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CONTENTS

- 06** **WORLD'S LUCKIEST MAN**
Bob Althoff On Desking More Business
- 08** **EDITOR'S NOTE**
Robin Hartfiel On The Desk!
- 10** **LETTERS+**
The Industry On Dealernews
- 12** **NEWS+**
MIC Data Overload, National Motorcycle Museum To Close
- 16** **SHIFTING GEARS+**
Personnel Postings
- 20** **DEALER PROFILE**
Bob's BMW Past, Present & Future
- 24** **BOB ON BOARD**
Latest NPDA Board Member Bob Henig On The Association
- 26** **STATEMENT OF QUALIFICATIONS**
CV For NPDA Consideration
- 28** **INDUSTRY RESEARCH+**
Don Musick On 19 Crimes
- 32** **INDUSTRY RESEARCH+**
Lenny Sims On How We Compare To The Car Guys
- 34** **INDUSTRY RESEARCH+**
Jim Woodruff On NPA AWP In Review
- 37** **eDEALERNEWS**
eBikes Take Over AIMExpo
- 38** **CURRENTS+**
Cheers To QuietKat, Brawley Charges Into Salt Lake
- 44** **eSHIFTING GEARS**
ePersonnel Postings
- 47** **NPDA DEALER NEWS**
Dealer Association Hits The Jackpot In Las Vegas
- 48** **NPDA MEETING MINUTES**
National Powersports Dealer Association Teams With Tucker
- 50** **NPDA BOARD MEMBER BIO**
Industry Veteran Mark Sheffield Enlists In NPDA
- 52** **IRON LILLY**
Lilly Farrow's Legacy Lives On
- 59** **SHOWTIME!**
Furries, Freaks And Foul Weather...
- 60** **THE NUMBERS ARE IN...**
And AIMExpo Is Up!



20



52



59

OUR TEAM

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FEBRUARY 2023

5



72 MIC RIDE REPORT
Tire Report Rolls In

74 DIVERSITY+
Momma D Aspires To Inspire Until She Expires!

75 TOP 100 WOMEN IN POWERSPORTS
#powerwomen Class Of 2022 Concludes

76 PERSONNEL FILES+
Alex Baylon On A Friend Of A Friend

78 ADVOCACY+
Don Amador On A Gift That Keeps On Giving

80 CONFESSIONS OF A CUSTOMER
Eric Anderson On Organic Retailing

82 GEAR+
AIMExpo New Product Showcase Wrap Up

86 VALE+
Ave Atque Vale Fred Fox

89 AD INDEX
This Issue Brought To You By...

90 BACKFIRE
The Bear On Stupidity



60



86



World's Luckiest Man

By Bob Althoff

DESKING MORE BUSINESS

Not sure how the expression “desking” business came into being, but the process of using the F&I desk as the central component to every deal certainly makes sense. The powersports industry has been desking business as an effective means of dealing with slimmer front-end margins and shorter customer attention spans. However there is also a physical component as well as philosophical approach to the concept of the desk as the heart of a dealership.

My first action upon taking the reins at A.D. Farrow Co. Harley-Davidson was to find a furniture restorer. Hours later a gentleman stopped into the shop and said he could make the old desk look as “good as new.” As an upsell he offered to find some matching wooden balls that he could attach under the desk to allow my long legs to actually fit under the desk. Done. And done!

Said desk was bought by my predecessor Lilly Farrow from the Globe Desk Co, Boston, MA, in 1916, a few short years after she and husband A. D. opened up shop. Turns out more than a few motorcycle deals were done over that desk during the next 100 years. But that wasn't all...

That piece of furniture has been at the heart of the dealership for a century... through two world wars, two global pandemics, multiple recessions, countless customers, and thousands of planning sessions for races, hill climbs, dances and road rallies to keep those customers coming back. I will admit that I sat at that desk on many occasions and looked to it for a little inspiration.

Apparently I am not the only dealer with an affinity for my desk. Fellow National Powersports Dealer Association Board Member Bob Henig's desk has been a mini-museum for decades. Even if Bob isn't around, new customers are given an orientation that specifically includes a stop at the shrine at the heart of the dealership.

Look carefully at the coffee cup on the desk... not the urn containing the ashes of problem customers. The cup cautions: “MANAGEMENT: KNOWING THE FINE LINE BETWEEN THE FUN YOU'RE HAVING AND THE DANGER YOU'RE IN.”

As a brother or sister Dealer I'm sure you have experienced a few similar moments behind that desk of yours.

Sitting at that old desk and asking myself “What Would Lilly Do?” has been a business compass and source of inspiration every day in the dealership. It always reassured me that if she could persevere over seven decades at my new desk, well, so could I...

And so can you!

Look to those treasured mementoes, that coffee cup and collection of oddities that have found a home in the heart of your inner sanctum for inspiration and reassurance... and then go desk some more business!

Bob 



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Editor's Note

By Robin Hartfiel

THE OFFICE & THE DESK!

Bob Henig says his office, and more specifically his desk, is an extension of his love for motorcycles. All the bits and bobs tell a part of Bob's story... and there are some backstories that will never be told. Note that bottle Snoop Dogg's 19 Crimes! The recent expansion of the dealership to accommodate Ducati design standards meant Bob had to open up his inner sanctum and relocate his world, physically and philosophically.

"Looking at that image, it will be interesting to see what stays in the new office over the next few months and what's delegated to the recycle bin (yikes!), the museum (cool), or some yet to be identified display or storage space because I can't bear to part with an item that has brought me, the staff and countless customers much joy over the last few decades despite appearing more cluttered (but organized, clean and tidy) looking by some peoples standards.

"There's a story behind everything that was or will be on display, just like in the museum - take that Marie Kondo!"

Bob's business card is almost as descriptive as his desk and sums it up nicely! Bob Henig: Owner, Rider, Enthusiast, Spouse, Parent, Community Member and Collector

Ride safe, ride often, dress to ride, share the road and practice your skills!


"I've been a collector of stuff all my life since I was a kid. I've got bits and pieces of my life going back to at least high school, if not before. My work office has been through many stages. I love stand-up desks and I was the last person in the dealership to sit down, literally. But over time, staff and customers pressured me to have a sit down desk so they could come in, have a cup of coffee and have a meeting. So I ended up with a leftover trade show desk that I got a great deal on." It is also big enough to house his treasures.

Whether it's attending trade shows, going on International Motorcycle travels with customers and fellow dealers, or just things found at flea markets, or a cool new old stock part or an industry award, these bits mean a lot to Bob. "Just a million little things. Models unassembled in their boxes, diecast models assembled out of their boxes. A beer stein when we closed up Oktoberfest at a BMW dealer forum meeting... one thing after another. Over the course of 22 years, that office went through an evolution that made me happy to come to work and made my staff look forward to coming into my office to have a conversation about a project they're working on."

It might be a vendor, one-on-one with a team member or just someone seeing the name on the building, Bob's door is always open... even if it is to refresh the ashes in the problem customer urn! "I don't get too many unhappy customers in my office, but it happens occasionally. Hence the ashes of the problem customers on my desk. One of our vendors gave me a little squishy toy of a guy all tied up, that fits nicely right on top of it..." Bob jests, but the truth is customers and staff alike seem to love coming into the cluttered space.

"When we do the dealership tour, and we often do, staff has a mission to interrupt what they're doing and take our guests through the store, whether they're planning to buy a motorcycle or not, we want to set the hook in terms of what we do. Guests get the \$25 tour. The last stop is my office, even if I'm not there. I think that passion comes across to the customers that if this is what the owner's office looks like, these people must be really involved in what they do!

"Now my office is a boutique apparel area, part of our transition, as we needed space for Ducati. That change had been in the works for probably six or seven years, and I was resistant. But when the Ducati decision came along, I said, this makes perfect sense." Bob embraced the change, put on his old painters cap and led the charge into the future! However his infamous desk has migrated to his home just 4 miles away and his door is still always open to customers, staff, friends and strangers alike!

"I've got room for a small conference area in my basement, so if a couple of customers want to come over and chat with me, they can park their bikes out by the garage, and come on in." Maybe Bob will actually be there? I have been working on my home garage, the Museum, the dealership, the home office, NPDA and the Ducati deal. It's been a whirlwind, and a lot of hours, but it's been all very positive. And the Ducati dealership that I've been trying to get for several years all got done in the past 90 days." 

Former Editor-in-Chief and publisher of Dealernews circa 1990-2003, Robin returns to the magazine. In addition to having been instrumental in creating the Dealernews Top 100 program (still the industry's ultimate accolade for a motorcycle dealership), Hartfiel has worked for most of the B2B publications in the Powersports arena. Prior to the trade side, he worked as a beat reporter for a local newspaper and was an editor of publications ranging from All About Beer to VW Trends.



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GODSPEED CARL CRANKE

Sorry I'm late to the party, just heard the news of the loss of Carl Cranke. In 1969 he hired me at Cycle Speed Research & Development in North Highlands, California, and took me under his wing. He had amazing talent at tweaking 2-stroke engines for top performance. He was an amazing rider and will be sorely missed.

Jere Rutter
Via YouTube



KEEP ON CRANKEing

I am surprised that there aren't more views. Anyone who really rides knows who Carl Cranke is. I am honored to have met him. In Heaven and rollin' thunder...

Alexa Saltz
Via YouTube

On November 14, 2020, the world of motorcycling lost Carl Cranke... we shared a tribute video from Todd Huffman and The Motocross Files that continues to live on in the archives. In the spring of 2013 off-road motorcycle legend, ISDT Gold Medalist and AMA Hall of Fame racer, Carl Cranke was interviewed for the feature documentary film PENTON: The John Penton Story narrated by Grammy Winner, Lyle Lovett. The following was unfortunately cut from the final film but was part of 40+ minutes of "Deleted Scenes" from the film that was shown at the 50th anniversary event in 2018 celebrating the first Penton's coming to America in 1968:

www.youtube.com/watch?v=wn4-d0p3YGI



THE CUSTOMER IS ALWAYS RIGHT?

Borrowed this one from a local radio station. I'd like to know people's thoughts... I know mine from my perspective as a business owner!

"The customer is always right" is such a goofy saying. The customer is the least qualified person here!"

Chris Watts, President & CEO
America's Motor Sports
Via LinkedIn

HOW CAN I BECOME A DEALER...

How to I get set up to be a Dealer? Could you give me a call?

Rick Stillwell
Via Dealernews.com

Are you requesting a dealer application for a specific company? Each of the manufacturers has their own requirements for becoming a dealer. Take Bobcat, Evolution EVs, Segway, Triumph or Vanderhall for example:

www.bobcat.com/na/en/company/contact/dealership-opportunities?_ref=b22dlronadnydrh

evolutionelectricvehicle.com/dealerlocator/

www.segwaypowersports.us/become-a-dealer/

jointriumphnow.com/dealerjourney

vanderhallusa.com/dealer-inquiry-2023

Hope this helps.

SOUND OFF!

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Tune into our YouTube channel:
www.youtube.com/c/Dealernews50/featured



ATTURO ON A ROLL!

Lots of Atturo Tire news in the pre-show American International Motorcycle Expo (AIMExpo) edition of Dealernews! Thank you for the wonderful coverage of Atturo Tire in this issue!

Collin Mikottis, Category Specialist - Powersports
Atturo Tire


Congrats on the new "role" with Atturo, Collin.

issuu.com/dealernews/docs/issue_1_january_1b591c2cea2db8/18

FRANCHISE LAW

I reviewed Dealernews' 2016 article entitled "Franchise Law Roundup: Governing Statutes" online. Has there ever been an update to that article or do you maintain a database with up to date statutes for on road and off-road motor vehicle or powersport dealers? Thank you,

Steven Blatt, Partner
Bellavia Blatt
www.dealerlaw.com

That was the last time we took a deep dive into that subject. We are trying to leave the legal heavy lifting to our industry associations. The Motorcycle Industry Council includes a wealth of information in its annual MIC Statistical Annual and other databases. Alex Berger is MIC's General Counsel. 



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TUCKER BANKROLLED BY MONOMY

Tucker Powersports headed into AIMExpo with a big bankroll! The distribution giant held a Town Hall meeting to announce that the ownership group has secured additional funding for the company. Tucker now services more than 8,000 brick & mortar dealer customers in the United States.


“We are committed to the success of Tucker and its partners,” Monomoy Capital Partners Senior Operating Partner Ethan Klemperer told Tucker vendors on Wednesday, February 1, 2023. He expressed that the ownership group are “big believers in the powersports market” and support Tucker’s new brand partners like Dainese and Forcite as well as market expansion into EVs, overlanding and other recent initiatives.

According to Klemperer, this funding will come from existing sources and will support Tucker’s current operations and projects driving long term growth for the Fort Worth-based industry leader. Monomoy acquired Tucker in 2018 during the MAG/Tucker shakeup and has been supportive of Tucker’s push into new markets... In the past 24 months, Tucker has become a leader in electric mobility recreation in the powersports industry and has added several exclusive distribution agreements with companies focused on products for the industry’s evolving customer base. 



HEADS UP! WPS TO DISTRIBUTE RED BULL

Speaking of distribution deals, Western Power Sports has entered into a multi-year, open-ended partnership with Red Bull to distribute the energy drink via WPS’ network of thousands of dealers nationwide. “We’re proud to partner with Red Bull, the company that created the energy drink category and a unique marketing concept, and shares our passion for powersports,” said Ronnie Wehr, senior vice

president of sales, Western Power Sports. “We’re excited to give dealers another revenue-generating opportunity while providing Red Bull with additional market exposure.” Red Bull will provide participating WPS dealers with small format coolers to merchandise and sell Red Bull Energy Drink’s signature 8.4 fl oz drink. For the record, more than 9.8 billion cans of Red Bull were consumed last year, 3 billion of those in the U.S. alone. 




WPS TEAMS WITH S&S

S&S continues to expand their o -road lineup. To increase accessibility to the side-by-side sector, the go-fast guys from Viola, Wisconsin, have teamed up with the distribution experts at WPS in an open-ended partnership to distribute off-road performance parts through the WPS dealer network. “I sold S&S for 15 years,” says WPS senior VP of sales, Ronnie Wehr. “I know their high-quality products and long history in the V-Twin arena, and I’m thrilled to bring the brand to WPS. Our sales team is known for growing brands into powerhouses, and we hope to do that for S&S Cycle’s off-road division.”

The initial offerings include an XTO Exhaust system, clutch kits and a Billet Fuel Rail Kit for the Kawasaki KRX. WPS will also distribute the complete S&S Turbo Kit offering the KRX a 50% bump in horsepower. “Our development team has been designing and testing a turbo kit for the KRX for the last two years,” shares S&S VP of Marketing David Zemla. “The end result is a comprehensive conversion that checks all the performance and reliability boxes we could have hoped for.”

“We’re very excited to be partnering with the team at WPS and offering our expanding lineup of o -road performance products,” adds S&S VP Eric Bondy. “S&S and WPS are a great fit, and we’re looking forward to getting these awesome performance products into dealerships and the consumers’ hands!”

This partnership supports WPS’ strategy to offer dealers the best, most comprehensive, high-performance products nationwide. S&S Cycle’s off-road exhaust systems and performance parts are no exception. “The UTV and ATV industry is growing, and our customer demand for customized, personalized parts is too,” concludes Wehr. “We can’t wait to get started with S&S Cycle.” 




July issue (issuu.com/dealernews/docs/issue_7_july_5bda31a993fa53/12). Based in Rancho Dominguez, California, CWH is the parent to Method Race Wheels, Tensor Tire and GMZ Race Products.

“We are excited to announce the acquisition of Custom Wheel House, and believe it presents a substantial vertical integration and collaborative opportunity for FOX. This will further expand our performance-defining aftermarket solutions with the additions of high-performance wheels and performance off-road tires,” stated Fox Factory CEO Mike Dennison. “When pushing the limits of ride dynamics, expanding the company’s expertise from suspension to wheels and tires is a natural evolution. We welcome the experienced Custom Wheel House leadership team and believe they will play an integral part in the company’s growth going forward.”

SHOCKING NEWS FROM FOX FACTORY Rolling Up Method Wheels & Tensor Tires

Fox Factory, Inc. has agreed to acquire Custom Wheel House from Thompson Street Capital Partners for \$131.6 million. This is not to be confused with Fox Racing’s recent acquisition by the Vista Group featured in the

“As a founder-focused private equity firm, we greatly value the opportunity to partner with and support entrepreneurs like Kevin Fitzgerald and his talented executive team,” added Jeff Aiello, Managing Director at Thompson Street Capital Partners. “We are confident that Custom Wheel House, and its market-leading Method Race Wheels brand, will continue to flourish under Fox Factory’s ownership.” 

Continued on page 14



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Quarterly Retail Sales Flash Report - December 2022

Vehicle Type	General Type	Month				Year to Date			
		2022 Current	2021 Prior	Unit Change	% Change	2022 Current	2021 Prior	Unit Change	% Change
Motorcycle	SCOOTER	1,009	1,366	-357	-26.1	22,181	23,186	-1,005	-4.3
Motorcycle	ON-HWY	12,986	12,888	98	0.8	297,174	314,222	-17,048	-5.4
Motorcycle	DUAL	4,028	3,874	154	4.0	72,643	66,663	5,980	9.0
Motorcycle	OFF-HWY	16,976	16,295	681	4.2	145,218	152,875	-7,657	-5.0
Motorcycle	TOTAL	34,999	34,423	576	1.7	537,216	556,946	-19,730	-3.5
ATV	ATV	22,278	21,756	522	2.4	196,321	224,860	-28,539	-12.7
GRAND	TOTAL	57,277	56,179	1,098	2.0	733,537	781,806	-48,269	-6.2

MIC DATA OVERLOAD!

The industry's reference book has been updated and available now. MIC's 2022 Motorcycle Statistical Annual is a comprehensive collection of data about the motorcycle business in America, featuring detailed information on vehicle population, owner demographics, product use, sales, market share, manufacturers, distributors and dealerships nationwide.

"This is the signature production of the MIC Research & Statistics Department and essential knowledge for powersports industry leaders and staff," notes MIC Membership Manager Lisa Delaney. "It's one of our most valuable MIC member benefits, available to those who log in at our website. For non-members, the annual is available for \$495."

Coincidentally the Q4 FLASH Report is also out. "While 2022 is pretty much flat compared to 2021 and 2020, it still is a significant increase from 2019," explains Buckner Nesheim, MIC Director of Research & Statistics. The data indicated 2022 sales of new motorcycles and scooters decreased by -3.5% over the previous year, while ATVs decreased -12.7%.

"When we compare 2022 to 2019 sales, off-highway is up +36%, on-highway is up +4%, and scooters are up +12%," notes Nesheim. "Dual sport (ADV) is a tremendous growth story. Sales in this category have increased every year since 2016 and more dual sport motorcycles were sold in 2022 than in any other year since we started collecting data in this category back in 1990."

MIC data for the full year 2022 show total powersports industry new model retail sales at -6.2% (733,537 units compared to 781,806 units in 2021). Domestic US on-highway retail motorcycle sales were 297,174 units for the year (-5.4%); scooters at 22,181 units (-4.3%); dual sport models (ADV) were 72,643 units (+0.0%); off-highway motorcycles were -5.0% (145,216 units), with ATV retail sales -12.7% at 196,860 units.



DEALER NEWS: 4 SEASONS MOTORSPORTS GOES TO GO AZ

GO AZ Motorcycles, an Arizona-based powersports group founded in 2008, has added 4 Seasons Motorsports in Payson, Arizona, to its family of dealerships. As the seventh dealership for the group owned by Bob Parsons of GoDaddy fame and led by Chief Executive Officer Gina Marra, it joins GO AZ Motorcycles' locations in Scottsdale, Peoria, Cottonwood, Flagstaff and Prescott Valley along with Harley-Davidson of Scottsdale — the world's largest Harley-Davidson dealership.

"I am very excited to add this crowning piece to the GO AZ Motorcycles family of dealerships," says Marra. "Strategically, this acquisition finalizes my plan for securing key OEM partnerships across northern Arizona." The purchase of 4 Seasons Motorsports from proprietor Mark Svir adds Polaris and Can-Am UTVs as well as Yamaha motorcycles and Kioti Tractors to the GO AZ product portfolio.

"We're always enthusiastic about bringing a new dealership into the family. Four Seasons Motorsports was a logical step in our growth as a powersports group and we're anxious to introduce the riding community in another part of the state to the GO AZ Motorcycles' experience."

Parsons and Marra have been focused on expansion in Arizona, a market which provides for consistent sales largely unaffected by seasonality. Since opening GO AZ Motorcycles in Scottsdale in 2008 and spending the first few years consolidating OEMs under that dealership's moniker, the duo added Harley-Davidson of Scottsdale (2011), GO AZ Motorcycles in Peoria (2015), GO AZ Motorcycles in Cottonwood, GO AZ Motorcycles in Flagstaff (2019) and GO AZ Motorcycles in Prescott Valley (2021).

"We have every reason to believe that the Payson acquisition will follow in the footsteps of Cottonwood, Flagstaff and Prescott Valley," explained Marra. "We've had a great reception each time we've entered a new market and always seen success in optimizing sales and performance." 



NATIONAL MOTORCYCLE MUSEUM TO CLOSE

An Iowa landmark for the past two decades, The National Motorcycle Museum in Anamosa will close later this year

after a decision by its board of directors. Home to more than 500 motorcycles, a great bicycle collection and thousands of pieces of memorabilia, the museum is a nonprofit organization that was founded by J&P Cycles' John and Jill Parham. Barring a miracle, the museum is planning to close on Sept. 5, 2023. It will return loaned motorcycles that were part of its collection to their owners and liquidate the rest at auction.

The Board of Directors, led by Chairman Jill Parham, has decided to close the Museum later this year. "We have struggled for several years to cover wages and utilities partly due to low visitation." One of about six motorcycle museums in America operated as a non-profit, it was established by J&P Cycles founders John and Jill Parham. As is proper with closing non-profits, the Museum is using professional counsel during the process.

"Since this is the unfortunate end of a fine museum, we hope you'll make plans to visit one more time. Tentative closing date is September 5, 2023, giving visitors to Sturgis and the Blackhawk MC meet in Davenport a chance to stop by."

Owners of loaned motorcycles have been contacted and motorcycles that belong to the Museum will be liquidated at auction to pay bills. Much of the Parham Collection will be sold as well. If you would like to be informed of the sales, go to the Museum's website and sign up for email:

www.nationalmcmuseum.org 



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SHIFTING GEARS+

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Let the good times roll! After a 34-year roll, Kawasaki's Senior Vice President of Sales & Operations **Bill Jenkins** is retiring on March 31, 2023. "Kawasaki is a wonderful company to work for. I had amazing team members and the industry's finest **dealer base**. The powersports industry provided me with the motivation to do the very best I could for the last 34 years and for that I'm very thankful," says Jenkins. Born and raised in **New Jersey**, Jenkins started his career with Kawasaki in 1988 as a District Manager in the **Metro New York and New Jersey market**, where he resided for 13 years. During that time, he achieved the prestigious Kawasaki President's Counsel award nine times and was named **District Manager of the Year** on two occasions. In 1995, Bill was promoted to the **Eastern Region Sales Director**, eventually transitioning to **National Sales Director** for the US market. In 2010, he relocated to Kawasaki's headquarters in Southern California and accepted the role of **Vice President of Sales**. Helping lead the brand back from recession, Bill was promoted to SVP Sales & Operations in 2012, a position he held through his retirement 2023. As an avid rider and enthusiast, Bill also served as Co-Chair on the board for the Motorcycle Industry Council. "We are very fortunate to have someone as dedicated to Kawasaki as Bill has been for 34 years," says **Kawasaki Motors Corp., U.S.A., President, Eigo Konya**. "Bill's tremendous positive attitude has provided strength for us in both good times and challenging times, and all of us at Kawasaki are extremely thankful for his positive energy. We are a family here at Kawasaki, and Bill will always be a part of the Kawasaki family."



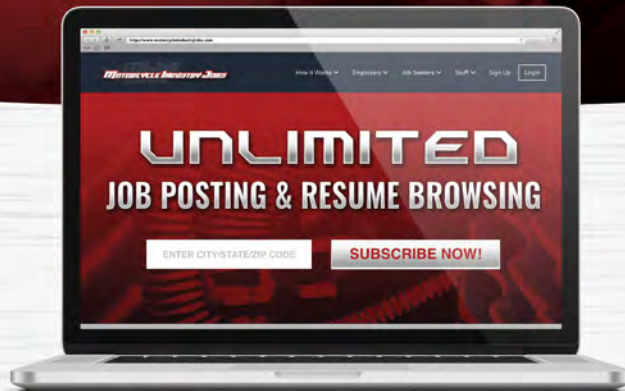
Lifelong powersports enthusiast **Adam Hindle** stepped up to the pro class and is now serving as **Southeast District Sales Manager** for **Hisun USA**. In his new role Hindle has been tasked with leading new model sales, **dealer development** and customer satisfaction in the Southeastern part of the United States. Hindle grew up working in the restaurant industry, where **customer service** is a priority, which he believes gives him a unique perspective on outside **dealer** sales. "I'm excited to bring my years of customer service experience and passion to the industry," he explains. "I have no preconceived notions about how this industry should work... I feel that's an advantage because I can focus on being the best representative I can be for Hisun." VP of Operations **Jamie Cheek** adds, "We're excited about Adam joining our Sales Team. He brings a vast amount of customer service experience and understands the critical role of building meaningful relationships with **dealers** built on trust." On a personal level, Hindle believes being relatable to his customers is extremely important and one of the best ways he can show he's a thread from the same cloth as his **dealers**.



On the eve of **Daytona Short Track**, AMA Pro Racing announced that its board of managers has named **Gene Crouch** as CEO of **AFT**. Crouch, who has served as Chief Operating Officer since 2020, brings a wealth of multidisciplinary expertise and leadership capabilities gained from nearly two decades of motorsports experience. Meanwhile former AFT CEO **Michael Lock** transitions to a new role within the parent company. "Gene has proven himself as an experienced and forward-looking leader," said **Mike Helton**, Chairman of the **AMA Pro Racing Board**. "His knowledge of the **motorcycle industry** combined with his ability to balance all the stakeholders in AMA Pro will be important to the company's future success." Crouch has played an instrumental role in shaping the direction of AMA Pro Racing since joining the company when it was founded in 2008. He spearheaded several critically important initiatives, including developing AMA Pro Racing's timing & scoring as well as the innovative **FansChoice.tv** live-streaming service. "I'm deeply honored and grateful to the Board for the opportunity to lead this incredible organization," claimed Crouch. "The motorcycle racing industry has entered an unprecedented era of cooperation and collaboration. I look forward to working closely with the Board and our strategic partners as we usher in the next chapter of growth for the sport."





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Continued from page 16



Crouch takes the baton as CEO from predecessor **Michael Lock**, who led the strategy to revitalize **American Flat Track** after taking the helm in 2016. Lock will now transition to the role of **Executive Consultant**. "Today marks the start of a new chapter for me," noted Lock. "After two terms and 7 years as CEO of AMA Pro Racing, I leave American Flat Track in rude health and get to work on exciting new projects across the **NASCAR** group. We are 100 days away from flying the flag for stock car racing at the **24 Hours of Le Mans** with the **Garage 56** project and many other international initiatives coming down the pipe. Onwards and upwards!" Both Crouch and Lock will assume their new roles effective immediately.



Fox Racing President **Jeff McGuane** has been promoted to oversee **Vista Outdoor's** restructured cycling, snow and powersports portfolio. "Cycling, snow and powersports are mission-critical categories for Vista Outdoor

and our future **Outdoor Products Company**," contends McGuane. In his new role McGuane heads the company's action sports portfolio, which includes **Bell Helmets, Blackburn, Copilot, Fox, Giro, Krash** and **Raskullz**. "Expanding the cooperation of our seven brands while maintaining distinct brand positions is essential to strengthening our competitive advantage."



Concurrent with McGuane's promotion came some related strategic shuffling of the deck. Former Fox CFO **Tanya Hayden** has been tabbed to serve as Global CFO for the new division. Fox VP of People & Culture **Marci Gerlach** takes over as VP of global people and culture for the new group. Meanwhile **Bell** and **Giro** President **Ric Kern** retires March 31, and Bell/

Giro VP of Operations **Noah Fox** will become VP of global operations for the newly structured group. "In a short time, Fox's integration into an already powerful family of brands has delivered a combined No. 1 market share across many of our channels, customers, and product categories," explains McGuane. "With this newly realigned platform and newly appointed leadership team, we believe that all seven brands are even better positioned to win with riders."



Getting it in gear! **BAKER Drivetrain**, a leading manufacturer of **V-Twin** driveline components, announces **Todd Hinrichs** has joined the leadership team as the director of sales. "Todd will take over management of the sales group with the task of profitably growing our revenue and vastly improving our customer service," says president and CEO **Lisa Baker**. "We are excited to have Todd join our **Gearhead crew!**" Hinrichs has been in the powersports industry for the past 12 years, most recently in a strategic account management role with **Tucker Powersports**. Prior to that, he held sales leadership positions with **Kuryakyn**. "I'm thrilled to be part of the BAKER team," claims Hinrichs. "The combination of a solid reputation and top-tier product line gives us the tools needed to accelerate our growth and serve our customers worldwide." 



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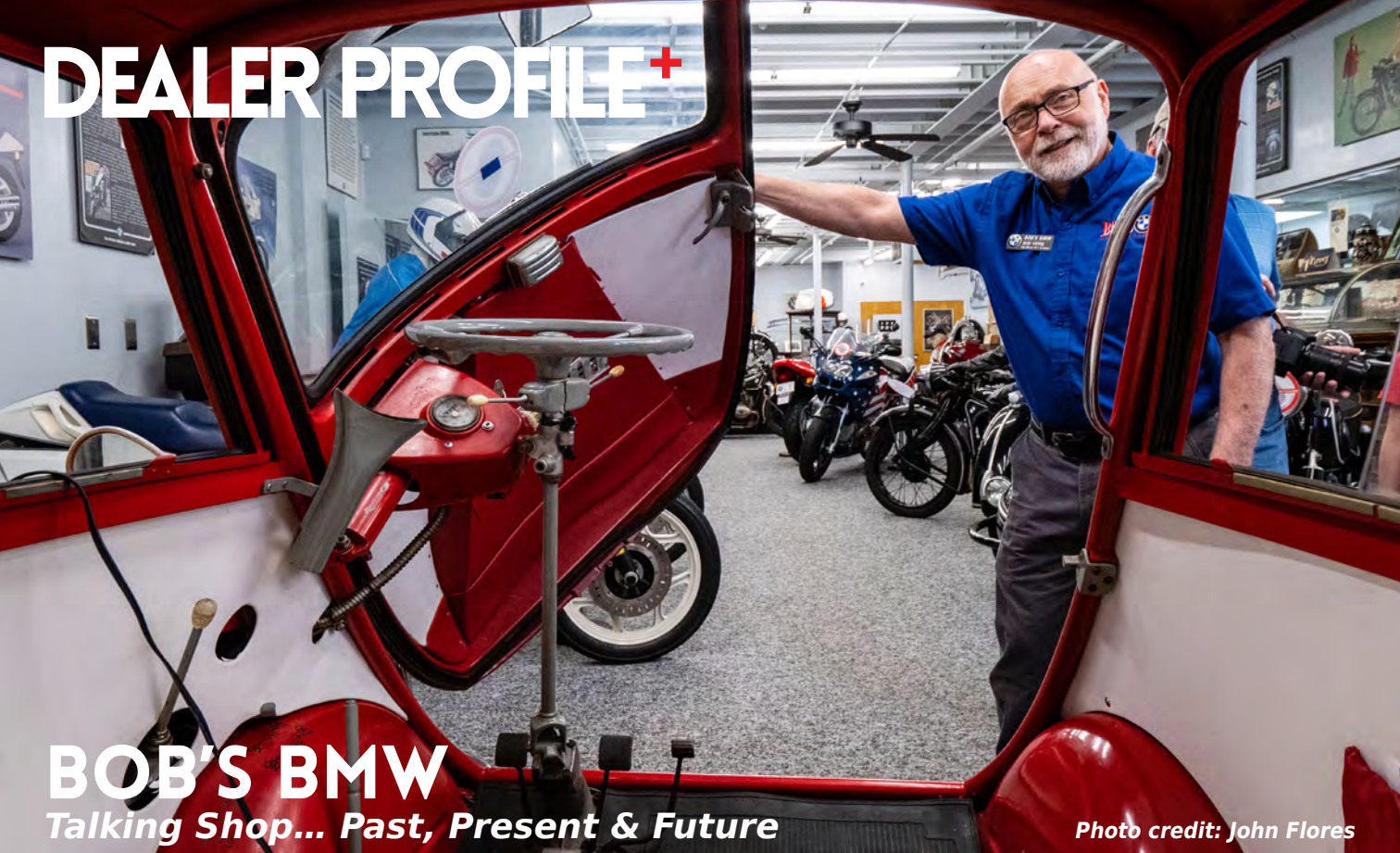
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BOB'S BMW

Talking Shop... Past, Present & Future

Photo credit: John Flores

Although it says his name on the front of the building, Bob's BMW is a collective of talented people... and a collection of really cool motorcycles, memorabilia and assorted ephemera that comes with a lifetime in the motorcycle industry! "After a motorcycle crash in the fall of 1981 somehow my hobby became my livelihood and my direction in life in general changed," says Bob Henig. "I ended up starting Bob's Used Parts which specialized in BMW parts and accessories. It exploded, taking on myriad other related areas like the acquisition of NOS inventories from failed dealers and the importation of new and used parts from Europe when the dollar was very strong against the German Mark. Eventually it all became Bob's BMW after roughly 7 years of pressure from consumers and BMW alike." However this was no solo journey!

"Today I am more hands-off than hands-on thanks to a great lead team and a fabulous overall team. My General Manager, Marketing Manager, Operations Manager, and my wife/business partner/VP of 35 years who manages the Accounting, Computing, HR and other back of house responsibilities are the heart and soul of the business." In fact, Suzanne's actual job title is *Suzanne Henig, The Bob Whisperer!* "Our leads in PAA, sales and service report directly to one or more of those individuals. A weekly meeting keeps me fully up-to-date on everything and urgent matters (thankfully few) are brought to my attention even when I'm not in the dealership or working from home 2-3 days per week."

The secret of the dealership's success: "Hire right, train regularly, meet often to keep them on track and pace and let them show you what they can accomplish has resulted in a fourth straight great year with this most recent December being the best-ever in all possible ways in the company's history," Henig claims. "I crafted what I wanted Bob's to be outstanding at so I could hire the best, train them well and turn them loose."

"I've attended 35+ years-worth of BMW Rallies and events across the country meeting customers and listening very carefully. I've acquired the inventories of roughly 100 dealers who closed their doors—learning each time what worked and what did not, at least in their opinion. I've traveled to Europe dozens of times to acquire rare bits and bikes from flea markets and vendors well before the Internet changed that world to bring these items home to sell to customers or in some/many cases keep for my own collection which is now in a true museum setting taking up 5,500 square feet on two levels across from the dealership..."

But you had a real job before that... you were in the photography business?

I was a bit of an entrepreneur most of my life from being a kid on up everything from lawn mowing to cleaning people's garages out. That eventually morphed into a small home improvement company. I was also a photographer for seven years, I went to college for visual communications, and was a freelancer doing



everything from news to weddings, to art shows, candid and environmental portraiture and had a blast with it. But eventually wanted to get out of that and into something else. And my other hobby was motorcycles... I always tell people it's a hobby run amok!

So 40 years ago, what was your first bike?

My first motorcycle was in 1972 Suzuki TS 250. I bought that right after I graduated high school. During high school, I rode a friend's older TS 250. He and his brother shared one and they hardly ever rode it. They taught me how to ride and they were horrible instructors. But I survived. I put more miles on that bike while I was in high school than they did combined. And that was the influence of to buy that first bike.

I ended up on another motorcycle, my used 1972 R75/5, which I still have, that I bought in 1976. Motorcycling was an extension of backpacking for me, I was an avid backpacker and camper. So this allowed me to go out and ride on the Blue Ridge Parkway, find some place to tuck it into the woods and camp for the night... after 20,000 miles, the TS 250 was just not a great road bike. My friends said you got to start looking, and the fun part of the story is that I was looking at two motorcycles in 1976 — a brand new Honda 750 Sport would have been a great choice over a used, somewhat neglected 1972 R75/5 BMW. A good friend of my brother-in-law had a R75/5 he let me ride... I was just sort of hooked on the looks that everyone else thought was sort of strange, but it just fit me well. I joke the rest is history. I don't think I would have been in the powersports industry if I would have bought that new Honda.



Going back, when did you first apply for the BMW franchise?

We actually never applied for a BMW franchise. Bob's Used Parts was successful enough as a hunter-gatherer, cleaner and seller of used parts that we quickly started needing new parts that go with them. I ended up wholesaling from two different dealers as well as importing a lot of stuff from Europe. And unbeknownst to me at the time, BMW was tracking our purchases really carefully. This is back in the day as a FAX machine, and the two different dealers that I wholesale from would give me the forms. I'd fill them out with their dealer information on it, but BMW noticed that all the orders were coming from the same FAX machine labeled "Bob's BMW Parts" so they kept knocking on our door.

They had dealers in our region that were doing good. And dealers in our region that were terribly underperforming. Their rep — someone I'd known for a while through the local BMW club — kept knocking on my door... and I kept saying, "No, I'm happy being an independent. Doing good. I don't have to answer to anyone." Year after year after year, they kept asking. Long story short, the new Dealer Development Manager and new National Sales Manager came calling. They were so new they didn't even have business cards. But Joe and Paul showed up, and we finally got things on track.

We went forth, and I acquired a good friend's local service operation, Ted Porter who is still a lifelong friend. We were friends before we started, but he was the place to go to get BMW service, I was the place to get parts. Instead of buying him out, I sort of folded him into our business. Bob's BMW paid him a salary instead of writing checks for the service work he did. He brought a mechanic along with his expertise. And we went down the road together for 10 years as Bob's BMW took off. In the first year we sold twice as many bikes as BMW thought we were going to...

That's a good position to be in. Things have changed a little bit over the years but finding techs still seems to be a common problem. Where do you get your techs?

We have been the most successful home growing our technicians. Our lead technician and our service department lead were one and the same person for years. He started as the proverbial gofer pushing a broom, cleaning equipment, pushing bikes in and all that other stuff. But we knew he had a mechanical aptitude. He grew up with a mechanic father, and he quickly turned into an apprentice and just as quickly turned into our top technician. Mark Delaney was Ted's only employee and has been with us since the beginning.

We've grown our own several times before, but we have tried all the processes, we used to regularly go down to AMI in Florida and WyoTech in Pennsylvania and later MMI in Arizona. But getting the recent graduates to move from home in Florida or Arizona is barrier #1. Like any graduating class, if there's 50 people going out, 10 of them have been through the BMW program, and only one of those people might be a good candidate. We've been good at getting them but not all of them have been successful, some wash out in a year or two, some get homesick in six months. But we have done well. We've hired a full team of six certified BMW technicians, and two are already Ducati certified. The rest are going to be Ducati-certified by the end of the year. But the best ones have all been from our area and we didn't have to relocate people. That's been the biggest struggle.

Now that you mentioned Ducati, that's a new addition for you to start the process over again. At least you are jumpstarting that with two certified techs.

Yes, and one of our two certified techs has 12 to 14 years of Ducati experience, and worked in a multi-brand shop before he joined our team. We've always taken Ducatis in on trade, and now we have someone that can really work on the bikes. So he and one of our younger techs who is showing great promise — he will probably be our next lead technician — are Ducati-certified. Then one by one, everyone else will go out to California for 10 days of training.

Continued on page 22

Continued from page 21

We had an MIC aftermarket symposium at AIMExpo and one of the things that came up was the question if there are actual careers within the powersports industry. We do a horrible job of marketing ourselves to get any sort of new talent. You have skirted that issue by home growing talent. What's the message for dealers facing this problem?

Beat the bushes. After you have established your service department focus on creating a good work environment. I still walk into dealerships that don't have air conditioning, they don't have good lighting, they're a horrible mess, and they are not managed properly. The service department is the only heart and soul of the dealership, each department really contributes something. But without a good service department, you won't sell as many new or used motorcycles. You will lose a lot of otherwise good customers because you botch jobs. You have to have a good work environment.

We have everything that our techs desire, we have one dedicated person in our parts department whose sole job is to make sure the techs get the parts when they need them, whether it's a special order or bike that just showed up. We also make sure they've got all the tools they need, whether it's manufacturers specialty tools or diagnostic software our techs have it. We make sure they're set up with the Snap-ons and the other high-end tools. We even help them manage their money. We want to invest as much in their lives as they invest into their work.

Each of our techs get a comfortable, well lit work area and our entire service department is air conditioned, so they're not dying in the summertime. We provide some of the riding gear for them because they are test riding bikes — no matter how many times they wash their hands, they'll be dirty and greasy — so we provide good gear. And then we do a lot of in-house training throughout the year, in addition to manufacturers training. All of our technicians are capable of working on the oldest BMW as we service, which is back to 1950. It helps having an onsite museum to cross-reference things.

We provide health care, all that other stuff. Because that's what you need to do as an employer. There's lots of ways people can earn money, you and I could be doing something else for a living. But if you like being in the powersports industry, there are career paths to be found.

So your hobby ran amok, but it is still a professional business, and there's healthcare, there's all the things this is a true career?

Oh, absolutely. And we have a lot of advancements, we have had three of our six technicians, and I think our current shop assistant, because he's expressed interest and has the skillset, he is going to be one of our next extensions. Probably before the end of the year, we'll put them into an apprentice program and we'll be rehiring for his position. One of the things that clued us in on that is that he's one of the best shop assistants we've had in a lot of years. Great work ethic, never says no, never twiddling his thumbs will find something to do.

Spin off of a great working environment. You also have an onsite museum. That's not something every dealer has to offer... but it's pretty awesome.

There's a personal part of it, a business part of it, and a motorcycle community part of it. We use it for everything from taking a bike out of the museum and putting on a lift next to a



bike that we're doing a minor or major refurbishment. We use them frequently for total restorations to get all the details. Of the 106 bikes I currently own, everything is in reasonable cosmetic and mechanical condition so they're good baselines. A couple of the bikes are brand new — they've never been on the road.

There's the fun aspect with our staff, the fun aspects with our customers... the fun aspects of having a local motorcycle club, regardless of brand, schedule an event at the shop. We've done it for a couple of car clubs. We've also done it for community fundraising. There are ways of introducing people to motorcycling through the museum aspect. On Saturdays, we do tours throughout the main season, we'll start with a tour of the dealership, whether they're riders or just people interested in old things.

We are trying to set the hook on the fact that this is a great place to work. This is why your bike will be well cared for. These are all the good people that make this place happen... I just happen to have my name on the building. It's just a fabulous part of the sport and hobby. Because I can spend all day over there several days a week, it allows me the mental separation between being in the business and being an avid rider who loves to travel. I've got three separate mental bank accounts that I need to keep filled. And each of them feed back into my desire to keep doing what I'm doing.

I like being in the business of finding the best people to be on our team. And then turn them loose! We have a great general manager, and he gives everyone the opportunity to grow. So just because somebody started as a parts & accessories specialist, doesn't mean they can't end up being service advisor, running another department or being a salesperson, I've got two people



on staff so far that have been in all three departments. That's not common in the industry, people usually get pigeonholed and there's no advancement. But our current operations manager used to be our parts man. One of our best service advisors is now back in our parts department running our E commerce



operation. We give people the flexibility to move around. You want to see how their talents develop, you're part of that development process, but people sort of find their own tasks. If you don't give them extra opportunities, you're gonna lose them.

That's the other half of the equation, we have to acquire, and retain talent. It costs more to find somebody new than it does to keep them you know.

I know the industry says it costs two or three times the amount to hire someone, I think it might be 10 times the cost of losing someone to find that replacement! It's not just the search. First you have to find a person that fits that role. Then you have to integrate them into the way you do business, how you treat customers, and how you treat each other... It can take several years to bring somebody new onboard. It doesn't happen overnight.



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BOB ON BOARD

Latest NPDA Board Member Bob Henig On The Association

If you didn't have enough going on with all of that you're now the latest board member for the National Powersports Dealer Association.

Mark Sheffield and I just joined up. I'm excited about that. My peers on the BMW side of the industry have always known me to be outspoken...Somedays I think BMW identifies me as a thorn in their side, but I'm an honest thorn in their side.


Dealers have needs, manufacturers have needs... but there ought to be a lot more middle ground for us to meet in the middle, come up with an agreement that everybody wants to sign versus backing off in the corners, weapons drawn.

I've served on the BMW dealer forum for two shifts. I did BMW as Financial Services Advisory Panel for one two year program, so I know that works pretty well. I try to engage BMW as often as possible suggesting they use their dealers as a resource since our resource is our customers.

I've been very active in the Maryland Motorcycle Dealers Association and we are now merging with the Maryland Automobile Dealers Association, because we have the same attorney and the same lobbyist. I find 95% of the issues to be addressed, resolved, discussed and negotiated are the same for OEMs and Dealers. The moment the MIC opened up their organization to dealers, we joined and we've been very active, I've been down to Washington a couple of times to lobby politicians.

As the NPDA was forming, I was watching it form, and I've known many of the people that are on the current board for quite a number of years. We joined them immediately. In fact, we joined for three years, so this is not a short term commitment. This is what we've needed all along. Another dealer in Oregon and I have been trying diligently to get a BMW dealer organization together, so that we can speak as one collective voice, not to be yelling at BMW, but to be having a cup of coffee at a table and asking, "how do we make this better for you, for us, and the customers?" The world should be a win-win whenever possible.

I'm excited to be part of what Bob Althoff and the founding board members started. Everyone brings her own piece of expertise, her own perspective on different issues. There'll be a lot of hard work ahead because we're young. But I'm excited, I got to communication out to every BMW dealer in the country before I came to AIMExpo and I believe one or two already signed up...I'll start following up with the 30 plus or minus dealers out of 160 that I talk to all the time and say "you've got to join."

Now we have this great opportunity with Tucker, so there's a better financial incentive for them if they're on the fence. But I'm pretty sure that now that we have this growing organization, I can convince the majority of my peers to participate. I think that this is going to be the organization that's going to help the powersports industry grow for the dealers, for the manufacturers of the motorcycles and for the manufacturers, and distributors of all the other products. The end result will be that the consumer is going to get a much healthier organization out there from coast-to-coast that is there to take care of their needs to make motorcycling fun. I see nothing but positives there. 

BOARD MEMBER BIO

NPDA Expands Leadership's Depth of Expertise As Association Grows



The National Powersports Dealers Association (NPDA) has added a pair of industry veterans to its Board of Directors as the organization positions itself for greater growth and outreach success in the new year. Since its founding less than two years ago, the NPDA has grown to more than 250 Powersports Dealer members, including Harley-Davidson and metric dealers and independent (non-franchised) shops. The Board is now comprised of eight men and three women dealers from Alaska to Virginia.

The two newest additions to this august group were onboarded in time for their first in-person Board meeting at AIMExpo. *Dealernews'* current cover dealer Bob Henig is joined by industry veteran (and U.S. Army Veteran) Mark Sheffield. See NPDA Board Member bio on page 53 for Sheffield's statement).

Henig is a former freelance photographer and home improvement business owner who launched Bob's Used Parts in 1981 after a motorcycle crash, turning it into Bob's BMW Motorcycle several years later. "I believe the NPDA exists to create a nationwide organization that is available to assist and support all Dealer members in growing their individual operations in the smartest, most profitable manner possible and to take on the thorny issues that Dealers often face in the current business environment," he says.

"Adding the five decades of smart, passionate industry Dealership experience found in these two fine gentlemen will further strengthen the leadership of the NPDA," adds NPDA Chair Bob Althoff. "We look forward to what will surely be their important contributions."

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BOB HENIG STATEMENT OF QUALIFICATIONS

Please explain why you want to serve on the NPDA Board and what you would like to accomplish:

I desire to serve in a BOD position with the NPDA as I have always worked towards improving the overall industry for our customers, the dealers, and the manufacturers we work with. I specifically want to see fair, honest, and true agreement based DORA's presented to all dealers, representing all brands, so that we might truly be partners in the powersports industry and prosper together vs. the often antagonistic, one-sided environment we all live and work in today.

Please provide a brief biography and your experience in dealership work:

I crafted what I wanted Bob's to be outstanding at so I could hire the best, train them well and turn them loose. I've attended 35+ years-worth of BMW Rallies and events across the country meeting customers and listening very carefully. I've acquired the inventories of roughly 100 dealers who closed their doors —learning each time what worked and what did not, at least in their opinion. I've traveled to Europe dozens of times to acquire rare bits and bikes from flea markets and vendors well before the Internet changed that world to bring these items home to sell to customers or in some/many cases keep for my own collection which is now in a true museum setting taking up 5,500 square feet on two levels across from the dealership.

I am also a ruthless FUNd raiser. With my dealership, staff, and customers I've helped raise over \$800,000 for the PBTF and the Ride for Kids® and raised tens of thousands of dollars for another dozen local non-profits over the past 30 years. While I fully respect the individual choices dealers make in this area, I think one area the NPDA could shine would be to help more dealers and especially the manufacturers promote the simple act of selecting a good local/national cause and doing some good. We all have numerous peers who could say what I just did but also know of too many dealers and manufacturers who do nothing. This can be a three-way win that makes our industry look great in the public eye for all the right reasons.

Please provide some insight into your leadership style and your participation on other boards:

My leadership style has varied, grown, and changed measurably over the past 40 years. Today I am more hands off than hands on thanks to a great lead team and a fabulous overall team. My General Manager, Marketing Manager, Operations Manager, and my wife/business partner/VP of 35 years who manages the Accounting, Computing, HR and other back of house responsibilities. Our leads in PAA, sales and service report directly to one or more of those individuals. A weekly meeting keeps me fully up to date on everything and urgent matters (thankfully few) are brought to my attention even when I'm not in the dealership or working from home 2-3 days per week. Hire right, train regularly, meet often to keep them on track and pace and let them show you what they can accomplish has resulted in a fourth straight great year with this most recent December being the best-ever in all possible ways in the company's history.

Explain your understanding of why NPDA exists and its mission and vision:

I believe that the NPDA exists to create a nationwide organization that is available to assist and support all member dealers in growing their individual operations in the smartest, most profitable manner possible and to take on, as an umbrella organization, the thorny issues that often face dealerships in the current business environment. Membership by as many of this country's dealers, of all sizes and brands is crucial to the group's success as a large unified group voice can assist us all in attaining the mutual goals needed for everyone's success going forward.

Please explain your participation within NPDA's programs and services:


To date, Bob's BMW has just been a dues-paying member, but the goal since joining has been to take a more active role similar to the one I have had within the BMW dealer community or family. In addition to being outspoken when the topic or time is right, I have served two terms on the BMW Dealer Forum and one on the BMW Financial Services Advisory Board. Bob's BMW was the founding and originating dealership to start the first 20 Group with NCM roughly 22 years ago; we remained a member in very good standing for about 19 years before exiting. We are now working on joining another with the Spader Group so our GM can participate directly.

Describe the qualities and strengths (knowledge and skills) you would bring to the NPDA Board:

I bring 40 plus years of industry knowledge and experience to the NPDA, should I be approved for a BOD position. That includes almost ten years as an internationally recognized, independent operation, with customers all over the world and another 30 plus years as an authorized BMW dealership who has constantly ranked in the top twenty and often top five to ten for unit sales and battles it out with a few peers/friends for the number one position year after year in the PAA category.

I am a good listener, good idea person, not afraid to speak up and look for unique ways to solve problems with my team or fellow dealers and enjoy all aspects of marketing challenges to help grow this specific business, and the industry as a whole. I firmly believe that the success of all of us for the long term revolves around fair business practices, friendly dealer relationships, smart and attention getting marketing and superb customer service levels in all areas. After 40+ years I still love what I do and desire new ways to contribute to this community and the greater community we live in.

Please describe your understanding of the role of the NPDA Board of Directors:

As a possible future NPDA BOD member I see my role as working with other NPDA BOD members to grow the general membership to gain a diverse roster of dues-paying dealerships that represent all brands and operations both small and large, so we can bring a collective and strong voice to the table to help the dealers and this industry grow and prosper in the years and decades ahead with the various manufacturers or vendors we all work with and to create a mutually beneficial and more level playing field where everyone feels they have their best interests represented and it's not just business as usual and lop-sided DORA's being presented by the various manufacturers with a sign it or get out attitude. 



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Dealernews Research

By Don Musick



MORE THAN MEETS THE EYE

Backstory aside, the marketing genius behind the brand's introduction was to incorporate a unique augmented reality experience into the label of each bottle (every bottle tells a story). This differentiated the brand from competitors driving consumer curiosity and engagement in an ongoing narrative. The portal to the experience comes from the IOS app "Living Wine Labels".

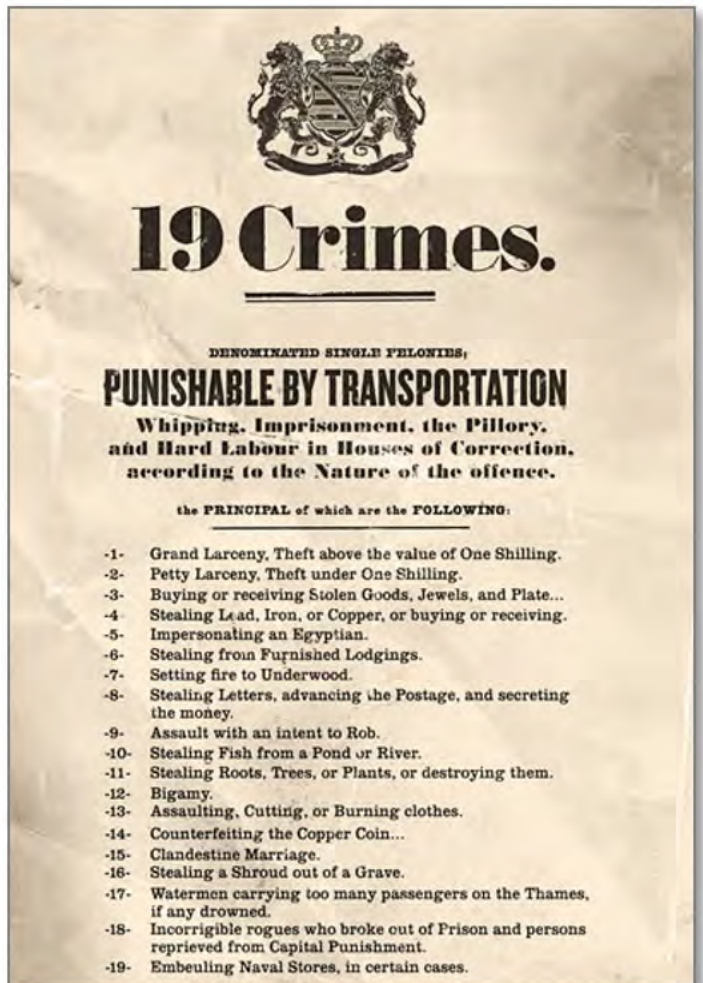
19 CRIMES

Between 1788 and 1868, about 162,000 convicts were transported from England and Ireland to penal colonies in Australia ([Wikipedia](#)). The majority of these convicts were transported for petty crimes in an attempt to relieve further overcrowding of British prisons.

During this period of time, a variety of lists had been published that documented crimes that were "punishable by transportation". These lists were similar in content and usually included about 20 offences. An example such a list can be found in a treatise by the founder of the Thames River Police, Patrick Colquhoun titled "A Treatise on the Police of the Metropolis" first published in 1800. Pretty obscure, but if you're into historical criminology you can find the details [here](#).

An unexpected consequence of this policy was to turn petty criminals into colonists that hammered out new lives and a new country in frontier Australia.

The true stories of these convicts, some of which became folk heroes, were the inspiration for the "19 Crimes" label from the Australian winery "Treasury Wine Estates" (TWE). Launched in 2017, the brand currently offers 8 reds (some aged in rum barrels), 2 whites and a rose. While this falls short of a one to one match of crimes to cameos, all 19 crimes are printed randomly on the collectible corks of each bottle.

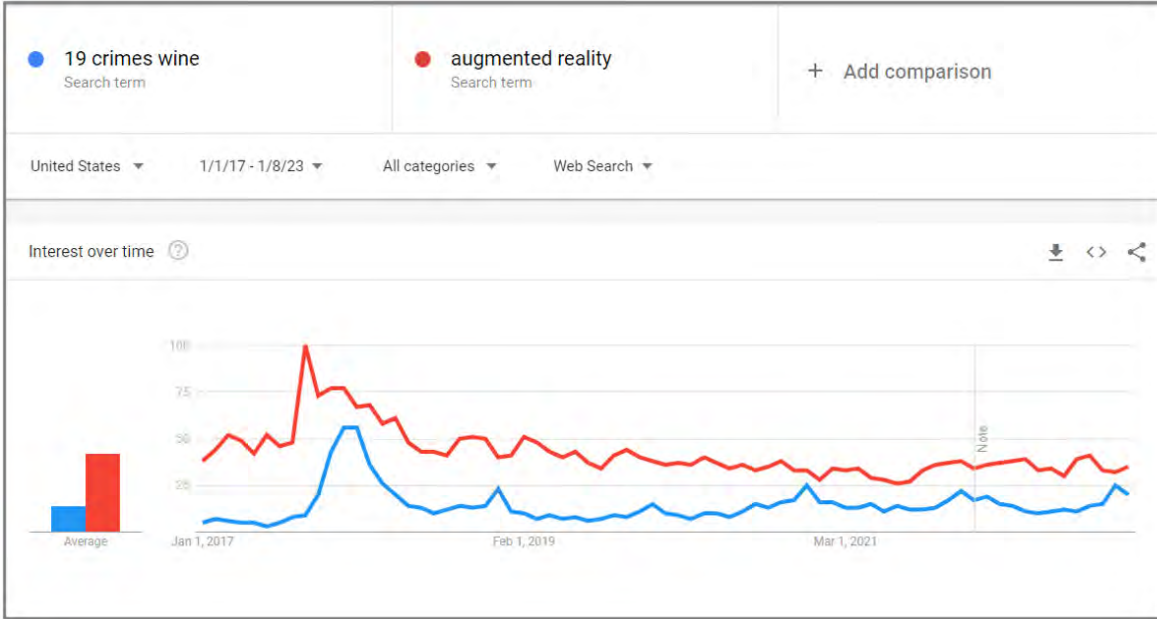




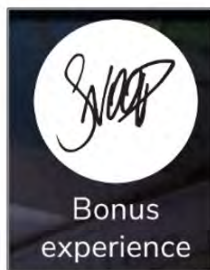
You can watch a YouTube video of the app experience or you can download the app yourself from either app store then scan the image on the right (it's a lot more fun to DIY!).



A quick check on Google Trends shows the immediate impact the program had on consumer behavior following the launch. The graphic below shows consumer interest in "19 Crimes Wine" as well as interest in "Augmented Reality" from Jan 2017 to Jan 2023. The app has been downloaded over 5.5 M times since July 2017 and the effect on TWE's bottom line has been a whopping 40% increase in case sales! This on top of snagging Market Watch's 2017 Wine Brand of the Year Award, the prestigious Super REGGIE Award from the Association of National Advertisers and #1 wine/beverage app rating by Apple and Business Wire!



Building on their success, TWE recently engaged Snoop Dogg to tell his personal story of redemption under the 19 Crimes label. Sure, he's a long way from the penal colonies of Australia, but the message is on target! Scan the label and let Snoop bring you up to speed, or check it out on YouTube. If you're using the app you'll see that it contains an additional link for a bonus experience with the "Doggfather". Place an AR Snoop on your desktop and hear his interactive responses to any of your questions!



Kind of a high-tech version of the "Magic 8 Ball" fortune teller that we all played with as kids.



Continued from page 29

Not to be upstaged by the Aussies, back in Lynchburg Tennessee, Jack Daniels has also jumped on the AR marketing wagon with their own app (IOS & Android).

More ambitious in content delivery than TWE, the Jack Daniels story unfolds as a series of narrated dioramas. You can check it out on YouTube or alternatively you can download the app and scan the image of "Old No. 7" below.




A NOT SO SILENT SALESMAN

A common thread in both of these implementations is to engage customers with unique story lines which can be static (Jack Daniels) or developing over time (TWE). TWE's "askthedogfather" app ups the ante even more by enabling real-time interaction with an AI-driven AR. This isn't the first time that AR has been used in a sales or marketing environment.



For example, in August 2022 Bridgestone Golf introduced their "Bridgestone Golf Experience" app. According to Golf Ball Marketing Manager Elliot Mellow:

"The BRIDGESTONE GOLF EXPERIENCE is a way to bring Tiger Woods and other Bridgestone TOUR players directly into your living room, pro shop, or clubhouse. With the BRIDGESTONE GOLF EXPERIENCE, consumers can utilize an augmented reality web application on their smart phone to see and hear Bridgestone Tour Staff members talk about the TOUR B model they play and learn why it might be a good fit for them".

You can access the web app by scanning the QR code below with your smart phone (a separate app download is not required) or you can see it in action on YouTube. 



From his first motorcycles (a Honda S65 and an S90) when he was 16 to 50 years later, Don Musick has never stopped twisting the throttle. Although his accomplishments in the research arena have surpassed his MX career Don has over 25 years experience with major manufacturers in the Powersports and Automotive industries specializing in e-business solutions for retail distribution networks. His solution portfolio includes the development and implementation of manufacturer/dealer extranets, consumer-direct commerce portals, manufacturer/dealer e-channel integrations as well as development of web-based sales force automation tools. For most of his career, Don has been fascinated (his wife would say obsessed) with geographic market analytics, dealer location planning and sales territory optimization. He founded Genesys Technology Solutions (GenesysTech) <http://www.genesystech.com/> to develop new tools and market intelligence products to help manufacturers understand the competitive landscape of their industries, recognize opportunities and grow their businesses. A Spartan to the core, Don earned a B.S. in Physiology and PhD in Biochemistry from Michigan State University. Contact: dmusick@genesystech.com

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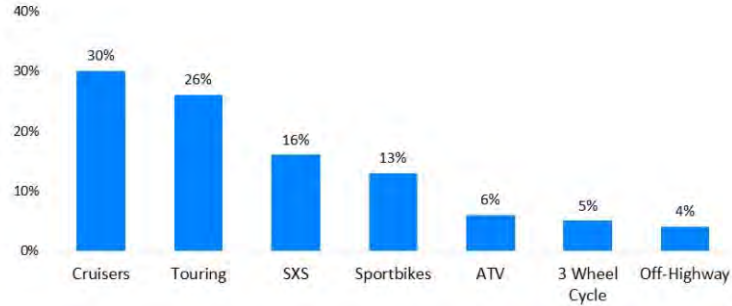
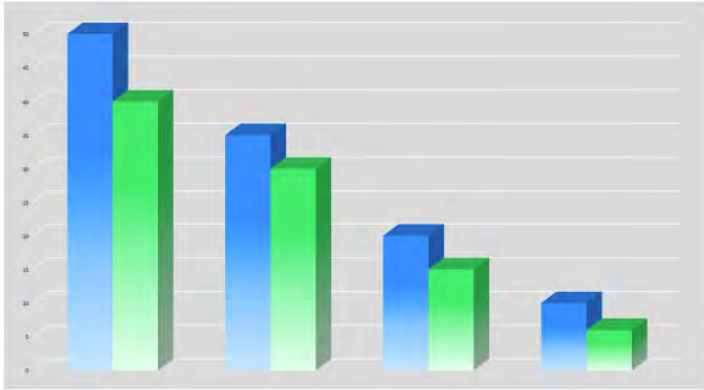
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Our AI user input-driven powersport pricing tool projects current market estimated values in real-time for a vehicle, not an average value based on auction transactions.

The image displays the ValueGuidePro interface across three devices: a laptop, a desktop monitor, and a smartphone. The laptop and desktop monitor show the main interface for a 2017 Harley-Davidson FLHX Street Glide, featuring an estimated value of \$16,700, a condition score of 84 (Clean), and 5000 miles. The desktop monitor also displays a detailed condition report with sliders for Mechanical, Frame, Bodywork/Paint, and Overall Appearance. The smartphone shows a similar interface with a 'Sale Price by Mile' chart at the bottom. The background features blurred numbers and the NPA logo.

SIGN UP TODAY

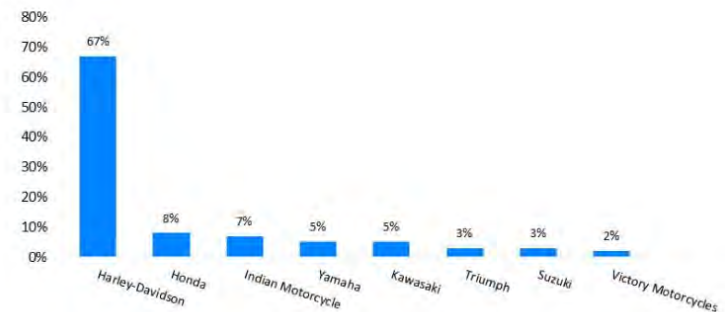
Views in 2022 Q1-Q4



Motorcycle Brands

Top Researched Brands in 2022 Q1-Q4

Cruiser Brands



Market Insights



Dealernews Research

By Lenny Sims

BY THE BOOK

J.D. Power Powersports Market Overview


Curiouser and curiouser, as Alice remarked. While the powersports industry that had been bucking the trend has finally contracted, the auto industry is seeing some Q1 upturns. While higher interest rates, a possible return to seasonal demand trends, and increased spending on other forms of entertainment and travel are likely factors behind the recent depreciation in powersports.

“Despite economic headwinds, the auto industry is on track to deliver year-over-year sales growth alongside record transaction prices and record consumer expenditures for the month of February,” says Thomas King, president of the data and analytics division at J.D. Power. “Improving vehicle availability is allowing more retail and fleet customers who have been waiting on the sidelines to finally buy a new vehicle.”

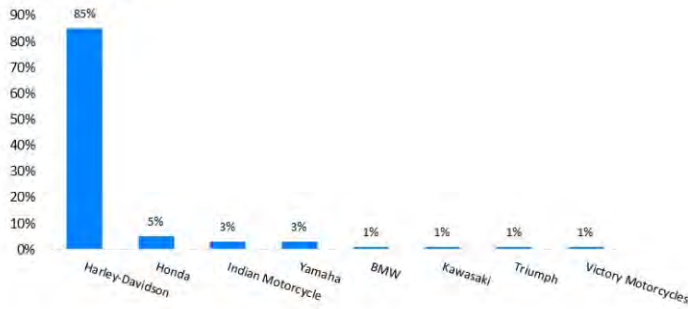
Total new-vehicle sales for February 2023, including retail and non-retail transactions, are projected to reach 1,117,100 units, a 7.2% increase from February 2022 according to a joint forecast from J.D. Power and LMC Automotive. February 2023 has the same number of selling days as February 2022.

New-vehicle retail sales for February 2023 are expected to increase when compared with February 2022. Retail sales of new vehicles this month are expected to reach 907,900 units, a 0.1% increase from February 2022. By comparison the powersports industry seemed to hit the brakes in Q4. Values for the most recent 10 model years of cruisers averaged 3.0% lower in the September-October period compared to year-prior. Year-to-date, this segment is still 6.0% higher. Sportbikes averaged 5.6% lower in September-October 2022 compared to the same period of 2021, but 3.8% higher year-to-date.

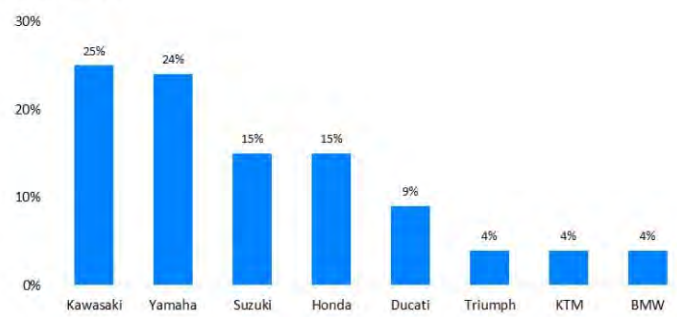
In the side-by-side segment, values for the most recent 10 model years of utilities averaged 2.7% lower in the September-October period compared to year-prior. This category is still 7.4% higher in the first 10 months of 2022 compared to the same period of 2021. Sport side-by-sides averaged 1.2% lower in the September-October periods, but 12.0% higher year-to-date.

Supply of new side-by-sides and motorcycles were not yet back to normal at the close of Q4, which will help keep depreciation in check. But as products begin to fill the pipeline hopefully we will see the same sort of recovery King notes for the car guys. 

Touring Brands



Sportbike Brands



J.D. Power Specialty Valuation Services (formerly NADAguides) is a leading provider of specialty vehicle valuation products and services to businesses. The team collects and analyzes tens of thousands of wholesale and retail transactions per month, and delivers a range of guidebooks, web service data, analysis and digital data solutions. J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

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JANUARY AWP IN REVIEW

Pricing Stabilizes

After closing the books on 2022, uncertainty continues to permeate throughout the dealer network. While the expectations of Spring typically bring slight increases in Average Wholesale Prices (AWPs) in January, the back half of 2022 was anything but typical. With July through December AWP's correcting downward up to 20% or more, January pricing showed some welcome stabilization. Compared to the prior 90 days, AWP's for most categories were relatively unchanged.

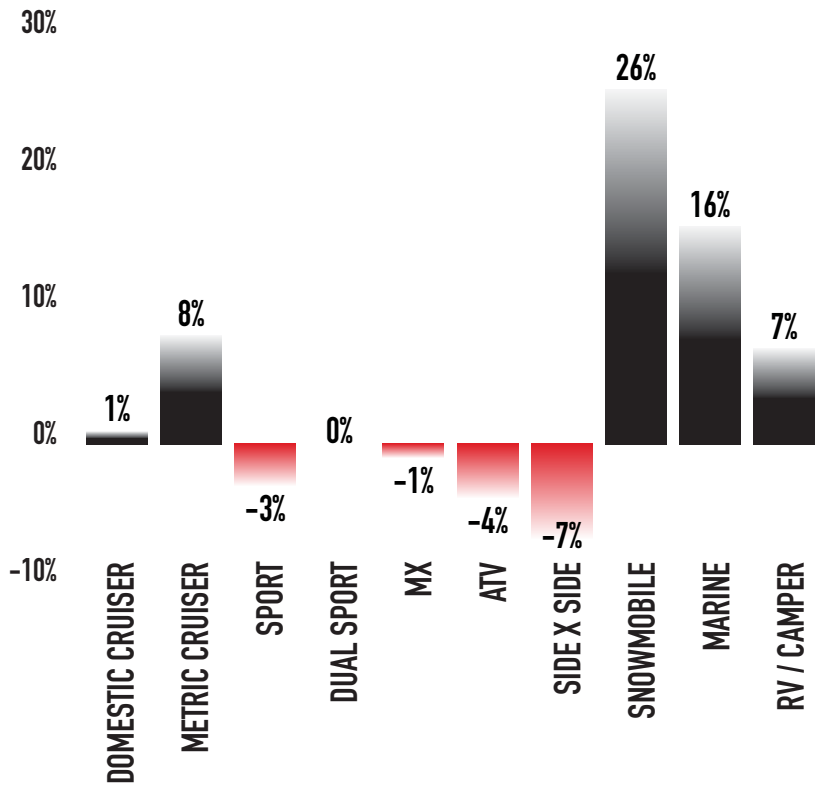
Metric Cruisers rose more than most, while ATV and Side-by-Side AWP's continued to decline. Smaller volume categories like PWC, Marine, and RV reflected positive gains directly attributed to a better product mix. On a year-over-year basis, all categories decline moderately to significantly as post-pandemic pricing continues its retreat to normal levels. The minor exception was Metric Cruisers, which remain in demand versus supply as OEMs resolve their supply chain challenges.

Slow Start

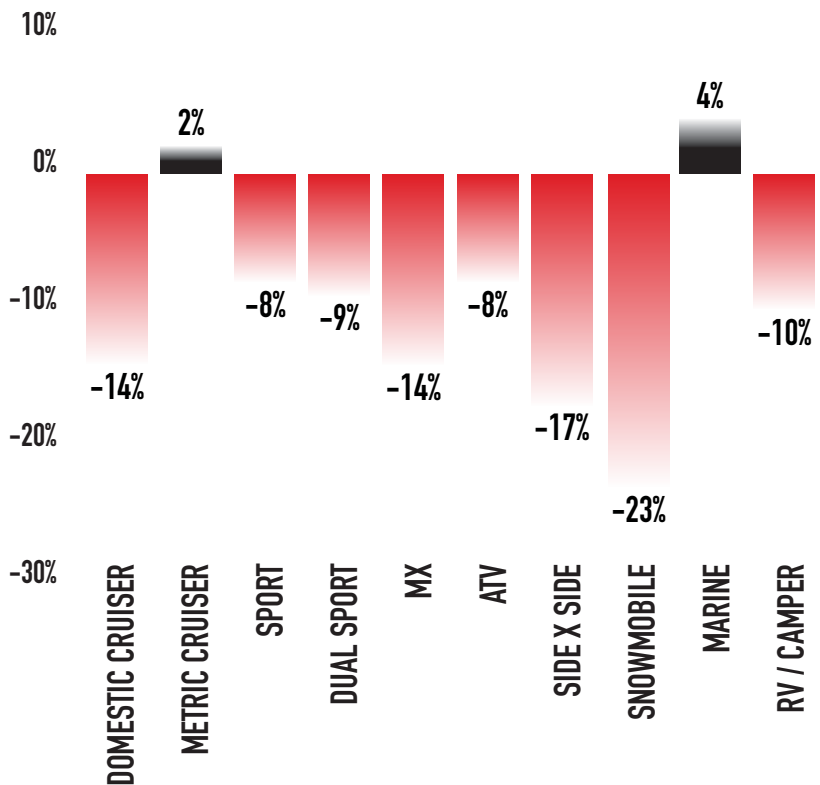
January auction volume continued to come in lower than in prior years, a stark contrast to growing dealer inventory levels. Between concerns over supply chain issues and the rapid drop in wholesale values, many dealers continued to stock and hold inventory through the back half of 2022. With the market transitioning back to normal, smart dealers will take advantage of the Spring market to clean out their closets. Any excess inventory held past May is at risk of another round of significant devaluation, especially as the economy slows. Auction product mix shifted slightly, with an increase in the ratio of Sport bikes and declines in the mix of Domestic and Metric Cruisers.

Looking Forward

Spring brings new product, tax return money, and improving weather conditions across the country. We anticipate further price stabilization and slight upticks across the category spectrum in February and March. We also expect pricing to be more muted this Spring than in typical years and then a significant decline in values again this Summer and Fall. Inventory management over the next 120 days could be make-or-break for many stores. Now is the time to act if you're already sitting on excess inventory. While retail sales and profit margins are always the priority, dealers will need to be aggressive this year in both their retail and wholesale auction strategies to avoid being buried in the wrong inventory at the wrong price when a mid-year recession arrives.



JANUARY '23 VS. JANUARY '22 AVERAGE WHOLESALE PRICE CHANGE



*All data provided by National Powersport Auctions includes live and online transactions from all NPA locations. Closed OEM auction data is excluded. For more info visit [NPAUCTIONS.COM](https://www.npauctions.com).

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eBIKES CHARGE UP AIMExpo



EBIKES TAKE OVER AIMEXPO

With support of a dozen manufacturers and a total takeover of the demo by Tucker to introduce the media to their full range of EV offerings (including Ninebot karts). The eBike Pavilion and indoor demo course were the epicenter of the show for the ICE alternatives. Dealernews' production manager Brenda Stiehl even snuck in for some hot laps around the demo course.

"Dealers considering adding eBikes to your sales floor, this was the place to try the products, ask the questions and get the information you need to grow your business," said Andre Albert, director, marketing & events at AIMExpo. And he does mean GROW your business! The eBike market is estimated to grow from \$49.7 billion in 2022 to \$80.6 billion by 2027, according to market research platform MarketsandMarkets.

"AIMExpo's eBike Pavilion brought new focus to this flourishing segment to the powersports industry," added Albert. "E-bikes are unique in that they appeal to two customer bases and bring them together: consumers from traditional motorcycle and scooter markets, and traditional bicycle consumers." 



GREENGER GOES BIG!

Rather than hedging their bet with a sure thing like the CRF-50 eBike, the guys at Greenger doubled-down at AIMExpo. The new G3 and G3s supermoto variant is built for kids of all ages... and available to all dealers, not just the Red riders. "This is unlike the homemade lawn mower engine pit bike we grew up riding," says General Manager Doug Chapman. "This is the bike we wish we grew up riding."

For those "kids" who never seem to grow up, the G3 has a 300 lb. max weight aluminum twin-spar frame and 6kW motor to ensure it moves "larger" riders. "Built for riders new and experienced, we included three speed stages to choose from: Stage 1 up to 17 mph, Stage 2 reaches 33 mph, and Stage 3 top out at 55 mph," explains Chapman. Dual hydraulic disc brakes provide the whoa power for all that go power.

However he notes that it is the dealer support that really differentiates Greenger. "Not only are we focused on the showroom and driving consumers to it, we are also focused on amping up our back end. A new CRM system by Salesforce has been implemented to provide better account management and customization for each individual dealers' needs. To capitalize on the technology, we have moved our website UI and hosting over to AppNet. A newly charged dealer portal allows the dealer to better manage their account and sales."

Greenger University powered by Brandecation and Greenger Dealer Social powered by Thumbstopper are among the tools offered to dealers and paid for by Greenger. "If our dealer is willing to invest their time and floor space into Greenger, we are willing to invest right back into them by providing the tools the dealer needs for its sales team and customers."

Chapman concludes that Greenger is in it for the long haul. "In Q4 of 2022 Greenger was voted into the MIC as its second all-electric powersports OEM. Ensuring we support the industry and being a part of the future of powersports is important to us and core to our values as a company. Being voted in also shows the industry sees EV as a part of the next chapter."

Greenger G3 MSRP \$4,099 + applicable fees
Greenger G3s MSRP \$4,399 + applicable fees

Powersports Dealer Pre-Orders began at AIMExpo. Production expected May/June. Get more details here:

www.greengerpowersports.com 



DEALER NEWS:

Capital Powersports Charges Into EV Sector

After a year on the gas, Capital Powersports charges into 2023 with the addition of three EV product lines from Greenger, Segway and Volcon. "With the increased demand for fresh and new product thinking, the addition of these all-electric and hybrid vehicles from these three new brands will help us jump start into the future with environmentally friendly, yet exciting new product," says General Manager Kevin R Dunn. Founded in 2012, Capital Powersports is a full-service franchised dealer for Honda, Yamaha, Kawasaki, Suzuki... and now Greenger, Segway and Volcon serving the Wake Forest, NC area.

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CURRENTS+

"2022 was an especially big year for us here at Capital Powersports as we were in our first full year with Kawasaki and Suzuki," says Dunn. "It was our 10th Anniversary as a dealer with American Honda and we became a 7-time winner of the Honda Council of Excellence. We continued to improve our Google Score rating with nearly 900 reviews with a 4.7 rating... we also held our title as #1 with Yamaha in the district for motorcycle sales, breaking our vehicle sales record with more than 1000+ units sold and then added three new brands!" The "Adventure Store For All Sizes" continues to expand.

"I am very proud of our team who continue to outperform the industry despite the challenges," concludes Dunn. "They continue building the customer experience to the highest level. We all look forward to even bigger plans going into 2023 with expansion plans and more brand additions in the works!"



BRAWLEY ON A CHARGE!

Not every EV dealer was at AIMExpo, so Vanderhall opted to meet the off-road market where they live. "We partnered with our local dealer Young Powersports at the Salt Lake Off-Road & Outdoor Expo to give off-roaders their first in-person look at the all-electric Brawley," says Dealer Acquisition Specialist Matt Tervort. Mission accomplished as more than 26,000 attendees charged through the Mountain America Expo Center February 24th-25th.

"We had plenty of traffic being located near the entrance. Based on the overwhelming positive response, he suggests dealers flip the switch now! "Don't miss out on the 2023 production run. Apply now to become a certified Vanderhall dealership and add the industry-changing electric Brawley to your showroom."

If you were still trying to fight your way through the furry cosplay characters invading the show space in Las Vegas on Friday, Tervort suggests checking out the revamped website and then clicking on the dealer application form before it is too late: vanderhallusa.com/dealer-inquiry-2023



LYNX LAUNCHES AT AIMExpo

It wasn't the cooler of free beers that kept us coming by QuietKat's booth during AIMExpo, honest. Even teetotalers were cheering the Lynx launched at the trade show. "The new Lynx represents the latest in full-suspension electric bicycles from the leader in off-road eBikes," said QuietKat Marketing Director Michael Mayer. "It is an innovative design that pushes the envelope of style and high-performance for the brand."

He noted the Lynx establishes a new category for QuietKat, as it takes its proven off-road capabilities and blends it with a café moto style in a fun and powerful ride that is aimed for the discerning user who demands the latest technology and a premium ride, Mayer explains. "Able to tear up the road in style, then go further when the pavement ends, the Lynx is a fully capable off-road technical machine that can tackle the roughest terrain."

With a blend of on-road/off-road capabilities, the Lynx features a 2-speed, 1000W hub motor with a twist throttle option, 203mm Inverted Mechanical Coil Fork in the front and a Mechanical Coil shock giving 100mm of travel in the back. Highly capable 24x4.5" off-road moto style tires round things out. "The Lynx is part of a new generation of QuietKat integrating IoT technology for remote control, tracking and other smart features..." The Lynx should be hitting dealers late summer 2023 with retail target of \$4000.



Breaking news!

Off-road riding goes quiet and plush!

Introducing the all-new, all-electric 2023 Volcon Evo, the next stop for your dealership's discerning off-road riding customers. If the silent belt drive doesn't provide enough buzz for their liking, the monoshock with preload adjustability out back sure will. Here's a closer look:

- MSRP: \$5,999
- Dealer margin: 20%
- Top speed: 40 mph
- Range: 70+ miles (in Explore mode with 2 2.0kwh batteries)
- Drive modes: Stroll, Explore, Sport and Reverse
- Total payload: 400 pounds (passengers plus cargo)
- Oversized tires: (front and rear): 26 x 8 x 12 6-ply tubeless
- 32-inch seat height
- Wheelbase: 121 inches
- Color display is mounted on the upper triple clamp and shows Speed, Ride Mode, Charge Level and any system Alerts
- Level 1 charging (standard household outlet)



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eSHIFTING GEARS+



Already known for its collaborative effort with **Honda** on the CRF E2, **Greenger Powersports** continues to charge, promoting **Doug Chapman** from Marketing Manager to General Manager just in time for **AIMExpo**. "Some of my proudest achievements include expanding business by overseeing launch and distribution of Greenger Powersports brand and **OLP CRF-E2**, as well as strengthening the **dealer network** by designing and building CRM from ground up," claims Chapman. However it is the **Vurb Shred Tour** that he attributes to moving the needle the most: "The national demo tour with a major media partner as well as three-race series with an iconic local track worked to maximize consumer impressions across multiple marketing mediums by 450% in 90 days while decreasing total media spend. I consider myself as a renowned strategist; expert at devising and implementing marketing plans with the aim of exceeding customers' expectations and building credibility of brands." Before joining Greenger back in 2020, Chapman was the Events Marketing Coordinator for **Suzuki**, but **dealers** may remember him as the Manager of Development and rider support at **Scorpion EXO** from 2007- 2015. However Chapman actually kicked off his career behind the **parts counter** at **Mission Yamaha** back in 2004.



"Friday January 13th marks my last day working with **UBCO - Electric Adventure Vehicles** team as I look forward to my next venture in business," says early adopter **Ethan Ralston**. "My involvement with UBCO started back in January of 2017 as an early investor in the global company and as the founder of the **distribution company** that brought the first 60 UBCOs into the U.S. market. It has been an amazing 6-year journey establishing the **U.S. arm of UBCO** and learning about electric vehicles, motor vehicle licensing, EV manufacturing and the US powersports market. It has been a pleasure working with new colleagues from around the globe and especially teammates from **Tauranga, New Zealand**. I'll be rooting for UBCO now as a shareholder and enthusiast for the rapidly growing electric vehicle market in the U.S. and around the globe. Go team UBCO... **Ride The Planet!**"



From A-Z as **Zero Motorcycles** adds auto industry exec as COO. **Alex Acket**, a graduate of the **University**

of **Chicago Booth School of Business**, assumes the Chief Operating Officer role effective immediately, but he has actually been pivotal in several key areas for the company over the past year. "In conjunction with our recent raise of \$167MM USD and in light of our recent partnership announcements, Zero is promoting Alex Acket to the role of COO and reconfiguring our business for greater efficiency and profitability," said Zero Motorcycles CEO **Sam Paschel**. Acket brings more than two decades of automotive experience in purchasing, growth and strategy, including stints with **several electric vehicle manufacturers**. "He is a lifelong powersports enthusiast who embodies Zero's core values of obsessing about the rider," noted Paschel. "It's with that mindset that Alex approaches problem-solving in that everything the company does should be designed to positively impact the end user." Acket added, "There are only a handful of companies that have had the opportunity to impact the history of human mobility in the way that Zero currently can. And I'm thrilled to be able to align my expertise with my passions at such an exciting moment for Zero Motorcycles and transportation in general." Acket will be primarily based global headquarters in **Scotts Valley, California** and when he is not working, he enjoys cooking and spending time with his wife and three children.



Motors announced **Amber Spencer's** promotion to VP of

worldwide marketing. Spencer was Damon's sixth hire and has been instrumental in the company's brand development and growth. "Amber's keen insight to the industry comes from her relentless passion for the motorcycle industry as a rider and brand builder," said co-founder and **CEO Jay Giraud**. "In an industry dominated by men, her firsthand riding experience and knowledge are relevant in all aspects of her work and testament that the market needs to change." Since then, the BC-based EV has been on a charge. "I feel Damon can take a huge step forward in modernizing what it means to ride a motorcycle and stimulate a whole new generation of riders—from all backgrounds," says Spencer.



Damon also took the opportunity to expand its board of directors, including adding **Cybele Negris**. A serial entrepreneur — most notably the co-founder & CEO of Canada's original .CA Registrar **Webnames.ca** — she is a seasoned board member, speaker, mentor and columnist. She joins the Damon board as the company ramps

up production of its **HyperSport motorcycles** and continues its global expansion. Negris is the company's first female board member, further solidifying the company's commitment to diversity. "Cybele Negris is a proven business leader, having not only built her own successful company, but also serving as an advisor and mentor to numerous startups," said Damon CEO **Jay Giraud**. "Her experience and insight will be key as we continue to grow the company and further establish Damon as a tech and transportation industry leader." Negris notes, "Damon Motors has built not only a groundbreaking product, but has also built a diverse, knowledgeable and experienced team that has positioned the company for great success. I am proud to serve on the board and share my own experiences and expertise to help the company achieve and surpass its goals." 

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4 Locations, Texas

Acquired by Ed Morse Automotive Group from Walter & Sheila Umphrey



POCONO MOUNTAIN HARLEY-DAVIDSON
Tannersville, Pennsylvania

Acquired by Steve & Anne Deli from Jim & Linda Schlier



STAR CITY MOTOR SPORTS
Lincoln, Nebraska

Acquired by Elway Powersports from Robert Kay



BUD'S HARLEY-DAVIDSON
Evansville, Indiana

Acquired by Evan Schipper from the Morand Family



BARNEY'S MOTORCYCLE & MARINE
3 Locations, Florida

Acquired by Dave Veracka from KC Wood & Todd Hempstead



RED BLUFF MOTORSPORTS
Red Bluff, California

Acquired by Benny Brown & Paul Sutfin from Robert & Lori Carrel

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

Powersports Division

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DEALER NEWS



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February 2023

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DEALERS UNITE IN THE PURSUIT OF RETAIL EXCELLENCE

News from YOUR National Powersports Dealer Association

Welcome to the February 2023 newsletter from the NPDA! There is strength in our growing numbers, and we're on the move in furthering our mission: "To advance our industry by elevating Dealers to be well prepared, sustainably profitable and exceed the expectations of a growing Powersports customer base."

TUCKER TEAMS WITH NPDA

Dealers Win Big In Las Vegas

On the eve of the National Powersports Dealer Association's annual meeting at AIMExpo, Tucker Powersports announced a sweeping dealer support program which will pay the dealers' NPDA dues. This program will offer support for hundreds of dealers who may be interested in being part of the NPDA.



"Customers benefit from having great dealerships and the industry is stronger when dealerships thrive," explains Tucker President Marc McAllister. "We believe that NPDA can fill an important role in improving dealer operations and the experience of powersports consumers."

To this end, Tucker will pay 100% of the annual membership fee for dealers who meet a certain annual purchase level. Tucker will also cover 50% of membership fees for dealers at a reduced purchase level. Tucker sent an email message directly to dealers which introduced the program and provide instructions on how to join using the support from Tucker.

"Tucker Powersports has stepped up to support dealers unlike anyone else in the industry," adds NPDA Chairman Bob Althoff. "The NPDA and its members are tremendously grateful for this program. It's clear to our members that Tucker supports our business and we will support them as well."

Dealers who have questions about this offer are advised to contact their Tucker rep with questions about sign up or eligibility, or reach out to NPDA.

AIMExpo MEET-UP

NPDA Annual Session Showcases Successful Year, Future Plans

Many in the Powersports industry were first introduced to the newly formed National Powersports Dealer Association at the 2022 AIMExpo. We've come a long way since last February, and we made an even bigger impression at this year's show in Las Vegas. The bylaws require an annual meeting so NPDA held its session in conjunction with AIMExpo (just down the hallway from the AIMExpo show floor in Room #231).

In the span of 1 year, we have helped raise tens of thousands of dollars for charitable efforts supporting Dealers, and partnered with other associations to address legislative issues of importance to our members. Since last year's show we've added nearly 200 Dealer members, bringing our total to 250, including 135 Harley-Davidson Dealers. We also have a total of 16 Partners representing a variety of business sectors.

Speaking of Harley-Davidson – H-D Dealers aren't a typical sight at AIMExpo, but there are more here this year thanks to the work of the NPDA's Harley-Davidson Dealer Council, which held a series of private meetings during the show specifically for H-D Dealership owners.



NPDA SETS FORTH AN AMBITIOUS COURSE

The National Powersports Dealer Association (NPDA) is pursuing an aggressive path to drive the Powersports Industry to greater success. Since its founding less than two years ago, the NPDA has grown to more than 260 Powersports Dealer members. The Board of Directors of eight men and three women are Harley-Davidson and metric dealers from Alaska to Virginia, Ohio to Texas.

The February 16 Annual Update featured NPDA leadership, as well as representatives from nearly all of the 19 Partner companies that provide financial and intellectual support to the association. During the meeting, NPDA Chairman Bob Althoff presented recent accomplishments of the group, including:

- Formation of a Foundation to meet Dealer needs and support charities
- Launched the Powersports Industry Growth Initiative, which will include visual campaigns to help “mainstream” the industry on various media platforms
- Partnering with Tucker Powersports to provide its highest-volume customers with free or reduced fee membership in the NPDA

“This is an incredible time for our organization, and I am humbled by the incredible work of our Directors and Advisors, and the support of Dealers and Partners, in making it all come together,” said Althoff. “Of course, the challenges Dealers are facing are on-going. What we love we have to make last, and we have exciting plans to continue our momentum.”

One area in particular will attract attention from the group’s leadership throughout the year: Education. The group’s Education Committee will further its efforts to arm Dealers with valuable, pertinent information and lessons that can help them grow their businesses and improve profitability.

“We are here to serve Dealers, such as providing them with tools to run their businesses better and advocating on their behalf, and even helping them enjoy this industry we all love,” added NPDA Organizing Director Darris Blackford. “We are excited to see how things unfold throughout 2023 and beyond.”



DEALER ALERT!

Website Compliance Issue Requires Immediate Attention!

The NPDA has been hearing from Dealers who have received demand letters and threats of lawsuits alleging their websites are not compliant with laws regarding the disabled, specifically blind people. Title III of the Americans with Disabilities Act (ADA) prohibits discrimination based on a disability in places of public accommodations and therefore prohibits businesses open to the public from discriminating against people with disabilities.



Specific claims leveled against Dealers are that a website’s content is not coded to either increase the size of or convert the visual information (pictures, images, videos and or text) to an audible format. The NPDA is recommending Dealers put their websites through a test to determine whether there are compliance issues in order to take steps to correct them.

We are working to learn more about this matter, including the responsibility of website providers who work with Dealers have in correcting things, as well as the role OEMs could serve, especially those recommending that Dealers use specific companies for website services. While the NPDA works for YOU, do your own work and get your website checked today through the Lighthouse online tool, available here:

chrome.google.com/webstore/detail/lighthouse/blipmdcnkpinfehnmjammfjpmbjk/related?hubs_content=blog.hubspot.com%2Fwebsite%2Fgoogle-lighthouse&hubs_content-cta=Chrome%2520DevTools

For step-by-step instructions on how to use the tool, click here:

https://blog.hubspot.com/website/google-lighthouse?hubs_content=blog.hubspot.com%2Fwebsite%2Fgoogle-lighthouse&hubs_content-cta=Chrome%20DevTools.

ALL-IN FOR AIMEXPO

NPDA Annual Session Showcases Successful Year, Future Plans

In addition to our Board being all-hands on deck for the industry's tradeshow, there was a veritable Who's Who of NPDA Strategic Partners exhibiting at AIMExpo in Las Vegas. Here is the list of our Partners and their booth numbers:

- Accelerate2Compliance – Booth #5120
- Bellavia+Blatt/LABNation – Booth #8132
- CycleTrader/Statistical Surveys – Booth #5012
- Dealernews – Booth #1005
- Liqui-Moly – Booth #7083
- National Powersport Auctions – Booth #6059
- National Powersports Dealer Association – Booth #1008
- Octane Marketing – Booth #4076
- Performance Brokerage Services – Booth #4078
- Protective Asset Protection – Booth #7124
- Rollick – Booth #5040
- Tucker Powersports – Booth #6087



In addition to the real estate on the show floor they were all invited to participate in the NPDA Annual Update Meeting. Along with providing industry insight and sharing our plans for 2023, we introduced each Partner and had company representatives say a few words, including why they support the NPDA.

Want to know why YOUR Company should partner with us, too? Consider this:

- Partnering with the NPDA gives your company legitimacy, credibility and connectivity in the Powersports Industry – this is a multi-billion dollar industry, but the “family” isn’t all that big. By partnering with us, you get access to and insight from the “Best People with the Best Relationships in the Industry.”
- You gain access to and awareness among Dealers via our extended communications channels, including our website, newsletter, e-blasts, social media, as well as a strong relationship with Dealernews. Additionally, we have extensive outreach efforts via webinars, attendance at events, and are developing additional programs such as seminars and regional gatherings.
- We can help coordinate efforts to work directly with Dealers on things like pilot programs, “case studies” and “White Papers” on products or services. Our goal is to help Dealers run their businesses better while you get “real-world” insight into their needs.
- We can provide you with opportunities to help us in our efforts and connect you with other industry leaders via advisory roles and strategic planning work and meetings. Dealers Create Final Demand, and if they are stronger in their work, the Powersports Industry will become stronger!

There are lots of Dealers reading this who are not yet members of our organization. Why the heck not? Have you read this newsletter, and the ones before it, and seen what we’ve been up to in our first year? Have you seen our website, www.npda.org, and checked out things like the State Franchise Laws we’ve posted? <https://www.npda.org/resources>



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- ◆ AND MUCH MORE

ABOUT NPDA

The National Powersports Dealer Association (NPDA) was founded in 2021 and is an association dedicated to direct interaction with our members.

Our Mission Statement is for the NPDA to empower franchised and independent Powersports Dealers through special services, products, programs, education, and advocacy of Dealer views and concerns to create a professional, successful, and profitable industry.

Our Vision is for the NPDA to advance our industry by elevating Dealers to be well prepared, sustainably profitable, and exceed the expectations of a growing Powersports customer base.

JOIN NOW

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For the NPDA to become a productive and powerful force, we need to expand our membership base and bring all franchised and independent dealers in the country together.

Please complete your membership application today.

BOARD MEMBER BIO

NPDA Expands Leadership's Depth of Expertise As Association Grows



The National Powersports Dealers Association (NPDA) has added a pair of industry veterans to its Board of Directors as the organization positions itself for greater growth and outreach success in the new year. Since its founding less than two years ago, the NPDA has grown to more than 250 Powersports Dealer members, including Harley-Davidson and metric dealers and independent (non-franchised) shops. The Board is now comprised of eight men and three women dealers from Alaska to Virginia.

The two newest additions to this august group were onboarded in time for their first in-person Board meeting at AIMExpo. *Dealernews'* current cover dealer Robert (Bob) Henig is the owner of Bob's Motorcycles in Jessup, Maryland. See his statement of qualifications on page 26.

Mark J. Sheffield, Strategic Advisor, Woods Cycle Country/Woods Indiana Motorcycle, New Braunfels, Texas, joins NPDA's Board along with Henig. The U.S. Army Veteran — who served in Iraq during Operation Desert Shield/Desert Storm — has worked in various positions in the Powersports industry. In addition to his position with Woods, he currently facilitates multiple 20-groups for Spader Business Management and is a contributing columnist for Powersports Business Magazine.

"Having a dealership in a state with a strong dealer body (The Texas Motorcycle Dealer's Association), I've come to realize how valuable these organizations are," states Sheffield. "In working with dealers across the nation, I've also seen how few of these groups are left. My goal in joining the NPDA is to help dealers recognize that the relationship with OEMs doesn't have to be one-sided, and that if the dealer network is willing to work together, the industry will be around long after we are gone."

"Adding the five decades of smart, passionate industry Dealership experience found in these two fine gentlemen will further strengthen the leadership of the NPDA," adds NPDA Chair Bob Althoff. "We look forward to what will surely be their important contributions."

THE NPDA:

- Is Led By Dealers, For Dealers
- Fights For Sustainable Profitability
- Has Strength in Numbers for Confronting Industry Challenges
- Promotes, Unites, Represents and Educates



TAKE ACTION RIGHT NOW!

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OEMs build great products, **but without Powersports Dealers**, those motorcycles & ATVs, side-by-sides, personal watercraft and snowmobiles would be gathering dust ...

There is a place for you - be part of the solution to move the Powersports Industry forward - **JOIN THE NPDA!**

Learn more at www.npda.org!
Join online or print out a mail-in application by visiting www.npda.org/dealers



**DEALERS CREATE
FINAL DEMAND.**

**We deserve to be heard, and the
NPDA is YOUR Voice!**



MARK SHEFFIELD STATEMENT OF QUALIFICATIONS

Please explain why you want to serve on the NPDA Board and what you would like to accomplish:

The powersports industry has provided a good living to me and I feel that I have some knowledge to pass on to the next generation. I also realize that the younger generation don't fully realize how much work it took to get our current franchise protections in place, and how important it is to protect them. The OEMs leverage the fact that dealers operate in 50 different States, and it's important that dealers present some form of a unified front to keep them in check.

Please provide a brief biography and your experience in dealership work:

After my Military service I began working in a small dealership in 1992. I then began a progression of moving to larger dealerships which led me to working for America's PowerSports assisting with deal acquisitions. In 2006 I had the opportunity to partner with Mark Woods in a dealership in New Braunfels, TX, one we have owned ever since. I also facilitate some 20 Groups for Spader, and have some personal involvement with Revvable and Simple Dealer.

Please provide some insight into your leadership style and your participation on other boards:

I prefer to use technology where possible to automate and streamline tasks. I pride myself in my attention to detail, and try to make sure that everything I am involved in is better when I'm done with it than when I started. While opinionated, I'm driven by the facts, and if someone has a better way to do something and can prove to me that it might be a better way, then I'm always game to try something new. I was just voted in on the board of the TMDA but have not yet participated in a meeting. Most of my spare time is consumed by my work with Spader 20 Groups.

Explain your understanding of why NPDA exists and its mission and vision:

I'm assuming that the NPDA will work with dealers to identify top issues and then will attempt to see how those solutions can be implemented. This could involve working with OEM or aftermarket companies. To be honest, the exact mission of the NPDA is not fully clear to me, but it's a new organization and these things take a bit to work themselves out.

Please explain your participation within NPDA's programs and services:

I know my strengths and weaknesses. I'm sure there will be different tasks and projects that arise over time. I'll be happy to volunteer to help in tasks where I feel I have skills to offer, and that work within my current time constraints.

Describe the qualities and strengths (knowledge and skills) you would bring to the NPDA Board:

I have a broad based knowledge base, from tech to retail and I've been a lifelong student when it comes to learning. When it comes to using technology to gather data, to analyze information, or to develop systems and guidelines, I'm the guy dealers look to. For metric dealers, also have a deep knowledge of Lightspeed, and many contacts within the industry.

Please describe your understanding of the role of the NPDA Board of Directors:

To be a resource for dealers and a champion for the industry.



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IRON *Lilly*

At twenty years old, she and her twenty-three year old husband, A.D. (Dale) Farrow, opened their dealership which went on to become America's Oldest Harley-Davidson dealership.



Lilly lost her husband, Dale in 1927, leaving her a young widow raising three young children alone. As a single mom, she was active in Suffragette, a business woman, community leader and a long distance motorcyclist. Lilly persevered against long odds to run one of the most prominent motorcycle dealership of the twentieth century. Lilly became the country's first female motorcycle dealer.

Lilly's early recognition of the **importance of community** led her to the formation of The Buckeye Motorcycle Club in 1924; the first uniformed motorcycle club in America. She was a prolific race promoter.

Numerous rides that Lilly had organized survive to today, including the Endurance Ride that started in 1924, which was held on the Sunday before Thanksgiving for the past 99 years. Lilly was also a charter member of the prestigious women's riding club, The Motor Maids, and hosted several of their annual conventions.

One hundred and ten years ago, twenty-year old Lilly won over the tough guys at the races and won Dale's heart. She still inspires many, including the Iron Lilly Team.

*Lilly Farrow defined
an industry & it's time
to do it again!*



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of a woman whose life made, and will make, the difference in millions of lives. Lilly Farrow fell in love, started a business as a twenty-year old, became a single mom and a motorcycle industry pioneer. Her fierce resolve and kind insistence on nurturing her own family and the big, colorful, inclusive, fun-loving and generous family of motorcycle customers was, and is, Lilly's legacy. Through an American century marked by wars and pandemic, boom and bust, Lilly's life was not a sprint but a marathon. Her story has the power to lift lives; the power to lift an industry, and a world needing a reminder that we are all in this together. We humbly ask your help to tell the story of a lifetime—the story of Iron Lilly!

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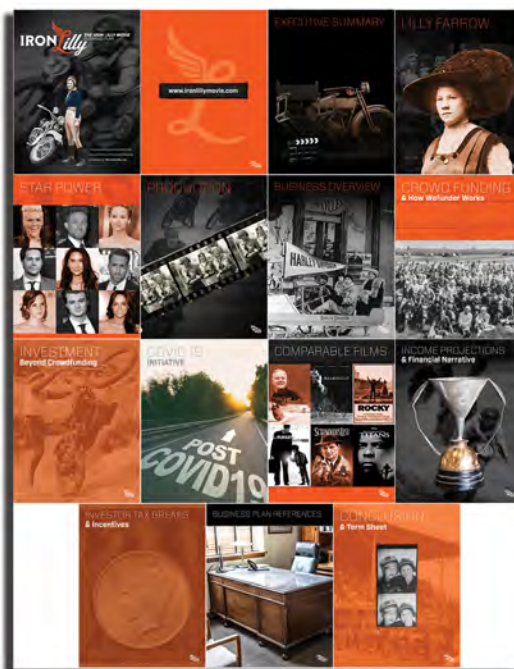
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SHOWTIME+

AIMEXPO 2023 EVENT RECAP



THE NUMBERS ARE IN... AND AIMEXPO IS UP!

Frreakish weather, including the first snowfall on Valentine's Day in Las Vegas history, and plenty of cosplay craziness at the LVL Up gamer convention downstairs added to the reputation of powersports industry tradeshows in the past. However it was the action on the showfloor that was really crazy! Confirming that this industry really is better together, the tally for AIMExpo 2023 showed a surge in dealer attendance and an expanded number of exhibitors. More than 1,675 dealership types representing 875 standalone storefronts shared the love in the days following Valentine's.

This year's AIMExpo also featured new product announcements from 32 brands, multiple OEMs and distributors, hundreds of aftermarket players, non-stop eBike demos, an epic industry party, compelling keynote from Angelle Sampey, the return of the *Dealernews* Top 100 and most importantly, a packed show floor at the Las Vegas Convention Center.

"Thank you for making AIMExpo 2023 one of our most successful shows yet," says MIC VP of Market Expansion Cinnamon Kernes. "The feedback from exhibitors, dealers and the greater powersports industry professionals has been overwhelmingly positive. It directly reflects the energy that was brought to Las Vegas!"

"AIMExpo is a vital industry platform," adds Andre Albert, Director, Marketing & Events, Motorcycle Industry Council. "It is the only place where your entire industry comes together in one place, at one time."

Even as the nearly 330 exhibitors were putting the final touches on their displays, there was action in the adjoining meeting rooms. The second annual MIC Aftermarket Symposium drew a full house from the leading aftermarket suppliers, distributors and other leaders committed to the future of powersports. "We are here for a reason," said Aftermarket Chair Tim Calhoun. "We want to come away from AIMExpo with actionable items and clear marching orders on how we can serve and protect our industry."

Speaking of aftermarket products, the New Product Showcase featured the latest and greatest innovations to infuse our industry. Hosted by custom bike builder/dealer Kevin Dunworth, the presentations ranged from Alpinestars air vests to Rabaconda's mobile tire changing tool. For the past three issues, our GEAR section has highlighted the best of the New Product Center presentations.

Here is a snapshot of select highlights of each day's events courtesy of AIMExpo's Show Daily team and SWC Photo:

Wednesday the show kicked off with a little disruptive thinking. Wednesday saw the start of three days of highly valuable on-stage and in-classroom presentations and education sessions. Four insightful and inspirational presentations were on the Disruptive Thinking stage, including the keynote speech from Angelle Sampey, NHRA Pro Stock Motorcycle legend.



SHOWTIME+ WEDNESDAY



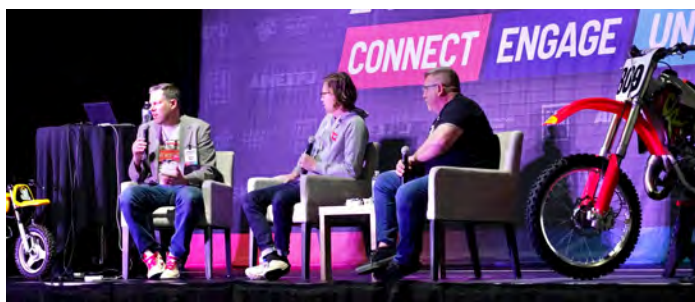
THE STATE OF THE INDUSTRY

By Ty Van Hooydonk

The MIC Board of Directors and MIC President and CEO Erik Pritchard stepped up on the main stage for the first of AIMExpo's Disruptive Thinking: MIC Symposium sessions, providing their insights on the state of the industry, the year ahead, market expansion, and how powersports businesses can unite for future growth.

"I think for me the message is that we have to really embrace what we did prior to 2020, and that's making sure the customer is special," said Bill Jenkins, senior vice president of sales and operations of Kawasaki Motors Corp., U.S.A. "We know, and you know, that during COVID, supply was very limited and you could say 'take it or leave it.' Those times are changing quickly. We are back into pre-COVID times right now. So, you need to prepare yourself and your staff to readjust to that climate."

"Most of us have changed to some degree as consumers," added Derek Brooks, motorcycle product line manager of Yamaha Motor Corporation, U.S.A. "How we consume entertainment, how we consume information, how we recreate. If we're not considering how they are engaging in something entertaining, I think we're missing the point. I think we really have to understand...the ease that there is to get entertainment. Everything seems to be much more easily obtainable. We have to have that mindset. It's up to us to provide that ease of access to not just returning riders but especially these newer riders, make it as easy as possible for them to adopt powersports, motorsports, into their lifestyle."



THE REAL HEROES

Who should be the hero at a dealership? Putting the customer at the center of a dealership's story is one of the best things a retailer can do, according to former dealer Jared Burt of Herohub, Ian Riley of Fredericktown Yamaha

(who was our dealer profile hero in the 2022 show issue) and Brett Smith of motorcycle media brand "We Went Fast." Brett and Ian were also kind enough to put their project bikes on display at the Dealernews booth... Do yourself a favor and watch Little Giant the film Brett and Ian collaborated on: www.youtube.com/watch?v=AV-qohQcVjA&t=211s

"Embrace your customers," Riley said, suggesting dealers help connect them with other riders. "Take the time. Listen to them. Interact with them. Try to find a way to get them to the right places."

Smith asked the audience members if they followed their customers on social media. "I see you," he said. "You see me. You gotta earn that trust."

The trio also had a pair of refurbished, older off-road machines on stage, and talked about how so many people they met wanted to talk about their project bikes. They're a way to start relationships and make connections.

Social media and technology are important for dealerships today, Burt concluded — with one caveat: "It doesn't matter unless it creates human connections."



BREAKING RECORDS & STEREOTYPES

Three-time Pro Stock Motorcycle Champion and the winningest female in NHRA history, Angelle Sampey joined Suzuki VP Kerry Graeber for the keynote address at AIMExpo. Sampey spoke about her passion for motorcycling, for racing, battling stereotypes, and serving as an inspiration to many in front of a full house last Wednesday night.

"I was struck by the whole stigma of who it is who rides motorcycles since I was six years old," she said. "That's been very tough my whole career to get people to believe in me... whether it's sponsors, team owners, crew chiefs or fans. When I started, there were no females out there. Now at some races we have almost as many females as men. So it's changing, but it needs to change even more."

Also on stage with Sampey and Graeber, senior vice president, division manager, sales & marketing at Suzuki, was a 400 horsepower Hayabusa drag bike. "I do 100 miles per hour in less than two seconds," Sampey said.

"It's three and a half Gs," added Angelle. "Almost 203 miles per hour is my best. It's definitely one of the most exciting things I've ever done. It's something I wish everybody could feel. I'm the lucky one that gets to do it."

Sampey's stirring presentation was followed by the Annual Industry Party hosted by Tucker Powersports. Former *Dealernews* publisher Don Emde also presented a toast to industry icon Fred Fox (see our salute to Fox in this issue).



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SHOWTIME+ THURSDAY



On-stage:
Sam Dantzler, Paul Langley, Chera Gibb, and Marc McAllister

THE FUTURE OF POWERSPORTS *From The Distributors' Perspective*

"I think there's plenty of opportunity to go out and sell, and service our customers," said Paul Langley, chairman of the LeMans Corporation, parent company of Parts Unlimited and Drag Specialties. "It's not going to be as easy as through COVID, when they just called up and said 'send it.' We're going to have to work for it." Langley was joined on stage with two other heavy hitters in the powersports distribution field, in a panel session moderated by Sam Dantzler, president of Garage Composites.

"This is when you try the stuff that you've never tried before," said Chera Gibb, senior vice president, marketing & communications, North America, Arrowhead Engineered Products. "This is really a chance to partner with your favorite sales person and look at what can we do different to get our fair share of that consumer's dollar."

Looking back at the 2008-2010 recession, used powersports vehicles and accessorizing kept a lot of dealers in business, said Marc McAllister, president and CEO of Tucker Powersports. "I think this is a good year to make sure that you're focused on what everything from the parts counter (to the back of the dealer) is doing for you," he said. "Your best customers may be coming in the service entrance, not through the front of the dealer. Make sure you're maximizing those interactions. The parts counter and service writers need to be incentivized to drive that sale, because they are the people who really monetize that interaction with the customer, as well as satisfy those needs and wants."

Dantzler said that it's important to revisit potential customers who wanted to buy during the height of the pandemic, but couldn't because of short supply. "Fifty to sixty percent of the people who were interested in a powersport product are still out there," he said. "It just takes somebody, leveraging the CRM, to call those people and bring them back in the store."

Gibb reminded everyone not to forget about utility vehicles. "We talk about the fun side of powersports," she said. "It is fun. But also look at the utility side of it. From a service standpoint,

there's people in many parts of the country, ranchers, different parts of the business...this is a livelihood. If you're dealing with a municipality or work in a rural environment, that's your opportunity. We don't speak about lead-generation from a parts standpoint in the same kind of enthusiasm."

The panelists also talked about dealerships being a community focal point, adding to comments made in other AIMExpo presentations this week, and stressed that local events matter.

"As a dealer, we need to engage with (customers), give them reasons to ride, because every time they do, they influence their circle of friends, they influence the community, and that drives participation in powersports," McAllister said. "Community events are a fantastic way to drive participation."

At the end of the session, Langley called for more collective powersports efforts, drawing audience applause.

"As an industry, we need to work together," he said. "Our company has rejoined the MIC and we've participated now for the first time, in a few years, at AIME. We want to see this industry grow together, and if we all work together we can see better results. It's a good starting point to see three top distributors up on stage together, thinking about how we take care of and service our dealers better."



DEALER ADVISORY COUNCIL PANEL

Rick Alcon of Team R&S Powersports Group said that through the pandemic, even bad dealers were able to be successful. Times are changing and he tells dealerships to expect to work hard for future success. That starts with gathering valuable information available to them, rely on it for making business decisions, and have a solid process in place.

"Feelings are not fact," Alcon said. "Do everything you can to be data-driven, do everything you can to get the best information you can, employ your tools, and execute your tools to the best of your ability. (For customers), you need a relationship-based sales process that makes it easy for them to buy. If you have that, and you're committed to it, and you can understand it, and you can articulate it, and you can train to it, and your staff buys into it, it will minimize the downtimes and it will maximize the uptimes."

Alcon moderated a panel featuring Bob Althoff of Farrow Harley-Davidson and Brent Gyuricza of Maverick Motorsports. They covered a variety of challenges for dealerships, from staffing to successful community building and active involvement.



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SHOWTIME+ THURSDAY *Continued*

"If we want to continue to grow our businesses, as well as the industry, it takes active involvement," Gyuricza said. "It takes actually looking at your business as a business. It takes coming to events like this, meeting with the vendors, meeting with the OEMs, participating in 20 clubs. The days of COVID...those are gone, but the opportunity to grow for a dealer always remains when you're active in your business."

Althoff reminded the audience to also focus on customers. "If we keep our focus on the customers, and I know we will, we're going to be just fine," he said. "The greatest advertising for our industry is if all those folks, that bought that product, if they just happened to leave their garage doors open a little more often. And everybody on the block looks in there and sees that beautiful bike, or that great side-by-side so the family can go out and enjoy the desert this weekend... The first thing you know, everybody on the block wants one."

Future's bright and I'm quite confident that we're going to do a great job," concludes Althoff. It's what we've done for a hundred years. We don't sell units. We build community. They're going to be well-served."



ADY ADDRESSES DEALERS

Renowned sales coach and creator of The Perfect Way To Sell online training platform, Tommy Ady will take the main stage at AIMExpo on Thursday, February 16 at 9:45 AM. As part of the Dealer Excellence educational offering, presented by McGraw Powersports, Ady will address "Taking Your Business From Where It Is To Where You Want It To Be."

"I'm going to share the most powerful strategies being used by some of the smallest and largest dealerships in North America as they experiment with new ways to increase sales and fill empty positions," says Ady. "Long-term supply chain constraints, rising expenses, and staffing issues see dealers with no choice but to become more aggressive than ever before if they're to survive."

"What I'm going to share is already proven to attract customers and job applicants and increase employee morale. Dealerships that are using these strategies are also becoming faster and

more efficient with their sales process while even getting faster lender approvals with 3 times the F&I profits."

"Our Dealer Excellence Education Sessions, presented by McGraw Powersports, are geared toward helping every dealer implement new practices in their dealerships as soon as they return home from AIMExpo," according to Andre Albert, director of marketing and events, Motorcycle Industry Council. "Tommy will be discussing strategies that include making the most of every sale, which includes upping your F&I strategy."

For more on Ady's approach click here: tommyady.com/opt



TOP 100 TRIBUTE PARTY

Co-hosted by the Pediatric Brain Tumor Foundation and McGraw. Dealernews announced the Top 100 program is back! The powersports industry's largest, longest running, and most prestigious retail competition kicked off with an evening tribute at AIMExpo celebrating the first 25 years of grand prize winning dealers from 1992 to 2016.

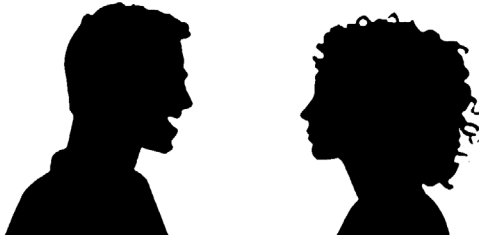
Gail Worth, a multi-time Top 100 winner in her own right, was on stage when her folks Ray and Bev Worth cover scrolled by... "how cool is that!" She exclaimed. She was not the only second generation Top 100 winner at AIMExpo as George Gatto Jr. was in town for the NPDA Harley-Davidson Dealer Council meetings. And even a couple of first generation Top 100 winners like Chris Jones from Irony Pony were in the house.

Stay tuned for details on how to enter the 2023 Top 100, but for the full list of past winners, click here:

vimeo.com/798073450/30f20affd4

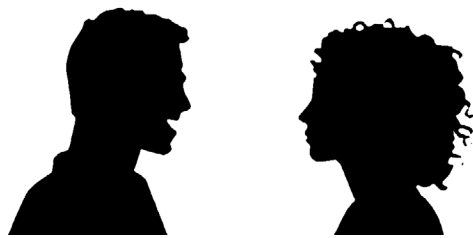


"I'M A GREAT LOVER."



MARKETING

"I'M A GREAT LOVER."
"I'M A GREAT LOVER."
"I'M A GREAT LOVER."



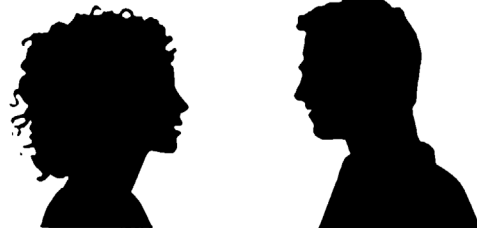
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SHOWTIME+ FRIDAY



On-stage:
Jared Burt, Cinnamon Kernes, Andy Leisner, and Andre Albert

MARKET EXPANSION *What Another Outdoor Industry Is Doing*

The motorcycle industry isn't the only one looking to grow its market and reach new customers. Up on the main stage Friday morning was Andy Leisner, chief consumer officer for the Professional Association of Diving Instructors (PADI). He spoke about what the diving industry is doing and noted that there are similarities between riders and divers. Both have interest in outdoor adventure and both generally have above-average income.

Joining Leisner – a former pro road racer, *Cycle World* publisher, and MIC board member – were Cinnamon Kernes, MIC vice president of market expansion and events, and Andre Albert, MIC director of sales and marketing. Moderating the panel was Jared Burt of Herohub.

"PADI is a unique organization," Leisner said. "We're sort of like the MSF, and we're sort of like the MIC, and we're sort of like an OEM. The dive center is like a motorcycle dealership. They sell...all the gear but they also do the training in-house. It's like if we had an MSF instructor at every motorcycle dealer in the country." Among the challenges, he said, is that there aren't oceans everywhere for enthusiasts to dive, so the diving industry has to make some special efforts to reach potential customers. My job has been to come in and develop our relationship with the consumer. We spent the better part of four months basically analyzing our audiences. Who are the people most likely to come over? We focused on...young, Gen Z, outdoors oriented...interested in conservation."

Beyond the youth market, the second type of customer getting attention from PADI are former divers, likely older and with families, who can be reactivated and brought back into the water. Albert, a lapsed diver himself, wondered how quickly a diver or rider needs to be re-engaged before losing them for long periods.

Inspiring both young people and former enthusiasts requires repeated attempts, answered Leisner. "In today's world, people are exposed to more than 1,000 marketing messages per day," he said. "People don't start noticing a particular message until they've seen it five times. Frequency is key."

Kernes noted that the motorcycle industry has typically placed too much focus on the machines and not the people riding them. Ride With Us, the industry's market expansion initiative developed at the MIC, is about the motorcycling lifestyle and community, she said, and dealers have an important role to play. "Dive centers are the gateway to getting people into the water," she said. "That's what our dealers are (for motorcycling). That's one thing we want to continue: connecting with our dealers, getting them engaged, and getting them involved in helping grow our industry."

Leisner said that PADI has a marketing toolkit for dive centers around the world, and the organization asks these shops to be welcoming, open, and enthusiastic, with an aim of converting visitors into divers.

Kernes and Albert also discussed Ride With Us marketing materials being developed to show that a motorcyclist can be anyone. And the materials will inspire people to try. The hands-on, half-hour Ride With Us Moto Intro sessions being offered at selected locations nationwide give first-timers a chance to sample a small motorcycle, on a temporary riding range, with the guidance of Motorcycle Safety Foundation RiderCoaches.

"We're able to give them that taste and then send them to their dealer for that next step," she concluded.



THAT'S A WRAP!

All tolled, more than 4,000 Dealers, aftermarket, OE and media types came together at the Las Vegas Convention Center to Connect, Engage and Unite, setting the tone for 2023. "Thank you to everyone that made this year's AIMExpo a tremendous success — the energy on the floor was off the charts," said Kernes. "We'll see you next year back in Las Vegas, February 7-9, 2024."

Check out everything that took place in Las Vegas when our industry rolled into town for North America's largest and most important powersports tradeshow: youtu.be/9pFZ3X572tY













RESEARCH & STATISTICS

The 2022 New Motorcycle, ATV, and Tire Sales Numbers Are In

Last year's sales figures for new motorcycles, scooters, and ATVs, among many leading brands, are now **available to MIC members** on the association website. Tire sales for eight leading brands in 2022 are also now online for members to see.

"The MIC Retail Sales Report and the Tire Sales Report are two of our most valued ongoing programs," said Buckner Nesheim, MIC director of research and statistics. "We now have a good look at how 2022 new-bike and new-ATV sales compared to the past several years. We also gain some indication of recent motorcycle usage, looking at how the numbers of new on-road and off-road tires add up for some well-recognized brands. These two reports rank high among the data available for members as an MIC member benefit."

More detailed new-unit sales information, by model type, is available in the MIC Retail Sales Unit Summary. And the tire sales are broken down into motorcycle, scooter, on-highway, and off-highway segments.

All members who have signed MIC Restricted Use Agreements may access the reports and summary on the [MIC.org](https://www.mic.org) website. **Members are reminded to honor the MIC copyrights and Restricted Use Agreements for these confidential reports provided as a member benefit.**



SAVE THE DATES

Meet Key Legislators in Washington and Help Make a Difference

MIC members are invited to meet key Congressional legislators and staff during the **Capitol Hill Fly-In** scheduled for April 25-26. Members should plan to arrive the afternoon of April 25 and depart the morning of April 27. The team at the MIC Government Relations Office is working on securing a hotel block of rooms and will send out a registration link in early February. The Fly-In is free for MIC members.

"The Fly-In is your opportunity to meet with key lawmakers, staff, and Washington insiders," said Scott Schloegel, MIC senior vice president. "You cover transportation and hotel, and the GRO sets up speakers, meetings on the Hill, and networking receptions. It is the time when we let them know of the priorities and challenges facing the powersports industry and we hope you will join us."

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“MOMMA D” DIAMOND I ASPIRE TO INSPIRE UNTIL I EXPIRE

Momma D’s “I aspire to inspire until I expire” tagline is a mantra for life on two wheels for this force of nature. When we caught up with her at the 2022 AIMExpo, she had just uprooted and moved her base of operations to Las Vegas... rather than slowing her down, the transformation clicked into high gear! She slowed down long enough to get us up to speed on how she had rewritten her life story leading up to becoming a diamond shining over Las Vegas. “Never judge the future of a person based on their present condition, because time has the power to change any black coal to a shiny diamond,” she believes.

“I’ve written a book called 50 States Of Consciousness about riding 50 states on a motorcycle back in 2006. I was the first person to ride the same bike on consecutive days through all 50 states. That motorcycle and another motorcycle are now in the National Motorcycle Museum. I rode all 50 states on both bikes — over 500,000 miles are on those two motorcycles.” Despite the odds, she rode her motorcycle — 800-pound ‘Big Bertha’ — 169 consecutive days, 25,000 miles, through all 50 states, solo; surviving everything from tornados to grizzlies... but that is not the scary part. Her backstory of a lifetime of abuse that gave her the strength to persevere is what makes her journey truly inspirational.

“I moved to Las Vegas last year, and legally changed my name to “Momma D Diamond.” The reason why I did that is because Momma D is a name that I was given by the fighters that I trained for so many years... I feel I’ve earned that name. ‘Jones’ was my husband’s name and I needed to start fresh.” New name and a new base of operations coincided with AIMExpo 2022, “The only things I brought to Vegas had to fit in the back of a pickup truck. I sold or gave everything away. I started fresh. I figured it was time to do some really big things and try to get as much exposure to what I’m trying to do to help as many people as I possibly can. That’s my mission is life... I wake up every morning and think about how I can help as many people throughout this world as I possibly can through my experiences.

“What I do now is I travel around the country doing motivational talks. The program is called ‘Road Tripping Tips With Momma D’ and it’s about being your best self in and out of the saddle. So it’s not just about motorcycles, it’s about people that want to be their best selves. Because if you’re only happy when you’re in the saddle — which I have been in my life — I’ll give you that when you first start. But the whole thing, the whole mission, is to start to be happy, whether you’re riding or not. Learn to be happy wherever you are, at that moment. So that’s what I do now. I’m also a conditioning coach for professional fighters. I work with MMA and boxers. I also created my own energy bars called Momma D’s Magic.” Coincidentally “Magic” is the name of her new motorcycle, after a near-death accident took out her previous ride.

“On July 1 of 2020, I survived a 100 mile an hour impact getting hit by a car.” The force of the impact was devastating for her and her bike. “I have permanent brain damage, but I know I’m gonna be able to fix that. But the thing is, I wasn’t meant to go that day. A woman came out from a side street and I had less than a second to swerve as she hit my motorcycle.”

The impact knocked the engine guard into the motor, blew off the saddlebags and knocked the rear tire of the rim... “but I was able to keep the bike upright. Every time I think about it I get chills. It wasn’t like, oh shit, I’m gonna get hit! Instead it was react... and rely on a higher force. Somebody asked if it was skill — I think it is a lot of other things. Yes, because I’ve ridden so many miles I reacted... but I just know that I’m here for a reason. I’m supposed to be here. Now it’s time to do it big, bigger than before!” That is where her new ride “Magic” comes in.

“I ride a GS, a BMW 1250 GS. Her name is Magic. After I got hit, it took them 72 days to get my bike back to me because of all the insurance BS. But Magic and I did 48 states doing appearances after I got hit, so I only have two more states and she’s gonna go into the museum next to the other motorcycles. I don’t just ride for the mileage anymore — I have done so many 1000-mile stretches in the saddle that I have been there and done that! Now I ride with a purpose. I want to have somebody at the end of the ride that I can help. And then I’ll take the long way home. My main thing is to be able to live my life, continue to do what I’m doing and help as many people as I possibly can to let them know that nothing is impossible!”

Postscript:

Even though she rides with a purpose she just rode from Las Vegas to Florida... and back in time for AIMExpo. “I made the ride to receive the Iron Elite Titan award in Jacksonville, Florida. It was absolutely the highlight and worth everything that I rolled through to get there! I laughed, danced and celebrated with some of the greatest ground-pounders on the planet. Thank you Big Sarge and all of my road-warrior family for all the love and support! I also paid a visit to Daytona, Orlando & Tampa BMW to set the stage for my Ladies Night workshops at the dealerships in June.” 📷

Author, BMW Motorrad Expert and Brand Ambassador for Helmet House/Tourmaster, Motorcycle Safety Lawyers, Momma D breaks all stereotypes. This 130 lb, 6-foot-tall, post-menopausal African-American motivator loves Country music, rides a motorcycle, and has no tattoos or piercings. She didn’t straddle her own motorcycle until she was almost 41 years old. Follow her adventures on Facebook: www.facebook.com/AdventuresWithMommaD, www.mommaddiamond.com, mommadsmagic.wordpress.com



ANYA VIOLET — BABES RIDE OUT/ATWYLD

My name is Anya Violet. I am the co-founder of Babes Ride Out, Babes in the Dirt and Atwyld. My background is in fashion design but I kind of fell into running things with Babes Ride Out just out of pure passion. I love riding and being outdoors. I first started riding a 50cc dirt bike when I was 7 years old. My mom and I rode dirt bikes all throughout my childhood, riding trails and racing motocross all over the central coast of California. I am lucky enough to get to work from home so my days during the week are spent in my home office running the “behind the scenes” of Babes Ride Out, Babes in the Dirt, and Atwyld.

DIVERSITY+ TOP 100 WOMEN IN POWERSPORTS



CORRY WELLER —RACER/ENTREPRENEUR/CAN-AM BRAND AMBASSADOR

With 16 UTV championships and more race wins in the Can-Am Maverick X3 than some are lucky to see in a lifetime, Corry Weller is exactly the kind of ambassador every aspiring maverick needs: a proven leader. The entire team— Corry, husband Jason Weller and dog Tucker — races everything from short course at Crandon to King Of The Hammers. Small team, huge results: winning her third consecutive LOORRS Production Turbo UTV Championship in 2020, they must be doing something right!



TONI WOODRUFF — EDUCATOR/BIKER BELLE

Kickstarting her career in medicine and education with a Master’s of Science, Toni’s life shifted into the family business at the Sturgis Buffalo Chip. The Chip is a 40+ year old venue, hosting hundreds of thousands of motorcycle enthusiasts and globally known musical artists. Toni manages a wide variety of responsibilities at the Buffalo Chip and is often seen in front of the camera representing The Chip for media, working behind the scenes with vendors, and is the director for the 13+ year Biker Belles event. Biker Belles is a female-centric and charity-driven event series that celebrates women in motorcycling through mentorship, encouragement, and empowerment. With the crown jewel of the annual Black Hills Rally, Toni plans to expand the event and the influence the Buffalo Chip has to welcome female riders to the “Best Party Anywhere.” In addition to being a key driver for the motorcycle community, she also serves on the Black Hills & Badlands Tourism Board and enjoys the ranch life with husband, Ed.



GAIL WORTH — DEALER

Last time we spoke with Gail Worth, it was deep in the heart of Texas during the formation of the National Powersports Dealer Association. Half a year into the launch, NPDA made its first public showing at AIMExpo. Since NPDA’s Booth was directly across from Dealernews it was a perfect opportunity to catch up with one of the founding Board Members (and a Top 100 Women In Powersports winner). “To be sitting in the middle of all those incredible women I was with was so neat. I was honored amongst people like Karen Davidson, Tigra Tsujikawa, Sen. Joni Ernst — oh, my goodness — Maggie Hicks, Momma D... I mean, I could go on and on, because these are amazing women that I have looked up to for years... And here I was with them!” See more of what Gail had to say here: www.youtube.com/watch?v=lhgIQG6Kvdc



ANDRIA YU — MOTORCYCLE INDUSTRY COUNCIL

Andria Yu began working in the industry in 2016, when she joined the Motorcycle Industry Council’s media relations team. But her passion for motorcycling began in 2001, when she learned how to ride through the MSFs licensing course. Andria learned to ride for practical reasons at first — to find a fuel-efficient and fun way to commute to her editing job at The Baltimore Sun. From 2006 -2016, Andria worked for USA Today, first as night editor, then as the front-page editor. While at USA Today, she found ways to share the joys of riding in travel stories, technology and business stories, and the occasional story about motorcycle races. “When you find something as life-changing — in so many positive ways — as motorcycling, you just want more people to experience it,” says Andria. “I was so excited to get to work with the best industry in the world, one that helps empower people and helps them realize their dreams.” She is currently director of media relations at the MIC, MSF, ROHVA and the SVIA. Andria is also a certified RiderCoach, DirtBike School coach and an ATV Safety Institute instructor. Check out this short for some of the work she is doing these days: www.youtube.com/shorts/guep7_36p5c, www.youtube.com/watch?v=Dd-Fz9UZ1Uw



CARON ZORA-HERTZOG — DEALER

What’s the best way to describe the huge new Prairie Harley-Davidson showroom just east of Regina? “It’s like an adult Disneyland,” chuckles owner Caron Zora-Hertzog, who’s been riding motorcycles since she was 4. “You see customers get so emotional — you’re making people’s dreams come true.” “This business has been around since 1936 — and we have our employees to thank for that. When you have the best people, you want to take care of them!” Caron was one of the Top 100 women who weighed in on Mark Rodgers “Conversations” panel during Women’s History Month: www.youtube.com/watch?v=bng92gCMaXU



Personnel Files

By Alex Baylon

A FRIEND OF A FRIEND

Expect The Unexpected

With MIJ being in the thick of things for both employers and job seekers since 2004, we have the benefit of perspective. Powersports is definitely an insular industry... and we are fortunate to hear just about everything from both sides. For example, we hear about the daily struggles from dealers and companies trying to find those niche employees with industry specific experience. Conversely we see the struggle from job seekers looking to avoid the "square peg/round hole syndrome trying to find the right fit.

I have preached and explained many times before that the time it takes to find a niche employee depends on a number of factors, including the size of your company, the specific skills and qualifications you are looking for, the availability of candidates in your area, and the methods you are using to recruit them. This process can take weeks — and most of the time months — to fill depending on the title of the person you're looking for. So let me share my Baja Line on hiring one more time...

Rather than waiting for a specialist, shoot for a jack of all trades. Most dealerships hire a salesperson, a parts person, a service writer, an A-level tech and so on. Those employees are for the most part responsible for a specific part of the business... and that is all. Rather than a sniper rifle, think about a scatter gun. If I was a dealer principal or GM I would be looking for a jack of all trades employee in preparation for the unexpected.

I would start with a recent MMI graduate, a vo-tech school student or maybe a C level tech. My main focus with people would be to improve their skills as a tech. Maybe shadowing your A level or master tech for 6 months, helping out and learning. However, I would also have him/her spend some time in the parts department. Understanding the How's and Why the processes are the way they are important to learn as the right person can help improve the processes.

Having a Jack of all trades in my opinion is so important and can help fill in during employee vacations, sick time and of course, when an employee inevitably decides to move on. Most dealerships are never really 100% staffed and you always need someone somewhere. After a few years, this employee should be able to help out in just about any department if trained properly... well maybe I would keep them away from the accounting side of the business.

I believe the right candidate with some basic business acumen and cross-training can really be a protege for a future GM position... after all they have a good understanding of all the departments in the dealership.

On the employee/job seeker side, a similar scenario seems to be playing out as senior level specialists with a narrow focus appear to be susceptible to blindsiding. Job Seekers seem to be getting caught off guard lately. We saw more and more layoffs at the end of 2022 and beginning of 2023. If it was a betting line in Vegas for additional layoffs in 2023 I would put down some money on that, as I believe the odds would unfortunately be in my favor.




Losing your job is never fun. MotorcycleIndustryJobs.com is generally forgotten about... until the day you need it. It's understandable that we develop a sense of security at our place of employment and most of the time there doesn't seem to be a need to keep your eyes and ears open for opportunities.

The unfortunate part is that in my 30 years of being in this industry, I have personally experienced unforeseen company changes out of my control. I have seen many industry friends who think they are lifers at their place of employment get a nasty surprise and next thing you know they are looking for their job. While this is really unavoidable and out of our control, sometimes there are signs that only you and some co-workers would be aware of weeks or months ahead of time. It is a very rare case you get completely caught off guard any more.

So what can we do about these unwanted surprises? While in reality there is not much any of us can do to avoid these types of situations we can always be

networking and broadening our skillset. Having your resume updated and visible should also be a priority. As we all know, having your resume online is now much more acceptable than a decade ago.

Motorcycle Industry Jobs has been helping connect the people in this niche industry for almost 20 years. Networking and knowing the right people will always be your biggest advantage. Even though we are all most likely separated by the 6 degrees of separation from each other this is still a niche industry and there are plenty of friends of a friend! Think of MIJ as that friend when you need it most!

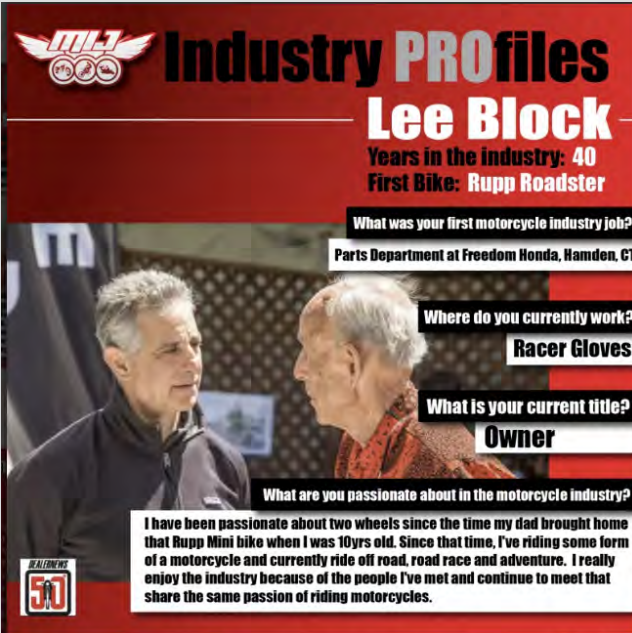
Regardless of it being the job seeker side or the employer side, we all need each other. We are a passion driven industry and will continue to be that way for decades to come. Employers need to always be looking and pipelining resumes for future needs and job seekers need to have an open mind to new opportunities and allow themselves to be found even when they are not looking. 

MIJ Industry #PROfiles

Dealernews is honored to work with Motorcycle Industry Jobs to recognize the people who make up this great industry. "When you start reading the Industry #PROfiles, you will notice that 80-90% of them get their start at a motorcycle dealership," says MIJ founder Alex Baylon. "The dealers are on the front lines and have always been the heart and soul of the industry. Without motorcycle dealerships, most of us wouldn't be where we are today, so part of our message is always going to be 'support your local motorcycle shop.'"

In addition to recognizing industry pros, *Dealernews* is also working with MIJ to create a job ticker tape of the latest positions opening in the industry at the Dealernews.com site. Check it out at: www.dealernews.com/Industry-Jobs

"Tell us your story," adds Baylon. "We would love to feature you! Click here to fill out the questionnaire: www.motorcycleindustryjobs.com/industry-profiles/




MIJ Industry PROfiles
Lee Block
Years in the industry: 40
First Bike: Rupp Roadster

What was your first motorcycle industry job?
Parts Department at Freedom Honda, Hamden, CT

Where do you currently work?
Racer Gloves

What is your current title?
Owner

What are you passionate about in the motorcycle industry?
I have been passionate about two wheels since the time my dad brought home that Rupp Mini bike when I was 10yrs old. Since that time, I've riding some form of a motorcycle and currently ride off road, road race and adventure. I really enjoy the industry because of the people I've met and continue to meet that share the same passion of riding motorcycles.



MotorcycleIndustryJobs.com founder Alex Baylon has been hiring and firing people in the powersports industry for 25 years.

Currently with a major distributor, he has also been with Dragon Alliance, Ceet Racing, MX GP Services in Europe, Acerbis USA, Motonation/Sidi Boots and Scott USA. He started MIJ as he saw a need in the industry for people who are passionate about the motorcycle industry to have an employment outlet. The motorcycle industry like many others has always recycled employees from one company to another and it has always been done by word of mouth. MIJ allows companies in the industry to post their openings and give others in and out of the industry a chance to apply and insert new blood and fresh ideas in the many opportunities in the motorcycle industry.



civil. Many of those early participants (including me) found the early “fights” to be ineffective and divisive. This time, there were positive discussions at the open house as diverse groups working in a collaborative manner actually attempted to find a replacement facility for the Tesla property that was recently added to the CA State Park System as a non-motorized area.

In hindsight, I would have never supported the purchase of the Tesla property 25 years ago if I knew the juggernaut OHV advocates would face in trying to open it for managed motorized trail recreation opportunities. Despite the positive conversations, it would appear there is still a tough row to hoe when it comes to OHV access to dirt.

I have found shouldering responsibility for misjudging rugged terrain encountered on one’s OHV political journey — and then taking corrective action — is part of the adventure.

In-the-trenches OHV advocacy is not for the faint of heart and as my paraphrased version of the old saying goes: “Nothing in this world that’s worth having comes easy... especially when it comes to siting a new motorized park in the Bay Area.”

THE TESLA SAGA

Not All OHV Advocacy Journeys Are Pleasant

By Donald Amador

Not all OHV advocacy journeys are enjoyable... Perhaps the best example of that is the CA State Parks “Access For All” open house held on February 16 in Pleasanton, California. The stated goal for this meeting was to discuss Senate Bill 155 and the process it authorized for the Parks dept. to find a new OHV area to replace the motorized use area lost to the 3,000 acre “Tesla” property adjacent to Carnegie SVRA. What could have been smooth sailing has actually been a long and rocky road!

The event marked the end of a fierce 25-year legal and political battle between the OHV community that wanted new trail opportunities on lands purchased in the late 1990s for said use vs. a powerful coalition of environmental attorneys, the East Bay Regional Park District, Alameda County, politicians, conservation groups and the City of Livermore. Talk about oil and water!

However, the 40 people — representing both sides of the aisle — who attended the meeting seemed willing to find common ground. Both sides made an effort to find an alternative site for motorized recreation that is outside of the Greater S.F. Bay Area.

In contrast to the highly charged political Land-Use battles back in the 1990s between multiple-use interests and environmental groups, the conversations were almost

The Tesla saga continues!

OVERVIEW OF SB 155 FROM CA STATE PARKS

In September 2021, Senate Bill 155 amended Public Resources Code Section 5090.42. This bill transferred funding from the General Fund to the Off-Highway Vehicle (OHV) Trust Fund to explore the acquisition and development of properties and opportunities to expand OHV recreation in new and existing facilities. Also, this bill recommends prioritizing opportunities that can serve large urban areas such as the Bay Area and Central Valley and offer potential recreational opportunities for OHV recreation and motorized access to non-motorized recreation. This meeting is the second of several opportunities to be involved in this project, including virtual and in-person meetings. CSP will develop a preliminary report, feasibility study, and OHV Recreation Access Plan with recommendations and strategies to enhance existing OHV recreation areas or expand OHV recreation within the State through an acquisition, lease, land swap, or other available means. The project would also consider developing motorized access to non-motorized recreational opportunities. 📄

Don Amador has been in the trail advocacy and recreation management profession for almost 29 years. Don is President of Quiet Warrior Racing/Consulting. Don served as a contractor to the BlueRibbon Coalition from 1996 until June, 2018. Don served on the California Off-Highway Motor Vehicle Recreation Commission from 1994-2000. He has won numerous awards including being a 2016 Inductee into the Off-Road Motorsports Hall of Fame and the 2018 Friend of the AMA Award. Don currently serves as the government affairs lead for AMA District 36 in Northern California. He may be reached via email at: damador@quietwarriorracing.com

WHEN TRAILS CLOSE

WE ALL LOSE

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Do your part, support Tread Lightly! and it's mission by becoming a member at treadlightly.org.

I RIDE, I DRIVE, I OFF-ROAD, I TREAD LIGHTLY!



Confessions Of A Customer®

By Eric Anderson

ORGANIC RETAILING

Be Outstanding In Your Field

Organic —The word just sounds wrong when applied to a “brick & mortar” dealership. We’re talking about selling motorcycles not some health food store! However “organic” is the flavor of the month and popping up in all sorts of retail environments beyond grocery stores. Words like local, artisanal, hand-crafted, made-to-order, personalized and of course, “organic” are all more popular than ever. And it’s not just Baby Boomers swinging away from the sterile, cookie-cutter franchised retail establishments—it is younger buyers, too.

Small local businesses seem to be making a post-pandemic comeback as a reaction or pushback from the omni-present MASS market retailers like Sears, Macy’s and Dillards. Boring!! A previous column of mine referred to the “sea of sameness” out there for the modern powersports shopping experience—all of the stores, displays and products look identical from store to store. Have industry floor planners and overnight delivery of the same brands supplied by Big Box distributors made us all look the same? If the retail shopping experience is so much the same out there, why not just shop on the impersonal Internet instead?

Apply this concept of “sameness” to your powersports store as you read this article. What do you see when looking at growing popular, local retail operations around you? Do you or anyone in your family shop at the weekly Farmer’s Market? How about boutique apparel stores?

Local restaurants or nationally franchised ones? Craft beer breweries or Bud Lite-serving sports bars? Big golf courses or funky, fun local goat track? Wendy’s burgers or the Thai food truck? The Gap or Anthropologie? See what I mean? Retail is rapidly changing... and more choices are coming.



Even the X-Gens and Millennials seem to be shying away from the traditional brick & mortar store experience in favor of finding an old Honda CB 550 on Craigslist and restoring it (or getting it restored). I know several 20-somethings who won’t buy anything unless it can be done on their phone... PERIOD! Live salespeople intimidate them too much to walk into your store. What’s the option? “Texting is Nexting” was another one of my articles last year and it applies here to those who simply avoid showrooms because of the salespeople that haunt them. The trick is to let them use their phones... conveniently.

So, is America tired and burned-out on the same old retail formula which worked on the “masses” for decades? Maybe we want to be treated as individuals once again... rather than part of the cytoplasmic blob of mindless mass shoppers.

I am sure you have seen or heard of the trend in pizza parlors, right? Make your own. Chipotle’s Mexican-themed menu allowing you to “invest” in your own personalized meal was a home run in the west. Slater’s 50/50 Burgers by Design offers the same thing—a choice of over 150 ways to size, cheese or top your own burger, plus the option of a gluten-free bun for wheat-shunners like me. Now that’s customized eating!

Nike By You and Vans.com have offered personalized shoes for nearly 15 years online. Oakley does it too on their Factory Custom website. Lucky Jeans stores are standouts by creating great, organic venues and personalized shopping experiences... inside the sanitized malls or shopping centers of America. Bonobos clothing stores have smaller footprinted “fit shops” in malls stocking one of everything in multiple sizes and colors only to be “tried on” for what will be delivered to your home via UPS later in the week. How can you and your offerings become a more fun and convenient place to shop, more customer personalized and individual specific?

It has been said we are entering the age of the “empowered customer.” To specifically interpret this powerful quote you need to erase your previous concept of multiple customers (plural). There is only one customer—the one standing in front of you or on the phone with you. He (or she) is the most important person in your retailing life at that moment... because you only have one shot to make him or her a return customer or a runaway customer. If you offer some personalized services which make him feel special about shopping at your store, he or she will likely return after telling their friends because of their “blown away” first impression.

If you are simply toeing the retail line attempting to keep up with the Jones’ retailers across town, you have lowered yourself to everyone else’s level of shopping — price. No wonder your floor traffic is down if you are only competing on price.

Call it hip, hot or hilarious, it’s so much more fun to shop when surrounded by something new and unique!! It might be a small movement now, but why not be on the leading edge of what’s going mainstream. The pendulum for recreational or luxury shopping is swinging away from “big and glitzy” — those two are even becoming mutually exclusive. The trend now is to place retail venues in older, restored buildings with a local story. Repurpose the buildings just like that vintage CB 550 now with modern radial tires, electronic ignition and a comfortable seat. Old movie theaters, citrus packing houses, barns, car dealerships, churches, fire stations, schools and strip malls are now going through new fun, funky remodels to bring out their individuality and uniqueness instead of their sameness.

I am not asking you to move locations, but I will tell you tan stucco, pop-up displays and fluorescent lighting at retail are dead... forever!

The Ace Cafe from the UK came to Orlando, Florida, years ago and set up a restaurant, motorcycle dealership, concert venue, motorcycle museum and retail store inside a 90 year old railroad station. It has modern conveniences, of course, but the “story” of the trains and the building will be preserved and promoted alongside new motorcycles, lifestyle stores, a tattoo shop, motorhead mania, food and music. Organic!

Nobody expects you to move to a historical venue, but you can ask yourself how to supply more of a “story” to the place (or staff or products or displays) you have now. The plethora of home remodeling shows on HGTV proves there are 1000s of ideas out there you have never thought of for a possible facelift (patina-lift?) on your store’s interior and exterior. Perhaps it’s time to go on a field trip and explore some other “organic retailers” to see what else is possible. Look for the off-beat restaurants, craft beer breweries and anti-malls growing across the nation for fresh, new ideas... and stop looking inside the big box merchants’ formulas to avoid the dreaded sea of sameness.

Get creative! Go organic! 📺





Motorcycle Art



NEW PRODUCT CENTRAL

AIMExpo Highlights Innovations

New products are what drive our industry. To help highlight the latest products, AIMExpo hosted a centralized place on the floor specifically for new products — New Product Central. NPC featured some of the latest products as well as a presentation stage where participating brands showed off their latest and greatest.

Kevin Dunworth, an award-winning bike builder served as guest interviewer and a camera crew recorded the session for those who may have missed AIMExpo. “As a life-long fan of innovation, I know the challenges of bringing new concepts and products to life,” said Dunworth. “I was honored to speak with each of these companies to learn more about what solutions and ideas they are bringing to the table, and ultimately how they are advancing our entire industry.”

“Our industry is developing and delivering new products and features faster than ever before,” added Cinnamon Kernes, vice president of market expansion at the Motorcycle Industry Council, “And AIMExpo’s New Product Central brought these products — and the people behind them — to the forefront.” — Jean Turner



GEAR+ SHOW SPECIALS

700 CREDIT

Guiding consumers through credit processing can be a complicated journey, but 700 Credit promises to help. With 20,000+ dealers already on board, 700 Credit helps supply credit reports and integrate with finance companies. 700 Credit can also provide your dealership with tools for live credit data, and a soft pull with just a name and address—no hard pull means no hit on your consumer's credit, as well as less cost for you. Fighting fraud and ID theft are also part of the 700 Credit mission, particularly the rising threat of "synthetic fraud." If you've never heard of synthetic fraud, don't worry, the crew at 700 Credit knows all about it, and is prepared to help protect your business from it. Check it out here: www.700credit.com



COUNTERING CONTROL ISSUES

All things have a frequency — particularly dirtbikes. CounterShox has found a way to resonate with that specific frequency in order to help counter the forces your front suspension experiences. The CounterShox Device is a small metal tube that clamps onto the upper fork tube between the triple clamps. An inner piston works as a counter-reaction to the fork action, which helps to keep the front wheel planted. CounterShox claims the effect is most evident in places such as gravel roads, where the dreaded floating front-end-feel is reduced. Impacts from braking bumps and accelerating bumps are also mitigated with the simple, small device. CounterShox also pledges to help eliminate arm pump. Click here for details and dealer programs:

countershox.com

LOGICAL... AS MR. SPOCK WOULD SAY

FluidLogic's design, science-backed protocol and the proven track record being integrated with the motorcycle market. Already found in 80% of IndyCars and 50% of NASCARs, it was only logical to enter into the adventure-bike space. A bike-mounted system is integrated with your smartphone to tailor to individual biometrics, FluidLogic helps the rider "micro-dose" water throughout their ride in order to maintain optimum hydration. Dehydration can decrease your performance, safety and ride quality, but this innovative system, trusted by four-wheel race teams both in the dirt and on the tarmac, can help combat cognitive- and neuro-fatigue. Boldly go here, man:

www.fluidlogic.com





THE MOUSSE WITH BALLS

InnTeck-USA is the official importer of Mr. Wolf, and displayed the new Mousse Balls Anti-Flat System. The self-proclaimed “Mousse with Balls,” the simple yet innovative system is essentially a segmented mousse tube. The obvious advantage of the design is the ability to adjust the firmness by how many units you place in the tire. Less obvious advantages include heat-shedding ability. Heat is the enemy of mousse tubes,” Mr. Wolf explains. More surface area means mousse balls run cooler and therefore last longer. The directional segments are clearly marked and simple to install. The system comes in a box, which is much easier to stock and ship than traditional mousse tubes. Roll on over to: innteck-usa.com

NOBODY LIKES BUSTING TIRES...

The crew at Rabaconda took to the New Product Central showcase with a bold challenge for its new street bike tire changer, a tire change of the notoriously tough Harley-Davidson Ultra Classic front tire live on stage — an impressive display during its 15-minute segment. A full dismount and remount of the tire effectively demonstrated the capability of the innovative ratcheting system, which also effectively protects rims, and can adjust to different wheel sizes. Rabaconda is an ideal solution for small dealerships and custom shops that don't have room for the full-size industrial tire-mounting machine, but are still looking to perform fast, efficient tire changes. Rabaconda is also portable, packing into a carrying case to take to events, put in a chase truck, or simply store it out of the way when not in use. Round out your service offerings here: rabaconda.com



I SPY WITH MY LITTLE EYE

The Collision Avoidance Technology from RideVision is best described through seeing it in motion. A video presented on the New Product Central stage showcased how front and rear sensors mount to the motorcycle and integrate with LED elements on the side-view mirrors to provide multiple important functions. As well as acting as a front and rear dash cam (worth the price of admission alone), the rear sensor provides blind-spot alert and dangerous-overtake alert. The front features forward-collision and distance-keeping alerts. Mounted LEDs send simple, intuitive signals to the rider in order to help prevent accidents. See more here: ride.vision



VALE FRED FOX

1936-2023

The Passing of Fred Fox

By Don Emde

Fred Fox, who was a great friend to me for 45 years and also a friend to many in the motorcycle sport and industry around the world, passed away here in Orange County, California on Sunday (2/5/23) due to natural causes. He was 86 years old.

Fred was a motorcycle industry leader and pioneer of the modern era of aftermarket product distribution and promotion. He was the only employee when he started his Parts Unlimited distributing business at his house in Janesville, Wisconsin in 1967. In the years to come, the business grew fast, and he incorporated as LeMans Corporation, which continues to this day as the largest privately-owned motorcycle distributing company in the world.

In the early years, LeMans moved a couple of times into larger warehouses in Wisconsin, expanded into other areas around the United States and Canada and many

brands were added. Some became suppliers for Parts Unlimited and also Drag Specialties, which he acquired in 1988. Other brands and companies were bought outright, including THOR MX and Moose Racing.

Fred was always a hands-on manager who oversaw every detail to make his organization grow into the industry leader that it is today. He made the decisions to buy the land, designed the facilities for the additional warehouses throughout the United States and Canada, built a National sales rep force, secured leading brands to carry, and invested heavily in promotion of Parts Unlimited's "We Support the Sport" campaign, which has been active since the 1990s. He also served on the Board of Directors of Motorcycle Industry Council from 1994 to 2007.

A multi-year personal project culminated in 2009 when LeMans opened the Parts Europe warehouse in Trier, Germany. An all-new warehouse was built there with state-of-the-art order filling technology that results in dealer order fulfillment speed never seen before in the motorcycle industry. In addition to the Parts Europe warehouse, LeMans Corporation currently has warehouses in Sparks, Nevada; Ballston Spa, New York; Flat Rock, North Carolina; Grapevine, Texas; and Janesville, Wisconsin, plus Calgary and London, Ontario in Canada.

Along the way, Fred has been recognized for his contributions to both the snowmobile and motorcycle sports and industries. In 2010, Fred was inducted into the Snowmobile Hall of Fame. In 2002, he was inducted into the Sturgis Motorcycle Hall of Fame, as well as the AMA Motorcycle Hall of Fame in 2011. He was also the recipient of a Lifetime Achievement Award at the 2007 V-Twin Expo and a Sturgis Motorcycle Hall of Fame's Lifetime Achievement Award in 2018.



UNLIMITED

THE FRED FOX STORY



BY DON EMDE

After getting to know Fred in the late-1970s when he was one of my accounts when I was an ad sales rep at *Motorcycle Dealernews* magazine, he was later a Bell Helmets distributor when I worked there in the 1980s. Then, a few years after I started my publishing business in 1990, I made a proposal to Fred for my company to produce magazines for him that LeMans could mail to their Parts Unlimited dealers in the USA and Canada. He liked the idea and Parts Magazine was born in 1994. A similar publication for his Drag Specialties dealers followed a year later, and in 2010, we added a quarterly magazine for his Parts Europe business in Trier, Germany. This year we are in our 30th year of publishing magazines for LeMans Corporation and we will produce 16 separate issues. Since 2021, I have been working on a biography of Fred's life that we'll publish later this year. The book, titled "Unlimited. The Fred Fox Story," dates back to the years when his father and grandfather had a business in Janesville building custom-made enclosed racks for trucks to transport cans of milk from dairy farms to the processing plants in Southern Wisconsin. After graduating with an Engineering Degree from the University of Wisconsin in 1958, Fred went to work in the family business. The young college graduate saw a brighter future, however, for sport-related vehicles and when the go-kart craze exploded in America around 1960, Fred built a prototype kart in his spare time with a chassis made from light, but strong, chromoly tubing.

A friend in nearby Rockford, IL was also into go-karts and when he saw Fred's creation, he offered to order ten of them. Fred convinced this father to take the order, thus opening a whole new product category for the company. Fox minibikes followed the go-karts, then Fred created the Fox Trac snowmobiles, which became nationally known when he drove one to victory at the first-ever Eagle River Snowmobile Derby in 1964.

Fred went on his own in 1967 and ran the business which grew into LeMans Corporation until he retired from full time business activities in the fall of 2021. He then named industry veteran Paul Langley as Chairman/CEO of LeMans Corporation.

My condolences to Fred's wife Paula, sons Steven, Brian and Craig, daughters Teri and Lori, several grandchildren, nieces and nephews, to all of the employees at LeMans Corporation and all of his many friends around the world.

At this time, funeral services are pending. Please respect Fred's wife and family's privacy at this time and direct any communications to me at: don@emdebooks.com



STATEMENT FROM LEMANS CORP.

It is with great sadness that we announce the passing of Fred Fox: our founder, pioneer of the modern era of aftermarket product distribution, motorcycle industry leader, and beloved father, husband, uncle, and grandfather. He was 86 years old.

Fox began his motorcycle distributing business on his own in 1967 out of his Janesville, Wisconsin home. The business grew rapidly in the following years, and he incorporated as LeMans Corporation, which continues to this day as the largest privately-owned motorcycle distributing company in the world.

Fred was always a hands-on manager who oversaw every detail to ensure the growth of his company into the groundbreaking industry leader that it is today. From securing leading brands to carry (even purchasing some outright, including THOR MX and Moose Racing), building a National sales rep force, and designing the facilities for additional warehouses throughout the United States and Canada, Fred was the key piece to the growth of Parts Unlimited and Drag Specialties, which he acquired in 1988. The 2009 opening of the Parts Europe warehouse in Trier, Germany was a personal project for Fred, complete with state-of-the-art order filling technology that resulted in unprecedented dealer order fulfillment speed never before seen in the motorcycle industry.

Continued on page 88

Along the way, Fred has been recognized for his contributions to both the snowmobile and motorcycle sports and industries. He also served on the Board of Directors of Motorcycle Industry Council from 1994 to 2007. In 2010, Fred was inducted into the Snowmobile Hall of Fame. In 2002, he was inducted into the Sturgis Motorcycle Hall of Fame, as well as the AMA Motorcycle Hall of Fame in 2011. In 2018, he was the recipient of the Sturgis Motorcycle Hall of Fame's Lifetime Achievement Award.

Though Fred retired from full time activities at LeMans Corporation in the fall of 2021, his values and leadership are felt deeply throughout every facet of our business. Our hearts are with his loved ones at this time.

Rest easy, Fred. You will be missed.

Fred Fox
1936-2023 🏠



AMA STATEMENT:

AMA Motorcycle Hall of Famer Fred Fox, who turned Parts Unlimited - We Support the Sport into a worldwide force in motorcycle parts distribution, passed away Feb. 5 at the age of 86. The American Motorcyclist Association and AMA Motorcycle Hall of Fame offer its condolences to his friends and family.

Fox was born July 21, 1936, and went on to get his engineering degree to help his parents, who were in the business of manufacturing truck bodies. Eventually, Fox started Surplus Unlimited — which became Parts Unlimited — to buy parts from snowmobile companies that were failing and supplying snowmobile dealers. This developed into the company making its own parts and working with motorcycles.

Fox elevated motorcycling and racing nationally by creating a distribution system that got parts to dealers quickly. Helping to fuel the growth of sports such as AMA Supercross and motocross, Fox sponsored motorcycle racing series as well as amateur and professional riders. By 2011, Fox's umbrella company, LeMans Corporation, was the largest aftermarket motorcycle, snowmobile, all-terrain vehicle, and personal watercraft accessory distributor in the world, employing around 1,500 workers worldwide.

Fox was inducted into the AMA Motorcycle Hall of Fame in 2011. 🏠



GODSPEED FRED FOX

Vance & Hines Remembers...

A legend was lost with Fred Fox.

Vance & Hines was one of the brands that Fred took under his wing and helped it flourish from the early days of Vance & Hines. Terry Vance remembers the first time Fred visited Santa Fe Springs, "We were used to building 20-30 systems and Fred came to us and ordered 500! Byron thought we would never get them all made!

"That started an incredible relationship with Fred and the entire LeMans organization for the past 30+ years. It's hard when you lose a great one like Fred... his work was legendary and helped create the powersports aftermarket world we know today."

Ride in peace Fred.

Our condolences to the Fox family and the entire LeMans organization. 🏠

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AD INDEX+

AIMExpo.....	58	Pediatric Brain Tumor Foundation	2
American Motorcyclist Association (AMA).....	CVR4	Performance Brokerage Services	46
American Guardian Warranty Services.....	19	Phoenix Handlebars.....	89
Atturo Tires.....	9	Rawrr	39
Bobcat.....	3	Sea Foam Sales Company.....	23
CDK/Lightspeed.....	27	Super Power Sports Dist/TGB	25
Evolution Electric Vehicles	36	SW-Motech.....	63
Find It Now GPS Security.....	11	Tread Lightly.....	79
JackRabbit Mobility	45	Triumph Motorcycles America.....	13
LeadHelm.....	15	Tucker Powersports.....	61
Moto Morini	7	Vanderhall.....	33
Motorcycle Industry Council (MIC).....	73	Volcon.....	41
Motorcycle Industry Jobs (MIJ).....	17	Vroom	65
National Powersport Auctions (NPA).....	31	ZiiDMS	35
National Powersports Dealer Association (NPDA)	51-52		

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ON STUPIDITY

Why Some Of The Smartest People Can Be So Very Stupid

By J Peter "The Bear" Thoeming

Sacha Golobis a reader in philosophy at King's College London and co-director of the Centre for Philosophy and Visual Arts (CPVA). He has published extensively on modern French and German philosophy and the philosophy of art. His current research explores moral progress and decline.

A few years before he died in exile from Nazism, the Austrian novelist Robert Musil delivered a lecture in Vienna, 'On Stupidity' (1937). At its heart was the idea that stupidity was not mere 'dumbness', not a brute lack of processing power. Dumbness, for Musil, was 'straightforward', indeed almost 'honourable'. Stupidity was something very different and much more dangerous: dangerous precisely because some of the smartest people, the least dumb, were often the most stupid.

Musil's lecture bequeaths us an important set of questions. What exactly is stupidity? How does it relate to morality: can you be morally good and stupid, for

example? How does it relate to vice: is stupidity a kind of prejudice, perhaps? And why is it so domain-specific: why are people often stupid in one area and insightful in another? Musil's own answer, which centred around pretentiousness, is too focused on the dilettantism of interwar Vienna to serve us now. But his questions, and his intuition about stupidity's danger, are as relevant as ever.

Stupidity is a very specific cognitive failing. Crudely put, it occurs when you don't have the right conceptual tools for the job. The result is an inability to make sense of what is happening and a resulting tendency to force phenomena into crude, distorting pigeonholes.

This is easiest to introduce with a tragic case. British high command during the First World War frequently understood trench warfare using concepts and strategies from the cavalry battles of their youth. As one of Field Marshal Douglas Haig's subordinates later remarked, they thought of the trenches as 'mobile operations at the halt': ie, as fluid battle lines with the simple caveat that nothing in fact budged for years. Unsurprisingly, this did not serve them well in formulating a strategy: they were hampered, beyond the shortage of material resources, by a kind of 'conceptual obsolescence', a failure to update their cognitive tools to fit the task in hand.

In at least some cases, intelligence actively abets stupidity by allowing pernicious rationalization.

Stupidity will often arise in cases like this, when an outdated conceptual framework is forced into service, mangling the user's grip on some new phenomenon. It is important to distinguish this from mere error. We make mistakes for all kinds of reasons. Stupidity is rather one specific and stubborn cause of error. Historically, philosophers have worried a great deal about the irrationality of not taking the available means to my goals: Tom wants to get fit, yet his running shoes are quietly gathering dust. The stock solution to Tom's quandary is simple willpower. Stupidity is very different from this. It is rather a lack of the necessary means, a lack of the necessary intellectual equipment. Combatting it will typically require not brute willpower but the construction of a new way of seeing ourselves and our world.

Such stupidity is perfectly compatible with intelligence: Haig was by any standard a smart man. Indeed, in at least some cases, intelligence actively abets stupidity by allowing pernicious rationalisation: when Harry Houdini, the great illusionist, took Arthur Conan Doyle, the inventor of Sherlock Holmes, through the tricks underlying the seances in which Conan Doyle devoutly believed, the author's reaction was to concoct a ludicrously elaborate counter-explanation as to why it was precisely the true mediums who would appear to be frauds.

While I have introduced it via 'conceptual obsolescence', stupidity is also compatible with a kind of misguided innovation. Consider a country that excitedly imports new conceptual tools not from a past time but from a very different place. Global debates over social justice, for example, are now dominated by a set of ideas and terms taken from the United States, a nation marked by an incredibly specific historical and cultural trajectory. Simply transferring that framework to other countries, such as those in which class is less starkly racialised (for example, states reliant on exploiting white migrant labour from eastern Europe), or in which it is racialised in much more complex ways (for example, states such as South Africa) is conceptually and socially risky.

Stupidity has two features that make it particularly dangerous when compared with other vices. First, unlike character flaws, stupidity is primarily a property of groups or traditions, not individuals: after all, we get most of our concepts, our mental tools, from the society we are raised in. Suppose the problem with Haig had been laziness: there was no shortage of energetic generals to replace him. But if Haig worked himself to the bone within the intellectual prison of the 19th-century military tradition, then solving the difficulty becomes harder: you will need to introduce a new conceptual framework and establish a sense of identity and military pride for it. Once stupidity has taken hold of a group or society, it is thus particularly hard to eradicate – inventing, distributing and normalising new concepts is tough work.

Dumbness alone is rarely the driving threat: at the head of almost every dumb movement, you will find the stupid in charge.

Second, stupidity begets more stupidity due to a profound ambiguity in its nature. If stupidity is a matter of the wrong tools for the job, whether an action is stupid will depend on what the job is; just as a hammer is perfect for some tasks and wrong for others. Take politics, where stupidity is particularly catching: a stupid slogan chimes with a stupid voter, it mirrors the way they see the world. The result is that stupidity can, ironically, be extremely effective in the right environment: a kind of incapacity is in effect being selected for. It is vital to separate this point from familiar and condescending claims about how dumb or uneducated the 'other side' are: stupidity is compatible with high educational achievement, and it is more the property of a political culture than of the individuals in it, needing to be tackled at that level.

Musil's indulgent, almost patrician, attitude to 'honourable' dumbness was certainly dangerously complacent: consider its role in the anti-vax phenomenon. But dumbness alone is rarely the driving threat: at the head of almost every dumb movement, you will find the stupid in charge.

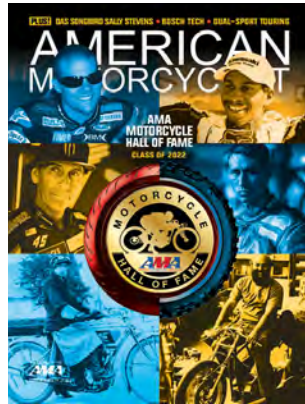
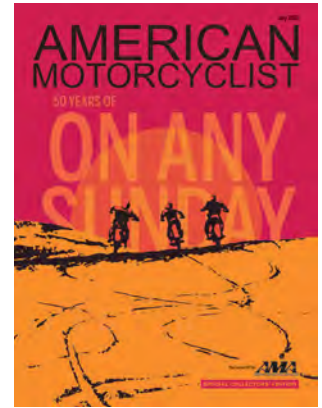
We can now explain why stupidity is so domain-specific, why someone can be so smart in one area, and such an idiot in another: the relevant concepts are often domain-specific. Furthermore, we can see that there will be many cases that aren't fully fledged stupidity but that mimic its effects. Imagine someone who had been blind to all evidence that they were being cheated on finally asking themselves 'How could you be so stupid?' Here the problem is not pure stupidity: the concept of a cheat is common enough. What we have here is rather someone 'acting as if they were stupid'. It's not just that they failed to apply the concept of betrayal, but that they literally didn't think of it: it was effectively 'offline', due to emotional and other pressures. In this kind of case, agents possess the necessary intellectual tools but unwittingly lock them away. This marks an important contrast with dumbness – we can make ourselves stupid, but we don't make ourselves dumb.

So stupidity is tough to fix. This is exacerbated by the way it dovetails with other vices: stubbornness stops me from revisiting my concepts even as they fail me. But once we understand stupidity's nature, things are a little brighter than they might seem. To view political opponents as primarily cynical transforms them into Machiavellian monsters, leaving no space for anything but a zero-sum battle for domination. To view political opponents as primarily dumb is to suggest an irreparable flaw – one that, in our deeply hierarchical society, we often project on to those without the 'right' educational credentials. Both moves also offer a certain false reassurance: with a bit of reflection, we can be fairly sure that we are not cynical and, with the right credentials, we can prove that we are not dumb. But we might well, nevertheless, be caught in the net of stupidity.

If history is anything to go by, a few hundred years from now, our descendants will find at least one part of contemporary morality almost unintelligible – 'How could decent people ever have believed that?' If they are not to condemn us as evil, they might well have to conclude that we were stupid. 📖



After years spent faffing around with old Harleys, "The Bear" rode a Honda XL250 around the world and wrote about it, then decided he might as well keep writing about bikes. Three books and endless magazines later he now spends his time looking for those special bike roads. Along the way, he was the editor for Two Wheels magazine, started Bike Australia and then Australian Road Rider. He has contributed to most motorcycle magazines in Australia... and many overseas. He has written about bikes for The Bulletin, the Sydney Morning Herald, Playboy, the Canberra Times and The Australian, among others.



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