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WARRANT SNOW

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This Electric Snow Helmet features a durable polycarbonate shell, dual pane anti fog electric shield, and an amber drop down sun visor.

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Z1R

Kawasaki surges to No. 1 in the U.S. motorcycle market as Harley falls to third: Reports

Kawasaki has become the top-selling motorcycle brand in the United States for 2025, overtaking both Honda and Harley-Davidson amid one of the toughest sales climates in the past decade, according to New Atlas and MotorCyclesData.

MotorCyclesData's year-to-date figures through September show Kawasaki sales

up 14.2%, the strongest performance in the industry. Honda, last year's No. 1, slipped to second with an 8% decline. In comparison, Harley-Davidson fell to third after a steep 15.9% drop — a downturn highlighted in New Atlas reporting by Utkarsh Sood, who also cited Harley's internal turmoil and revenue challenges as contributing factors.

Overall, the U.S. motorcycle market remains under pressure. MotorCyclesData reports 401,035 YTD sales, down 6.5% — including the worst first half in 10 years, at -9.2%. The third quarter softened slightly but remained negative at -0.5%. This compares to the Motorcycle Industry Council's data showing the motorcycle industry is down -7.3% YTD through September.

Despite the industry slump, Kawasaki found momentum in the U.S. even as the brand struggles globally. New Atlas credits strong demand for the Ninja lineup and the Vulcan S as key drivers of its domestic surge.

Behind the top three, Yamaha held fourth (-0.4%), while KTM suffered one of the largest declines (-23.8%). Indian Motorcycle, which was recently sold to private equity, remains a bright spot, posting 4.9% growth, followed by Suzuki (-13.7%) and BMW (-10.8%).

Both reports point to a clear consumer trend: buyers are leaning toward reliable, price-competitive models from Japanese manufacturers. The entry-level pricing gap is significant — Kawasaki, Honda and Yamaha all offer sub-\$5,500 models, while Harley-Davidson and Indian's least expensive bikes start around \$9,999. To that end, Harley is rumored to be working on a sub-\$6,000 bike that will be released this year.

For dealers, the shifting leaderboard underscores evolving customer priorities: affordability, dependability, and value. With the U.S. market projected to remain economically constrained into 2026, brands with competitive pricing and strong small- to mid-displacement lineups appear poised to gain further share. **PSB**



MotorCyclesData's year-to-date figures through September show Kawasaki sales up 14.2%, the strongest performance in the industry. (Photo: Kawasaki Motor Corp. USA)

Harley-Davidson elevates Bill and Karen Davidson in leadership shift aimed at reenergizing dealers

Harley-Davidson announced a sweeping leadership reorganization on Dec. 10, designed to strengthen its dealer network, sharpen its brand identity, and renew its commitment to Milwaukee. At the center of the move: expanded roles for Bill Davidson and Karen Davidson, two of the most influential family stewards of The Motor Company's legacy.

Bill Davidson has been named special adviser to the CEO and brand ambassador, a newly created role that places him closer to product development, brand direction and rider culture. One of the most recognizable faces of Harley's heritage, Bill will work directly with CEO Artie Starrs to help guide the brand's next chapter.

Karen Davidson will continue as brand ambassador, now working more closely with the marketing and brand teams to deepen dealer engagement and strengthen community connections — areas where she has long been a trusted voice among riders.

"Returning to what makes Harley-Davidson uniquely powerful means leaning into the people who are the culture," says Starrs. "Bill and Karen embody that spirit."

The leadership overhaul also introduces new C-Suite roles:

Jonathan Root expands his responsibilities to become chief financial and commercial officer, reinforcing integration with HDFS and the company's dealer-facing strategy.



At the center of the leadership moves are expanded roles for Bill Davidson and Karen Davidson, two of the most influential family stewards of The Motor Company's legacy. (Photo: Born Free/Youtube screenshot)

Bryan Niketh returns to Harley-Davidson as chief operating officer, bringing two decades of H-D experience and fresh operational leadership from White River Marine Group.

Matt Ryan joins as chief marketing and technology officer, unifying marketing, digital and tech under one leader for more data-driven, connected rider experiences.

Marcus Fischer becomes chief brand officer, bringing creative leadership from Carmichael Lynch, the agency behind many of Harley's most iconic campaigns.

Harley-Davidson emphasized that Nik-

eth, Ryan and Fischer will all be based at the company's historic Juneau Avenue campus, underscoring its continued commitment to Milwaukee as its global home.

"These changes set us up to deepen our connection to riders and dealers, accelerate data-led and tech-enabled engagement, and unlock the full potential of our operations," Starrs adds.

For dealers, the moves signal a renewed strategy built on heritage, brand strength and tighter operational alignment — anchored by two names that riders know and trust: Bill and Karen Davidson. **PSB**

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BRP taps automotive veteran to succeed José Boisjoli as CEO

BRP has named longtime automotive executive Denis Le Vot as its next president and CEO, effective Feb. 1, marking a major leadership transition as José Boisjoli retires after more than two decades at the helm.

Le Vot, an external hire from Renault Group, most recently served as CEO of the Dacia brand and brings more than 30 years of global automotive leadership experience

to BRP. He will also join BRP's board of directors. As part of the transition, Pierre Beaudoin will become the board chair, while Barbara Samardzich will remain the lead independent director.

The appointment follows Boisjoli's previously announced retirement and signals continuity in BRP's long-term strategy while adding outside perspective. Boisjoli

Le Vot, an external hire from Renault Group, most recently served as CEO of the Dacia brand and brings more than 30 years of global automotive leadership experience to BRP. (Photo: BRP Inc.)



spent 36 years with BRP, including 22 years as president and CEO, guiding the company from a Bombardier spin-off into a publicly traded, global powersports powerhouse.

"Denis is poised to leverage his expertise to create value for all our stakeholders," Samardzich says. "The automotive industry shares many similar dynamics with powersports, and his experience managing global brands and dealer networks will be an important asset as BRP advances its M28 strategic plan."

At Renault, Le Vot built a strong reputation as a brand builder and international operator. Under his leadership, Dacia achieved record market share in Europe, and its Sandero became Europe's best-selling vehicle across all channels in 2023.

He was widely viewed as a leading internal candidate for Renault's CEO role and earned multiple industry accolades, including Auto-car CEO of the Year.

"I'm truly excited to lead BRP into a new chapter," Le Vot shares. "BRP's reputation for bold design, technology and market-shaping products is unmatched. I look forward to working with the teams to further enhance the customer and dealer experience."

The move brings a seasoned executive with deep experience in global dealer networks, operations and brand-led growth at a time when BRP continues to push international expansion and long-term innovation.

Boisjoli said the transition comes at the right moment. "BRP is the best-positioned OEM in the industry, and the timing could not be better to hand over the wheel to Denis."

Le Vot will officially assume the role on Feb. 1, 2026. **PSB**

POWER SPORTS BUSINESS

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

EDITOR IN CHIEF: Brendan Baker
763/383-4477 (bbaker@epgacceleration.com)

ASSOCIATE EDITOR: Chris Officer
763/383-4469 (cofficer@epgacceleration.com)

CONTRIBUTING WRITERS: Hilary Holmes Rheaume, Max Materne, Zach Materne, Jan Plessner, Mark Sheffield

SENIOR ART DIRECTOR: Chad Cochran

VICE PRESIDENT/POWER TRADE AND CONSUMER GROUP
Mark Rosacker 763/383-4433 (mrosacker@epgacceleration.com)

AD MATERIALS and questions to ads@epgacceleration.com



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

DEALER ADVISORY BOARD: HK Powersports, Jim Whalley; Family PowerSports, Morris Baker; All Action Water Sports, Ray Leps

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Hall's Harley-Davidson sold to Simpson family, marking new chapter for Springfield dealership

Hall's Harley-Davidson in Springfield, Illinois, has been acquired by Rhett, Trent and Linn Simpson from longtime owners Stan and Pat Hall, ending more than six decades of family ownership at the dealership.

Founded in 1962, Hall's Harley-Davidson has been a cornerstone of the Springfield riding community since Stan Hall entered the business as a bicycle mechanic before purchasing the Harley-Davidson dealership with his wife, Pat. Over the years, the Halls expanded the dealership to larger facilities to support continued growth and better serve customers.

"It is a bittersweet moment when you think about selling the Harley-Davidson dealership that you and your family have painstakingly cared for over 63 years," Stan and Pat Hall said in a joint statement. "With the help of Performance Brokerage Services, we were able to find a buyer that we felt comfortable entrusting with the future of our Harley-Davidson family."

The Hall legacy extended into the next generation when their daughter, Diane Hughes, joined the business full-time in 1997. Diane and her husband, Larry Hughes, have overseen day-to-day operations in recent years, maintaining the dealership's deep roots in the local riding community.

The buyers — Rhett, Trent and Linn Simpson — are second-generation Harley-Davidson dealers and owners of Andrae's Harley-Davidson in Urbana, Illinois. The acquisition marks their second Harley-Davidson dealership and expands their presence in the Illinois market.

"The Simpsons couldn't have been a better family to pass the wrench," says Courtney Bernhard, partner at Performance Brokerage Services. "After six decades of ownership, we knew it had to be the right buyer to carry on the legacy."

George Chaconas, senior partner at Performance Brokerage Services, noted the significance of the transaction. "Having exclusively represented Stan and Pat Hall following their 63 years of ownership, this transaction carried significant history and emotion," he said.

The Simpson family said the brokerage team played a key role in the acquisition process. "Being our first time going through an external buy-sell, we had an abundance of questions, and Courtney was always available to answer and make suggestions," Rhett, Trent and Linn Simpson added.

Following the sale, the dealership will be renamed Simpson's Harley-Davidson and will continue operating from its current Springfield location. **PSB**



Hall's Harley-Davidson in Springfield, Illinois, has been acquired by Rhett, Trent and Linn Simpson from longtime owners Stan and Pat Hall, ending more than six decades of family ownership at the dealership. (Photo: Google Maps)



Piaggio, Vespa top U.S. scooter market as dealer network expands

Piaggio Group Americas closed out 2025 as the top-selling scooter manufacturer in the U.S., capturing a 39% market share behind continued dealer expansion and strong Vespa brand momentum, according to a Dec. 17 press release.

The company added more than 25 new scooter franchises during the year — including 11 in the third quarter alone — underscoring Piaggio's ongoing investment in the U.S. market. One of the newest additions, Moto-Plex Fairfield in Connecticut, has already emerged as a strong performer in the highly competitive Northeast region.

"Our growth this year is a testament to the incredible work happening on showroom floors every day. Dealers like Moto-Plex Fairfield demonstrate what's possible when product passion meets exceptional customer engagement. As we continue to strengthen our network, we're seeing renewed energy from both long-established partners and new franchises alike."

— Michael Angeli, vice president of sales for Piaggio Group Americas.



Vespa remains the cornerstone of Piaggio's scooter success in the U.S., where the brand has become synonymous with the category over the past eight decades. The company's broader Piaggio and Vespa lineup spans entry-level 50cc models through highway-capable scooters exceeding 300cc, appealing to both urban commuters and lifestyle-focused riders.

Piaggio executives point to product diversity and Italian design as key drivers of sustained demand. The brand has continued to expand displacement offerings to better serve metropolitan riding needs while maintaining Vespa's iconic styling and premium positioning.

Looking ahead, Vespa will celebrate its 80th anniversary in 2026 with a global

event in Rome and a special-edition 80th Anniversary scooter lineup, including Primavera and GTS models. The commemorative series features a heritage-inspired Verde Pastello colorway and exclusive badging, creating limited-edition opportunities for dealers.

Piaggio Group is also preparing to re-enter the U.S. scooter segment under its Aprilia brand in 2026 with the all-new SR GT 400. Positioned as an "adventure scooter," the SR GT 400 blends urban commuting capability with light off-road versatility, expanding Aprilia's reach beyond traditional performance motorcycles.

"Vespa has been an icon for more than eight decades, and seeing its momentum accelerate in the United States is both a privilege and a responsibility," adds Andrea Gucciardi, president of Piaggio Group Americas. "We remain committed to investing in the U.S. market, expanding access to our products, and supporting a dealer network that shares our vision for the future of scooters." **PSB**

Teri Lynn elected to MIC board; Robin Hartfiel wins reelection as industry faces 2026 headwinds

Motorcycle Industry Council (MIC) members have elected Teri Lynn, U.S. sales director at Troy Lee Designs, to the MIC board of directors and re-elected Robin Hartfiel, editor of *Dealernews*, for another term. Jim Woodruff, CEO of National Powersport Auctions, will conclude his service when his term ends in January.

The leadership changes come as the association and its members prepare for continued economic and regulatory pressure heading into 2026. MIC Board Chairman Derek Brooks of Yamaha Motor Corporation, U.S.A., pointed to tariffs, technology shifts, and policy changes as key challenges facing the industry.

For dealers, the board's composition matters as MIC advocacy and priorities increasingly center on profitability, regulatory clarity, and long-term market access. Lynn brings a brand-side, field-informed



Newly elected board member Teri Lynn of Troy Lee Designs (left) and returning board member Robin Hartfiel of *Dealernews*. (Photo: MIC.org)

perspective from Troy Lee Designs, while Hartfiel's re-election maintains continuity from the dealer and media side.

Lynn called her election both a professional and personal milestone, emphasizing support for riders, retailers, and manufacturers

across the ecosystem. She highlighted a focus on strengthening dealer networks, improving the end-to-end rider experience, and helping the industry adapt to changing consumer expectations and rapid technological advancement.

Hartfiel, who has been involved with MIC since the early 1990s, underscored the importance of steady leadership amid mounting challenges. He cited the association's work navigating Covid-era disruptions and addressing emerging regulatory issues such as PFAS as examples of why sustained engagement is critical.

MIC President and CEO Christy LaCurelle said the board will play a central role as the association navigates ongoing economic, regulatory, and market pressures, noting that collaboration among members, the board, and staff remains key to delivering value to the industry.

MIC BOARD OF DIRECTORS BEGINNING IN 2026:

- Chairman: Derek Brooks, Yamaha Motor Corporation, U.S.A.
- Vice Chairman: John Hinz, KTM North America
- David Baker, BRP
- J.R. Burke, Polaris
- Ashmore Ellis, Babes Ride Out / Babes in the Dirt
- Kerry Graeber, Suzuki Motor USA
- Robin Hartfiel, *Dealernews*
- Paul Langley, LeMans Corporation
- Erik Larson, Piaggio Group Americas
- Rod Lopusnak, Triumph Motorcycles America
- Teri Lynn, Troy Lee Designs
- Shawn McLean, BMW Motorrad USA
- Bill Savino, American Honda Motor Co.
- Eric Sievers, Kawasaki Motors Corp., U.S.A. **PSB**

U.S. techs shine at Yamaha World Technician Grand Prix

Two U.S. dealership technicians delivered standout performances on the global stage at the 2025 Yamaha World Technician Grand Prix, held Nov. 18–21 at Yamaha Motor's global headquarters in Iwata, Japan.

Brian Ladner of Macomb Powersports in Chesterfield, Michigan, earned a third-place finish, competing against top Yamaha technicians from around the world in one of the industry's most demanding service competitions.

Also representing the U.S., Aaron Lawson of MOMS Foxborough in Foxborough, Massachusetts, impressed judges and peers alike with a dramatic late push, successfully reassembling and delivering his MT-07 in the final minutes of the event — a display of technical skill and composure under pressure.

"We are incredibly proud of Brian and Aaron for representing the United States with

such professionalism and dedication," says John Grubb, Yamaha Motor University manager. "Their performance reflects the highest standards of Yamaha service excellence and the commitment of our dealer network to customer satisfaction."

The Yamaha World Technician Grand Prix, held every two years, brings together elite technicians from Yamaha dealer networks worldwide to compete in rigorous hands-on technical challenges. The event underscores Yamaha's continued investment in technician training and service quality — a key differentiator for dealers in today's competitive market.

A full recording of the 2025 World Technician Grand Prix livestream is available on Yamaha's official YouTube channel, offering dealers a behind-the-scenes look at the competition and the technical standards required to compete at the global level. **PSB**



Two U.S. dealership technicians delivered standout performances on the global stage at the 2025 Yamaha World Technician Grand Prix, held Nov. 18–21 in Japan. (Photos: Yamaha Motor Corp.)

Beta USA brings back trials icon Geoff Aaron as brand ambassador



Beta USA has reunited with one of the biggest names in American trials and off-road racing. Ten-time AMA National Trials Champion Geoff Aaron — whose early career dominance included five straight titles on Beta motorcycles — is returning to the brand as a new Beta USA brand ambassador.

The move brings Aaron back to the machines that powered some of his earliest and most memorable victories. With more than 30 years of professional competition under his belt, Aaron says the partnership feels like coming home.

"I'm excited to reunite with the Beta brand after all these years," Aaron shares. "I have very fond memories of my early championship days competing on Beta in the U.S. and Europe. I'm looking forward to getting time on the latest models, especially the new Sincro Trials bike."

Aaron's career credentials are among the most decorated in the sport:

The move brings Aaron back to the machines that powered some of his earliest and most memorable victories. (Photo: Beta USA)

- 10 AMA National Trials Championships
- 73 national wins
- 15 Trial des Nations appearances, contributing to two U.S. victories
- Two-time AMA Sports Athlete of the Year
- EnduroCross pioneer with two wins, 16 podiums, and multiple top-five seasons
- Proven extreme enduro competitor at Erzberg, Romaniacs and Last Man Standing

Beyond competition, Aaron spent more than two decades as a Red Bull athlete, performing trials shows nationwide, producing video content, managing teams, and promoting events.

Beta USA President Tim Pilg welcomed Aaron back, noting how foundational his early Beta years were to both sides.

"Many people don't realize he won five championships on a Beta," Pilg says. "I met Geoff back in the late '80s and was super impressed even then."

Beta says the partnership will showcase the capability and versatility of its growing lineup across trials, enduro, dual sport and ADV. **PSB**

ZiiDMS adds new regional sales representative

Dealer management system provider ZiiDMS has added Jaime Williams as a regional sales representative based in North Carolina.

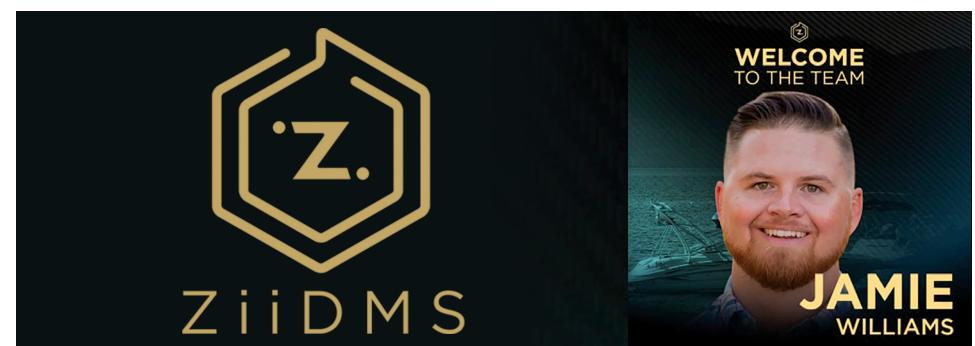
Williams brings more than a decade of experience in the powersports and marine industries, with a background spanning parts management, service operations, and outside sales. Most recently, he was a corporate PG&A director for Big Rock Powersports Group.

His career includes managing parts departments, leading multi-rooftop parts

and service teams, and representing major brands on the distribution side. Throughout his career, Williams has worked on building strong dealer relationships, improving operational efficiency, and driving profitability.

Williams also has experience in motocross racing, which has shaped his competitive edge and commitment to excellence. **PSB**

Jaime Williams' career includes managing parts departments, leading multi-rooftop parts and service teams, and representing major brands on the distribution side. (Photo: ZiiDMS)



BRP donates over \$300K to 'Ride Out Intimidation' on Yellow Day

BRP celebrated the fourth edition of its Yellow Day event on Nov. 20 to take a stand against bullying and donated more than \$300,000 in Canadian dollars to the cause.

As part of the company's Ride Out Intimidation program, this event encourages the BRP community to wear yellow on social media to show solidarity and raise awareness about all forms of bullying. This year alone, more than 6,000 BRP employees, dealers, ambassadors, and partners rallied around the cause.

In its effort, BRP pledged to donate for every public post on Facebook, Instagram, or LinkedIn that featured photos of individuals wearing yellow and used the hashtag #RideOutIntimidation.

By the end of the Yellow Day event, BRP donated money to the following organizations that are raising awareness to bullying:

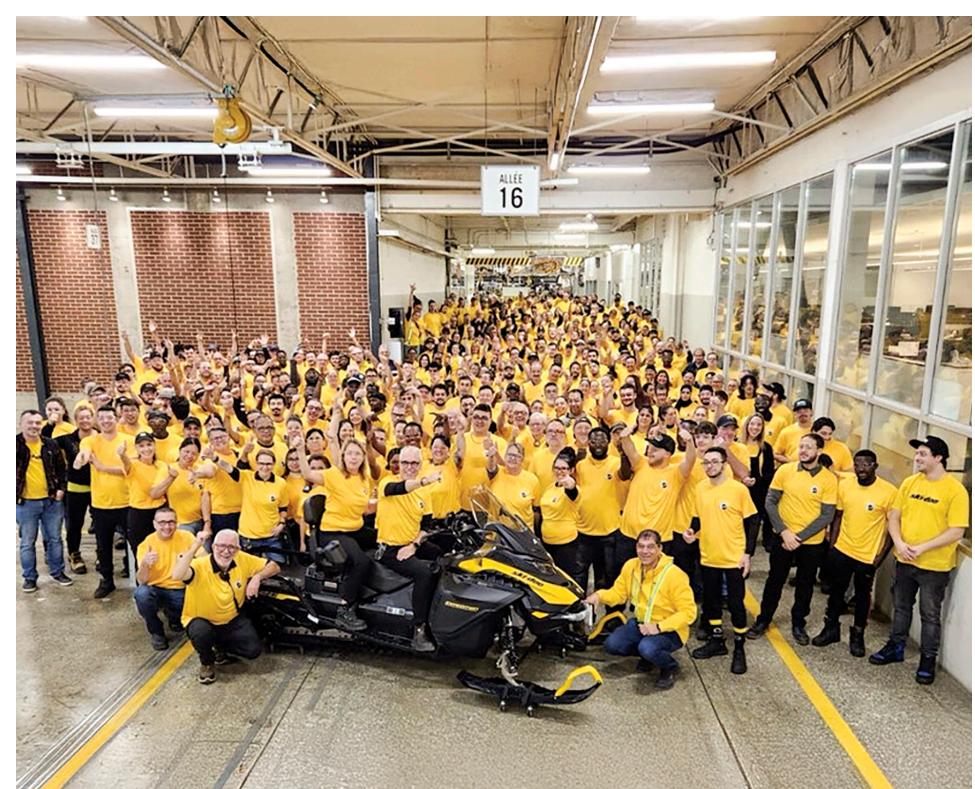
- Tandem Kinderschutzzentrum (Austria)
- Patouch (Switzerland)
- Stand for the Silent (U.S.)
- A Wave of Yellow on Instagram Reels

Additionally, five BRP ambassadors teamed up with a charity of their choice for a Yellow Day Instagram Reel. BRP donated \$27,000 to each of these five charities to support their work in the fight against bullying.

Thanks to BRP's partner Bully Zero, Australia's leading organization delivering programs on cyber safety, bullying prevention, wellbeing, and resilience, more than 20 monuments and roads across Australia were illuminated with yellow lights in the days leading up to Yellow Day. These include Melbourne Town Hall, Newcastle City Hall, Story Bridge, Parliament House, Sky Ribbon Gateway Bridge, and Launceston Town Hall.

Since 2022, BRP has invested over \$10 million (CAD) in charitable contributions through its Ride Out Intimidation program. **PSB**

Employees at the BRP plant in Valcourt, Quebec, wear yellow to stand up against bullying and intimidation. (Photo: BRP)



Adventure Lifestyle teams with Octane to launch new in-house finance program



Adventure Lifestyle is expanding its retail firepower with a new branded financing arm — Adventure Lifestyle Finance — built in partnership with fintech lender Octane. The program goes live this month across the company's 20 Adventure Powersports and Adventure Marine stores, offering buyers exclusive financing options on new and pre-owned units.

The program will go live this month across the Adventure Lifestyle group's 20 powersports and marine dealerships, offering buyers exclusive financing options on new and pre-owned units. (Image: Octane Lending)

Adventure Lifestyle says the move is designed to simplify the purchase process and boost accessibility at a time when interest rates and consumer hesitancy remain key industry hurdles.

"We are thrilled to partner with Octane to

launch Adventure Lifestyle Finance," says Kris Price, VP of Adventure Lifestyle. "This lets us enhance the customer experience with exclusive financing opportunities that make it easier than ever to own their next powersports vehicle. Every adventure should be accessible."

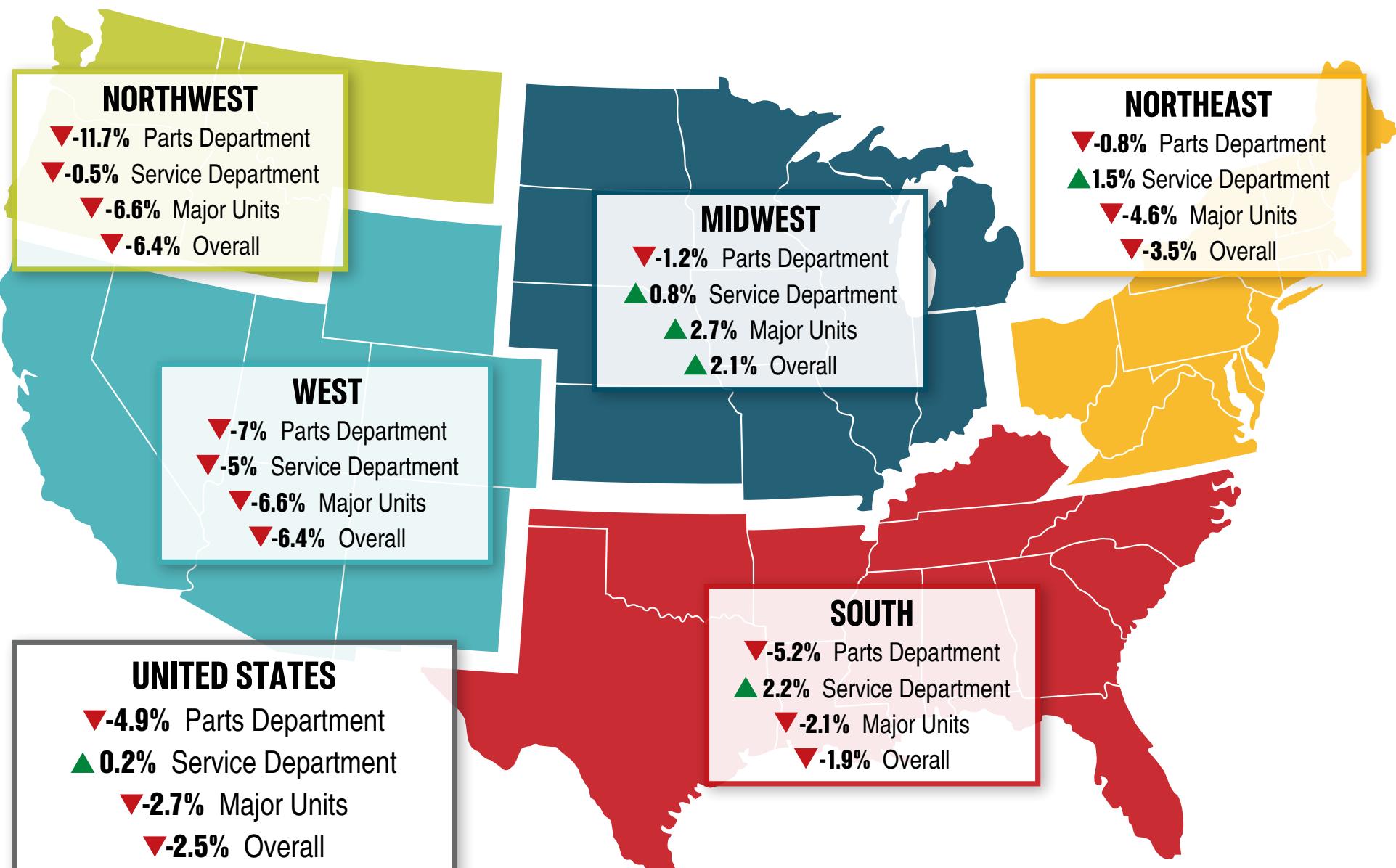
Octane's national sales manager, Josh Norton, said the partnership aligns with the company's push to streamline the buying journey:

"At Octane, we understand the passion behind powersports ownership. This collaboration lets us deliver exceptional financing solutions and a seamless approval experience so customers can get out on the trails without delay."

The rollout will be paired with dealership promotions designed to drive early adoption and boost year-end sales. Dealers within the Adventure Lifestyle network will begin offering competitive rates, flexible terms, and faster approvals through Octane's digital platform.

Adventure Lifestyle operates 20 powersports dealerships and 11 Custom Truck Centers nationwide. For more information, visit adventurelifestyle.com. **PSB**

DEALER FINANCIAL SNAPSHOT



NOVEMBER 2025 VS. NOVEMBER 2024

In November, dealers nationwide saw a 2.5% decrease in combined same-store sales compared to the same month last year, according to composite data from more than 1,800 U.S. dealers that use Lightspeed DMS. For major unit sales, the Midwest was the only region in the black, up 2.7%. Both the Northwest and the West decreased 6.6%, followed by the Northeast and the South, down 4.6% and 2.1%, respectively. In services, the South increased by 2.2%, followed by modest gains from the Northeast, 1.5%, and

the Midwest, .8%. The West had the largest service sales decrease at 5%, followed by the Northwest with .5% drop. As for part sales, the Northwest was hit with a double-digit decrease of 11.7%. Other significant losses were in the West, down 7%, and the South, down 5.2%. The Midwest dropped 1.2%, and the Northeast decreased by just .8%. For combined revenue, both the Northwest and the West were down 6.4%, followed by the Northeast and the South, both dropping 3.5% and 1.9%, respectively. The only combined revenue gain was in the Midwest, which was up 2.1%.

PARTS SALES

Parts revenue was up at 767 dealerships and down at 1,107

SERVICE SALES

Service revenue was up at 911 dealerships and down at 935

MAJOR UNIT SALES

Major unit revenue was up at 732 dealerships and down at 935

FOR MORE ON THE SAME STORE SALES DATA

For more information on this report and other industry data, contact:

lightspeeddms.com

LIGHTSPEED

BRP reports strong Q3 as new ORV lineup drives gains

BRP delivered a stronger-than-expected third quarter and raised its full-year outlook, driven by surging demand for its new ORV lineup — particularly the Can-Am Defender HD11 — which helped the company gain market share despite a highly promotional competitive environment.

"We are pleased with our third-quarter financial results, which came in ahead of expectations," says outgoing CEO José Boisjoli. "Our teams remain focused on disciplined execution, and our hard work paid off. We also gained market share in ORV, fueled by the success of our newly introduced models."

Revenue rose 14% to \$2.3 billion (CAD), while normalized EPS climbed 33%. BRP also posted its strongest third quarter ever in side-by-side retail. The new 2026 utility lineup — including the Defender HD11 and the Outlander Backcountry 4x4/6x6 — was the standout of the quarter.

"The momentum for side-by-side is very strong," Boisjoli shares. "It was our highest quarter ever in terms of retail. Dealers were extremely pleased with the ETV and side-by-side lineup, notably the HD11. The reception is very good, and units are selling every day."

CFO Sébastien Martel highlighted significant cost improvements and operational efficiencies that helped expand gross margin by 210 basis points to 24.1%. Free cash flow hit \$320 million, enabling BRP to reduce long-term debt.

"With our solid balance sheet and robust free cash flow generation, we are well-positioned to enhance the return of capital to shareholders," Martel says.

Global Trends Update

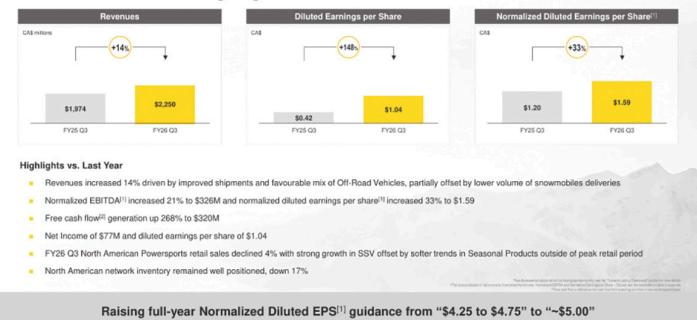


Powersports Retail Growth by Region		
	FY26 Q3 vs FY25 Q3	Industry
CANADA	7%	LOW SINGLE DIGIT %
UNITED STATES	3%	FLAT
NORTH AMERICA TOTAL	1%	LOW SINGLE DIGIT %
NORTH AMERICA EXCLUDING SNOWMOBILES	4%	FLAT
EMEA	4%	LOW SINGLE DIGIT %
LATIN AMERICA	13%	NOT AVAILABLE
ASIA-PACIFIC	11%	LOW SINGLE DIGIT %

Market Dynamic		
North America: US industry more stable	BRP performed in-line with the industry when excluding snowmobiles	
Canada Powersports industry continued to grow, primarily driven by snowmobiles	Canada Powersports industry overall flat, with SSV and snowmobile growing, offset by PWC, ATVs and 3WVs	
EMEA: Generally soft industry trends	Macroeconomic environment remains muted	
Latin America: Continued solid growth for Can-Am in ORV in Mexico	Eastern Europe continued to outperform Western Europe	
Asia-Pacific: Improved industry trends	Continued solid growth for Can-Am in ORV in Mexico	
	Good start to the PWC season in Brazil	
	Continued momentum for BRP in China	

Global trends broadly consistent with prior quarters

FY26 Q3 Financial Highlights



BRP delivered a stronger-than-expected third quarter and raised its full-year outlook, driven by surging demand for its new ORV lineup (Charts: BRP)

DEALER SENTIMENT

The company said dealer willingness to take on new inventory is increasing as supply normalizes and interest-rate cuts approach.

"When dealers look at their business, they are more willing to take on the new models," Boisjoli says. "As we see rates come down and inventories lean out across all OEMs, dealer appetite is increasing."

BRP's network inventory is now down 17% year-over-year and 6% below pre-Covid levels, with especially strong reductions in three-wheel, PWC, Switch, and snowmobile.

"This positions our dealers with significant capacity to take on our newly introduced products as we ramp up production," Martel says.

INDUSTRY OUTLOOK

BRP expects the ORV industry to remain

"flatish" in calendar year 2026, though high-end models continue to outperform entry-level units.

"High-end products are selling well, but on entry-level models, traffic is lighter, and some OEMs are pushing harder on discounts," Martel says.

Boisjoli added that BRP still expects to return to 30% ORV market share by FY28 under its M28 strategic plan.

SNOWMOBILE SEGMENT

Snowmobile retail remains challenging due to heavy non-current discounting from other OEMs, according to BRP.

"About two-thirds of retail during the quarter were non-current units — a level we have not seen for many years," Boisjoli says. "We lagged the industry as planned, given our lower non-current inventory, but we are outperforming in current units."

FY26 GUIDANCE

Given strong dealer orders and stable macro assumptions, BRP now expects:

- FY26 revenue of ~\$8.3 billion
- Normalized EBITDA of ~\$1.1 billion
- Normalized EPS of ~\$5

"With our successful product introductions, lean inventory levels, and improving dealer sentiment, we expect to carry strong momentum into FY27," Martel says.

BOISJOLI'S FINAL EARNINGS CALL

Boisjoli closed the call — his last as CEO — by emphasizing the company's long-term position.

"We have built a strong organization, and I have no doubt that we are the best positioned in the industry," he comments. "Our goal is to consistently wow consumers with innovative products and unbeatable experiences." **PSB**

Survey: Sales stabilize in November, but inventory and dealer confidence slip

Sales trends showed modest improvement in November, but excess inventory and growing dealer fatigue continue to pressure the powersports retail landscape, according to the latest BMO Capital Markets/PSB Dealer Survey.

The monthly survey, conducted by BMO Capital Markets in conjunction with Powersports Business, reported average year-over-year dealer sales growth of +2.2%, rebounding from -.7% in October. Despite the uptick, 41% of dealers said inventory levels remain too high — particularly in PWC and snow — and overall dealer outlook weakened month over month.

"Regardless of some of the vendor messaging, dealers are still struggling with two core issues: too much inventory, especially non-current, and the pressure to chase vendor bonus programs," says Mark Sheffield

of Woods Cycle Country and frequent PSB contributor. "Some dealers are giving away margin or selling units at a loss just to hit a bonus that barely moves the needle. That race-to-the-bottom pricing may help in the short term, but long term it damages brand equity for everyone."

BRAND PERFORMANCE

According to BMO Capital Markets, performance varied significantly by segment and brand:

- ORV: Kawasaki led the category with +13.3% y/y growth, followed by CFMOTO (+9.3%), Polaris (+6.7%) and BRP Can-Am (+5%). ATV growth remained soft overall.
- Motorcycles: Harley-Davidson outperformed expectations at +7.5% y/y, with Indian close behind at +5%.

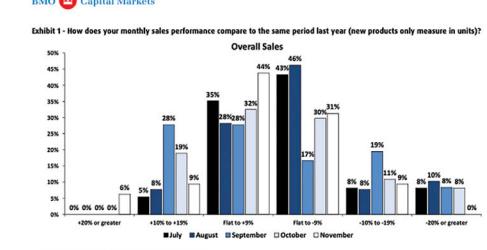
- Snow: Polaris snowmobile dealers reported strong momentum (+8.8% y/y), while Ski-Doo declined (-5% y/y).

BMO noted that 59% of dealers reported sales growth in November, compared to 40% who saw declines. However, only 24% of dealers said their overall outlook improved during the month, while 41% said it worsened — down from October levels.

VENDOR RELATIONSHIPS

"Every conversation I have with dealers comes back to identifying who their real business partners are versus vendors," Sheffield says. "Dealers need to focus on brands that can carry their own weight without forcing retailers into wholesale pricing and bonus-driven behavior."

BMO Capital Markets



Sales trends showed modest improvement in November, but excess inventory and growing dealer fatigue continue to pressure the powersports retail landscape, according to the latest BMO/PSB Dealer Survey. (Image: BMO Capital Markets)

BOTTOM LINE

While sales appear to be stabilizing, confidence across the dealer network is not. Inventory discipline, margin protection and smarter brand alignment remain top concerns as dealers head into 2026 with mixed consumer demand.

Dealers can access the full November BMO/Powersports Business Dealer Survey, including detailed open-ended dealer commentary, for a deeper look at the trends shaping the market. **PSB**

Octane Raises \$100M in Series F funding round

Fintech company Octane announced the close of a Series F funding round of \$100 million. The raise includes new equity capital to be used for growth initiatives, as well as amounts to be used for secondary share transfers.

The capital builds on Octane's strong originations growth, letting the company accelerate market penetration and deepen its product offering for long-term success. Valar Ventures led the funding round with participation from Upper90, Huntington Bank, Camping World Holdings, Holler-Clas-

sic, and others. Before the Series F, Octane had raised a total of \$242 million in equity funding since its inception, including its Series E, which closed in 2024.

"Building on our strong foundation, this capital allows us to move more quickly on key initiatives that will further differentiate us in existing markets and speed up our entrance into new ones," says Jason Guss, co-founder and CEO of Octane.

Billy Libby, managing partner at Upper90, added: "It's been impressive to watch Octane's

execution in becoming a clear leader in the powersports market. Now the company is scaling its proprietary underwriting engine and end-to-end technology platform as it expands into new markets and helps dealers grow their profits and deliver better financing experiences to consumers."

In 2025, Octane launched several new products and technology enhancements, most notably its financing portal that provides efficient customer acquisition and closing processes for merchants, helping them reach

more buyers and increase profitability. At the same time, customers can access simplified payment options, expedited question resolution, and increased flexibility within the customer portal.

Since its founding in 2014, Octane has originated over \$7 billion in loans through its in-house lender Roadrunner Financial, issued more than \$4.7 billion in asset-backed securities, and sold — or has committed to sell — \$3.3 billion of secured consumer loans since December 2023. **PSB**

FROM THE EDITOR

Powersports spent 2025 in the Upside Down



BRENDAN BAKER

and hard choices. That is exactly where the powersports industry found itself in 2025.

The Upside Down isn't a foreign place — it's a distorted mirror of reality where familiar landmarks exist, but the rules no longer apply. For powersports dealers, 2025 looked recognizable on the surface but behaved nothing like the market many had built their businesses around. Demand softened. Floor-plan costs exploded. Credit tightened. Consumers hesitated. And far too many operators waited for conditions to "normalize."

They didn't.

Consolidation became the industry's fault line — the dividing line between dealers who moved forward and those who stood still. While 2025 produced more sellers than buyers overall, the buyers who were active moved decisively. Well-capitalized groups stepped into markets where legacy operators were worn down by margin pressure, staffing challenges, and lender scrutiny.

Among the most visible examples was when industry veterans Marc Ingwersen and Jerry Carillo of the Legendary Harley-Davidson Dealer Group acquired the Windy City Motorcycle Company dealerships in Illinois. These weren't opportunistic flips. They were long-term bets where scale, systems, and discipline will matter more than ever in the next phase of powersports retail.

This wasn't consolidation for consolidation's sake. It was a survival strategy.

Not everyone made it out of the season. Dealer closures were not anomalies in 2025 — they were warnings. Harley-Davidson dealerships in Colorado, Iowa, Louisiana and Missouri closed their doors after decades in business. These weren't weak operators or overnight failures. They were often respected, community-rooted businesses that simply ran out of room to maneuver in an unforgiving environment.

Rising operating costs, shrinking margins, and the end of easy credit exposed inefficiencies that

the market had tolerated for years. In the Upside Down, nostalgia doesn't pay interest. Experience doesn't offset a weak balance sheet. And being "around forever" no longer guarantees survival.

At the OEM level, the turbulence mirrored what dealers were experiencing on the ground. Harley-Davidson spent much of 2025 navigating public conflict — activist pressure, internal disagreement, and questions about long-term direction. Shareholders ultimately backed management, but approval doesn't equal comfort.

The strongest manufacturers behaved like *Stranger Things* characters in the final season: they narrowed their focus and cut distractions. BRP continued its exit from the marine segment with the sale of Alumacraft, reinforcing its commitment to core powersports brands. In a market like this, complexity is a liability; focus is currency.

BRP also closed out the year with a leadership transition, as longtime CEO José Boisjoli retired and a new executive with automotive experience stepped into the role. That move alone signaled where the industry is headed — toward sharper financial discipline, operational rigor, and an expectation that powersports must compete with much larger industries for capital, talent, and relevance.

Product still matters — but product alone won't save anyone. Honda's announcement that additional European models would make their way to the U.S. gave dealers a needed spark. At the same time, the shift toward smaller-displacement, entry-level motorcycles reflected a broader reality: the industry must grow new riders, not just sell more metal to the same aging customer base. But no new model can fix broken processes, bloated expense structures, or outdated retail thinking. In the Upside Down, the same playbook produces very different outcomes.

Financial pressure remained the season's main villain. High interest rates and cautious lenders reshaped the landscape, forcing uncomfortable conversations between dealers, OEMs, and banks. KTM's situation underscored the point. The company survived because partner Bajaj stepped in. Others didn't get that lifeline.

Balance sheet strength is no longer optional. It's the price of staying in the game — and one of the primary reasons consolidation accelerated. New owners didn't just bring capital; they brought tighter controls, centralized accounting, data-driven decision-making, and a willingness to make cuts that legacy operators often delayed too long.

Season 5 of *Stranger Things* makes one thing clear: there is no going back to the way things were. Powersports learned that lesson in 2025. AI, data, and algorithms are no longer optional tools — they're part of the environment. The Upside Down isn't leaving. It's merging with reality.

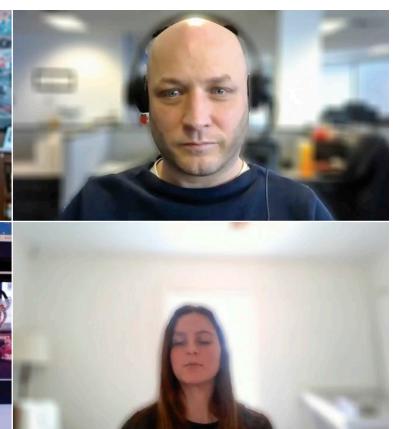
The dealers who survive 2026 won't be the ones waiting for the market to save them. They'll be the ones who embrace scale, professional management, and uncomfortable change. They'll be the ones who understand that new ownership isn't a threat — it's often a necessary evolution.

There's no Eleven coming to flip the van and make everything right. The ending is still unwritten.

And this time, the industry has to save itself. **PSB**



INDUSTRY PODCASTS



POWER HOUR EP. 42: POWER WEEK PREVIEW WITH BOATING INDUSTRY AND POWERSPORTS BUSINESS

Brendan sits down with Power Week MC David Gee, Boating Industry's Madelyn Hubbard and PSB's Chris Officer, to talk about the Elevate and Accelerate Conferences in Orlando later this month.

AIMEXPO'S OPEN MIC: YOU, ME, AND OUR INDUSTRY

Jayson Davis of Powersports of Greenville joined AIMExpo's Open Mic podcast to share the importance of the entire industry working together for the betterment of all powersports.



MARK SHEFFIELD: SALES - METRICS THAT MATTER

In this inaugural episode, Kyle Reid and Mark Sheffield delve into the powersports industry, focusing on essential sales metrics and inventory management strategies for dealers. They discuss the importance of understanding key performance indicators and the need for dealers to take control of their inventory. The conversation emphasizes a data-driven approach to improving dealer operations and sets the stage for future discussions on finance and other relevant topics.



THE DEALER LAB PODCAST: SERVICE DEPARTMENTS WITH BILLY NICOLL

Hosts Max Materne and Danny French discuss how to turn your failing service department into a high-performance machine. In this episode, guest Billy Nicoll shares his extensive experience in transforming underperforming service departments into top-performing operations. Nicoll discusses his journey from starting Nicoll Racing in 1999 to managing large service teams at Fay Myers and GForce. The conversation covers the importance of digitalizing processes, increasing technician proficiency, and the game-changing role of service videos in customer interactions.



THE DEALERSHIP FIXIT PODCAST: 15 AUDIOBOOKS TO SHARPEN YOUR SALES, MARKETING, AND LEADERSHIP THIS YEAR

Host Jacob Berry says he does not have time to sit down and read. So, he built a learning system with audiobooks he could listen to while life was happening around him in the gym, the sauna, walking, driving, early mornings, or late at night. Berry says this is a foundation episode, not tactics. He breaks down the audiobooks that reshaped how he thinks about sales, marketing, leadership, money, psychology, and running a tighter operation. He notes that if you run powersports dealership, retail business, or any sales driven business, you will pull out ideas you can apply immediately.



MAYBE A TAKEAWAY OR TWO, HOW TO EVEN MAYBE

The Dealer Lab: Will it work in other dealerships?

When we first launched *The Turn Around Project*, I'll admit — it was a bit of a gamble. The goal was to take a dealership that had lost its footing, apply every principle, tool, and lesson I'd spent nearly a decade teaching, and prove that it could be saved. Ninety days later, the results spoke for themselves.

We didn't just stop the bleeding. We stabilized the store. We rebuilt the team, re-ignited customer engagement, and restored profitability. It worked — not by luck, but because we approached it with structure, data, and a plan.

But here's the question I've been asked the most since that story hit *Powersports Business*: "Will it work in my dealership?"

The honest answer?

Yes, and no. It may not have the same results. And that's the point.

NO UNIVERSAL PLAYBOOK

Every dealership has its own DNA — its own people, market, brand mix, and culture. The same problem on paper might have a completely different root cause in practice. So while our turnaround framework works, you can't just copy and paste it and expect the same results.

You have to study your entire operation — not just your P&L.



MAX MATERNE

That means understanding every moving part: your financials, your processes, your team's strengths and weaknesses, your customer base, your market conditions, even your local economy. You have to look at the risks, the opportunities, and the relationships between them.

That's what we call a DELV Analysis. It's the process we use to map out all the levers that can be pulled inside a dealership before deciding which ones to pull, push, turn, or fine-tune.

Without that full picture, even the best ideas can backfire.

WHY MOST DEALERSHIPS GET STUCK

Here's the thing: I don't think most operators are unaware of their problems. In fact, they probably know exactly what needs to be done.

The challenge isn't knowing — it's executing.

When you're in the day-to-day grind, the list of issues gets so long that it becomes paralyzing. You see everything that's broken and feel pressure to fix it all at once. So you start ten initiatives, get halfway through eight of them, and finish none. That's the all too familiar "swirl" — the constant motion that looks like progress but doesn't actually move you forward.

The way out of the swirl isn't more work — it's focus.

At Ownex, we teach dealers to identify their top three operational vitals — the key areas that, if improved, will generate the biggest return on investment for the business. These are usually the things that quietly control the health of everything else. Once you know those three vitals, you can build a 90-day roadmap that's laser-focused on improving them.

That's how you create real, measurable momentum.

THE 90-DAY ROADMAP

A 90-day roadmap isn't just a plan — it's a commitment. It forces you to choose, prioritize, and execute with intention.

When we did this during *The Turn Around Project*, our roadmap wasn't complicated. It was specific, measurable, and realistic. We focused on the changes that would give us the highest immediate return — tightening expenses, increasing service proficiency, and rebuilding customer engagement.

But most importantly, we stuck to the plan. We didn't chase shiny objects or react to every fire that popped up. We stayed disciplined.

That's what turned a failing dealership into a healthy one in such a short period of time.

WANT TO BUILD YOUR OWN ROADMAP?

That's exactly what our upcoming Ownex Immersion Course is designed to do.

It's a month-long guided program — one session per week — where we help you perform your own DELV Analysis, write your 12-month "journey," and develop your own 90-day "roadmap."

You'll walk away with clarity on your dealership's top priorities, confidence in your plan, and the accountability to execute it. From there, you can go it alone — or join a Dealer Cohort, a small group of operators going through the same process. Together, you'll share ideas, solve problems, and hold each other accountable to the goals you've set.

Because the truth is, you don't have to do this alone.



We've done it before. We've stepped on the landmines. We've found the shortcuts. And now, we can help you avoid the mistakes and focus on the moves that matter.



We've done it before. We've stepped on the landmines. We've found the shortcuts. And now, we can help you avoid the mistakes and focus on the moves that matter.

THE NEXT CHAPTER

The next Ownex Immersion Course begins February 4, 2026.

If your store is stuck — if you feel like you're spinning in the swirl, working harder without getting further — this is your chance to change that.

Visit Ownex.io to learn more or to sign up. Because the question isn't "Will it work in your dealership?"

The question is: "Are you ready to find out what will?"

Follow **The Dealer Lab Podcast** on YouTube or download it from Spotify. **PSB**

Top competitive advantages for successful hires in 2026

Why speed and transparency are winning in the powersports and motorcycle industry

If locating and locking in high-performance talent feels harder than it used to be, you are not alone. The powersports and motorcycle industry has become a market where a small group of dealerships consistently win top hires, while others repeatedly come up short.

The difference is not brand, size, geography, or compensation alone. It comes down to two competitive advantages: speed and transparency. From my perspective as a recruiter working daily with dealership owners, operators, and candidates across the country, these two factors are more common than any others when a strong candidate says yes or walks away.

WHY HIRING FEELS RISKIER THAN EVER

The talent pool has tightened, candidate expectations have evolved, and strong performers know they have options. Across the industry, dealerships are experiencing longer hiring cycles, higher candidate drop-off rates, and increased competition for proven producers and experienced technicians.



JAN PLESSNER

Hiring misfires has become more costly. A bad hire does not just impact payroll. It weakens morale, slows productivity, disrupts operations, and eventually shows up in customer experience and profitability. What may start as a single hiring mistake often turns into weeks or months of operational drag.

In this environment, the margin for error is smaller than ever.

COMPETITIVE ADVANTAGE NO. 1: SPEED

Speed does not mean rushing decisions. It means removing friction. In a candidate-driven market, time itself has become a competitive variable. Best-in-class candidates often explore multiple opportunities simultaneously, and it is not uncommon for them to be off the market within seven to ten days of starting their search.

In today's fast-paced world, especially in professional and personal communications, a delay in response time is no longer seen as a simple, excusable pause. Instead, it is increasingly interpreted as a negative indicator.

When a candidate isn't kept engaged, this sends a variety of signals:

1. Lack of interest: search is not a priority
2. Poor professionalism: company lacks commitment, organization, and respect for the candidate's time
3. Negative Feelings: passive rejection, frustration, and disappointment

Speed shows up in very specific ways:

- How quickly qualified candidates are contacted

- How fast first conversations are scheduled
- Whether the interview process respects the candidate's time
- How smoothly in-person visits are coordinated
- How clearly decision timing is communicated after interviews

In my recruiting work, one of the fastest ways to lose a top contender is silence. Candidates expect the same level of urgency from employers that they bring to the table. When days pass without updates, even strong interest fades.

Winning dealerships pre-block interview time, define who owns decisions, and communicates next steps clearly. They treat in-person visits like a sales close, not an afterthought. Even when a decision is still being made, regular updates keep candidates engaged and confident.

Speed is not about pressure. It is about professionalism.

COMPETITIVE ADVANTAGE NO. 2: TRANSPARENCY

If speed keeps candidates engaged, transparency is what builds trust.

There are far too many "not as advertised" situations happening in this industry. Candidates come to us after regularly encountering pay plans that do not align with conversations, benefits that were never fully explained, cultural issues that were downplayed, or operational challenges that surface only after day one.

Transparency means being open about the current state of the business, both its strengths and weaknesses.

That includes:

- Where the store is performing well
- Where the real pain points are
- What kind of help is needed immediately
- How the pay plan actually works, with real numbers
- The employee share of health insurance premiums
- Expectations for the first 30 to 90 days
- Any known issues or surprises a new hire may encounter

Strong candidates are not afraid of problems. They are hesitant about problems leadership refuses to acknowledge.

One of the most important distinctions candidates make is between environments that are challenging but improving, and those that are challenging and unwilling to change. They can sense the difference quickly.

Transparency filters out the wrong candidates early and builds credibility with the right ones. It reduces costly misfires and creates alignment before an offer is accepted.

SPEED AND TRANSPARENCY WORK TOGETHER

Dealerships that consistently land strong hires combine both. They move decisively, communicate clearly, and share the whole picture up front. As a result, candidates know what they are walking into, trust leadership sooner, and ramp faster once hired. These dealerships are not perfect. They are simply honest, organized, and willing to put more time, authenticity, and commitment into the hiring process.

See Plessner, Page 13

Gamifying dealership operations to improve performance

BY MARK SHEFFIELD

CONTRIBUTOR

Of all the new vehicles I've owned over the years, I've never once had to replace a set of brake pads. That's not because I don't drive much — it's because of how I drive. I pay attention not only to the vehicle in front of me, but also to the ones in front of them. When I start to see brake lights ripple down the line, I'm already easing off the throttle. If I ever have to slam on my brakes, I see that as a personal failure.

My wife is the exact opposite. There isn't much middle ground. It's either throttle or brake. She follows far closer than I'm comfortable with, and I'm fairly certain that over the years I've dented the imaginary passenger-side brake pedal in every car she's owned. I don't say much anymore — experience has taught me that commentary from the passenger seat is rarely appreciated — but that doesn't stop my right foot from instinctively pressing into the floorboard.

Earlier this summer, we replaced her vehicle with a Toyota RAV4 Plug-In Hybrid. It's not a full EV, but it does have a small battery that can be charged at home and delivers about 40 miles of electric-only range before the engine kicks in. For someone who makes lots of short trips, it's a perfect setup.

A couple of weeks ago, she offered to drive me to the airport. Normally I'd take my own vehicle, but she wanted to show off the new RAV4, so I agreed. As we pulled away from the house and merged into traffic, I noticed something immediately: her driving was completely different.

Smother, more deliberate. Less brake happy. Within a few miles, I finally asked the obvious question — what changed?

The answer wasn't the vehicle itself. It was the *feedback*. To encourage drivers to maximize efficiency, Toyota has gamified the driving experience. Every time she pulls away from a stop, the system scores her on three behaviors: smooth acceleration, consistent cruising, and smooth braking. Each category receives a one-to-five-star rating. Brake too hard and you lose regeneration. Accelerate too aggressively and your score drops. Nail all three and you're rewarded with a perfect five-star rating.

My wife is laser-focused on those stars.

She's not trying to impress me. She's not thinking about brake pad wear. She's chasing a visible, real-time score. And in the process, Toyota has fundamentally changed how she drives — without lectures, without nagging, and without threats.

Which brings me to the point of this story: the same principle applies to how we run powersports dealerships.

For years, we've relied on static goals and after-the-fact reporting. A parts associate "hits their number." A salesperson "meets quota." A technician is told about their productivity at the end of the month. That information may be accurate, but it's also late — and late feedback rarely drives behavioral change.

Performance improves fastest when people can see it. Better results come when performance is turned into a visible, ongoing contest — not just against a number, but against peers and against personal bests. Sales teams respond when closing ratios, accessory attachment, or follow-up compliance are ranked in real time. Technicians don't want to be last on the productivity or efficiency dashboard. Parts teams engage differently when fill rates, average ticket, or special-order accuracy are visible throughout the day.

The key is immediacy. Too many dealerships still rely on manually updated spread-

sheets or whiteboards that get refreshed once a week — or worse, once a month. That approach creates lag, skepticism, and disengagement. By the time the numbers are posted, the opportunity to adjust behavior has already passed.

This is where modern dashboards change the game. Companies like Vision AST provide real-time dashboards and widgets that update multiple times per day, pulling directly from the DMS. The data isn't massaged, delayed, or selectively presented. It's simply there — visible, objective, and hard to ignore.

When employees have access to this kind of feedback, the results are often immediate. Salespeople adjust follow-up behavior the same

day. Technicians self-correct without a manager ever having to intervene. Parts teams start competing in ways that raise overall performance instead of dragging it down.

Just as important, the conversation changes. Instead of managers playing "gotcha" with reports, the data becomes a shared reference point. Coaching becomes easier, more objective, and far less emotional. High performers receive recognition. Underperformers know exactly where they stand — and why.

That said, dashboards alone don't fix broken culture. Just like Toyota's scoring system works because drivers understand what is being measured and *why*, dealership metrics need context. If you gamify the wrong behaviors,

you'll get the wrong results. If the numbers aren't trusted, the system will be ignored. And if leadership uses visibility as a weapon instead of a coaching tool, engagement will disappear just as quickly as it arrives.

But when done correctly, performance visibility creates alignment. It encourages smoother operations, better decision-making, and fewer "slam on the brakes" moments across the business. And just like my wife's RAV4, it proves that sometimes the fastest way to improve performance isn't through more rules or pressure — it's through clear, real-time feedback that makes people *want* to do better.

Turns out, a few stars on a screen can go a long way. **PSB**

2026 LIVE NPA AUCTION CALENDAR

More pre-owned inventory and opportunities than ever before.

JAN					FEB					MAR				
MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI
			1	2	2	3	4	5	ATL SAN	2	3	4	5	ATL SAN
5	6	7	8	ATL SAN	9	10	CIN	LAK SAC	DAL	9	10	CIN	LAK SAC	DAL
12	13	CIN	LAK SAC	DAL	16	17	PHI	KAN POR	ATL SAN	16	17	PHI	KAN POR	ATL SAN
19	20	PHI	KAN POR	ATL SAN	23	24	CIN	LAK DEN	DAL	23	24	CIN	LAK DEN	DAL
26	27	CIN	LAK DEN	DAL						30	31			
APR					MAY					JUN				
MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI
		1	2	ATL SAN						1	2	3	4	ATL SAN
6	7	CIN	LAK SAC	DAL	4	5	CIN	LAK SAC	DAL	8	9	CIN	LAK SAC	DAL
13	14	PHI	KAN POR	ATL SAN	11	12	PHI	KAN POR	ATL SAN	15	16	PHI	KAN POR	ATL SAN
20	21	CIN	LAK DEN	DAL	18	19	CIN	LAK DEN	DAL	22	23	CIN	LAK DEN	DAL
27	28	29	30		25	26	27	28	29	29	30			
JUL					AUG					SEP				
MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI
		1	2	3	3	4	5	6	ATL SAN		1	2	3	ATL SAN
6	7	8	9	ATL SAN	10	11	CIN	LAK SAC	DAL	7	8	CIN	LAK SAC	DAL
13	14	CIN	LAK SAC	DAL	17	18	PHI	KAN POR	ATL SAN	14	15	PHI	KAN POR	ATL SAN
20	21	PHI	KAN POR	ATL SAN	24	25	CIN	LAK DEN	DAL	21	22	CIN	LAK DEN	DAL
27	28	CIN	LAK DEN	DAL	31					28	29	30		
OCT					NOV					DEC				
MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI	MON	TUE	WED	THU	FRI
			1	ATL SAN	2	3	CIN	LAK SAC	ATL SAN		1	CIN	LAK SAC	ATL SAN
5	6	CIN	LAK SAC	DAL	9	10	PHI	KAN POR	DAL	7	8	PHI	KAN POR	DAL
12	13	PHI	KAN POR	ATL SAN	16	17	CIN	LAK DEN	ATL SAN	14	15	CIN	LAK DEN	ATL SAN
19	20	CIN	LAK DEN	DAL	23	DAL	25	26	27	21	DAL	23	24	25
26	27	28	29	30	30					28	29	30	31	

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AUCTIONS **NPA**

Navigating warranty reimbursements with manufacturers

In today's powersports industry, every dollar counts and warranty reimbursements can make or break your service department's profitability. While these payments are meant to cover the cost of parts and labor for warranty work, navigating the process isn't always straightforward. Missed deadlines, incomplete documentation, or failure to leverage state laws can leave



HILARY HOLMES RHEAUME

money on the table. The good news? With the right strategy, you can turn the warranty reimbursement process from a frustrating administrative chore into a powerful profit driver. Below are practical strategies to help dealerships maximize reimbursement rates and streamline operations.

UNDERSTAND STATE LAWS AND OEM REQUIREMENTS

Most state franchise statutes require manufacturers to reimburse dealers at retail rates for warranty parts and labor, even if your Dealer Agreement says otherwise. However, these laws aren't automatic. Review your state's franchise law to confirm whether you

are entitled to retail rates for parts and/or labor. If you qualify but are not receiving retail rates, you should consider submitting a formal request to the manufacturer to establish your retail rate for both parts and labor.

AUDIT YOUR CURRENT RATES

Take time to review your posted retail labor rate and parts markups against the manufacturer's warranty reimbursement rates.

- **Labor:** Review recent customer-pay repair orders to identify gaps between your retail rate and the warranty rate.
- **Parts:** Calculate your average retail markup and gather supporting documentation. Many state franchise statutes

include formulas for determining retail parts rates. You should review and know these calculations before making a formal request. Accuracy and compliance are key.

STRENGTHEN DOCUMENTATION

Accurate and thorough documentation is the backbone of a successful warranty reimbursement process. Ensure all repair orders are complete, accurate, and properly coded. Include invoices, rate sheets, and any required summaries to support your submission. Assign a dedicated team member to oversee warranty submissions for accuracy and completeness. Errors or omissions can lead to costly delays or outright rejection.

TRAIN YOUR TEAM

Your service team must understand the importance of accurate coding and documentation. If you are not doing so already, you should conduct regular training sessions to reinforce best practices and compliance requirements. When OEMs update their processes, review changes thoroughly with your team. The designated warranty reimbursement team member can take the lead on training with your oversight.

PLAN AHEAD

Missing submission windows can cost dealerships thousands. Create a calendar to track deadlines for submissions and make it part of your workflow. Integrate the warranty reimbursement process into the day-to-day workflow of the dealership.

MAINTAIN A CENTRALIZED WARRANTY LOG

Create a single database for all warranty-related activity. A centralized log helps prevent duplicate submissions, missed claims, and confusion across departments. You should consider including claim numbers, submission dates, approval status, payment dates, and any OEM communication on the warranty log. A warranty log helps improve accountability, speeds up audits, and ensures your team can quickly resolve discrepancies.

MONITOR OEM POLICY CHANGES

OEMs frequently update their warranty reimbursement policies, submission requirements, and timelines. Staying informed is critical. Ensure you are receiving and reviewing OEM bulletins and newsletters. Assign a team member to monitor updates and communicate changes internally. Review policy changes promptly to avoid compliance issues or missed opportunities for higher reimbursement rates. Being proactive ensures you never fall behind on new requirements that could impact your profitability.

BOTTOM LINE

Effective warranty reimbursement is a critical business strategy, well beyond a simple compliance necessity. Every additional dollar captured flows directly to your bottom line, helping cover fixed costs and maintain technician pay. In today's competitive powersports market, optimizing this process can turn a routine administrative task into a strategic profit center. By understanding the rules, auditing rates, documenting thoroughly, training staff, and leveraging expert support, you can make warranty reimbursement work for you. **PSB**

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SOLUTIONS

2026 risk management New Year's resolutions: Winter planning before the spring selling season begins

After spending years on the dealer side of the desk, I learned quickly that winter was never downtime. It was the time to fix what needed fixing, build better processes, and make decisions that would show up once the season started. That mindset also applies to risk management.

As we head into 2026, there is real reason for optimism. Not because risk has gone away, but because preparation consistently leads to better outcomes.

Resolution No. 1: Treat risk planning like any other dealership process. Every successful dealership runs on process. Sales has one. Service has one. Parts and accounting have them as well. Risk planning should be no different.

When risk management is built into daily operations, it prevents problems instead of reacting to them. Clear expectations, training, and accountability reduce injuries, limit property damage, and keep small issues from turning into claims.

Resolution No. 2: Winter is the right time to evaluate who represents your dealership in the insurance market and how that relationship works.

Dealers should use this slower season to interview brokers and understand how they approach the powersports space. Ask how they prepare submissions, how they communicate with underwriters, and how they support clients when claims occur. This is not about shopping quotes. It is about choosing a long-term partner.

Your broker works for you. They should be utilized the same way you rely on your attorney or CPA, as an advisor who understands your business, challenges assumptions, and helps you get real return on investment from your insurance premium.

Resolution No. 3: Understand event exposure and what your garage policy does



ZACH MATERNE

and does not cover. Events drive traffic and community engagement, but they also introduce risk that is often misunderstood.

Dealers should clearly understand what their garage policy does and does not cover as it relates to events throughout the year. In some cases, separate event policies may be required to ensure proper coverage.

Winter planning is the time to review your event calendar, identify coverage gaps, and clarify responsibilities, so there are no surprises once the season begins.

Resolution No. 4: Build strong documentation and review it regularly.

Documentation is not about pleasing underwriters. It is about running a disciplined operation. Incident reports, training records, safety procedures, and building updates should be consistent and reviewed regularly. Clean documentation reflects a dealership that understands its risk and manages it intentionally.

A HOPEFUL START TO 2026

There are encouraging signs heading into 2026. I am beginning to hear more underwriters exploring the powersports industry, which could bode well for all of us over time.

Dealers who build strong processes, keep loss runs clean, and prepare before the season begins will be the ones who benefit most.

And if nothing else, doing this work in January is still better than trying to explain it to an underwriter in July.

That alone might be worth keeping this New Year's resolution. **PSB**

Zach Materne is a risk consultant specializing in powersports dealers for Apair Commercial Risk Management / Cell Brokerage Risk Management Group. LA Resident License #871096 | Cell Brokerage CA LIC. #0G83985 | NPN #14775635

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PLESSNER

CONTINUED FROM PAGE 10

HIRING IS A COMPETITIVE FUNCTION

As you move into the new year and set yourself up to bring on top talent, make sure your team understands that hiring in the powersports industry is no longer an administrative task. It is a competitive function directly tied to revenue generation and protection.

Dealerships that master speed and transparency reduce turnover, protect team morale, improve customer experience, and shorten productivity ramp-up. They spend less time recovering from misfires and more time building momentum.

The talent market did not break. It changed. Dealerships that adapt by moving faster and communicating more honestly will continue to win top talent. Those that do not continue to waste precious time and pay for hiring mistakes long after the offer letter is signed.

If you'd like to discuss your hiring challenges and 2026 goals, I can be reached at Jan@ACTION-Recruiting.com. **PSB**

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ACCC blocks BRP's proposed sale of Telwater to Yamaha

BRP Inc. has confirmed that Australia's competition watchdog has blocked its proposed sale of Telwater Pty Ltd. to Yamaha Motor Australia, keeping the Australian boat builder under BRP ownership for the foreseeable future.

The Australian Competition and Consumer Commission (ACCC) opposed the transaction, which would have seen Telwater

— one of Australia's largest aluminum boat manufacturers — move to Yamaha control. BRP said it is reviewing the decision and evaluating its options to determine next steps.

In the meantime, BRP will continue to own and operate Telwater, emphasizing that the business remains profitable and well-positioned in the Australian marine market. The company

also stressed that the ACCC ruling will not impact BRP's fiscal 2026 financial guidance.

Telwater markets several well-known Australian boat brands and serves a broad dealer network across the region. BRP said it remains committed to delivering reliable products to Australian consumers while it assesses potential paths forward following the regulator's decision. **PSB**

Australia's ACCC watchdog has blocked the proposed sale of Telwater to Yamaha Motor Australia, keeping the Australian boat builder under BRP ownership for the foreseeable future. (Photo: Telwater/Boating Industry)



Patrick Industries acquires electrical component suppliers



Patrick Industries has completed the acquisitions of Quality Engineered Services (QES) and Egis Group, LLC, according to reporting from *Boating Industry*.

QES, located in Syracuse, Indiana, manufactures wire harnesses and electrical systems for the marine and RV industries. Egis, based in Bellingham, Washington, develops engineered electrical components and system-level solutions for marine and specialty vehicle applications, offering terminal blocks, battery fuses, circuit breakers, flex relays and power distribution modules.

Patrick shared that combined revenue for QES and Egis on a trailing 12-month basis through November 2025 was approximately \$39 million.

"These acquisitions further advance Patrick's long-term strategy to develop an innovative and custom suite of component solutions for OEMs in the outdoor enthusiast

space and the aftermarket, while expanding our capabilities across wiring, engineered electrical components and system-level integration," says Jake Petkovich, president of marine at Patrick. "Further, QES is strategically located near several major pontoon and RV OEMs, and Egis expands the breadth and depth of Patrick's engineering talent and capabilities. Together with the scale and focus in our existing businesses, both businesses enable us to deliver a more complete end-to-end solution and a deeper level of service for our customers."

Consistent with the company's other acquisitions, QES and Egis will continue to operate under their existing brand names and within their current facilities. **PSB**

Patrick Industries has completed the acquisitions of Quality Engineered Services and Egis Group, LLC, according to reporting from *Boating Industry*.



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MRAA launches Dealership of the Future Task Force

The Marine Retailers Association of the Americas (MRAA) has announced the formation of a Dealership of the Future Task Force. The multistakeholder initiative is designed to confront the intensifying forces reshaping the marine retail business model and to provide dealers with a clear roadmap for long-term success.

The effort comes as dealers face challenges around consumer expectations, advancing technology, growing operational complexity, rising service demands and escalated product pricing. MRAA stated that the traditional retail model, which was built in an analog era, is struggling to meet the needs of the modern boating consumer.

"Over the past couple years, I kept hearing the same signals from every direction," says

Matt Gruhn, president of MRAA. "Dealers and manufacturers alike are challenged by rising customer expectations and have been identifying growing friction points across the ownership journey. It has become more evident that these pressures are not temporary. They are structural. And our industry, both the dealership leaders and their manufacturer and technology-focused partners, need a coordinated, thoughtful response."

Task force members created their vision for future retail:

"The Dealership of the Future is a trusted gateway to the boating lifestyle, serving as a technology enabled hub and delivering effortless, personalized experiences across every touchpoint — online, in-store and on the water. It blends innovation with human connection to make boating accessible, inspiring and sustainable for all. By fostering community, embracing transparency and collaborating across the industry, it redefines marine retail as a seamless journey that turns customers into lifelong boating ambassadors."

MRAA'S DEALERSHIP OF THE FUTURE TASK FORCE



MRAA Dealership of the Future Task Force (Photo: MRAA/Boating Industry)

MRAA shared that this vision shifts the industry from a transactional, negotiation-centered business model toward a relationship-driven, digitally integrated, customer experience focused approach.

DEALER MEMBERS

- Jeremy Anderson, president, Walstrom Marine
- Bob Bense, president and CEO, Superior Boat Repair & Sales
- Bryce Brown, principal, MasterCraft Colorado
- Jani Gyllenberg, innovation and business development manager, Marine Connection
- J Hurless, owner, Reeder-Trausch Marine
- Joe Lewis, general manager, Mount Dora Boating Center & Marina
- Joe Martin, president, BoatJunkie Sales & Service
- Eric Smith, general manager and co-owner, Colorado Boat Center

- Kim Sweers, managing partner, FB Marine Group
- Manufacturer and partner members
- Thomas Bates, chief revenue officer, Correct Craft
- Ellen Bradley, chief marketing officer, Discover Boating
- Jeff Haradine, president, Barletta Boat Co.
- Ryan Kloppe, associate director, Lightspeed
- Jason Nierman, chief revenue officer, Rollick

MRAA STAFF PARTICIPANTS

- Ridgeway Addison, senior director of education
- Stevie Cook, certification manager
- Matt Gruhn, president
- Jerrod Kelley, content manager
- Steven Netsch, director of research and strategic insights
- Liz Walz, director of learning vision and impact

Over the coming year, the Dealership of the Future Task Force will develop and release a structured series of insights, frameworks and recommendations for dealers and manufacturers.

This roadmap will be supported by MRAA research, educational programming and direct collaboration with the Task Force members, MRAA's Board of Directors, the MRAA Educational Foundation and MRAA's Strategic Partners.

"As the marine industry's leading provider of adult training and education, it's not only our job to provide insights, guidance and solutions for the challenges and opportunities our industry faces, but it's also our duty to look out over the horizon and understand the forces that will impact the success of our industry and prepare our industry for them," Gruhn says. "MRAA's Dealership of the Future Task Force has been established to do exactly that by defining, designing and driving the transformation of the marine dealership business model to meet the demands of a rapidly evolving consumer, retail and technological landscape." **PSB**



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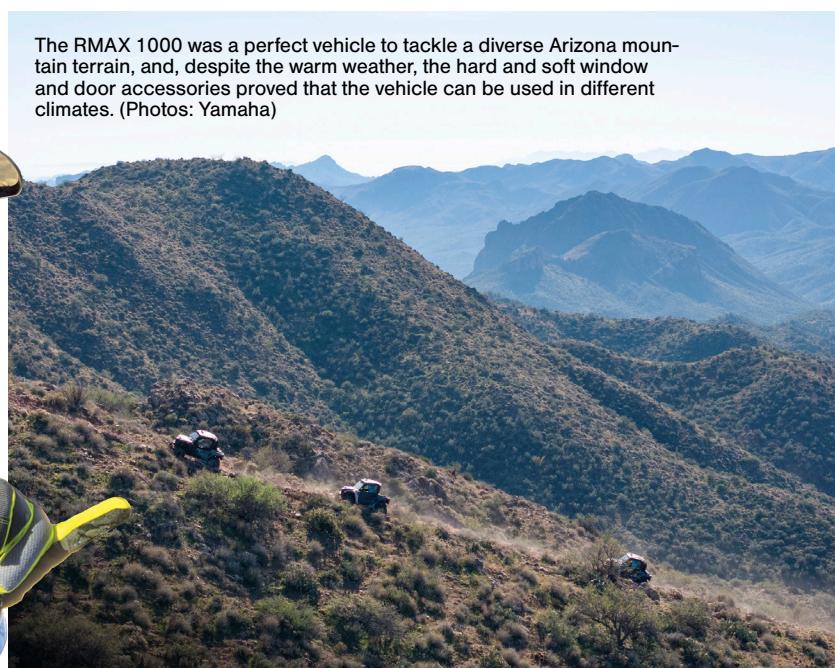
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The RMAX 1000 was a perfect vehicle to tackle a diverse Arizona mountain terrain, and, despite the warm weather, the hard and soft window and door accessories proved that the vehicle can be used in different climates. (Photos: Yamaha)



Yamaha media ride in Crown King, Arizona

BY CHRIS OFFICER

■ ASSOCIATE EDITOR

It may have been last-minute, but it was an opportunity I couldn't pass up.

When the media team at Yamaha reached out to PSB at the eleventh hour about an off-road media ride up to Crown King, Arizona, they didn't really give me any time to think, so I just responded with an "absolutely."

Being relatively new to the powersports industry, I thought this would be the perfect chance to cut my teeth and experience a true off-road excursion on a high-performance machine. The vehicle? The Yamaha Wolverine RMAX 1000 range.

The Bradshaw Mountains can get cold in December, and Yamaha wanted media to experience firsthand the RMAX 1000 furnished with its winter accessories: soft upper door windows and hard cab door weather enclosures; front and tip-up windshields; sliding glass rear windows; and cab heater kit.

Unfortunately, looking at the weather report that morning when we reached our staging area, it would be an abnormally warm day of riding — about 65 degrees. Nevertheless, we packed up and got in our fully enclosed cabs and hit the trail.

THE RIDE UP TO CROWN KING

To tackle the 30-mile ascent up to Crown King, I jumped into the RMAX4 1000, equipped with front and back windshields and hard-cab door kits. The fully enclosed cab, coupled with the four seats and automotive-style interior finish, instantly made the side-by-side feel like a small truck. After getting situated with the controls and different driving styles, we started our ride.

Powering the RMAX is an 847-cc twin-cylinder engine. As an amateur off-roader, I kept things simple to start. EPS standard, suspension on medium setting, with D-mode on Trail. These settings produced a relaxed ride all the way up the first 30-mile leg.

Traveling at an incline through a mix of smooth and rocky terrain, the vehicle's power and capability were present without feeling threatened by the machine taking over — I felt in complete control. The power delivery felt smooth, and the exceptional engine braking let me slow down to take sharp turns by just letting off the gas.

The first hour or so was smooth sailing, and I felt comfortable, despite being the first time doing anything like this. The fully enclosed RMAX4 got a little warm in the near-70-degree temperature. But cracking the window and sliding open the rear glass

window let air circulate, and I was able to feel some of that Arizona mountain wind.

Then came our first pit stop. The side-by-sides started to line up as we approached a daunting part of the trail — a 50-yard rock crawl up a steep incline littered with large boulders and deep crevices. We got out to access and make a game plan. I had the option to let a more experienced driver take my machine up the difficult terrain. And my initial thought was maybe that was the safer bet — no need to hold up the group with failed attempts. However, the RMAX made me feel at ease up until this point, and I felt confident enough to take on the difficult section.

With the help of the Yamaha team, we picked a line for the vehicle to navigate safely, and talked about the necessary driving adjustments: Low gear, ride mode on Crawl, and four-wheel drive switched to differential lock — which was the difference

maker, considering all four wheels were rarely touching the ground simultaneously.

I stayed slow, kept true to the line we committed to, and slowly but surely, the RMAX had no problems going up the steep stretch — even with me behind the wheel. And, for a split second, the vehicle tricked me into thinking I knew what I was doing.

The added accessories also helped with my assurance. The front and rearview cameras gave me extra visibility, while the front bash plate and rock slider kit left little apprehension of attacking the terrain.

THE DESCENT DOWN

After eating lunch at about 6,000 feet, we did some interviews, took some action shots, and made our way back down to our staging site. For the descent down, I switched out of the RMAX4 1000 hard cab and into the RMAX2 1000 with soft upper door windows and the tip-up windshield.

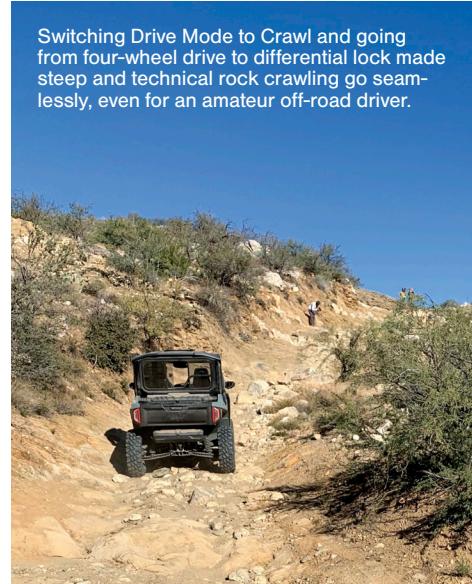
With the RMAX2, I fully opened the front windshield and ditched the soft windows, which were easily removed and stored in the rear cargo box. Opening the cab gave me a whole different driving experience, one where I was able to truly feel the elements — wind, dust, and water. I also switched my power delivery from Trail to Sport. A quicker throttle response, coupled with the open cab, made the second half of the ride feel faster, leading to a more exhilarating, adrenaline-boosting and overall sportier experience versus the more luxurious aspects of the enclosed RMAX4.

FINAL TAKEAWAYS

It was fast-paced the whole way through when making our way down Crow King, and before I knew it, we were back to our staging area — I guess time really does fly when you're having fun.



Switching Drive Mode to Crawl and going from four-wheel drive to differential lock made steep and technical rock crawling go seamlessly, even for an amateur off-road driver.



Overall, I left Crown King realizing what the RMAX 1000 was capable of. Never once did I feel in over my head, and I attribute much of that confidence to the vehicle's performance under an array of diverse terrain. The adjustable drive modes, EPS, and shock settings allowed me to tinker around and find what was comfortable. As far as accessories, the weather enclosures are a must for year-round riding, especially in four-season states. I also appreciated the added protection of the rock sliders and bash plate, which allowed more aggressive driving.

The Wolverine RMAX 1000 range handled the Crown King mountain terrain with no problem — even making this amateur feel like I knew what I was doing. And the added OEM accessories provide that extra comfort and security that really



The RMAX2 1000 performed well under an array of different terrains, including steep inclines, rocky roads, and water-filled trails.

made for a great experience. And isn't that what it's all about — great experiences for your customer? It seems that every OEM is building fully enclosed, HVAC-equipped side-by-sides, so they obviously see a demand

— especially with more states giving these vehicles street access. Now they have built them — the RMAX 1000 has a heating kit available, but not air conditioning — will the customers step up to buy them in 2026? We

know Yamaha does its homework, so look for the RMAX 1000 to hit the sweet spot in the market.

RMAX2/RMAX4 ACCESSORIES

- Soft upper door windows: MSRP \$1,499-\$2,699
- Hard cab front doors: MSRP \$3,369
- Hard cab rear doors: MSRP \$3,999
- Glass front windshield: MSRP \$1,413
- Tip-up windshield: MSRP \$1,199
- Sliding rear window: MSRP \$829-\$899
- Cab Heater: MSRP \$1,299
- Front/Rear camera: MSRP \$169-\$199
- Side view mirrors (with mounts): MSRP \$372
- LED light bar: MSRP \$739
- Front bash plate: MSRP \$244
- Rock Sliders: MSRP \$439-\$799
- Bed Rack: MSRP \$899
- Rear cargo box: \$579 **PSB**

The North American Side-by-Side, or UTV, market in 2024 dropped in volume just over -7% to nearly 520 thousand units following +2% growth in 2023 and a combined downturn of -18% in the two prior years. (Photo: Roundhouse Powersports)



Polaris Industries continued to lead the market last year, followed by Can-Am, Kawasaki, Honda and Deere. (Photo: Polaris)

UTV market sales fall -7.2% in 2024

Expanding inventories, decaying consumer confidence promote uncertainty

BY POWER PRODUCTS MARKETING

■ CONTRIBUTOR

Editor's note: This article is from the 2025 Market Data Book, which will be available to download in late January.

The North American side-by-side, or UTV, market in 2024 dropped in volume just over -7% to nearly 520,000 units following +2% growth in 2023 and a combined downturn of -18% in the two prior years, according to research performed by Minneapolis-based research firm *Power Products Marketing* (PPM), which keeps an eye on the market, producing an annual database and associated report that define trends.

Initially a vehicle delegated to commercial uses — such as industrial, construction, and turf maintenance — UTVs found favor with consumer users as it was realized manufacturers were bringing vehicles to market that could offer off-road adventure in relative comfort with golf car-like operational ease. Offerings like the Kawasaki Mule were certainly capable for light trail duty, but their designs proved overtly industrial when compared with the first major sport-oriented models to make an impact on consumer purchase decisions — the Yamaha Rhino and, later, the Polaris RZR.

Based upon PPM analysis, Polaris continued to lead the market last year, followed distantly by Can-Am, Kawasaki, Honda and Deere. The remaining top-ten purveyors of

UTVs included Kubota, CFMOTO, Yamaha, Club Car and EZGO/Cushman.

Of the 10 best-selling UTVs in 2024, five were Polaris models that together accounted for 9.5% of the total market volume. Those five Polaris machines were joined in the top-10 by the best-selling Can-Am Defender MAX Ltd. HD10 w/Cab, Deere XUV 835 series, Can-Am Defender Ltd. HD10 w/Cab, Kubota RTV-X1140 W and Kubota RTV-X1100 C/CW. All 10 vehicles together accounted for over 106,500 units, or approx. 20.5% of the total market volume.

PRODUCT CATEGORIES

PPM splits UTVs into six distinct product categories, including Electric Utility Vehicles (EUV), Pure Utility Vehicles (PUV), Recreational Utility Vehicles (RUV), Sport Recreational Vehicles (SRV), Super Sport Vehicles (SSV) and Utility Crossover Vehicles (UCV).

EUVs are speed-governed at 25 mph and under, offer a large cargo area, two- and four-passenger seating, can be either 2WD or 4WD, and are very popular at golf courses, estates and gated communities, hunting trips, and in industrial plants and warehouses.

PUVs are speed-governed at 35 mph and under, offer a large cargo area, often lack independent rear suspension, feature 2WD or 4WD, feature bench or bucket seats for two- or four-passengers, carb as well as FI and EFI, and include all diesels.

RUVs feature speeds of 42-55 mph, sportier styling and a smaller cargo area than EUVs, feature independent rear suspension, FI and EFI, two- and four-passenger options, bucket seats and 4WD.

SRVs feature speeds of 52-70 mph, sporty styling yet more cargo area than an SSV, typically with large displacement engines

800cc and over, independent rear suspension, EFI, two- and four-passengers, bucket seats and 4WD.

SSVs exceed 70mph, offer performance styling with a limited cargo area, and typically feature large displacement engines 800cc and over, independent rear suspension, EFI, two- and four-passengers, bucket seats, superior handling and suspension and 4WD.

According to PPM research, UCVs are responsible for 48% of the North American UTV market, PUVs account for 15.5%, SSVs hold 14.5% of the market and RUVs maintain a 10% share. SRVs slide in with 5.5% of the market while EUVs hold a 4.5% share.

CONSUMER VS. COMMERCIAL

PPM also splits its findings between consumer applications, commercial applications and — to a much smaller extent — government applications.

Whereas in 2000 the ratio between consumer and commercial applications was approximately 40/60 respectively, there has since been a significant shift to consumer models accounting for the majority of units moved. Of the nearly 520,000 UTVs retailed in North America in 2024, PPM found consumer applications likely accounted for over 85% of sales while commercial applications looked to be responsible for just over 10% of the total, with government applications accounting for nearly 1%.

Each year as part of PPM's dealer survey, retailers are asked to segment their sales into 10 different categories within each of the three applications — consumer, commercial and government.

For instance, consumer uses include recreational use, farming/ranching, estate use, residential/homestead use, and hunting;

commercial uses include industrial, golf, other turf and commercial non-turf; and government uses represent more than 60 different Federal agencies in the U.S.

Within the consumer application, survey results show *recreational use* was the largest category in 2024, accounting for 31% of the total market. This was followed by *farmers/ranchers* (29% market share), *estate use* (10.5%), *hunters* (9%) and *residential/homestead use* (8.5%).

Within the commercial application, results show *Industrial use* accounted for 5.5% of the total market, followed by *other turf* (3%), *golf* (nearly 2%) and *commercial non-turf* (less than 1%).

NON-TRADITIONAL BRANDS

When you think of the UTV market, you're likely to visualize models supplied by big-name brands and sold by a brand-dedicated network of brick-and-mortar dealers.

However, there is another layer to the market that's often overlooked — the non-traditional-brand powersports vehicle market. These include units mostly sourced from China and sold not only by brick and motor dealers, but also via big-box outlets, the online marketplace and independent retailers.

And guess what? PPM finds sales have also been strong for many of these second-tier brands.

While Covid-associated supply-chain issues haunted numerous established brands, manufacturing and shipping woes didn't seem to impact many of the off-shore brands that ultimately had them experience a surge in sales, as container after container filled with vehicles continued to arrive unabated at U.S. ports by mostly Chinese importers shipped to their U.S. distributors.

In 2021, for the first time, the top 10 purveyors of UTVs — brands like Polaris, Can-Am, Kawasaki and Honda — were joined by lesser-known names, including Hisun and CFMOTO. Also experiencing remarkable

See PPM, Page 19

Can-Am rolls out HVAC-equipped SxS, new color scheme for electric ATV

Just months after showcasing a range of product innovations across its off-road portfolio at Club BRP in Boston, Can-Am just announced a new package of the popular Defender and a new color for the Outlander Electric.

The new Defender DPS CAB HD10 comes with a heating, venting, and air-conditioning climate system. It is available in three-seat (\$23,999) and Max six-seat (\$27,299) configurations — bringing even more options to the fast-growing HVAC-equipped side-by-side category. Meanwhile, the new Dark Wildland Camo Outlander Electric, starting at \$13,599, delivers a reliable machine tailored for the hunting and outdoor community.

With a lineup already designed for farmers, ranchers, and off-road enthusiasts, the new Defender DPS CAB HD10 with HVAC package brings performance and reliability to even more riders, thanks to a lower price point. It comes equipped with a full cab, HVAC-equipped, a Rotax HD10 powertrain, CVT transmission, and a robust chassis.



Left: The Can-Am Defender DPS CAB HD10 with HVAC delivers workhorse capability and premium comfort starting at \$23,999. **Right:** The new Dark Wildland Camo Can-Am Outlander Electric is a great option for hunters. (Photos: BRP)



Can-Am is also introducing a new Dark Wildland Camo colorway for its 2026 Outlander Electric. The ATV produces 47 horsepower and 53 lb-ft of torque, with a claimed range of 50 miles in ideal conditions. Designed with hunters in mind, this new option enhances concealment in natural environments, making it an ideal companion for tracking game, navigating

dense trails, and giving hunters a more natural and quiet hunting experience.

"We're committed to making adventure and utility more accessible to riders everywhere," says Jeremi Doyon-Roch, marketing director at Can-Am Off-Road. "Our new Can-Am Defender DPS CAB HD10 with HVAC package means more people can experience the durability and versatility that's made it the most

unstoppable workhorse in the field. And with the introduction of our new Dark Wildland Camo colorway for the Outlander Electric, hunters can now be better equipped than ever before to pursue game in the backcountry."

The Defender DPS CAB HD10 with HVAC and the Dark Wildland Camo Outlander Electric coloration will be available at select Can-Am dealers in early 2026. **PSB**

Toyota reveals high-performance Scion 01 SxS concept

Toyota rolled into the 2025 SEMA Show with a surprise: the Scion 01 Concept, a bold, hybrid-powered side-by-side that revives the Scion name as a playground for experimentation and next-gen performance ideas.

Developed by Toyota's North American engineering team, the Scion 01 packs a high-output turbocharged four-cylinder hybrid engine drawn from Toyota's truck lineup. The setup delivers more than 300 hp and includes a Silent Mode for low-speed, EV-only trail running.

According to Don Federico, chief engineer and vice president of vehicle performance development, the concept blends Toyota's performance know-how with the passions of its off-road engineering community — aiming to show how Toyota's capability can live in new spaces.

"The Scion 01 Concept is about taking what we do best at Toyota and blending it with the passions that drive us. It's the intersection of advanced performance and our deep enthusiasm for adventure. By bringing those worlds together in a side-by-side for-



Developed by Toyota's North American engineering team, the Scion 01 packs a high-output turbocharged four-cylinder hybrid engine drawn from Toyota's truck lineup. The setup delivers more than 300 hp and includes a Silent Mode for low-speed, EV-only trail running. (Photo: Toyota)

mat, we're exploring how Toyota performance can live in entirely new spaces — and inspire a new generation of enthusiasts to get out and go," explains Federico.

Purpose-built for high-speed dunes, tight trails, and technical rock crawling, the Scion 01 features long-travel suspension, a balanced track width, and a compact footprint. Toyota also built a first-of-its-kind FIA-

compliant cage that meets SCORE and FIA racing standards.

Styled by Toyota's CALTY design team, the concept integrates Toyota driveline, suspension, and brake components for durability in extreme conditions.

The Scion 01 is strictly a concept and not slated for production, but Toyota is using it to demonstrate how hybrid tech can elevate

performance and adventure while supporting its broader sustainability goals.

IS TOYOTA ENTERING POWERSPORTS?

Despite the buzz around the Scion 01 Concept, Toyota isn't signaling a move into the powersports market. The company describes the project as an engineering experiment, not a production program, and confirms the vehicle isn't for sale. Although, rumors have been rampant that the company is considering a production version of the UTV.

The concept reflects Toyota engineers' passion for off-roading and showcases how hybrid performance tech could translate into new environments. But there's no announcement, roadmap, or indication that Toyota plans to launch a side-by-side or broader powersports lineup.

Bottom line: The Scion 01 is a creative design study, not a preview of Toyota entering the SxS market. Dealers should view it as a tech and design showcase rather than a future competitor. **PSB**

Massimo plans to launch new fully enclosed, HVAC-equipped UTV

Powersports and electric vehicle manufacturer Massimo Group announced plans to introduce the Sentinel 1500, a next-generation UTV featuring a fully enclosed factory cab with integrated heating and air conditioning, as part of the company's Sentinel Series product roadmap that's launching Q1 2026.

The Sentinel 1500 is being developed as a fully enclosed, all-season vehicle, designed to support year-round operation across a wide range of climates for both work and recreational applications.

The new UTV is expected to be introduced initially in a four-door crew configuration with seating for up to six passengers. The Sentinel 1500 is just the latest release in the company's expansion of its UTV lineup, joining the Buck 450 4WD UTV and the T-Boss 900L Crew UTV, which dropped earlier this year.

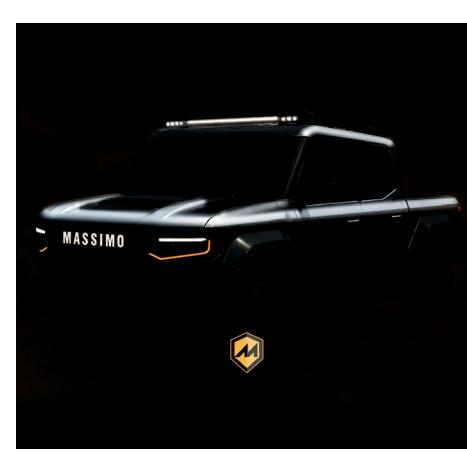
INTEGRATED HVAC SYSTEM

A key feature of the Sentinel 1500 is its Massimo-developed heating and air conditioning system, engineered to deliver strong cooling performance, high efficiency, and

dependable heating. While Massimo is headquartered in Texas — where extreme heat conditions helped inform system design — the HVAC system is intended to provide consistent comfort and reliability for customers operating in diverse environments.

The HVAC system is being paired with Massimo's upcoming four-cylinder, 1499cc engine platform, which is under development to deliver the power and torque necessary to support both vehicle performance and the demands of a high-capacity climate-control system.

"As we look ahead to 2026, our product roadmap reflects the progress we have made in strengthening our development and manufacturing foundation," says David Shan, CEO of Massimo Group. "We believe that the Sentinel 1500 represents a step forward in higher-value, engineering-driven product development, and as we continue to invest in advanced platforms, we are creating a pathway that may support greater manufacturing localization over time, including potential U.S.-based production, as market conditions allow."



Massimo's HVAC-equipped Sentinel 1500 is expected to be introduced initially in a four-door crew configuration with seating for up to six passengers. (Photo: Massimo Group)

- Nearshoring and supplier diversification efforts to improve efficiency, lead times, and quality control.

- Continued investment in engineering, manufacturing processes, and next-generation vehicle platforms.

These actions are intended to support disciplined growth, improved execution, and long-term value creation as the company enters 2026.

LOOKING AHEAD

The Sentinel 1500 remains under development, and additional information regarding specifications, features, and availability is expected to be provided closer to its planned introduction. The Sentinel Series is expected to play an important role in Massimo's 2026 product strategy as the company continues to prioritize innovation, quality, and responsible execution. **PSB**

POSITIONED FOR 2026

The planned introduction of the Sentinel 1500 follows a year of focused execution during 2025, as Massimo implemented initiatives aimed at strengthening its operating foundation and supporting future product launches. These initiatives included:

- Expansion of production capabilities in Vietnam to enhance supply chain flexibility and mitigate tariff exposure.

growth were importers/distributors like BMS Motorsports, Coleman and Massimo.

For 2024, CFMOTO was the lone second-tier brand within the top 10 most-sold brands.

How, and why?

While CFMOTO has focused on growing a traditional dealer network, PPM believes past growth in a few of the other brands correlates with their availability at big-box retailers, which have in recent years become a major outlet for lower-cost vehicles that couldn't be found at traditional multi-line powersports dealerships.

MASS RETAILERS

An often overlooked segment of the market is that supplied by big-box retailers, the top three being Lowe's, Home Depot and Tractor Supply. But others such as Rural King, Atwoods, Walmart, Cabela's, Tracker Off-Road (Bass Pro) and other on-line retailers are also notable suppliers.

According to PPM analysis, UTV retail sales from non-traditional-brand suppliers through big-box retail locations has grown substantially, from what had been an average of 5-10,000 units 10 years ago to 20,000 units in 2020, 43,000 units in 2021 and 42,000 units in 2022. In 2023 sales dropped significantly back to 25,500 as the post-Covid bubble seems to have subsided, and in 2024 sales slid further to 19,040 units or 3.5% of total market volume. As with the customers of leading brands, the price-conscious consumers of these second-tier brands were also ultimately impacted by both persistent high interest rates and inflation.

Home Depot retails multiple models sourced from Hisun; Lowe's retails product

Enclosed cab designs that keep the elements out have become popular in the utility market. i2024'25. (Photo: CFMOTO)



from Hisun, Kandi America and Massimo; Tractor Supply stocks multiple models of BMS Motorsports, Bighorn Powersports and Massimo; and Rural King offers product from Hisun and Kandi America.

NEIGHBORHOOD ELECTRIC VEHICLES

The neighborhood electric vehicle (NEV) market, which includes street-legal electric golf cars modified to serve as personal transport vehicles (PTVs) limited to between 15 and 19 mph, and low-speed Vehicles (LSVs) limited to 20 to 24 mph, is another segment that has grown in recent years, although a separate market altogether from UTVs.

Demand for UTVs was high during the height of the Covid-19 pandemic, and with inventories low, PPM reported that some consumers searching for hard-to-find lower-cost UTV models instead opted for the purchase of NEVs, outfitting them with lift kits and off-road wheel/tire sets. The segment has also benefited from an aging population

seeking an alternative form of transportation within their communities.

NEV sales for 2024 totaled an estimated 262,000 new units, down -5.2% from 276,500 units in 2023, which was down -5.4% from an all-time high of 292,000 units sold in 2022. Also important to note is that another 60,000-70,000 used golf carts on average are reconditioned and upgraded to PTV and LSV speed ratings each year and sold into the consumer market, mostly to retirement communities but also local areas where these vehicles are sanctioned on 35 mph roads, according to certain state regulations.

While leading companies in the golf car market – E-Z-Go, Club Car and Yamaha – play a key role in NEV production, here too we find non-traditional brands marketed by importers/distributors making waves in the market with product sourced from China. Among the leading newcomers are brands like EVolution Electric Vehicles, ICON EV, Denago, Bintelli and newcomer Kandi America, each of which has been making great strides in market share.

Up until 2021, nearly all the NEV volume was going through Golf/Golf Accessory dealerships. With the rapid growth of the market in the last four years, PPM estimates that perhaps 20%-30% of the NEV sales increase went through powersports dealerships and other independents like marine and RV retailers.

WHAT'S NEXT FOR UTVS?

Dealer inventories have become more manageable, though higher interest rates and inflation are raising purchase costs. With consumer confidence teetering, what's next?

Given the external forces shaping the economy, PPM projects 2025 North American retail UTV sales to be essentially flat with 2024, based off the research firm's Monthly Tracking report for U.S. UTV retail sales. Whereas the 2025 calendar year started out slow versus 2024 through April, down -6%, sales picked up between May through August 5% and it was appearing that the market might end up in the plus 3% range for the year. However, September and October were disappointing months, both slumping about flat compared to 2024 with year-to-date October 2025 slightly down, less than -1%, versus the 10-month 2024 retail. We project November and December to offset each, with November down and December up and 2025 to end the year at about flat to perhaps up less than 1%. **PSB**

Power Products Marketing (PPM), a Minneapolis-based research firm, has curated its powersports retail sales data for more than 20 years. PPM provides detailed market share data and research services to the global power equipment industry.

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Tracy McIntyre has been a licensed motorcycle dealer since 1985 and is currently owner and operator of Moto El Paso, a 70,000-square-foot powersports dealership in El Paso, Texas. Moto El Paso represents CFMOTO, Aprilia, Vespa, Piaggio, Moto Guzzi, Royal Enfield, Moto Morini, and it has been the No. 1 dealer in America for Aprilia, Hisun, and Tao.

From border to border: El Paso dealer's record-setting motorcycle ride with his daughter

BY CHRIS OFFICER

■ ASSOCIATE EDITOR

Tracy McIntyre isn't just in the business of selling powersports vehicles from his Moto El Paso dealership, he's in the business of setting records — and he's not doing it alone. His latest adventure... a border-to-border motorcycle ride from Mexico to Canada with his daughter Ashley, who happens to be just 14.

The story of Tracy and Ashley's record-breaking ride actually begins in 2010, when Tracy first caught wind of Scooter Cannonball, a competitive, multiday, point-to-point touring rally for street-legal scooters. He proposed the idea of competing in the event to his son, Matthew, who was 14 at the time. But both Tracy and Matthew had bigger ambitions and decided to do their own cross-country scooter ride.

Tracy's father also joined the trip, and the three traveled to Florida, put their wheels in the ocean, and made their way to California.

"My son and I rode Honda SH 150 scooters, and my dad rode a [CFMOTO] 800MT," McIntyre recalls.

The five-day, 102-hour trip started in Jacksonville, Florida, and ended in San Diego, California. The trio set several world records, including most generations riding cross country on a motorcycle, the youngest motorcyclist to ride ocean to ocean, and others.

During their cross-country excursion, Ashley was still too young to make the trip. However, that's not to say she wasn't preparing for what was later to come. Ashley says she was first introduced to two-wheel power when her dad would take her for rides on the front of his scooter when she was just two. By age five, she already learned how to ride her own motorcycle.

"My favorite thing about riding is that it's very relaxing," she says. "Whenever I get on, I feel less anxious — it's very freeing for me."

By the time she was old enough, Ashley had her own ambitions to do a similar long-distance motorcycle ride, and since her brother had already gone coast to coast, she figured, why not this time go border to border.

"Ashley has been riding two-wheel motorcycles since she was five, and riding regularly since then, but riding 1,500 miles is a whole different animal," Tracy says. "So, what we did to prepare was go on weekend rides, 300-400 miles to get used to it."

After around five weeks of preparation, Tracy mapped out a route, connected with a friend who would follow with a truck and a trailer carrying five backup bikes, and marked the calendar.

On July 16, 2025, Tracy, riding a 2024 CFMOTO 800NK, and Ashley, on a CFMOTO 300SS, started their ride at the Mexico-U.S. border crossing in Santa Teresa, New Mexico. Their route would take them up through the

tip of Texas, back through New Mexico, up to Colorado, and across Wyoming and Montana, before ending at the Morgan Station border crossing in Saskatchewan, Canada.

The ride throughout the Southwest part of their trip went seamlessly, Ashley recalls.

"The most memorable part of the ride was definitely the views," she says. "The skies were extremely beautiful, and the weather was great the whole way."

Well, that is, for the most part.

Heading into Colorado, Tracy and Ashley both remember mentioning how great the weather was the entire trip. But, as irony would have it, that's when the weather started to turn.

"The only part of the ride where I was concerned was in Colorado," Ashley says. "We were getting hailed on and were freezing. We had to pull over and wait it out in the chase vehicle."

But the bad weather eventually cleared, and the two were back on the road without feeling too much deterrence.

"Even then, we were positive. We weren't going to turn back, so I'd say I stayed confident the rest of the way there," Ashley says.

But weather wasn't the only hurdle on their way up to Canada. Construction work throughout Montana caused some road congestion, and a little off-road riding was mandatory. Ashley also avoided a couple of close calls — running over a large pothole and knocking off her side mirror on a road pylon — both incidents, she was able to hold on and not fall off her bike.

"My 14-year-old daughter is one tough cookie," Tracy says.

When the two eventually made it to their Canadian destination, the total trip time — not just ride time — was under 56 hours. Tracy says the ride broke several world



Ashley McIntyre started riding motorcycles at the age of five. By the age of 14, she made her longest motorcycle ride yet — a 1,500-mile trip from Mexico to Canada.

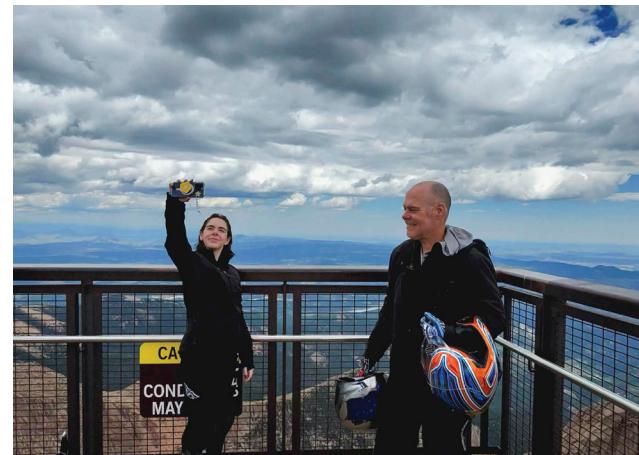


ACCELERATE

records and he is waiting on adjudication from RecordSetter. Some of the records Ashley set include: Fastest motorcycle ride across America (Mexico to Canada) by a female driver; fastest motorcycle ride across America border to border by father and daughter, each riding their own motorcycle; and youngest person to ride from Mexico to Canada, at 14 years and 53 days old.

When Tracy isn't riding coast to coast or border to border with his kids, he's moving metal and managing his El Paso, Texas dealership. When he took the time to speak to PSB for this interview, Moto El Paso was just wrapping up its annual holiday party for employees and customers. And even during our conversation, we would pause the interview so he could field phone calls and direct prospects to his sales team.

Like Ashley and Matthew, Tracy also started motorcycling at a young age. He



Left, Ashley stops for a selfie during her 56-hour, 1,500-mile, border-to-border motorcycle ride with her dad, Tracy. Right, despite some inclement weather in Colorado, it was mostly blue skies during the ride.



began riding dirt bikes at nine and even told his father at age 11 he wanted to be a motorcycle dealer — a goal he eventually

achieved at age 21. Today, he's the owner of a 70,000-square-foot powersports dealership, which has been recognized as the No.

1 dealer in America for brands like Aprilia, Hisun, and Tao. Tracy says he's currently seeing a lot of off-road machines moving, with CFMOTO becoming a major manufacturer in his region.

"CFMOTO is the strongest brand for us — might even be the strongest brand in El Paso. I've represented nearly all the big brands, and CFMOTO is right up there with the best of them," he says. "Off-road has been smashing the last five years but think it could be headed for a soft spot, with street-bike sales still clinging on."

As for Ashley, she says she'll continue to ride motorcycles but is also pursuing other interests — like Reserve Officers' Training Corps. — but hasn't ruled out any other cross-country touring rides in the future.

"I think the only other long ride we would do would be coast to coast, but we're not currently planning on anything." **PSB**

Orlando Power Week preview: Resetting strategy for dealers in 2026

As powersports dealers head into 2026, many are doing so after a difficult and transitional year. Margins have tightened, inventory strategies are under scrutiny, leads have softened in some markets, and shifting interest rates, credit conditions, staffing challenges and consumer expectations continue to test dealership operations.

Against that backdrop, *Powersports Business* Accelerate 2026, held Jan. 18–20 at the Wyndham Lake Buena Vista Disney Springs Resort in Orlando, is positioning itself as a strategic reset for the year ahead. Once again, Accelerate will run alongside *Boating Industry* Elevate, bringing together powersports and marine dealers for a combined leadership summit focused on strategy, peer learning, and practical execution.

Rather than a traditional trade show, organizers describe Accelerate and Elevate as a deliberate pause from day-to-day dealership pressure — a setting designed to help dealers step back, reassess, and prepare for what's next.

BUILT FOR CONVERSATION, NOT COMMOTION

Accelerate intentionally avoids the scale and distractions of a large expo floor. There are no aisles of booths or competing noise, allowing attendees to focus on discussion, education, and connection.

"It eliminates all the barriers of a trade show," says Brendan Baker, editor-in-chief of *Powersports Business*. "Nobody's trying to sell you something. It's about profits, processes and real conversations."

That smaller, more intimate format is central to the event's value proposition. Speakers and panelists are accessible, and conversations often continue well beyond scheduled sessions.

"Everybody is accessible," says Madelyn Hubbard, managing editor of *Boating Industry*. "You can show up with questions and get real answers from people who've lived it."

CROSS-INDUSTRY INSIGHT ON SHARED CHALLENGES

One defining element of Accelerate and Elevate is the cross-industry format. While marine and powersports dealers sell different products, many face the same operational and economic pressures — from inventory management and staffing to financing, digital retail and succession planning.

"It's rare for a boat dealer from Ohio to sit down with a powersports dealer from Idaho and realize they're dealing with the exact same challenges," says David Gee, event master of ceremonies. "There's value in learning from each other."

That shared perspective often surfaces solutions that dealers can adapt directly to their own businesses.

AGENDA SHAPED BY TODAY'S REALITIES

The 2026 agenda reflects what dealers are facing right now, with sessions focused on finance, operations, digital retail, leadership, and economic conditions.

Monday's general session opens with economist Dr. Elliot Eisenberg, known as "The Bowtie Economist," who will deliver the 2026 Economic Forecast, translating macroeconomic trends — including interest rates, tariffs, housing and consumer confidence — into practical insights dealers can use to plan inventory, staffing and capital investments.

A cross-industry leadership panel follows, featuring executives from powersports and marine brands, including Chris McGee, COO of Moto Morini USA, offering perspective on market conditions, dealer relations and brand strategy heading into the new year.

Dealer-focused sessions dive deeper into real-world execution. A finance session led by Harrison Heron of Foothills Motorsports will address F&I performance, lender behavior, rate volatility, and current credit challenges.

MAX MATERNE, THE TURNAROUND PROJECT

Another standout session, "The Turnaround Project," features Max Materne, owner of Ownex.io, who will share his candid account of a 90-day attempt to stabilize and improve a struggling dealership.

Additional programming covers workforce development, succession planning and dealership valuation, including a session on securing long-term legacy and exit strategies.

SALES, MARKETING AND AI IN FOCUS

Digital retail, data and artificial intelligence play a prominent role in the 2026 agenda. Sessions explore improving website lead performance, response times, CRM usage and where AI is creating real operational efficiencies — versus unnecessary noise.



Dr. Elliot Eisenberg, known as "The Bowtie Economist," will deliver the 2026 Economic Forecast.

Another session, "The Customer of 2026," examines how AI is already reshaping sales, service, inventory management and customer experience across dealerships.

RECOGNITION AND LEADERSHIP

Accelerate also serves as a stage to recognize leadership and excellence across the industry. Monday evening features the *Powersports Business* Honors Awards, celebrating Best-in-Class Dealerships, Under 40 and Women With Spark recipients. Concurrently, *Boating Industry* will host its Top 100 Awards Gala by invitation.

ACCELERATE 2024 AWARDS NIGHT

Tuesday's programming shifts toward culture and leadership, beginning with "Power Up Your Workplace Culture," followed by a Women in the Power Trades panel highlighting executive insights and career development strategies.

LOOKING AHEAD TO A RESHAPED INDUSTRY

The event concludes with a closing keynote from David Gee of 3 Second Selling, addressing the forces reshaping retail in 2026 — economic pressure, demographic shifts, inventory challenges, cooling leads and the growing influence of AI.

"It's not just a headwind — it's a full reshaping of our industry," Gee says. "If your

strategy is to 'wait it out,' you may find yourself permanently on the sideline."

With the event just weeks away, registration momentum is building as dealers look to start 2026 with clarity and direction.

"You'll walk away with pages of ideas and new friends," Gee says. "Your presence doesn't just help your dealership — your experience helps move the entire industry forward."

For dealers navigating uncertainty and transition, Accelerate and Elevate 2026 aim to provide something increasingly valuable: time to think, peers to lean on and perspective to lead.

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- Sheffield Financial

More information and registration details are available at powersportsbusiness.com/accelerate. **PSB**

Suzuki brings back popular touring and supermoto models to its 2026 lineup

Returning for the 2026 model year, Suzuki Motor USA announced the return of several key motorcycles to its lineup, led by the DR-Z4SM and the GSX-S1000GX.

Spanning SuperMoto and sport performance, Suzuki says the 2026 lineup ensures riders have dependable, capable machines ready for any trail or adventure.

TOURING

The 2026 GSX-S1000GX+ is a fusion of superbike performance, long-distance

comfort, and advanced electronic control. Powered by a GSX-R1000-derived 999cc inline-four, the GX+ has acceleration and mid-range power ideal for sport touring. Its upright ergonomics, increased suspension travel, and ground-clearance-enhancing chassis geometry are ideal for highways and backroads. It includes features such as advanced electronic suspension, a road-adaptive stabilization system, and a 6.5-inch TFT display with smartphone connectivity. MSRP: \$18,749.

SUPERMOTO

The 2026 DR-Z4SM reimagines the iconic DR-Z400 formula with modern performance, advanced electronics, and sharper Supermoto styling. Powered by a revised 398cc DOHC engine with EFI and Ride-by-Wire throttle control, the DR-Z4SM delivers torque-rich character while meeting global emissions standards. A new twin-spar frame and fully adjustable KYB suspension elevate handling precision, and wide 17-inch radial tires

deliver confident grip on both the street and the track.

The DR-Z4SM features Suzuki Intelligent Ride System technology, including SDMS, traction control with gravel mode, and switchable rear ABS. It has minimalist bodywork and features full LED lighting and a modern LCD. The DR-Z4SM starts at \$8,999, while the DR-Z4SM+, which is factory-equipped with accessories including front and rear axle slides, hand guards, and a rear cargo carrier, is \$9,299. **PSB**



Left: The 2026 DR-Z4SM+. Right: The 2026 GSX-S1000GX+ (Photos: Suzuki)

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Triumph broadens 2026 lineup with new 400cc retro models and a sport-touring 800

Triumph Motorcycles' latest product release includes new additions to two different segments: The all new 400cc retro-styled Tracker 400 and Thruxton 400 strengthen Triumph's appeal to entry-level and lifestyle buyers, while the Tiger Sport 800 Tour adds a fully equipped sport-touring option for riders seeking performance with long-distance comfort.

NEW 400CC MODELS BUILD ON GLOBAL SUCCESS

Following the strong global performance of the Speed 400 and Scrambler 400 X, Triumph is leveraging the platform with two style-driven additions aimed at younger riders and first-time premium buyers.

Both the Tracker 400 and Thruxton 400 feature the latest evolution of Triumph's 398cc TR-Series engine, now producing 42 hp at 9,000 rpm with a higher rev limit and a 5% increase in peak power. Peak torque remains at 27.7 ft-lb, with 80% available from 3,000 rpm, delivering accessible performance across real-world riding conditions.

"The Speed 400 and Scrambler 400 X have been a global hit, winning multiple awards and driving record sales," says Paul Stroud, Triumph chief commercial officer. "These bikes have brought more younger riders and more women into the Triumph family than ever before."



Left: The Thruxton 400 reintroduces Triumph's iconic cafe racer silhouette in an accessible displacement, while the Tracker 400 brings flat track styling to the street with wide handlebars, repositioned footpegs, and a dedicated chassis tuned for agile handling. (Photos: Triumph Motorcycles)

TRACKER 400: FLAT TRACK INFLUENCE

The Tracker 400 brings flat track styling to the street with wide handlebars, repositioned footpegs, and a dedicated chassis tuned for agile handling. Design elements include a seat cowl, number boards, boxy fuel tank, fly screen, and newly styled wheels wrapped in Pirelli MT60 RS tires.

Technology features include ride-by-wire throttle, torque-assist clutch, switchable traction control, and ABS. Instrumentation pairs a single-dial analog speedometer with a digital tachometer to maintain a clean, retro aesthetic.

The Tracker 400 will be available in Racing Yellow, Phantom Black, and Aluminum Silver Gloss, with MSRP starting at \$5,995. Dealer arrivals are expected in April.

THRUXTON 400 REVIVES A CLASSIC NAMEPLATE

The Thruxton 400 reintroduces Triumph's iconic cafe racer silhouette in an accessible displacement. Clip-on handlebars, rearset footpegs, and refined suspension deliver a sportier riding position, while a new fairing integrates a round LED headlight and bar-end mirrors.

The minimalist rear design, upswept sport silencer, and cast aluminum wheels reinforce its premium positioning. Like the Tracker, it includes ride-by-wire throttle, switchable traction control, torque-assist clutch, ABS, USB-C charging, and Pirelli Diablo Rosso IV tires.

The Thruxton 400 starts at \$6,295 and will arrive in dealerships beginning in

March. It will be offered in Carnival Red, Pearl Metallic White with Storm Grey, and Metallic Racing Yellow.

TRIUMPH TARGETS THE SPORT-TOURING SEGMENT

For the more thrill-seeking and long-distance riders, Triumph is introducing the Tiger Sport 800 Tour, a fully equipped adventure sport-tourer designed to blend performance riding with long-distance capability.

Powered by an 800cc triple engine producing 114 hp at 10,750 rpm, the Tiger Sport 800 Tour delivers strong mid-range performance, with 90% of torque available throughout the rev range. Touring enhancements over the standard Tiger Sport 800

See Triumph, Page 25

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Piaggio Group rolls out 2026 models and milestone editions

The Piaggio Group used EICMA to showcase its expanded 2026 lineup across Aprilia, Moto Guzzi, Vespa and Piaggio, as the manufacturer continues to hold a 10% share of the European two-wheeler market and leads the scooter segment at 18%.

Aprilia and Moto Guzzi arrived in Milan following full-range updates completed in 2025. For 2026, both brands add new models and fresh graphics aimed squarely at performance-minded and adventure-touring customers.

APRILIA

Aprilia introduced two major new models for 2026:

SR GT 400 – A new mid-size GT scooter built for both city use and light adventure. The SR GT 400 features long-travel suspension with a motorcycle-style fork, deeper-tread tires, a class-leading weight-to-power ratio (36 hp, 186 kg/410 lbs), a 5-inch TFT display, keyless ignition, traction control and ABS. An adjustable windscreen and generous underseat storage broaden its commuting and touring appeal.

RS 457 GP Replica – A special edition of Aprilia's fast-growing RS 457 platform, now sporting MotoGP-inspired livery and upgraded equipment. The GP Replica adds a quick shifter, high-friction brake pads, a single-seat tail cover, and blacked-out chassis components. The 47 hp twin-cylinder engine, lightweight chassis, and full electronics suite (Ride-by-Wire, Riding Modes, ABS and traction control) carry over from the standard model.

Aprilia also unveiled new Factory-edition graphics for its RSV4, Tuono V4, RS 660 and Tuono 660 models. The theme draws on aerodynamic airflow, with sculpted side graphics that mimic wind-tunnel flow markers.

MOTO GUZZI

Moto Guzzi continues its brand-wide refresh with new graphics and colors across the lineup.

V7 family: New Sabbia Camo (Stone), Nero Smeraldo and Bianco 1969 (Special), and Rosso Monza (Sport).

V85 range: New colors for the Strada, TT and TT Travel, including Verde Legnano, Rosso Monza, Giallo Wadi, Grigio Yanar Dag and Blu Zefiro.

Stelvio: New adventure-inspired colors Grigio Climbing and Verde Hiking.

Moto Guzzi says the 2026 colors draw from motorsport heritage, natural landscapes and outdoor gear.

PIAGGIO

Piaggio is marking the 25th anniversary of the Beverly high-wheel scooter with a special-edition model available with a 310 or 400 high-performance engine (North America will receive the BV 400 S). The model features a matte Grigio 25th Anniversary finish, smoked flyscreen, black and gold accents, and a dedicated commemorative badge.

VESPA

Vespa celebrates its 80th anniversary in 2026 and previewed a series of updates and special editions.

Primavera and Sprint S models have been redesigned with new five-spoke 12-inch wheels, fresh detailing, updated seats, rear disc brakes and new LCD dashboards. Keyless ignition comes standard on the 125 and 150 models. North America will receive the 50cc and 150cc gas models.



EICMA
ESPOSIZIONE INTERNAZIONALE
DELLE DUE RUOTE

2026 Aprilia SR GT 400



2026 Aprilia RS 457 GP Replica



For the anniversary, Vespa introduced Primavera 80th and GTS 80th editions in Verde Pastello with color-matched wheels and trim, plus dedicated "80th" badging.

Vespa also announced an 80th-anniversary celebration in Rome from June 25–28, 2026, expected to be one of the largest gatherings in the brand's history.

Piaggio Group's 2026 lineup gives dealers fresh products across every brand segment: sport, adventure, and scooter. Aprilia's new SR GT 400 enters the growing "adventure scooter" niche with strong specs and should appeal to urban riders wanting crossover capability. The RS 457 GP Replica adds excitement for younger sportbike

buyers and keeps Aprilia competitive in Europe's A2-license performance category.

Overall, Piaggio's mix of new models, special editions and cosmetic updates, provides dealers with multiple ways to generate floor traffic, highlight brand heritage, and appeal to both new and returning riders. **PSB**



Left: The V85 range features new colors for the Strada, TT and TT Travel, including Verde Legnano, Rosso Monza, Giallo Wadi, Grigio Yanar Dag and Blu Zefiro.
Right: Vespa introduced Primavera 80th and GTS 80th editions in Verde Pastello with color-matched wheels and trim, plus dedicated "80th" badging.

Drag Specialties offering \$86K in contingency for King of the Baggers

Premier motorcycle road racing series MotoAmerica announced that Drag Specialties will return as a series sponsor for a fifth consecutive year and will be posting \$86,000 in contingency money for the King of the Baggers series.

Drag Specialties will pay contingency for top-five finishes in all seven rounds — 14 races — of the Mission King of the Baggers Championship. Winning one of the 14 races will pay \$3,000, with second place earning \$1,500. Third place pays \$750, with fourth and fifth paying \$400 and \$200, respectively.

In addition to the race payouts, Drag Specialties will award \$5,000 to the King of the Baggers champion.

"Mission King of the Baggers Championship continues to be very competitive and a real fan favorite at MotoAmerica events," says Paul Langley, chairman and CEO of



Hayden Gillim was one of several Mission King of the Baggers racers who cashed checks from Drag Specialties in 2025. (Photo: Brian Nelson)

LeMans Corporation, the parent company of Drag Specialties.

"We're thrilled to be a series sponsor, and we're pleased to be able to give back to the rac-

ers via our ever-growing contingency program. Daytona will be here before we know it, and we can't wait to get the 2026 season rolling."

The Drag Specialties King of the Baggers contingency paid out 65% of the \$75,000 posted during the 2025 season.

The 2026 Drag Specialties contingency payout requirements are as follows: Logos must be unobstructed, visible, and applied at all rounds; an authorized Drag Specialties patch must be worn on the rider's leathers, either on the upper sleeve or upper front chest; and three-inch Drag Specialties decals must be present on either the side panels or tail section of the bike.

In related news, Drag Specialties, along with its sister company Parts Unlimited, will be hosting the 2026 NVP Product Expo at the Kentucky International Convention Center in Louisville, Kentucky, Jan. 24–25. The expo will feature a diverse range of new products and brands, providing dealers with exclusive discounts and incentives. Attendees can engage with industry-leading brand representatives and explore the latest innovations in the market. Powersports Business will be in attendance, and we hope to see you there. **PSB**

Polaris Slingshot reveals limited edition, new color schemes for 2026 model year

Polaris is elevating its open-road offerings with its 2026 Slingshot lineup, complete with a range of premium paint colors and the reintroduction of its exclusive, limited-edition Grand Touring model.

"From first glance to every mile behind the wheel, the Slingshot is engineered to make the most of every moment — delivering a ride experience second to none," says Josh Hermes, vice president of Polaris Slingshot. "With new colors, premium finishes, and the return of our exclusive Grand Touring model, the 2026 lineup elevates that one-of-a-kind experience to new heights."

2026 SLINGSHOT GRAND TOURING

Available in limited quantities, the 2026 Slingshot Grand Touring features a two-tone Viper Black and Green Venom paint scheme.

Adding to the Grand Touring's style are a host of factory accessories, including a color-matched Slingshade and rear fender, vertical-opening T-Top panels that feature friction hinge technology with tinted windows to retain overhead views and provide extra light inside the cockpit. Temperature can also be controlled through heated and cooled seats that are easily adjustable via seat-mounted buttons.

Designed from Slingshot's top-tier R model, the limited-edition Grand Touring features a Polaris-built ProStar 2.0L four-cylinder engine, putting out 204 hp. Whether operating a manual or AutoDrive transmission, the two drive modes — Comfort and Slingshot — offer a customizable driving experience. Comfort mode softens gear shifts for a relaxed ride, while Slingshot mode offers quicker, sharper shifts for a sportier experience. Brembo brakes



The 2026 Slingshot Grand Touring features a two-tone Viper Black and Green Venom paint scheme. (Photos: Polaris Inc.)

provide premium stopping power, while a vented sport hood highlights an aggressive style while improving aerodynamics and cockpit airflow.

Inside the cockpit, the 2026 Grand Touring is a Rockford Fosgate Stage 3 Max + Lighting system, offering the ultimate audio and lighting experience. A full 360-degree immersive audio and lighting experience comes to life with two powerful 8-inch side panel speakers and two 6.5-inch headrest speakers — delivering a total of 700-watts of sound. The XKGlow interior lighting kit, controlled via the Slingshot LED mobile app, allows riders to create the ultimate show of sound and style — synchronizing lighting with their music throughout the cockpit.

NEW PAINT SCHEMES

The 2026 SL, SLR and R models also

introduced all-new colors, with three paint schemes across the lineup incorporating Slingshot's premium iridescent finish.

"By popular demand, we've added our iridescent finish across three models and five colors in 2026," says Hermes. "Under sunlight, colors shift with every angle, and the paint truly comes alive, giving the vehicle a one-of-a-kind look that stands out and demands attention."

FIVE-SPOKE HONEYCOMB WHEELS

For 2026, Polaris adds a distinctive aesthetic and refined style to the SLR and R models with five-spoke honeycomb wheels, enhancing performance with increased airflow for improved brake cooling. Entirely new to the SLR model, the wheels bring an eye-catching design, featuring a machined finish. For the R model, the wheels return with a new gloss black finish.

2026 LINEUP

- **Slingshot S:** Starting at \$24,999 for Manual and \$26,849 for AutoDrive, S is available in Slingshot Red and Jet Black.
- **Slingshot SL:** Starting at \$28,299 for manual and \$30,149 for AutoDrive, SL is available in White Lightning, Blue Rush, and Sunburst Orange.
- **Slingshot SLR:** Starting at \$31,399 for manual and \$33,249 for AutoDrive, SLR is available in Blue Rush and Mirage Gray.
- **Slingshot R:** Starting at \$34,999 for manual and \$37,149 for AutoDrive, R is available with iridescent finishes in Midnight Smoke, Radiant Gray, Indy Red Pearl, and White Crystal with Mint Fade.
- **Slingshot Grand Touring:** Starting at \$41,999 for manual and \$44,149 for AutoDrive, it's available with iridescent finishes in a two-tone Viper Black with Green Venom. **PSB**

Adjustable Showa suspension, radial brake calipers, and a wet weight of 511 pounds — including luggage — round out the package.

Rider aids include three riding modes (Sport, Road, Rain), ride-by-wire throttle, cornering ABS, cornering traction control, and quickshifter.

The Tiger Sport 800 Tour will be available in Cobalt and Carnival Red with Sapphire Black details, priced at \$14,699,

with dealership availability beginning in February.

The combined launches give Triumph a stronger entry-level pipeline through the 400cc segment while reinforcing its presence in the competitive mid-displacement sport-touring category. **PSB**

Triumph's Tiger Sport 800 Tour is designed to blend performance riding with long-distance capability.



TRIUMPH

CONTINUED FROM PAGE 23

include heated grips, hand guards, center stand, dual comfort seat, tire pressure monitoring system, and a full luggage package.

Standard luggage includes color-matched panniers offering 57 liters of capacity and a 49-liter top box with dual backrest pads.

Royal Enfield's Flying Flea brand announces second electric motorcycle

At EICMA 2024, Royal Enfield bursted into the electric motorcycle segment when it launched its new sub-brand, the Flying Flea. The first model in its range, the FF-C6, is a World War II-styled bike that's reminiscent of motorcycles from that era. This year, during the EICMA show in Milan, the brand announced its second model, a scrambler-styled Flying Flea S6.

"Solidifying our electric future, we are expanding the Flying Flea portfolio with the FF-S6, preparing for a launch in 2026," says B. Govindarajan, managing director of Eicher Motors and CEO of Royal Enfield. "Looking forward, we will keep propagating the Royal Enfield DNA, offering riders

around the world a blend of authenticity, innovation, and pure motorcycling."

The S6 will have an enduro-style seat, 19-inch front and 18-inch rear wheels, a chain final drive, a dedicated off-road ride mode, and lean-sensitive ABS and traction control. It comes with a round touchscreen cluster with smartphone connectivity and over-the-air updates, as well as a voice assist button to control navigation, music, and more.

Flying Flea says the battery case will be finned magnesium, but no other technical details were provided. Details on battery capacity, range, charging levels and times, motor specifications, and pricing were not shared. However, a Forbes article reported that

The name "Flying Flea" derives from the gas-powered Royal Enfield motorcycles delivered to the British Army by parachute during the Second World War, with troops nicknaming the bikes "Flying Flea" for their lightweight. (Photo: Flying Flea)

Royal Enfield has stated the Flying Flea lineup will feature a motor sourced from collaborator Stark Future, for which Royal Enfield's parent company took a 10% stake two years ago as the project progressed.

The name "Flying Flea" derives from the gas-powered Royal Enfield motorcycles delivered to the British Army by parachute during the Second World War, with troops nicknaming the bikes "Flying Flea" for their lightweight.



The Flying Flea Tech Center, where engineers develop proprietary technology, works across India and the U.K. in the development of the electric models.

Visit the Flying Flea website for more information. [PSB](#)

Beachman reveals '64 Street Spec electric café racer

Canadian electric motorcycle manufacturer Beachman has unveiled its latest model — the '64 Street Spec, a vintage-styled electric café racer aimed squarely at riders who want classic looks with modern, low-maintenance electric performance.

The Toronto-based company says the Street Spec is the brand's first electric model to incorporate a true café-racer-style front windscreen fairing, paired with street tires and '60s-inspired bodywork. The release builds on the success of Beachman's Scrambler Spec, which channeled 1970s off-road culture and became the company's best-selling model to date. Beachman

co-founder Benji Harrison said the new platform fills the opposite niche from the Scrambler: "The Street Spec complements our Scrambler perfectly — this one is optimized for urban riding. An all-new body and tire setup totally changes the look of the bike, leveling up the class and style for our most discerning customers."

The light motorcycle Street Spec version bumps the top speed to 50 mph for riders needing true city-commuter capability. Under the retro bodywork sits a removable 2.8 kWh battery offering up to 55 miles of range, with an optional 3.6 kWh pack boosting range to 70 miles.

Charge to 80% in 90 minutes with the fast-charge upgrade. Regenerative braking and integrated charge ports come standard. Personalize the Street Spec with optional upgrades, including hand-stitched leather seats, hand-applied pinstriping (\$550), and bespoke paint (\$1,000).

Beachman continues to lean into its philosophy of simplicity — no apps, no complex displays, just a minimalist riding experience wrapped in mid-century style.

The '64 Street Spec is available now, starting at \$5,750, with additional performance and customization packages offered through Beachman dealers. [PSB](#)



The Street Spec is the brand's first electric model to incorporate a true café-racer-style front windscreen fairing, paired with street tires and '60s-inspired bodywork. (Photo: Beachman)

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ELECTRIC

Kandi acquires U.S. electric off-road motorcycle brand Rawrr

Kandi Technologies Group has acquired Rawrr Inc., a U.S.-based premium electric off-road motorcycle brand, in a move that strengthens Kandi's position in the North American powersports market and accelerates its multibrand growth strategy.

The acquisition, completed Dec. 5, gives Kandi full ownership of Rawrr, a growing electric off-road motorcycle brand that has gained traction with younger riders through lightweight designs, performance-focused engineering and a lifestyle-driven brand presence.

Kandi said the deal expands its reach beyond electric utility vehicles and LSVs, adding electric motorcycles to a portfolio

that already includes UTVs and other off-road platforms. The combined lineup allows Kandi to offer a broader range of low-emission vehicles across recreation, utility and outdoor lifestyle segments.

"This acquisition materially expands Kandi's consumer demographic in the United States. Rawrr has strong appeal among younger, experience-driven riders. Bringing the brand into our portfolio positions us to reach a more diverse and dynamic customer base as we continue to build a multibrand platform," says Feng Chen, CEO of Kandi Technologies.

Rawrr's product line is expected to complement Kandi's existing North American opera-

tions, creating opportunities for cross-selling and increased showroom traffic — particularly among first-time buyers entering the powersports market through electric platforms.

From a distribution standpoint, Rawrr is positioned to leverage Kandi's established North American retail channels, including big-box and specialty outlets. At the same time, Rawrr's direct-to-consumer capabilities and nearly 300 U.S. dealers are expected to expand Kandi's reach within specialty powersports retail and strengthen its digital sales strategy.

Kandi says the acquisition is a platform for operational synergies, improved manufacturing scale, and broader market penetration,



Rawrr's product line is expected to complement Kandi's existing North American operations, creating opportunities for cross-selling and increased showroom traffic. (Photo: Rawrr Inc.)

while maintaining Rawrr's brand identity in the electric off-road motorcycle segment. **PSB**

Stark shatters high-altitude riding record with electric VARG EX

Stark Future just planted a flag where combustion bikes run out of breath. The company announced that Swiss mountainer-rider Jiri Zak has set a new Guinness World Record (pending final verification) altitude mark for motorcycles, piloting a stock Stark VARG EX electric enduro to 22,044 feet on Chile's Los Ojos del Salado, the highest active volcano on earth.

The attempt, completed Nov. 30, pushed both rider and machine into brutally thin air, sub-zero temperatures, and unstable volcanic terrain. The team certified and calibrated GPS devices in advance, with the final logs now undergoing independent verification.



The attempt, completed Nov. 30, pushed both rider and machine into brutally thin air, sub-zero temperatures, and unstable volcanic terrain. (Photo: Stark Future)

Los Ojos del Salado has long been the industry's proving ground: Porsche, Yamaha,

and Jeep have all chased altitude records there since the early 2000s. But the VARG EX's electric drivetrain — no gears, fewer moving parts, and zero power loss from thinning air — gave Stark an edge where internal-combustion engines typically suffocate.

Zak said the climb was as dangerous as it was historic: "Two years ago, this was just a dream — to do it on an electric bike, where combustion loses its breath. Ojos is unforgiving; one mistake can cost your life. That's why I'm here with a team I trust and a motorcycle that keeps delivering power in thin air."

Stark Future founder and CEO Anton Wass framed the record as a statement to the

industry: "This was never about a standalone number. It's about proving that electric is not a compromise. The VARG can operate at the edge of the atmosphere — further than any combustion bike could. Next stop? The moon."

A dedicated logistics and production team supported the multiday effort, managing acclimatization, weather, filming, and the technical demands of running battery systems in sub-freezing, low-pressure conditions.

For dealers, this record reinforces a message Stark has been pushing since launch: electric platforms aren't just competitive — they're expanding performance boundaries ICE bikes can't reach. **PSB**

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SCAN FOR MORE DETAILS

Arctic Cat loads up a deep cross-country lineup for 2025-26 season

Arctic Cat is gearing up for a strong winter with one of its deepest cross-country racing rosters in years. The factory-backed effort will again field the ZR 600 R-XC on circuits across the Snowbelt, pairing past champions, returning veterans, and rising young talent — all while feeding development insights back into future consumer sleds.

Cross-country racing has long been a proving ground for Arctic Cat, mirroring the real-world riding dealers see every day: tight woods, ditchlines, lake runs and firelanes — only faster and far rougher. That connection continues this season as the brand leans into its catalyst-based ZR lineup to anchor competition across all major Cor PowerSports classes.

DEEP TALENT

In the pro ranks, Team Arctic will be led by Matt Feil, Jesse Hallstrom, Zach Herfindahl and Ben Langaas, with Gabby Hallstrom, Rachel Wimpfheimer and Frankie Omang representing the brand in Pro Women's.

The semi-pro roster is equally stacked, with returning racers Kegan Houser, Derek Kloety, Austin Kody and Brady Wadena, joined by 2024-25 Sport Stock champion Elliot Clark and third-place finisher Braden Sillerud. Marcus Moldashal returns to compete in Semi-Pro Improved.

Sport-class contender Kyle Quesenberry heads up a group of young riders moving up from Juniors, including



Cross-country racing has long been a proving ground for Arctic Cat, mirroring the real-world riding dealers see every day. The tradition continues this season as the brand leans into its Catalyst-chassis ZR lineup for race events. (Photo: Arctic Cat)

Trig Anderson, Rielly Clark, Brady Wimpfheimer and Axe Amsdon. Look for Braden Diesen stepping into Juniors and Expert classes and Kynsie Diesen returning as a front-runner in Jr Boys/Girls. Veterans Todd Seaverson and Jon Arneson round out the lineup.

Arctic Cat's full factory race trailer will be on-site at every Cor event this season to support all Team Arctic racers.

BEYOND THE MIDWEST

Team Arctic's cross-country push extends far beyond Cor PowerSports. In the Northeast, Pro riders TJ Leach, Adam Levi, Ken Murphy, Ian Smith, Brock Young, and Michael Young will lead the charge aboard ZR 600 R-XC sleds.

Supported racers will also compete from Quebec to eastern Canada and into Alaska, including Wyatt Halek-Hooper and Adam Stafford in the Iron Dog Pro class. Several riders will double up, contesting both enduro and oval sprint events.

BIG WINTER AHEAD

"We have a strong group competing in all classes on the Cor PowerSports circuit this season," says Mike Kloety, Team Arctic Race Manager. "With the early start to winter and more snow expected, we should see more full-terrain races — where the lightweight, agile catalyst-chassis ZRs really shine."

Kloety also highlighted the growth of the new Eastern XC series: "The Adirondack circuit has momentum, and we have a solid group of racers out East. I'm hopeful we can help continue that growth."

For dealers, Team Arctic's winter push is more than a racing headline — it's a testing ground. The feedback from these riders directly influences future product improvements and reinforces the performance pedigree behind the Arctic Cat lineup. **PSB**

CFMOTO sponsors this season's National Snocross series



As first reported by our sister publication *Snow Goer* on Dec. 2, CFMOTO USA announced it has committed to sponsoring the entire 2025-2026 Amsoil Championship Snocross series and says it will have a strong presence both on- and off-track this season.

In addition to being a sponsor for this season's Championship Snocross series, CFMOTO

USA will serve as the title sponsor when the National Snocross tour rolls into ERX Motor Park in Elk River, Minnesota, March 6-7.

With its U.S. headquarters based in Minnesota, CFMOTO says its brand will be front and center during the Elk River event, with a full display of new off-road products at the track.

"ERX Motorpark is another great partner of ours, and it makes complete sense to be the title sponsor," says Kale Wainer, marketing manager with CFMOTO USA. "The sheer size of the ERX track never disappoints from a fan excitement standpoint, and CFMOTO USA is proud to be part of the action." **PSB**

'Snowmobile Capital of the World' crosses fingers for long, snowy winter

The Eagle River, Wisconsin, business community will again be keeping a close eye on the weather, as the "Snowmobile Capital of the World" and its economy rely heavily on snowfall and snowmobile traffic during the winter months.

Chris Petreikis is an owner and general manager of Track Side, Eagle River's largest snowmobile dealer. The dealership sits just a few hundred feet from the start-finish line of the famed World Championship Derby Track, and snowmobiling plays a big economic role in the Eagle River area. Petreikis told NBC News affiliate WJFW about the importance of snow during this time of

year and the potential revenue it generates.

"Snowmobiling really impacts most of the community businesses and tourists alike," Petreikis says. "It definitely draws people."

Petreikis joined the Trackside team in 2018 after new management took over, and he says every year before winter, his dealership adds at least 100 new snowmobiles and additional gear for the anticipated influx of business from locals and tourists.

"When the season kicks off, and they actually open the snowmobile trails, then it becomes really busy," Petreikis told WJFW. "If you snowmobile up here, you will know what it's all about."

However, little snowfall or low snowpack during the winter months causes revenue loss, and when winters are mild and lack snow, the Eagle River economy declines. A mild winter in 2023-2024, for instance, caused millions in lost revenue for snowmobile-reliant businesses. But Petreikis stays optimistic and knows that when the snow does come, business booms.

"On a good year, between Christmas and New Year's, it feels like a mini-Black Friday at a Walmart here," Petreikis says. "I'm excited for this year, knowing that they're predicting a lot of snow and a lot of cold, so we'll see." **PSB**



Track Side dealership is located in the "Snowmobile Capital of the World," Eagle River, Wisconsin, and is the area's largest snowmobile dealer. (File photo)

Salt Lake City selected for 2027 International Snowmobile Congress

The Utah Snowmobile Association (USA) just announced that Salt Lake City has been selected by the International Snowmobile Council (ISC) to host the 59th International Snowmobile Congress in June 2027.

The announcement was made following the November 13th ISC Planning Committee meeting in Omaha, Nebraska. The Utah Snowmobile Association will host the event from June 9-13, 2027 in partnership with Little America Hotel, SLC.

The following locations and dates were selected:

- 2027 ISC – June 9 – 13, 2027, hosted in Salt Lake City, Utah by the Utah Snowmobile Association.
- 2028 ISC – will be hosted by the South Dakota Snowmobile Association in Rapid City, South Dakota, June 7 – 11, 2028.
- 2029 ISC – will be hosted in the scenic Lake Placid, New York in 2029 by the New York State Snowmobile Association.



Each year, the International Snowmobile Congress brings together snowmobile enthusiasts, club and association leaders, manufacturers, and government partners from across North America and beyond. The event provides a valuable forum for collaboration,

education, and the continued advancement of snowmobiling as a safe, responsible, and enjoyable winter recreation activity.

"The ISC Planning Committee was excited to see so many strong proposals and dedicated hosts stepping forward," shares Dave Newman, ISC planning committee chair, in a news release. "These upcoming locations highlight the diversity and passion of the snowmobile community, from the mountain trails of the West to the historic landscapes of the East." **PSB**

AFTERMARKET

LeMans to acquire Sullivans Inc., expanding distribution strength in the Northeast

LeMans Corporation — the parent of Drag Specialties and Parts Unlimited and the industry's largest powersports aftermarket distributor — announced on Nov. 21 an agreement to acquire Sullivans Inc., a longtime regional distributor serving New England dealers for more than 50 years.

LeMans says bringing Sullivans into the fold will strengthen its position as the most comprehensive distribution partner for U.S. dealers.

Founded in 1972 and based in Hanson, Massachusetts, Sullivans has earned a strong reputation in the Northeast for fast delivery, reliable service and a prod-

uct mix tailored specifically to regional dealer needs. Its deep roots and long-term dealer relationships have made it one of the most trusted names in the area's powersports supply chain.

LeMans, established in 1967, operates globally through Drag Specialties and Parts Unlimited and boasts the industry's broadest aftermarket parts and accessories lineup. The acquisition of Sullivans is expected to strengthen LeMans Corp. as a distribution juggernaut in the U.S. motorcycle and powersports segment. Sullivans distributes HJC, Joe Rocket, Power Trip, and Nelson-Rigg, among other brands.

Sullivans Inc.

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LeMans says bringing Sullivans into the fold will strengthen its position as the most comprehensive distribution partner for U.S. dealers. (Images: Sullivans Inc./LeMans Corp.)

"Sullivans brings an exceptional legacy of service, product knowledge and dealer support," says Paul Langley, chairman and CEO of LeMans Corporation. "Integrating their regional strength with our national capabilities adds to our incred-

ible portfolio and reinforces our philosophy of being the go-to distributor for the powersports industry."

LeMans said additional details on integration and timelines will be shared with dealers as plans develop. **PSB**

Joe Rocket reunifies the global brand after acquisition from Sullivans

Joe Rocket is back under one roof for the first time in two decades. Joe Rocket Canada Inc. has acquired the U.S.-based Joe Rocket brand from Sullivans Inc., consolidating all trademarks, product development, and global rights with the original team that built the iconic apparel label.

The move comes as LeMans Corporation — parent of Parts Unlimited and Drag Specialties — completes its acquisition of Sullivans'

distribution network. This shift helped open the door for Joe Rocket Canada to reclaim full ownership of its U.S. brand rights.

Founded in 1992, Joe Rocket quickly became a dominant force in motorcycle gear, known for advancing rider safety and technical textiles. President Max Charlebois called the reunion a "historic moment" for the brand and its global rider community.

"For more than 30 years, riders have trusted Joe Rocket. Bringing the brand back together lets us honor that legacy while building an even stronger future," Charlebois shares.

With full control restored, Joe Rocket Canada plans to modernize and revitalize the product portfolio while staying true to its rider-first design philosophy. Charlebois said longtime fans can expect a renewed focus on



quality, innovation, and protection — the hallmarks that made Joe Rocket one of the most recognizable names in powersports apparel.

More details on the company's global strategy will be released soon as the unified Joe Rocket prepares for its next chapter. **PSB**

Motul renews long-standing partnership with MotoGP

Motul, a French company specializing in the formulation and production of high-tech engine lubricants, announced it has renewed its 15-year partnership with premier motorcycle racing series MotoGP for another five years, running until 2030.

Beyond global visibility, Motul says the partnership provides the company with opportunities to deepen regional engagement with fans and businesses worldwide.

In addition to being a sponsor of MotoGP, Motul will also make its presence known on the championship circuit with two profes-

sional racing teams: Red Bull KTM Tech3 and Prima Pramac Racing MotoGP.

"The renewal of our partnership with MotoGP demonstrates our long-term commitment to competition and innovation," says Andreea Culcea, chief brand and communication officer with Motul. "Being part of the world's premier motorcycle racing championship allows us to embody what it means to be a co-creator of performance working alongside the very best."

MotoGP echoed the sentiments, adding that Motul is more than just a spon-

sor. "They are a longstanding partner and bring more than sponsorship to the sport — together we've created exciting fan events, focused campaigns, and launched some innovative products," says Dan Rossomondo, chief commercial officer at MotoGP's rights holder, Dorna Sports. **PSB**



From left: Olivier Montange, president of the management board at Motul; Dan Rossomondo, chief commercial officer at MotoGP rights holder Dorna Sports; and Andreea Culcea, chief brand and communication officer at Motul.

Mips acquires Koroyd, expanding helmet safety portfolio

Helmet safety leader Mips has agreed to acquire Koroyd, a move that significantly expands its protection technology portfolio and strengthens its position at the top of the global helmet safety market.

The deal brings together two of the most recognized names in impact protection. Monaco-based Koroyd is known for its advanced energy-absorbing structures used across powersports, cycling, motorsports, defense and industrial safety. The technology is widely viewed as complementary to Mips' rotational-motion protection systems.

Koroyd generated approximately \$12.9 million in revenue and \$5.9 million in adjusted EBITDA during its most recent financial year. Mips will acquire the company for approximately \$46.8 million on a cash- and debt-free basis, with a potential earn-out of up to \$29.3 million tied to

performance targets. Total consideration could reach roughly \$76 million.



"This acquisition marks another important step in our long-term strategy to strengthen Mips' position as the leader in helmet safety," says Max Strandwitz, president and CEO of Mips. "By combining two complementary technologies, we uniquely position the group while opening the door to adjacent product safety categories."

Strandwitz added that both brands will continue to operate independently, while collaborating on product development, innovation and marketing.

Koroyd founder John Lloyd said the partnership aligns closely with the company's mission. "Koroyd was built on purposeful innovation that genuinely improves protection while putting the user first," he says. "In Mips, we've found a partner that

shares that ethos. Together, we can accelerate innovation and expand what's possible in protection."

The acquisition signals continued investment and momentum in helmet safety technology at a time when consumer awareness and regulatory scrutiny of rider protection are rising. The combination of Mips' rotational-impact systems and Koroyd's energy-management structures is expected to expand options for helmet manufacturers — and ultimately, for riders.

Mips expects the acquisition to positively contribute to earnings, margins, and long-term growth as the company broadens its reach across existing and adjacent safety markets. **PSB**

Mips will acquire Koroyd for approximately \$46.8 million on a cash- and debt-free basis, with a potential earn-out of up to \$29.3 million tied to performance targets. (Photo: Mips)

Parts Unlimited names new national sales manager

Parts Unlimited announced the appointment of Rob Olivia as its national sales manager, where he will bring experience and passion for the powersports industry to lead the company's national sales efforts.

Olivia's career includes decades of hands-on involvement in powersports. His journey began as a dealership professional and store owner before joining LeMans Corporation as a dual rep and later as a regional sales manager. Most recently, Olivia expanded his experience at BRP,

serving in roles including unit district sales manager (DSM), parts, accessories, and apparel DSM, and dealer development manager. LeMans' executives say this unique blend of aftermarket and OEM experience positioned Olivia to deliver great value to its dealer network and the industry at large.

"Rob's return to Parts Unlimited marks an exciting chapter for our company and



Industry veteran Rob Olivia has been named national sales manager for Parts Unlimited. (Photo: LeMans)

the powersports community," says Paul Devine, vice president of sales and marketing at LeMans. "His leadership, combined with his deep understanding of dealer needs and industry trends, will strengthen our commitment to driving growth and innovation."

Beyond his professional accomplishments, Olivia's passion for powersports runs deep. Raised in Pennsylvania, he developed a love for riding on a Honda Mini Trail 50. After serving as a U.S. Navy hospital corpsman, he pursued college studies and road racing, a passion that continues today. He remains an active enthusiast, enjoying time on the track and with his family.

Parts Unlimited says it looks forward to Olivia's leadership in advancing dealer success and supporting the vibrant powersports community. **PSB**

Lyndall Brakes posts eighth straight year of double-digit growth

Lyndall Brakes continues to build momentum, announcing its eighth consecutive year of double-digit, year-over-year growth as the U.S. manufacturer doubles down on innovation, expansion and American-made performance for the V-twin market.

Company leadership credits the sustained run to a multiyear strategy focused on aggressive product development, manufacturing investment and operational scale. Over the past eight years, Lyndall has accelerated R&D across nearly every product category — especially its core wheels and brakes — rolling out lightweight wheel designs and optimized metallic brake pad compounds built for both everyday riders and competitive motorsports.

At the same time, Lyndall has continued refining its existing lineup with improved formulations, expanded fitment options and tighter production tolerances to deliver consistent braking performance across its catalog.

To support rising demand, the company says it has expanded into new operational and distribution locations, helping shorten lead times and strengthen connections with dealers and customers. Those moves have been paired with investments in advanced manufacturing equipment and automation to boost capacity while maintaining quality standards.

Material science has also played a role in Lyndall's growth. The company has adopted

next-generation friction materials, including JFE410DB-ER, a specialized, low-carbon martensitic stainless steel developed by JFE Steel for high-performance motorcycle brake discs, and lightweight alloys designed to push performance and durability further in the global powersports market.

Lyndall says it has also expanded its workforce across engineering, production, customer support, sales, and marketing, adding expertise and improving speed to market.

"We are extremely proud of what our team has accomplished. Eight consecutive years of double-digit growth is not just a business achievement — it reflects the trust our customers place in our products



Lyndall Brakes co-founder Paul Kittrell Jr. explains the differences between its Z Plus, Gold Plus, and Xtreme brake pads. (Photos: Lyndall Brakes/YouTube)

and the dedication of every employee who contributes to our mission," says company CEO Paul Kittrell.

Looking ahead, Lyndall Brakes plans to continue its growth trajectory with further market expansion, next-generation technologies and deeper partnerships across the powersports industry. **PSB**

HOT PRODUCTS

BIKER'S CHOICE CUSHIONED BILLET GRIP

Biker's Choice recently announced the release of its new billet cushioned grips on some of Harley-Davidson's most popular models. The new grips offer the look and style of billet aluminum with greater comfort offered by the cushioned surfaces.

The grips are machined from high-quality 6061 aluminum and are engineered for long-lasting durability with a cushioned surface that reduces vibration and provides all-day comfort. Riders can choose between chrome or black finishes, making it easy to match their bike's style while enhancing both performance and looks.

Designed for 2023 and newer CVO touring models, 2024 and newer FLHX Street Glide and FLTRX Road Glide models, and 2025 and newer Softail models, these grips give riders a premium upgrade. MSRP: \$129.99.



ROKFORM MOTORCYCLE MOUNT CHARGING HEAD

RokForm's all-new motorcycle mount charging head keeps users' phones charged during long rides. The latest mount transforms rides with a combination of the company's signature mounting strength and 15W wireless charging power.

The built-in vibration dampener reduces stress on your phone's internal components, protecting expensive camera hardware. You get up to 15W of Qi-certified wireless power with no cables needed — just mount and go. The RokLock plus MagMax dual magnet system keeps your phone locked in place even on rough roads and tight turns.

The upgrade replaces your current mount head in seconds with no rewiring or new accessories needed, and works with all existing RokForm motorcycle mounts and twist-lock cases. MSRP: \$109.99.



WP PRO COMPONENTS

WP Suspension's advanced WP Pro components technology will boost the riding sensation of the 2025 KTM 390 Enduro R and KTM 390 Adventure R machinery. WP Pro Components is a dedicated high-end strand of the WP suspension catalog, dedicated to the provision of next-level feedback.

Developed to easily upgrade your suspension by utilizing the existing fork tubes, the Xplor Pro 6500 cartridge forks guarantee more adjustability for compression, rebound, and pre-load as well as options for spring rate. The open cartridge construction and materials result in less weight, optimized cooling, lower friction, and first-class damping.

The Xplor Pro 6746 shock is the companion equipment and complements the full package for 2025 KTM 390 Enduro R and Adventure Rs. Like the cartridge forks, the shock is engineered from top-drawer metals and advanced design, but with a strong emphasis on simplicity for customization and set-up. It's featherlight — 6.6 lb. for the whole unit — but is big on constant damping and stability thanks to the high- and low-speed compression, rebound adjusters, and spring pre-load.

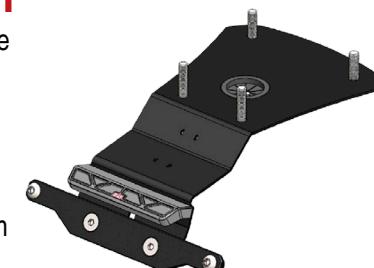


YOSHIMURA V2 FENDER ELIMINATOR KIT

New for the Triumph Speed 400 and Scrambler 400X, the V2 fender eliminator kits are redesigned from the ground up with the concept of enabling riders to choose only the accessories that they want.

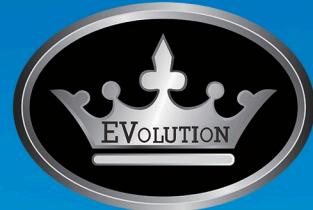
The kit starts off with a redesigned base, which includes model-specific plug-and-play wiring for the custom LED taillight assembly. Also, the new kit features integrated fasteners that eliminate almost half of the hardware and the need to hold a nut with a second wrench for that final torque.

Updated base design includes: plug-and-play, LED license plate light housing; manufactured using powder-coated stainless steel and aluminum materials; includes all stainless steel hardware; integrated fasteners; made in Chino, California. MSRP: \$189. **PSB**



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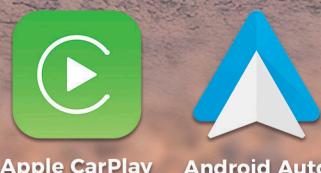


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