woman Rider readers want YOU to know to best serve their fast growing market like:

- Dealership experiences & general apparel preferences
- COVID-19 riding implications
- Motorcycle purchase decision-making
- Service & maintenance
- Biking laws & safety

GAIN INSIGHTS INTO SPECIFIC PRODUCT NEEDS

CUSTOMIZE MERCHANDISING STRATEGIES

IDENTIFY UNIQUE DEMOGRAPHIC PREFERENCES



FOR MORE INFORMATION

CONTACT KURT EISINGER

KEISINGER@EPGMEDIA.LLC.COM OR 763-383-4420

woman rider
CONSUMER PANEL
2020 ANNUAL REPORT

EPG MEDIA & SPECIALTY INFORMATION

Referrals

Age Group	20-29	30-39	40-49	50-59	60+
Referrals	~10%	~15%	~20%	~25%	~30%

Salespeople

Age Group	20-29	30-39	40-49	50-59	60+
Salespeople	~10%	~15%	~20%	~25%	~30%

Advertisements

Age Group	20-29	30-39	40-49	50-59	60+
Advertisements	~10%	~15%	~20%	~25%	~30%

Influencers

Age Group	20-29	30-39	40-49	50-59	60+
Influencers	~10%	~15%	~20%	~25%	~30%

How have you heard about new motorcycles?

Source	Percentage
Referrals	17.7%
Reviews	30.1%
Salespeople	19.2%
Online Forums	15.8%
Advertisements	13.8%
Influencers	2.4%

This trend applies to advertisements as well, but this marketing tactic is one of the least likely to influence consumers at all. Social media influencers have the least influence on riders to make purchasing decisions. Though the youngest age group is most likely to be swayed by Instagram influencers, the trend does show a positive correlation with age and importance of influencers.

16

Greenger Powersports, American Honda collab on dirt bike

Electric CRF-E2 is an officially licensed product available through Honda dealers

Greenger Powersports has collaborated with American Honda to create the CRF-E2, an electric dirtbike for kids. It's an officially licensed product built by Greenger and available through Honda powersports dealers for \$2,950.

Driven by a low-voltage (48V) BLDC electric motor with an inner rotor, the CRF-E2 produces a maximum of 3.4 hp and 18.4 lb-ft of torque, and power output can be switched between two levels to adapt for varying skill and experience levels. The lithium-ion battery has a range of approximately 2 hours with a full charge. It can

be fully charged in 4 hours, or 2.5 with the optional quick-charge system. Greenger also offers a spare battery that can be swapped out in seconds.

The CRF-E2 has a twin-spar aluminum frame, a tapered aluminum handlebar, front and rear disc brakes with petalstyle rotors, adjustable aluminum brake levers, and 12-inch aluminum wheels with Kenda knobby tires. The suspension includes a 33mm telescopic fork and a DNM shock with adjustable preload and rebound damping, with 3.9 inches of travel at the front and 3.8 inches at the rear.

With adjustable hand levers and the ability to alter seat height between 24.8 and 25.5 inches, the CRF-E2 physically accommodates a range of riders weighing 99 pounds or less.

Thanks to red plastic bodywork and blue-and-white graphics mimicking those



The CRF-E2 electric dirt bike arrived as a collaboration between Greenger Powersports and American Honda. Photos courtesy of American Honda



of Honda Performance dirtbikes like the CRF450R and CRF250R, kids can make believe they're a Team Honda HRC champion.

"The CRF-E2 will expand the enjoyment of riding off-road on two wheels to more families," said Brad Chapman, Greenger Powersports manager of sales & marketing. "The appeal to traditional enthusiasts is obvious, as it's just a cool little dirt bike. At the same time, it breaks down barriers with people who wouldn't otherwise consider powersports, but who are already comfortable with electricity's increasingly ubiquitous role in our society. We can't wait to see more kids getting the chance to discover what dirt bikes are all about."

Through this new collaboration, the CRF-E2 is available exclusively through American Honda's nationwide network of

The lithium-ion battery has a range of approximately 2 hours with a full charge. It can be fully charged in 4 hours, or 2.5 with the optional quick-charge system. Greenger also offers a spare battery that can be swapped out in seconds.

participating powersports dealerships.

"We're pleased to partner with Greenger Powersports to offer an innovative, approachable electric dirt bike to our customers and dealers," said Bill Savino, American Honda senior manager of customer engagement. "One of Honda's mission statements is 'ensuring the joys for the next generation,' and the CRF-E2 clearly aligns with that objective. We look forward to working together with Greenger to grow motorcycling well into the future." **PSB**

LiveWire adds pair of new members to board of directors

Completed merger will bring new additions to board

Harley-Davidson, Inc. announced that, on completion of the merger with AEA-Bridges Impact Corp., Kjell Gruner and William

(Bill) Cornog will join the board of directors of LiveWire Group, Inc., along with Dr. John Garcia, Jochen Zeitz and three additional Harley-Davidson executives.

"With LiveWire soon to be the first publicly traded EV motorcycle company in the U.S., I'm excited that Kjell and Bill will be

joining the LiveWire board," said Zeitz, chairman, president and CEO of Harley-Davidson. "Both Kjell and Bill bring a wealth of experience as leaders that will benefit LiveWire on its journey to be the ultimate electric motorcycle brand in the world, leading the electrification of the sport."

Gruner, CEO of Porsche Cars North America, brings extensive automotive and brand strategy experience to the board that will help LiveWire lead in electric. Gruner served as the chief marketing officer of Porsche from September 2010 to October 2020 and as director of strategy Mercedes-Benz Cars for Daimler from 2004 to 2010. Gruner earned a Masters from Karlsruhe Institute of Technology and a PhD scl in Marketing from WHU – Otto Beisheim School of Management.

Cornog, managing partner of KKR Capstone, brings proven experience in sustainability and operations to the LiveWire board. Cornog joined KKR Capstone, KKR's portfolio operations team, in 2002 and also serves as a member of KKR's Americas, EMEA, APAC, Infrastructure, TMT Growth Portfolio Management, Investment & Distribution and Valuation Committees. Prior to joining KKR, Cornog was with Williams Communications Group as the senior vice

president and general manager of network services. Prior to that, Cornog was a partner at The Boston Consulting Group. Cornog currently is a director at Channel Control Merchants, Genesis Care and Laureate Education, all of which are KKR portfolio companies, Laureate being a public company since 2017. Cornog earned a B.A. from Stanford University and an M.B.A. from Harvard Business School.

As announced in December, Zeitz will serve as chairman of the board, and as acting CEO of LiveWire for up to two years following completion of the merger, bringing extensive learnings in the EV sector.

Representing ABIC, Garcia, chairman and Co-CEO of ABIC will serve on the LiveWire board of directors. Garcia also serves as Executive Chairman of AEA Investors LP and, over his 20 plus year of leadership at AEA, has a long history of partnering with institutional investors and helping entrepreneur and family-led businesses maximize their potential and meet their long-term goals.

Harley-Davidson executives Gina Goetter, CFO; Edel O'Sullivan, chief commercial officer; and Bryan Niketh, SVP Motor Company product and operations, will also serve on the LiveWire board of directors. **PSB**

LiveWire has added to its board of directors, bringing on Kjell Gruner and William (Bill) Cornog. Photo courtesy of Harley-Davidson



'It's been an absolute sprint for two years': owner

Billy Campbell has watched sales explode at Hawg Powersports in Georgia

■ BY HEATHER WILSON

CONTRIBUTING WRITER

"I wasn't a rule follower, never was," said Hawg Powersports owner Billy Campbell.

Taking a risk early during the pandemic and buying an immense amount of inventory has served Campbell well.

"I immediately ordered 40 kid-sized ATVs at the start of the pandemic when I realized people would be wanting something to do," Campbell said. "They start selling right off the bat. Gone, gone, gone. Every month we were maxing out our credit cards and credit lines to get more inventory."

With locations in Savannah, Georgia, and Columbia, South Carolina, the dealership sells TaoTao, Genuine Scooter Company, Coolster, Ace, Boom International, Linhai, Vitacci, HiSun, Bighorn, Wolf Brand Scooters, ScootStar and Chicago Scooter Co. brands. Campbell spends majority of his time at the Savannah store.

"For the Columbia store (Hawg Scooters), I'm pretty much involved with finances," Campbell told Powersports Business. "Justin Clark [45% owner] is the operating partner at the Columbia store. He was my friend in college and started as an employee before he earned his share of the business throughout the years."

COLLEGE ROOTS

"The story really starts when I was in college in 2008," Campbell said. "I went to the University of South Carolina. Essentially, there are 36,000 people that need to park in 5,500 parking spaces."

Campbell said the campus is vast and with only 15 minutes to get from class-to-class, he needed a more efficient way to get around.

"I found a guy on Craigslist selling scooters for \$750," Campbell said. "The guy was a firefighter who sold these scooters out of his garage on his days off." Over the next year or two, Campbell developed a relationship with him because he brought so many college buddies over to buy scooters from him, too.

"Fast forward, I move out to Colorado to work for North Face in Vail Resorts after getting my Bachelor of Science in retail," Campbell said. "I took my scooter out there to ride to and from work. I was flat broke and living off whatever I could buy at the Safeway."

Campbell realized that people in the area



The team at Hawg Powersports in Savannah, Georgia, has contributed to extensive growth that has resulted in an expanded product lineup. Photos courtesy of Hawg Powersports

loved his scooter and loved the idea of how economical it was, so he called his go-to scooter contact asked where he was buying the scooters. On that call in 2011, Campbell learned that the scooter supplier wanted to sell his business. He had moved the business into an 800-square-foot facility and had one mechanic under the Hawg Scooters name. (He was a Harley-Davidson fan.) He was asking \$20,000 to sell the dealership. Campbell called his dad and asked his thoughts on it.

Campbell had grown up in the country riding dirt bikes and ATVs, in addition to riding his scooter around the college campus and commuting to work in Colorado.

"I was mechanically inclined, and I had already worked on these scooters a lot because my buddies tore them up during college," Campbell said. So, he bought the inventory and moved the dealership closer to the university on Rosewood Drive in Columbia. It was a 4,200-square-foot facility, but he only leased half of it to start.

Campbell kept the same business name "Hawg Scooters." Campbell said they created a whole new branding for it by introducing the pig. His dad came up with "Get Squealin" as the slogan. "Within the first year, we did half a million in sales," Campbell said. "I was like alright, we got something here. I was leaving work on my scooter with backpack that has 5-to-10 thousand dollars in it."

After first year, he expanded into the full 4,200 square feet of the facility. A couple years later, he was also renting a fleet of 60 scooters in Myrtle Beach, South Carolina, before mov-

INAUGURAL ACCELERATOR

Hawg Powersports

LOCATIONS:

**Savannah, Georgia and
Columbia, South Carolina**

BRANDS SOLD:

**TaoTao, Genuine Scooter Company,
Coolster, Ace, Boom International, Linhai,
Vitacci, Hisun, Bighorn, Wolf Brand Scooters,
ScootStar and Chicago Scooter Co.**

ing the operation to a new location in Savannah, where he continued to rent scooters in addition to selling them. Meanwhile, Clark was still operating the Columbia location.

In 2016, his brother purchased Campbell's share of Hawg Powersports while Campbell dabbled in some other ventures. "In January of 2020, I purchased it back," Campbell said.

EXPANDING PRODUCT LINES

Campbell and his wife decided to go all in and start selling more than just scooters. That's what brings us back to the start of the pandemic and Campbell ordering those 40 kid-sized ATVs. Campbell immediately saw product flying out of the showroom and was standing ATVs up on end to pack them into his facilities.

"We were storing stuff in trailers, chaining it outside, wherever we could find space," Campbell said. "We were putting every dollar we made back into inventory."

Soon, Hawg Powersports moved out of the facility it was renting in Savannah and bought an old print shop building on an acre lot in July 2020. Campbell grew the Savannah store inventory to 300 units sold in 2021 and over \$2 million in sales while the Columbia store grew to 200 units and over \$2.5 million in sales.

"It's been an absolute sprint for two years," Campbell said. "With product diversification and a lot more marketing, and of course the help of COVID, we were really able to explode the business." Campbell acknowledges that his decision to buy up inventory early in the pandemic was a risk.

"We didn't buy the business back to 'kind of' do it," Campbell said. "It was very much a wide-

open scenario. I'm confident that we used the last few years as wisely as we possibly could."

Campbell believes if there's a solution out there that might make more sense, it's worth trying – at least for 60-90 days.

ACCELERATING BUSINESS

Campbell attended the Powersports Business Accelerate Conference in 2021 in Atlanta to find new ideas for the dealership, especially since the business expanded from a scooter dealer into a full-line powersports dealer. Campbell said his business is vastly different than what many other dealerships encounter.

"It's like ice cream and yogurt," Campbell said. "It's a cash deal about 95 percent of the time for the dealer to purchase inventory. There isn't really a floorplan option."

Campbell said his customers are different buyers than those purchasing product from metric shops in the area, since the brands he sells are at a lower price point. He added that it allows people to get into the powersports industry and enjoy the outdoors who otherwise wouldn't be able to simply due to the cost of the vehicles at neighboring dealerships.

"The Chinese product industry is based more on sales, not service," Campbell said. "When the customer comes back with a problem, you have to use empathy and know that the product isn't perfect. Our warranties are in-house. The name of my game is customer service. Our business has always been built off customer service." **PSB**

Heather Wilson, founder of High Gear Success, can be reached at heather@highgearsuccess.com.



With inventory on hand, Hawg Powersports in Savannah, Georgia, has capitalized on the consumer demand over the last two years.

AFTERMARKET

Kodlin launches Sportster S parts, new lights for Touring bikes

Lift/lowering kits now available for Sportster S; Sleek Lights offer new look for Touring bikes

Following the success of its M8 Softail Lowering and Lift Kits, Kodlin has created new parts to modify the height of the Sportster S to either lift or lower it by 1 inch (25 mm). They are made of steel with a black powder coating finish. Easy installation with provided instructions make these a simple way for your dealership's customers to modify their rides. It doesn't require a modification to the suspension and no shock compression tool is required.

Also available for the Sportster S model are belt guards to upgrade the look of the

Kodlin Motorcycles USA has been on the gas with new products in recent months, with plenty of options for additional lines on the purchase order at your dealership.



bike. They are made of steel with black powder coating finish. Stainless steel hardware included and it offers very easy installation. Pricing is \$99.99 each.

And exclusively for PSB readers, here's a sneak preview of Kodlin's front 2-1 Sportster S turn signals (K68497).

Meanwhile, Kodlin has released its new Sleek Lights and License Plate Kits for Harley-Davidson Touring models.



The Universal License Plate Kit features include: curved horizontal motorcycle license plate kit; Frame is low profile aluminum construction; Very bright white LEDs; Frame dimensions: 7-3/16" length x 4-1/4" width; mounting hardware included; Great addition to Kodlin Sleek 3-1 Rear Indicators; Available in black or chrome finish.

Fitments are as follows: Harley-Davidson Street Glide 2013 FLHX, 2014-Up FLHX/FLHX/S; Road Glide 2013 FLTRX, 2015-Up FLTRX/S and Road King Special 2017-Up FLHRXS. Price is \$249.99.

The Kodlin License Plate Kit is available in a black or chrome finish.

The Sleek Lights 3-1 for Touring models include the following features: Super bright German engineered COB LEDs with run, turn and brake function; Housing made from CNC machined billet aluminum; Black or chrome finish; Replaces rubber antenna grommets when factory antenna is relocated or removed; Comes with all necessary hardware for installation. They are sold in pairs.

Kodlin recommends the use of the Kodlin Curved Touring License Plate Kit KUS20100 / KUS 20101 (check license plate fitment applications).

Fitments are as follows: Fits Harley-



Top: The new Sleek Lights from Kodlin offer a customization option. Bottom: The Kodlin License Plate Kit is available in a black or chrome finish. Photos courtesy of Kodlin

Davidson Street Glide 2006-2013 FLHX, 2014-Up FLHX/S; Road Glide 2009-2013 FLTRX, 2015 and-Up FLTRX/S and Road King Special 2017-Up FLHRXS. Price is \$159.99. **PSB**

DIGEST

GBOOST TECHNOLOGY ADDS SEGWAY SIDE-BY-SIDES AS PARTNER

A project that started out with a side-by-side manufacturer seeking high performance replacement drive belts and clutch tools for the company's newest models has landed with a new industry partnership.

GBoost Technology, Inc. has recently collaborated with Segway Powersports on replacement drive belts and clutch tools for the new Segway Villain and Fugleman side-by-sides. GBoost has participated in many Segway projects, working directly with their engineers, reps and service teams.

"When Segway reached out looking



Segway's side-by-side lineup, including the Fugleman, will benefit from a partnership with GBoost Technology for replacement drive belts and clutch tools. Photo courtesy of Segway

for clutching solutions, we were happy to help," said Matt Henderson, product development manager for GBoost.

"We were able to provide Segway with dependable, quality solutions that will directly reflect into their customer experi-

ence," said Tyler Lightner, GBoost national sales manager.

Quality replacement drive belts, clutch tools and clutch kits are now available directly from Segway Powersports.

MUSTANG SEATS ACQUIRED BY PRIVATE EQUITY FIRM

LDR Growth Partners has acquired Mustang Motorcycle Products LLC, maker of Mustang Seats and related motorcycle accessories, in a private transaction that closed last month. Mustang was founded in 1980 near Three Rivers, Massachusetts, where the company maintains factory operations. Mustang was purchased out of Motorsport Aftermarket Group, owned by a group of investors, led by Monomoy Capital

Partners.

"Mustang Seats presents a tremendous opportunity for us at LDR," said William Brame, partner at LDR and co-head of its acquisition business. "Our unique approach is in providing growing companies the resources they need to continue to expand while identifying areas for new value creation. We'll invest in people, technology, and the machinery the company needs to help deliver the iconic Mustang Seats to motorcycle riders looking for our products domestically and internationally."

Mustang employs 85 people in a historic facility in Three Rivers. LDR intends to keep Mustang's operations in its current primary location as it adds manufacturing technology and production capacity. **PSB**

WE WANT TO HEAR FROM YOU!



MY VOICE REWARDS

JOIN MYVOICEREWARDS.

ANSWER SURVEYS AND EARN REWARDS.

EASY. FAST. FUN.

VISIT THE WEBSITE TO START EARNING. MYVOICEREWARDS.COM

ADVERTISER INDEX

ASA Electronics	12	North American Bancard	14
Big East Powersports Show	8	Parts Unlimited	2
Design Engineering Inc.	17	Paaschburg & Wunderlich USA	11
Dominion Powersports Solutions	16	Performance Brokerage Services	27
EPI	25	PSB Accelerate Conference	30-31
Evolution Electric Vehicles	19	Protective	9
Find It Now	13	Rockford Corporation	15
Gates Corporation	28	Segway	23
HJC America	6	Short Block Technologies/Hydro-Turf	21
Lindeco	29	Torque Group	40
Massimo Motors	17	Volcon EPowersports	10
My Voice Rewards	38	Western Power Sports, Inc.	39
National Powersport Auctions	5	ZiDMS	7



WPS

***The Fastest Growing
Nation-Wide Delivery
System of Power Sports
Industry Products***

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

POWER RESEARCH SERVICES AND OPPORTUNITIES

Allow the Power Industry Intelligence to help you gain insight into your customers. With many services and solutions, there is the perfect fit for any brand.

POWERSPORTS BUSINESS BoatingIndustry

For more information on any of our services, please call Andrew Esham at 763-383-4448, or email aesham@epgmediallc.com.



OUR SERVICES

➔ **DIGITAL SURVEYS**

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

➔ **CUSTOM VISUAL SURVEYS**

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

➔ **OUTBOARD TELEMARKETING**

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.

➔ **PODCASTS**

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



TORQUE GROUP

PLATINUM CARE MAINTENANCE

DEALERS ARE BENEFITING WITH

- Personalized programs to meet your specific needs
- Help create customers loyalty with return business
- Claims paid via credit card and processed within 20-30 minutes of receiving proper documents
- More opportunity to grow a long-lasting customer relationship through personalized service.

OUR PRODUCTS

- LIFETIME BATTERY PROGRAM
- EXTENDED SERVICE CONTRACTS
- PLATINUM CARE MAINTENANCE
- GAP PROTECTION 150
- TOTAL LOSS PROTECTION
- TRAILER GUARD
- TIRE AND WHEEL PROTECTION
- MARINE EXTENDED SERVICE CONTRACTS
- ECO SPORT

