

Dealennews

THE VOICE OF POWERSPORTS RETAILERS

VOL. 49. NO. 6 JUNE 2013
DEALERNEWS.COM

IT'S OUR BIG & TALL ISSUE!

PARTS, ACCESSORIES TO MAXIMIZE
RIDER COMFORT, SAFETY

BEYOND XXL: IS YOUR APPAREL
SELECTION BIG-BIKER FRIENDLY?

SUMMER 2013 TIRE SPOTTER'S GUIDE

WHAT'S ROLLIN' FOR STREET,
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HIGH ON HOGS

**WORTH H-D SELLS 1,500 BIKES A YEAR
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CONTENTS

from page 22

It is very difficult to sell a hat out of a box, and it's almost impossible to sell a Harley that way."

— Rick Worth, Worth Harley-Davidson

MANAGEMENT

14 DEALER LAB
Destination Powersports records a boost in its first-quarter earnings. Here's how they did it.
By Joe Delmont

16 CONFESSIONS OF A CUSTOMER: ERIC ANDERSON
Where's the individuality? Cookie-cutter dealerships are drowning in a sea of 'sameness'

18 COVER STORY: HIGH ON THE HOG
Worth Harley-Davidson near Kansas City sells 1,500 bikes a year by doing four things right.
By Joe Delmont

MARKETING

26 DEALERSHIP UNIVERSITY: ROD STUCKEY
Dealer principals, take heed: Success is determined from how you market your dealership, and it's too important a job to merely delegate.



SALES

28 ARE YOU BIG-BIKER FRIENDLY?
There's no reason larger riders shouldn't be protected and comfortable. Here are some of the best brands offering helmets and gear in sizes XXL and higher.
By Dennis Johnson



SERVICE

34 SUPER-SIZED ADD-ONS
Seats, suspensions, levers and other items can maximize rider ergonomics for your big-and-tall customers.
By Tracy Martin

40 TIRE SPOTTER'S GUIDE
The latest technology for street, track and trail.
By Bruce Steever

44 FUEL FOR THOUGHT: DAVE KOSHOLLEK
How to keep W-Time from becoming 'WTF?!' time.

PLUS...

- 6 EDITOR'S NOTE
- 8 SPEED READ
- 51 AD INDEX
- 52 **OUT OF MY MIND: MIKE VAUGHAN**
Online vehicle sales hurt the business and put customers in peril.



On the cover

Most dealer principals want to just pose with their bikes in front of the store, so it's always fun when we can get one of them to play with the camera. Rick Worth (left) delivered with good humor... and patience: It took three visits to complete the shoot as photographer Gary Rohman and Worth had to reschedule around a wacky spring that dumped inches of snow in the K.C. area in early May.

But it was worth it (no pun intended). "Worth H-D was, by far, the busiest dealership I have been to. The selection was huge!" Rohman says.



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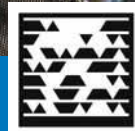
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FROM THE EDITOR

Mary Slepicka

BIG news, from the industry — and us

WITH APOLOGIES TO Mayor Michael Bloomberg, *Dealernews* presents its first "super-sized" issue.

Well, the magazine itself isn't super-sized. But we're focusing on an area of the customer base that we believe is often ignored: the big and tall rider. We did some research with the Progressive International Motorcycle Shows and found that a sizeable percentage of the more than 350,000 attendees this past season said they wear a size XXL or larger — and many said they have a hard time trying to find items that fit.

We did a little digging and found a number of premium gear and apparel manufacturers either already supporting larger riders or getting ready to do so. Because with so many advances in design and materials, there is no reason for your plus-sized customers to not be suitably protected, feeling comfortable and looking darned good. The key is to do your homework: Stock these pieces intelligently and provide superior customer service to your clients. See Dennis Johnson's story beginning on page 28.

Let's not forget the vehicles; there are scores of add-on parts and accessories — suspensions, seats and more — that your service departments can install to enhance rider ergonomics and keep the bikes, trikes and other rides running smoothly and for a longer time. Our technical guru, Tracy Martin, gives the details beginning on page 34.

We start it all off with a super-sized dealership: **Worth Harley-Da-**

vidson, a Top 100 Dealer just outside Kansas City. Worth H-D retails 1,500 bikes a year, and owner Rick Worth recently opened up to our Joe Delmont on how they do it. There are lessons to be learned here, even if you're a small store — just downsize the execution.

And we have BIG news here at *Dealernews*. First, we're pleased to announce that Beth Dolgner, former editor at *2Wheel Tuner*, avid street and offroad rider, and steampunk novel author (I'm not kidding), is our new Senior Editor of Gear, Helmets and Apparel. Beth is based in Atlanta. Watch for her reports online, in the DealerNEWS ALERTS and in the pages of this magazine.

Second, we're delighted to tell you that Bruce Steever, a contributor to *Dealernews* for several years now, is our new Senior Editor of Parts and Accessories. Bruce, who works in Southern California, brings an additional level of sophistication to our reporting given his experience in media, at the dealership level and, most recently, working for a major OEM. Read his profile on Scotty in this month's Speed-Read (page 8) and his midyear Tire Spotter's Guide (page 40), and we think you'll agree.

Now that winter has finally relinquished its grip on much of the country and we are basking in warm, sunny weather, let's resolve to put the first quarter numbers behind us, and have a super-sized summer.

— Mary Slepicka, mslepicka@dealernews.com



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Cruisin' 66 expands — by downsizing

TOP 100 DEALER DEMONSTRATES THE IMPORTANCE OF PAYING ATTENTION TO NUMBERS

FOR MOST PEOPLE expansion means physical growth, but the folks at **Cruisin' 66** are finding out that less can be more. They now have less space but they're evidently getting more traffic, more vehicle brands and, maybe, more store hours.

The staff of this Top 100 Dealership in early May was settling in to a new, smaller store in Ozark, Mo., that's more visible and accessible from the highway than their larger former dealership in nearby downtown Springfield.

"We noticed in the last three or four years that fewer and fewer people were coming into the heart of Springfield because of the traffic," said dealer principal Nan Woodsome, who owns the store with husband Tim. "Before we decided exactly where we were going to look to move to, I did an analysis of my customer base: Over 70 percent were 10 miles south of Springfield."

They scouted a new location that would raise their profile and draw some of the traffic that passes through on the way to the

entertainment mecca of Branson, 30 miles south, and other tourist areas. But the new store would be about half the size.

"We went from 9,400 sq. ft. to 5,500 sq. ft.," Woodsome said. The upside: They would own the five-year-old building in a better location, rather than renting the larger (but 50-year-old) building they'd been in — and that provides fewer infrastructure headaches.

"Where we were before, we could not advertise our vehicles outside. For us to hold events it was a big deal — we had to get all kinds of permits and things," Woodsome said. At the new store, they can roll vehicles outside to show them off — even more important now that **Cruisin' 66** has added Ural and Motus franchises to the line of Victory bikes it sells.

Victory reportedly gave expedited approval for the move. "They understand how important it is for us to be out of the city and near the highway," she said.

The increase in business may prompt an

expansion of hours and personnel. **Cruisin' 66** had cut Mondays from the schedule in

its previous location, but demand in the new location is so healthy that the Woodsomes are reconsidering their decision. They also may hire additional employees.

And so far, Woodsome said, customers seem to like it. "Almost all of them have said, 'Wow, this is so much easier to get to than the other place,'" she told *Dealernews*.

With a whirlwind move behind them and a grand opening celebration planned for the last week in June, all that's left is to keep customers happy — and execute the new strategy.

"It's exactly what we wanted," Woodsome said. "Summer will be the biggest judge of whether we will be able to pull that travel traffic off the highway the way that we think we will." — *Holly J. Wagner*



SCOTTOILER BRINGS CHAIN OILER SYSTEMS INTO THE MAINSTREAM

SCOTTOILER OCCUPIES an odd space in the U.S. powersports market. Odd, because it appears to be a niche product for American riders. But the company aims to change that status with an improved push into the U.S. market and new OEM relationships, starting with BMW.

Scottoiler is one of the most universally applicable products available: most metric bikes utilize a chain final drive. Based in Glasgow, Scotland, Scottoiler exports to more than 30 countries. Scottoiler estimates that one in 10 bikes in the U.K. run a Scottoiler system.



The chain oiler systems are also certified to strict German TUV standards.

While most BMWs are still shaft-driven, many of the most popular new BMWs such as the S1000RR and F800GS are equipped with chain drives. The burgeoning relationship with the German marque has allowed Scottoiler to greatly expand its exposure and sales. "Our relationship began when BMW approached us at the U.K. Motorcycle Dirt Show," explains Matt Ennen, Scottoiler's marketing manager. "They had recently made the decision to produce chain-driven bikes and were interested in the Scottoiler solution for automatic chain maintenance. Obviously, working with one of the most prestigious motorcycle manufacturers is a huge achievement for a small Scottish company. The partnership ... has helped to open doors, especially with manufacturers across Europe."

With customers now able to purchase products under BMW part numbers, Scottoiler continues to grow. The U.S. market is a large market now under focus. Scottoiler intends to work directly with U.S. dealers to grow the sales network with word-of-mouth marketing to spread the brand among consumers.

In addition to the classic vSystem that operates using engine vacuum, Scottoiler has a new, all-electric version to better suit more demanding customers and unusual mounting solutions. The more advanced system also brings the Scottoiler system up to date with today's tech-savvy consumers. (continued on page 13)

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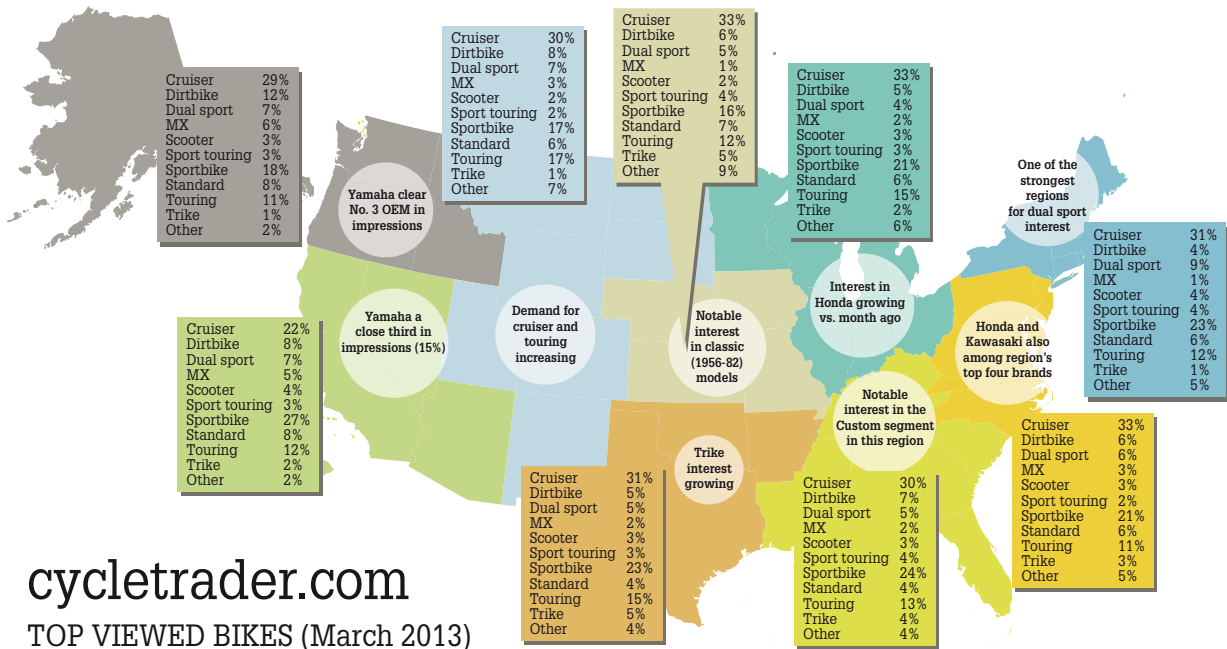
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SPEED READ



cycletrader.com TOP VIEWED BIKES (March 2013)

Top OEMs by % of impressions

Central Plains	Harley-Davidson 23%, Honda 18%	Northeast	Harley-Davidson 17%, Honda 13%	Rocky Mountain	Harley-Davidson 33%, Honda 13%
Great Lakes	Honda 23%, Harley-Davidson 20%	Pacific	Honda 17%, Harley-Davidson 16%	Southeast	Honda 22%, Yamaha 16%
Mid Atlantic	Harley-Davidson 22%, Yamaha 19%	Pacific Alaska	Harley-Davidson 20%, Honda 19%	Southwest	Harley-Davidson 19%, Honda 18%

Consumer study of vehicles enthusiasts are viewing online at CycleTrader.com. Study conducted by Dominion Insights, which collects data and reports to dealers and OEMs. Find out which specific models received most consumer interest at <http://dominioninsights.com/dealernews>.

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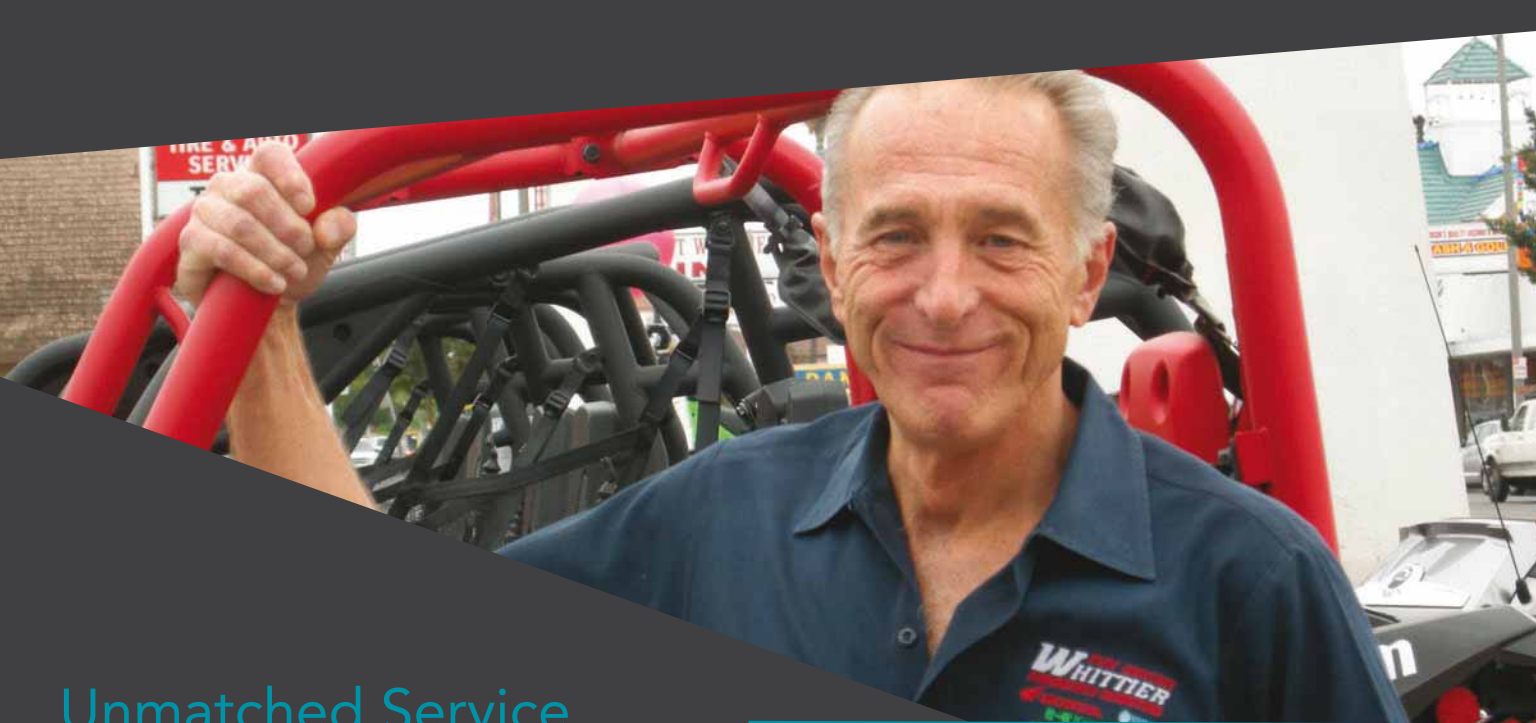
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Located just a few miles from Los Angeles, Whittier, Calif., boasts one of the world's largest Spanish-speaking populations.

That's why half of the staff at **Whittier Fun Center**, a multi-brand metric dealership, speaks fluent Spanish. That's also why **owner and President Tom Gobrecht** spent time – a frustrating amount of time – trying to identify the best way to direct his Spanish-speaking online audience to a web lead form that his staff could take advantage of.

After unsuccessfully wading through different options in Google, Gobrecht found the answer with some guided, expert assistance: **PowerSports Network's TotalCare**. The service that Gobrecht – and other PowerSports Network dealers use – provides monthly expertise to dealers at a minimum expense.

That's allowed Gobrecht to transform his site's service department offering from a traditional one-pager to a dynamic presence, featuring custom pages with corresponding pricing and images for each service he offers.

Plus, thanks to TotalCare, Gobrecht is now getting online leads from one of the largest Spanish-speaking populations in the world.

Read more how Whittier uses Dominion Powersports Solutions at www.dominionpowersports.com/unmatched

“(Our TotalCare Account Manager) understands the concepts, she understands the business... She gets it.”

Tom Gobrecht from Whittier Fun Center uses PowerSports Network's TotalCare

19%↑

March 2013 vs. March 2012 Pageview Growth

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SCOTTOILER (from page 8)

The eSystem "followed the trends we see in the motorcycling world," Ennen says. "It has also become increasingly difficult to maintain and repair modern motorcycles. Most services are now done by the dealership; however, chain maintenance still seems to be stuck in the last century."

The eSystem addresses these issues. "The only connection to the motorcycle is to the battery," he notes. "We wanted to make our system not only easy to install but also easily transferable to the next bike."

"The system is activated through an accelerometer," Ennen continues. "It picks up the engine vibration to start the system; however, it will not start the oiling process until you reach a set speed. This prevents over-oiling of your chain in slow traffic or when sitting at traffic lights."

"The eSystem comes with a handlebar display that shows you everything that is going on: oil flow rate, reservoir level, accelerometer activity and ambient temperature. This is taking chain maintenance and chain lubrication into the 21st Century," he adds.

A starter pack for new dealers features the parts required to represent the range. Margins are set to 35 percent across the lines, and the company has a huge database of model-specific installation guides. Any spares or adapters required for specific applications are included free of charge.

"The U.S. is our most important market at the moment," Ennen says. "We started a U.S.-focused website two years ago and we fulfill orders from our warehouse in Georgia. We will turn around orders in the mainland U.S. within an average two to three days."

— Bruce Steever



CORRECTION. The May issue contained an incorrect photo on page 34. The BMW G650 GS and the Arrow slip-on muffler for it (shown here) should have been published instead; we apologize for the error. The Arrow exhaust for the enduro is an easy-to-install slip-on in titanium and aluminum finishes, and with a collector kit. Arrow says the exhaust offers a 40 percent savings in weight, and heightens performance, power and torque.

WHAT'S TRENDING ON DEALERNEWS.COM

HONDA UNVEILS 125CC STREETBIKE FOR 2014 The new Grom, available in August for \$2,999 retail, is stealing the show from other early 2014 releases, which also include a 300-class scooter, a redesigned CRF250R and a second Pioneer SxS.

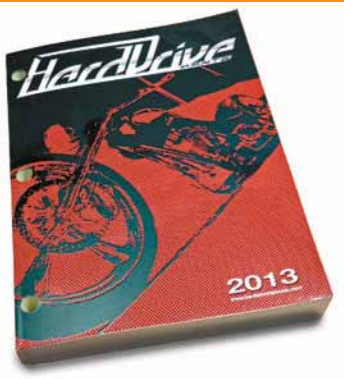
YAMAHA VOWS APPEAL AFTER JURY AWARDS \$3.3 MILLION IN RHINO ROLL-OVER CASE Alabama jury decides OEM "wantonly" manufactured the vehicles despite knowing they were unsafe.

ZERO'S NEW MILITARY BIKE WILL SHARE TECHNOLOGY WITH RETAIL MODELS Military bike provides Special Ops with tactical advantages, because the electric powertrain lets them move over hostile terrain in near silence and with a minimal heat signature.

HARLEY, SUZUKI DEALERS TOP MYSTERY SHOPPER SURVEY Harley-Davidson dealers treat shoppers best, although Suzuki dealers excel when it comes to following up online leads, say researchers at Pied Piper.

BMW UNVEILS FIRST MIDSIZED F800GS ADVENTURE BIKE Engine delivers a reported maximum power of 85hp at 7,500 rpm, and claimed maximum torque of 61 ft. lbs. at 5,750 rpm.

MIC: MOTORCYCLE, ATV SALES DOWN 13 PERCENT IN FIRST QUARTER Whatever sales gains were made in 2012 with the early spring were lost this year as the winter weather held on through April in much of the country, keeping riders off the roads.



LOVE THOSE TWINS.

A 668-page catalog marks the official debut of WPS' new V-twin division, HardDrive Parts. Dealers received their first look at the HardDrive products earlier this year at Dealer Expo.

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Destination Powersports' reports boost in first quarter earnings

DESPITE SOME BAD WEATHER (IN FLORIDA?)

BY JOE DELMONT

The Dealer LAB is a real-world service from

Dealernews



Read past reports, view additional tables and post your comments to Bill at www.dealernews.com/dealerlab



EDITOR'S NOTE: The Dealer LAB project is a joint effort between Dealernews and PowerHouse Dealer Services, a consulting firm run by Bill Shenk, detailing his efforts to return a Florida powersports dealership renamed Destination Powersports to profitability. The financial information in this report is taken from the dealership's Composite Report supplied by Shenk and is prepared as part of the dealership's participation in the PowerHouse Dealer 20 Group. The Composite Report is produced from the store's monthly financial report. In preparing these Dealer LAB reports, Dealernews reviews the dealership's unaudited P&L statement and Balance Sheet and its Composite Report

MODERATELY COOL WEATHER in Florida can hurt motorcycle and boat sales dramatically because riders know that there are plenty of better days right around the corner. Why ride in rain when you can wait a few hours for a sunny day?

Poor weather hurts unit sales, but it also dampens sales in service and in parts and accessories.

This weather equation applies even more to boating, where cool water and wind really turns off boaters and swimmers.

Just ask **Destination Powersports'** owner Bill Shenk how weather in March affected sales at the dealership in Punta Gorda, Fla. The store is right on the state's Gulf Coast, midway between Tampa-St. Petersburg and Fort Myers.

"We had one week in March where the total store Gross Profit generated was one-third of normal and

the next one was looking worse," Shenk says. "And then the wind calmed and the temperature rose on a Thursday. That Friday and Saturday, the team created more Gross Profit than in the previous week-and-a-half combined. Weather matters."

Despite the downturn in riding and boating weather midway through March, the dealership still posted gains over March 2012 — and over the first quarter of last year.

The dealership earned \$32,209 on revenue of \$616,201 in March, up 9 percent over the \$29,540 it earned last March on revenues of \$615,254.

For the three-month period ended March 31, 2013, the dealership earned \$111,144 on revenues of \$1,723,146. That's a gain of \$44,367, or 66.4 percent over the \$66,777 the dealership earned during the same period last year when it generated total

Month-Over-Month Comparisons and YTD Totals: March 2013

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	Mar-13	Dealer	Top Gun	Mar-12	Dealer	Feb-13	YTD 2012	YTD 2013	PVS	DLR
Units Sold (New & Used)	58			68		53	155	168		
Sales	507,232	82.3	75	493,804	80.3	410,288	1,078,784	1,361,528	8,104	79.0
F&I (net)	16,089	2.6	4	26,047	4.2	22,569	51,885	57,701	343	3.3
Parts	29,058	4.7	6	24,878	4	37,449	71,571	96,670	575	5.6
Accessories	31,308	5.1	9	44,803	7.3	29,136	115,895	95,201	567	5.5
Service	32,514	5.3	6	25,722	4.2	35,688	84,317	112,046	667	6.5
Total Sales	616,201	100*	100*	615,254	100*	535,130	1,402,452	1,723,146	10,257	100*
Total Cost of Sales	475,572	77.2	74	478,379	77.8	401,643	1,058,453	1,289,992	7,679	74.9
Gross Profit	140,629	22.8	26	136,875	22.2	133,487	343,999	433,154	2,578	25.1
EXPENSES	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	Mar-13	Dealer	Top Gun	Mar-12	Dealer	Feb-13	YTD 2012	YTD 2013	PVS	DLR
Payroll										
Total Sales (5.25/4.0 Empl)	31,254	34.9	32	29,655	33.2	29,064	64,459	93,785	558	36.7
Total P&A 2.20/2.5 Empl)	8,621	38.4	42	8,677	37.6	9,787	25,063	28,583	170	38.6
Total Service (4.50/5.00 Empl)	18,523	57.0	53	13,525	53.0	20,703	44,424	64,693	385	57.7
Flooring	7,475	8.3	9	6,856	7.7	8,698	18,361	24,567	146	9.6
	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
Admin Payroll	7,350	5.2	7	6,877	5	6,969	20,481	22,347	133	5.2
Advertising	3,649	2.6	4	5,190	3.8	3,399	13,223	10,311	61	2.4
Administration	19,082	13.6	13	22,062	16.1	15,316	48,523	55,788	332	12.9
Rent	12,555	8.9	11	13,406	9.8	12,355	38,681	37,707	224	8.7
Co. insurance	3,772	2.7	3	1,000	0.7	2,095	4,659	7,965	47	1.8
Total Expense	112,281	79.8	82	107,248	78.4	108,386	277,874	345,746	2,058	79.8
Misc. Expense	0	0	6			0		0	0	0
	% of Total Dollars			% of Total Dollars			% of Total Dollars			
Additional Income	3,861	1	0	-87	0	11,495	652	23,736	141	1.4
Net Profit	32,209	5.2	3	29,540	4.8	36,596	66,777	111,144	662	6.5
Net Profit + Misc Exp	32,209	5.2	5	29,540	4.8	36,596	66,777	111,144	662	6.5

Notes: Top Gun = The top performing dealerships in the PowerHouse training group. PVS = Per Vehicle Sold. We now include YTD comparisons for 2010 and 2011. Shenk began operating Punta Gorda dealership on March 1, 2009. * Totals equal 100 because of rounding ** Name was changed during February 2010 ownership change and corporate reorganization.

revenues of \$1,402,452. Revenues were up 22.8 percent over the first quarter of 2012.

Gross Profit for the month was slightly ahead of last March: \$140,629, up from \$136,875, but continues well ahead of last year for the quarter. Gross Profit for first quarter 2013 is \$433,154, up 25.9 percent from \$343,999 last year.

Expenses rose in the first quarter this year — up \$67,872 or 24.4 percent over Q1 2012. The biggest increases were in payroll for sales (up \$29,326, or 45.5 percent) and payroll for service (up \$20,269, or 45.6 percent).

Shenk uses a sliding commission that penalizes weak performance and rewards strong performance. "Service revenues were \$747 per

percent. I'm sure some fat could be trimmed, but we are within the averages of the strongest net profit stores."

Unit sales were down in March — 68 to 55 — largely because of the bad weather, but they were up for the quarter over last year: 168 to 155. Boat sales were off during March by seven units, because of the weather, and because BRP dropped its Sea-Doo line of jet boats.

Parts and service revenues held up well in March, despite the poor riding weather, but the dealership still left money on the table, Shenk says. However, revenue from accessories dropped from \$44,803 last March to \$31,308 this year.

Parts revenue increased more than 16 percent in March and service revenue climbed more than 26 percent for the month. Those monthly

"A bigger animal takes more feed to stay alive. And this animal is growing. ... I'm sure some fat could be trimmed, but we are within the averages of the strongest net profit stores." — Bill Shenk

vehicle sold, \$100 above the average for Top Gun [TG] dealers, and revenues have increased from \$84,000 to \$122,000 YTD," Shenk says. "As a percentage of revenue, payroll is up from 53 percent to 57.7 percent, compared to TG at 58 percent. I'm good with that."

Sales Gross Profit is \$270,000 this year, vs. \$194,000 last year. And payroll YTD went from 32.9 percent of generated GP to 34.6 percent; TG is 35 percent. "I'm good with that as well," Shenk says.

Flooring costs for the quarter increased by more than \$6,000. Administration costs jumped more than \$7,000, climbing from \$48,523 to \$55,788 in the first quarter.

"A bigger animal takes more feed to stay alive," Shenk says, "And this animal is growing. We measure general expenses as a percentage of total GP created. Based on that, our feed costs are actually less, dropping from 14.1 percent of GP to 12.9 percent with TG at 14

gains continued the dealership's strong performance it posted in these areas during the first quarter. In Q1 2013, Parts revenue climbed 35 percent to \$96,670 and service revenue increased by 32.8 percent, to \$112,046.

Despite these gains in parts and service, Shenk sees even more opportunity at the dealership.

"Our parts and service team is starting to gel," he says. "But it still needs to get more focused on selling vs. administrating. We also have an issue/opportunity with the way the sales department is handling customers at the time of sale, and that is costing service, parts and F&I opportunities for more Gross Profit."

However, Shenk says, that amount to the parts department is less than one-fourth of opportunity lost by not having a stronger sales process on the phone and on the floor. **D**



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INFORMATION

2013 OFF-ROAD



MX



ATV



GB520MXZ4 HEAVY DUTY

GB520MXZ4

(And Non-Gold 520MXZ4)

HEAVY DUTY MOTOCROSS

MXZ4 is one of the lightest motocross chains available on the market today. Made for the professional motocross racer, GB520MXZ4 is the next generation of motocross racing chains featuring RK's new deeper gold sideplates. MXZ4 chains feature chromoly steel construction with seamless rollers and bushings, and oversized special alloy pins for added strength. All components are heat treated using RK's exclusive HIT (Heat Induction Transfer) process. MXZ4 has a maximum tensile strength rated at 9,000 foot pounds, weighs a mere 2.99 pounds for 100 links, and can handle any MX race application from 125 ~ 500cc.



MXZ4 IS NOW AVAILABLE IN COLORS



MXZ4 SERIES CHAINS

520MXZ4 = Non-Gold

GB520MXZ4 = Gold

NB520MXZ4 = Blue

ND520MXZ4 = Orange

NM520MXZ4 = Green

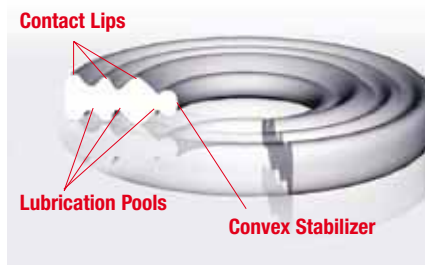
NR520MXZ4 = Red

BP520MXZ4 = Black



GB520MXU UW-RING

UW-RING CUTAWAY



GB520MXU

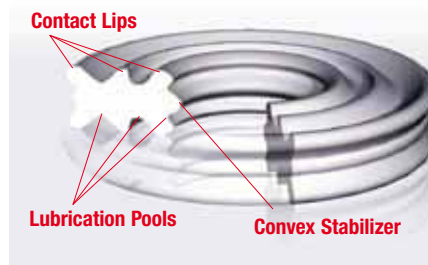
SEALED MOTOCROSS

Looking for longevity and performance? Check out RK's MXU chain. MXU is one of the lightest sealed-ring motocross chain available on the market today. Made for the professional motocross racer, GB520MXU is the next generation of motocross racing chains featuring RK's new UW-sealing rings. MXU's ultra thin UW seal is perfect for bikes with case clearance issues and the small seal contact virtually eliminates drag. MXU chain life expectancy is more than double when compared to a non-sealed chain. MXU chains are designed to provide the most consistent power delivery while increasing chain life. All components are heat treated using RK's exclusive HIT (Heat Induction Transfer) process. MXU has a maximum tensile strength rated at 9,000 foot pounds, weighs a mere 3.1 pounds for 100 links, and can handle any MX race application from 125 ~ 500cc.



GB520EXW XW-RING

XW-RING CUTAWAY



GB520EXW

(And Non-Gold 520EXW)

SEALED ATV & OFF-ROAD

GB520EXW is specifically designed for ATV/Quads and Off-Road vehicles and is the best high-speed, extreme heat, off-road performance chain available today. EXW chains were developed to survive the abrasive conditions that exist in hostile off-road environments. EXW features XW-ring seals composed of Nitrile Butadiene with three contact lips and two convex inner/outer stabilizers. This means three lubrication pools to protect against high-speed abrasion, and the loss of lubricant under extreme conditions. EXW is available in Gold or Non-Gold.



MINI BIKE CHAINS

GB420MXZ & GB428MXZ

(And Non-Gold 420MXZ & 428MXZ)

HEAVY DUTY MOTOCROSS

These lightweight gold racing chains were developed using the same advanced alloy materials and manufacturing technology as 520MXZ. Both 420 and 428MXZ racing chains are the lightest and strongest in their class, giving you the best value-performance rating of any motocross racing chain in the world today.





V-TWIN



GENERAL STREET



ROAD RACING &
HIGH PERFORMANCE

2013 STREET

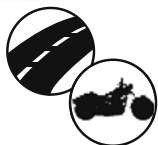


GB520XSO, GB525XSO, & GB530XSOZ1

(Gold, Non Gold & Certain Colors XSO)

SEALED RX-RING SPORTBIKE CHAINS

Looking for an affordable, long lasting performance chain? Look no further, RK's XSO chains offer less torsional friction and increased high-stress, high-speed performance providing a longer lasting chain at an affordable price. All RX-Ring chains have "X" shaped seals and improved metallurgy giving you 7 times longer wearlife than standard O-ring chains. Viewed in cross-section, the RX-ring has two lubrication pools and contact lips versus the single contact design of a standard O-ring chain. Giving the chain a longer life gives you more value for your money.



XSO IS NOW AVAILABLE IN COLORS



XSO SERIES COLORED CHAIN*

520XSO = Non-Gold	530XSOZ1 = Non-Gold
GB520XSO = Gold	GB530XSOZ1 = Gold
NB520XSO = Blue	NB530XSOZ1 = Blue
NM520XSO = Green	NM530XSOZ1 = Green
NR520XSO = Red	NR530XSOZ1 = Red
NY520XSO = Yellow	NY530XSOZ1 = Yellow
BP520XSO = Black	BP530XSOZ1 = Black

*Not all colors are available for each pitch series.

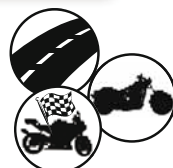
GB520GXW, GB525GXW, & GB530GXW

(Gold, Non-Gold and Certain Colors GXW)

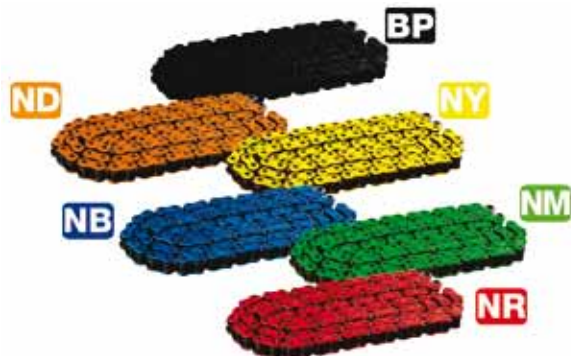
SEALED XW-RING ROADRACING

& SUPERBIKE CHAINS

RK's GXW series chains are the top of the line extreme performance chains. XW-ring chains are the best high-speed, extreme heat performance chains available today. The leading edge XW-ring seal is made of an advanced Nitrile Butadiene composite and features three contact lips and two convex inner/outer stabilizers. This means three lubrication pools to protect against high-speed abrasion, heat build up, torsional flex and the loss of lubricant under these extreme conditions. As a result GXW chains provide the user with 10 times longer wearlife compared to standard chains. GXW chain seals are compression and distortion resistant to provide the ultimate in rotating efficiency.



GXW IS NOW AVAILABLE IN COLORS



GXW SERIES COLORED CHAIN*

520GXW = Non-Gold	BP525GXW = Black
GB520GXW = Gold	GB525GXW = Gold
NB520GXW = Blue	530GXW = Non-Gold
ND520GXW = Orange	GB530GXW = Gold
NM520GXW = Green	NB530GXW = Blue
NR520GXW = Red	NM530GXW = Green
NY520GXW = Yellow	NR530GXW = Red
BP520GXW = Black	BP530GXW = Black

2013 RK CHAIN APPLICATIONS

RK Racing Chain	PIN LENGTH MM	PLATE THICKNESS		TENSILE LBS/FT	CLIP or RIVET	WEIGHT LBS/100 LINKS	MAX cc STREET / OFF-ROAD	Prices shown are for 120 links		
		INNER MM	OUTER MM					RETAIL PRICE*		
								GOLD	NON-GOLD	COLOR
STANDARD										
M420 RK-Malaysia	14.80	1.5	1.5	4,200	CLIP	1.60	80 / 80	-	\$ 13.73	-
M428 RK-Malaysia	16.85	1.5	1.5	4,500	CLIP	1.85	125 / 80	-	\$ 16.64	-
M520 RK-Malaysia	17.25	2.0	2.0	6,800	CLIP	3.28	250 / NA	-	\$ 30.16	-
M525 RK-Malaysia	18.70	2.0	2.0	6,800	CLIP	3.48	400 / NA	-	\$ 30.78	-
M530 RK-Malaysia	20.45	2.0	2.0	6,800	CLIP	3.71	400 / NA	-	\$ 31.41	-
HEAVY DUTY										
M415H mini bike chain	13.05	1.45	1.5	3,520	CLIP	1.47	NA / 50	-	\$ 13.73	-
GB415HR RS125 Race	13.65	1.45	1.5	4,800	CLIP	1.51	125 / NA	\$ 124.90	-	-
420MXZ & GB	15.70	1.8	1.45	5,000	CLIP	1.76	150 / 125	\$ 38.32	\$ 27.40	-
428MXZ & GB	17.60	1.8	1.8	5,800	CLIP	2.13	250 / 125	\$ 43.55	\$ 33.07	-
M428H RK-Malaysia	18.75	2.0	2.0	5,400	CLIP	2.26	200 / NA	-	\$ 19.79	-
520MXZ4 & GB	17.70	1.8	2.0	9,000	CLIP	2.99	NA / 500	\$ 104.83	\$ 87.07	\$ 120.17
M520H RK-Malaysia	18.80	2.3	2.3	7,700	CLIP	3.65	400 / NA	-	\$ 34.14	-
M525H RK-Malaysia	20.35	2.3	2.3	7,700	CLIP	3.85	500 / NA	-	\$ 34.53	-
M530H RK-Malaysia	22.00	2.3	2.3	7,700	CLIP	4.09	500 / NA	-	\$ 35.15	-
530KS	20.85	2.0	2.0	8,000	CLIP	3.75	600 / NA	-	\$ 81.25	-
530DR Drag Racing	23.35	2.6	2.4	10,400	CLIP	5.12	1500 Drag	-	\$ 148.93	-
STANDARD O-Ring										
420SO	17.05	1.45	1.45	4,420	CLIP	1.72	125 / 125	-	\$ 78.44	-
428SO	20.05	1.8	1.8	5,500	CLIP	2.26	250 / 200	-	\$ 86.42	-
520SO	19.90	2.0	2.0	7,700	CLIP	4.08	400 / 400	-	\$ 72.02	-
630SO	25.65	2.4	2.4	11,100	RIVET	6.50	1300 / NA	-	\$ 189.80	-
PERFORMANCE RX-Ring										
520XSO & GB	19.90	2.0	2.0	8,500	RIVET	3.36	750 / 750	\$ 124.15	\$ 108.03	\$ 138.03
525XSO & GB	22.85	2.4	2.3	8,850	RIVET	4.30	900 / 750	\$ 165.91	\$ 144.30	-
530XSOZ1 & GB	24.90	2.4	2.3	9,500	RIVET	4.48	1000 / 750	\$ 165.91	\$ 144.30	\$ 182.57
PREMIUM XW-Ring										
GB520MXU SX/MX	18.00	1.8	2.0	9,000	CLIP	3.10	NA / 500	\$ 124.15	-	-
520EXW & GB	20.80	2.0	2.0	8,500	CLIP	3.36	400 / 750	\$ 124.15	\$ 108.03	-
520GXW & GB	20.80	2.2	2.2	8,800	RIVET	3.75	1000 / 750	\$ 151.24	\$ 130.99	\$ 166.92
525GXW & GB	22.85	2.4	2.3	9,300	RIVET	4.30	1100 / 800	\$ 226.59	\$ 197.03	\$ 253.50
530GXW & GB	24.90	2.4	2.4	10,000	RIVET	4.63	1400 / 900	\$ 256.65	\$ 227.21	\$ 283.76
GB = Gold Inner/Outer Plates 40 Series Chain - 24.0 Links per foot 50 Series Chain - 19.2 Links per foot 60 Series Chain - 16.00 Links per foot										
*Prices shown are for 120 links & are subject to change without notice.										

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Eric Anderson, CEO of Vroom Network, based in Southern California, is an industry veteran and has fathered several motorcycle apparel brands. Contact him at editors@dealernews.com.

On the Web:

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IS IT JUST ME, or are all motorcycle shops starting to look the same? Maybe it's because I visit so many of them, they are beginning to blend together in my brain, which is still to this day looking for differences.

I ride motorcycles because they're different, so noticing any sort of retail sameness begins to worry me. Have architecture, technology, distribution and retail efficiencies reduced the shopping experience to a generic model repeated everywhere?

This isn't whining, it's simply noticing the Emperor is naked. This column started 20 years ago looking at powersports dealerships from the customer's viewpoint — the person who pays retail prices in your store. It's not about what you want — it's about what we want.

After the recent economic shakeup, the surviving dealers seem to have minimized their superfluous creativity and maximized their fundamental strengths. Understandable, indeed, but while you are pulling in the purse strings, don't forget what got us motorcyclists here in the first place: Individuality!

We customers live on a street somewhere with neighbors who nickname us things like "Motorcycle Guy," "Moto Mick" or "Harley Hal." We earn those names because nobody else on the street rides a bike, ATV or UTV. We are unique individuals in our own small worlds and we are proud to be different. Standing out becomes part of the fabric of who we are. Walking into a cookie-cutter Starbucks, McDonalds or Target with our helmets in hand announces we are different.

SHOWROOM, OR STOREROOM?

But now, more dealerships are subscribing to the same cookie-cutter recipe in their layouts and product offerings. Could the online shopping experience be more interactive, engaging, informative and individualized than the... *um*, generic brick-and-mortar dealerships of today? MIC statistics show more franchises now exist under fewer retail rooftops. The total number of outlets is down by a third, but the number of franchises remains level. You likely "inherited" a new brand or two in the past few years when one of your competitors bit the dust.

This all means there are more machines crammed into the same retail space you had in 2009, right? The showrooms of the past have evolved into crowded storerooms, overwhelming to anyone walking in the door. The sea of handlebars, roll cages and taillights is overpowering as more and more units get packed in.

Rarely do I see a new model motorcycle displayed on a 30-degree angled pedestal under spotlights. The *ooh-aah* factor seems disappointingly less when a Panigale is just one more machine added to the indoor parking lot. Shouldn't this sexy Italian masterpiece (or your OE's new model equivalent) be showcased like

the Hope Diamond on wheels? Or treated like a piece of art temporarily on display at the dealership, on its way between the manufacturer and its next owner?

Ever been to a powersports auction? The used bikes are parked in a massive warehouse — exactly the same way many of the new units are parked in retail showrooms today. The only difference between these two environments is wholesale price and retail price — the efficient *line-'em-up* display techniques unfortunately seem to match.

Personally, I like creative showrooms — emphasis on *show*. Shoppers want a show and not an inventory display. Give us some sizzle, something we likely haven't seen in a motorcycle shop lately. The *Dealernews* Top 100 recognizes and celebrates originality and creativity because that's what powersports customers want. We are all a little different from our neighbors, so we tend to be attracted by differences... and turned off by sameness.

AND WHILE WE'RE AT IT...

...Is there just a single supplier for slatwall, glass counters and lighting? I guess there is for Harley dealerships because they're really looking alike these days, save for the "town" on their "custom" T-shirts being different. I won't get into that battle with Milwaukee any more, other than to say we used to love collecting those H-D shirts with different towns on them, because each dealer was so uniquely different. Now, not so much. Would you buy a Starbucks "Dallas" T-shirt?

It isn't just the unit side; look at the parts, garments and accessories department. I am starting to see the same aftermarket brands everywhere — especially the big distributors' house brands. Everywhere! Selection of aftermarket brands inside dealerships has narrowed to those which are the easiest to stock, easiest to re-supply and the most well-financed. Some distributors even offer to manage your aftermarket PG&A inventory for you if you exclusively partner with them. Cookie-cutter?

I understand that you had to cut back manpower in all departments. Unfortunately, the result has been a corresponding cutback in trying new things. Minimizing the risk of inventory is also minimizing the likelihood of seeing anything new when I visit your dealership. Could this lack of newness and diversity — perceived or real — be one reason why floor traffic is down and clicks to e-commerce are up?

The view of the world from a motorcycle is different than from a car. The viewpoint of a rider looking at his local powersports dealer is also different than a motorist looking at a Chief Auto Parts store or Ford dealership. *A car is a commodity; a motorcycle is a way of life.* We riders are looking for a shrine of uniqueness instead of another flounder in a sea of sameness. **D**

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HIGH ON THE HOG

HOW DO YOU SELL 1,500 BIKES A YEAR? PROCESSES, PEOPLE AND TRAFFIC — LOTS OF TRAFFIC. HERE ARE THE FOUR THINGS YOU NEED TO KNOW.

By Joe Delmont • Photos by Gary Rohman



IN 2012, WORTH HARLEY-DAVIDSON sold 1,055 new motorcycles and 378 used bikes, making it the top-selling Harley dealer in the United States. And Rick Worth's team did it in a market of about 1.75 million and with lots of competition in the area — five Harley dealerships within a 30-mile radius (or a 30-minute drive).

"If you're in the right spot, you're within 15 minutes of three dealers," Worth says. "That means we're all fighting for the same greater Kansas City market. ▶



Worth Harley-Davidson's designated Event Center is built right in front of the dealership, with 10,000 sq. ft. of space for concerts, football parties and other crowd-drawing happenings. The dealership has been known to sell as many as 50 motorcycles during its biggest events. For 10 months out of the year, Worth promotes two events per week.

How do they do it?

Worth H-D sits on seven acres overlooking Interstate 29. From there it's only a five-minute bike ride across the river to get from Missouri to Kansas. That's important to understand, because Missouri's blue laws prohibit the sale of motorcycles on Sunday and Worth has one Kansas competitor who can sell seven days a week.

"It's tough," Worth says, "because customers don't understand. In Missouri, you can sell anything on Sunday — beer, whiskey — except titled vehicles. We're open on Sundays but we can't even talk about selling a motorcycle. We have to post signs in the store that say we can't sell motorcycles on Sunday."

So Worth Harley-Davidson is built for entertainment — the heart of the dealership's marketing program. In fact, it may not be too far off to say that the "Worth entertainment complex" also sells motorcycles. The 10,000 sq. ft. outdoor Event Center in front of the dealership is equipped with music, lights and heaters that make the space enjoyable for 10 months of the year. But more about that later.

The three-year-old store covers 51,000 sq. ft. It features a 20,000 sq. ft. showroom floor and another 9,000 devoted to service. It also has a 10,000 sq. ft. new bike warehouse adjacent to the main showroom; the two areas are separated only by glass garage doors. This setup enables Worth to keep most of his bike inventory on display.

"My [sales] philosophy," he says, "is that it is very difficult to sell a hat out of a box, and it's almost impossible to sell a Harley that way."

Worth has 117 employees, and one of them does nothing except arrange and clean bikes.

Four factors helped boost Worth H-D from the run-of-the-mill store it was seven years ago to the national sales leader it is today: setting systems and processes, hiring and training, building traffic through events, and obtaining inventory to build its allocation.

STRATEGY NO. 1: MAINTAIN PROCESSES

Worth has a very structured sales process, monitored closely by several sales managers who watch the floor at all times. "Sales representatives have a set script that they follow," Worth says, "and there is no deviating from it. That's an important part of our process."

Activities on the sales floor are followed from a sales tower — a work area set slightly above the sales floor which provides a view of the entire area. It allows two sales managers to follow every transaction on the floor. A third sales manager is on the floor, listening to conversations during the heavy traffic periods of Saturday and Monday.

All pricing starts with a sales manager, and all prospects are tracked through CONNECT, Harley-Davidson's web-based customer relationship management (CRM) system. Worth management reviews CONNECT every day to check on prospects from previous days' business.

While many standardized programs like CONNECT are available and worthwhile, it's important that dealers tailor their systems and processes to their store and their market, notes Bill Shenk, owner of PowerHouse Dealer Services, a dealer consultancy (Shenk also participates in the *Dealernews* DealerLAB project; see page 14). Shenk agrees with Worth that consistency is key. "There are many ways to get things done," he says, "but it's most important to perform your processes consistently. Consistency is where you gain efficiency."

Customers respond to consistency. "Consistency builds confidence with customers," Shenk adds, "and this leads them to recommend your store."

STRATEGY NO. 2: HIRE THE BEST

Ask Rick Worth the No. 1 reason for his dealership's success and he won't hesitate to tell you: "Hire the very best people and take care of them."

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PROTECTING DREAMS



From top: The 51,000 sq. ft. store features a 20,000 sq. ft. showroom, along with a 10,000 sq. ft. motorcycle warehouse adjacent to the main showroom and separated by glass garage doors. Also on the floor is the sales tower (bottom left) where staff members like James Wunderlich and Brett Geren (pictured) can watch transactions being made.

"You have to go out and get the right people, and you have to pay them in a way that you can keep them," Worth says. "One big mistake [that owners make] is that owners aren't willing to go out and get people and pay them well. Good people are going to make money, if not with you, then somewhere else. In the bottom 25 percent of dealers, almost everyone is lacking staff."

Worth points to the store's general manager, Chris Geren, as an example. Geren came to Worth H-D from a strong career in the automobile industry. "Chris wasn't cheap," Worth says, "and he's paid very well here. He probably makes more than most owners."

The same goes for Worth's sales managers. "We have a very strong sales team," Worth continues. "The three sales managers are very good and they're paid very well."

Worth makes certain that anyone who is involved in sales shares in the success of the dealership's sales effort via a team compensation plan. "Our entire team is paid every time we make a sale," Worth says. "Therefore, it promotes an environment for every team member to have a financially vested interest, no matter what the customer needs."

Worth's plan is relatively simple: Determine the department payroll for the year; then subtract the amount for hourly workers. The remainder is divided among the sales staff according to how much each sells. For example, if Salesman A sells 20 percent of the department's gross profit, he gets 20 percent of the commission payroll.

"There's no magic in one plan," Worth says. "The magic is in the theory that everyone has an incentive — you sell more, you get more, as long as there is a plan in place that, in effect, gives a person more for selling more."

STRATEGY NO. 3: BUILD TRAFFIC

Worth Harley-Davidson does about \$40 million in sales annually, and it's probably the biggest dealer in the country that doesn't count door swings. That's because the store draws thousands of people to its events each week — events that feature DJs, football parties and live acts like Gretchen Wilson, Lonestar, Billy Ray Cyrus, Chris Cagle, James Otto and Jesse James Dupree. Worth promotes at least two events a week.

"We have thousands and thousands of people coming through the door to see the acts; the numbers are just stupid-high," Worth says.

He's not exaggerating. The dealership's grand opening in June 2010 drew an estimated 30,000 visitors and shut down I-29, causing a two-mile gridlock. A recent evening this spring drew close to 800 visitors even though temperatures were in the chilly 50s.

(Note: The Lexus dealer next door sells more trucks than any other Lexus dealer in the country. Keep in mind that Lexus doesn't sell trucks; the dealer brings in non-Lexus pre-owned trucks to sell and takes advantage of the huge truck-friendly traffic generated by Worth's motorcycle crowd.)

The events are so popular that the dealership sells booth space to local businesses: a 10x10 space can go for \$2,500 at some of the larger events.

Worth tailors each event to a specific demographic and works hard to attract non-riders. Non-riders? What's the point? The point is this: *Nearly 20 percent of his sales are to first-time riders.*

"Our best customer [for these events] is a non-rider," he says, "because he has to become a rider."

It's not uncommon for the dealership to sell 50 motorcycles during its biggest events. Recently, it sold 51 bikes during a two-day event.

The venue is the Worth Event Center, mentioned at the top of 

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DEALER DATA

Worth Harley-Davidson

9400 NW Prairie View Rd, Kansas City MO 64153 • 816-420-9000
www.worthharley-davidson.com

Owners: Rick and Treva Worth
General manager: Chris Geren
Number of employees: 117
Years in business: 25
Years at location: 3
Store size: 51,220 sq. ft.
Annual revenues: \$40 million
Vehicle franchises: Harley-Davidson
Hours of operation: 8 a.m. - 8 p.m. Monday - Thursday,
8 a.m. - 6 p.m. Friday and Saturday and 10 a.m. - 5 p.m. Sunday



SALES DEPARTMENT

Manager: Jason Williamson
F&I Manager: James Wunderlich
Showroom size: 20,000 sq. ft.

PARTS DEPARTMENT

Manager: Jim Doyle
Size: 10,000 sq. ft.

ACCESSORIES DEPARTMENT

Manager: Eva Geiger
Size: 7,000 sq. ft.

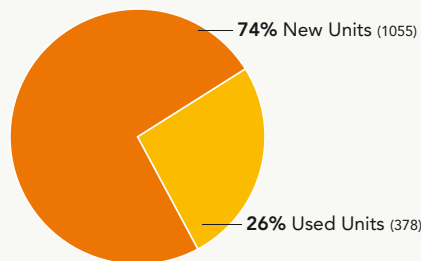
SERVICE DEPARTMENT

Manager: Randy Sheek
Lifts: 22
Size: 9,000 sq. ft.
Shop rate: \$97/hour

E-COMMERCE DEPARTMENT

Manager: Andy Mace

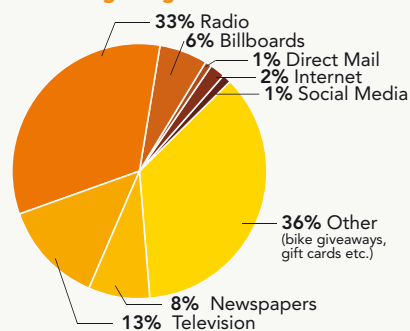
Sales by Category



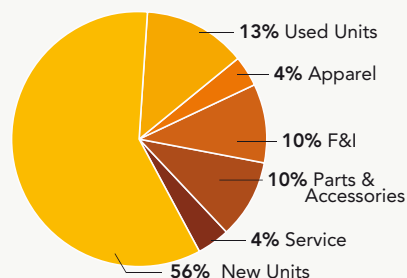
CUSTOMER DEMOGRAPHICS

Women: 10% Men: 90%
Over 40: 76% 18 - 39: 24%
Median age: 47

Advertising Budget



Sales by Department



this story. It's a huge outdoor park-like area equipped with state-of-the-art sound, light and video equipment on a 28 ft. x 16 ft. stage. It includes a 17 ft. high-definition video board for showing sporting events and advertising store specials. The center also includes a 900 sq. ft. building housing a full kitchen with smoker, fryer and walk-in cooler. And there's a 70 ft. "fire wall" to warm things up on cool evenings.

During the riding season, Worth H-D will host 16 events a month, and that includes Bike Nights every Thursday — a weekly event with live bands that can attract up to 2,000 people.

The next project is to build two Riders Edge courses and a training facility. The goal is to put more than 1,000 through training every year.

STRATEGY NO. 4: BUILD TO INCREASE ALLOCATION

Back in 2003, Worth H-D was selling what it could get from The Motor Co. — about 500 bikes a year. But it just couldn't make the jump to more volume. The dealership was, as Worth likes to say, an "adoption" store, like so many other Harley dealerships.

"You just qualified the customer. If they said 'yes' to all the

questions and were willing to pay over retail, you let them adopt a Harley," Worth notes.

In 2003, sales were starting to slow for Harley-Davidson, which had just come off of its huge 100th anniversary year. In 2004 inventory of new bikes began to pile up across the country. Worth was in a golden position: It had processes and a "go get 'em" sales team in place, but it couldn't get enough bikes because Milwaukee wouldn't increase its allocation.

"Dealers couldn't get new products because they were sitting on old products," Worth explains. (Harley-Davidson has since improved its allocation system, he notes.)

In 2006 Worth brought on Geren as general manager and made a push to buy bikes from other dealers. That, along with Harley-Davidson's improved dealer allocation system, helped drive sales through the roof.

"That's when we finally turned the corner and became the big dog," he says.

In 2006 the dealership sold 702 new motorcycles and 379 used bikes. Those numbers climbed to 870 and 313, respectively, in 2008, and then 934 new and 366 used in 2011. The dealership broke the 1,000 mark for new bike sales in 2012. **D**

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ATTENTION, DEALER PRINCIPALS: THIS ONE'S FOR YOU



A former dealer principal, **Rod Stuckey** is the founder and president of Dealership University and Powersports Marketing.com. Have a question about marketing best practices? Contact him via editors@dealernews.com

On the Web:

Read all of Rod Stuckey's columns on marketing and business management on www.dealernews.com.

DOES YOUR DEALERSHIP have an *owner* marketing plan for the fast approaching third and fourth quarters of this year? Every month, my team and I contact more than 1,500 dealerships regarding their current marketing, so we're very familiar with different perspectives, programs and objections to dealer advertising across the nation and across different OEMs.

One thing that continues to amaze me is how many owners delegate marketing to a marketing manager or store manager who simply is not qualified or experienced enough to understand the significance of a well-thought-out, planned-in-advance, data-driven, evergreen marketing system pre-built for sustainable growth.

I understand that each and every day you, the *owner*, wake up with more things to do than time to do it in. I

"get" the collection of responsibilities and distractions often referred to as the "swirl"; I've been caught up in it as a dealer principal myself. In fact, I still fight with the day-to-day grind. The level of potential disruptions faced on a daily basis, including bankers, attorneys, accountants, cash flow, accounts payable, accounts receivable, inventory, staffing, training and, of course, the greatest time vampire of them all — customers — can feel overwhelming.

But I also understand that making money in the motorcycle business today is not about reacting to the swirl, changing tires, selling spark plugs, or even greeting customers on the showroom floor. Sure, all of these things are important, but you, the owner, can and should build a team to handle those components of your business. In this new economy, success is about the marketing of your dealership, and it's simply too important to delegate.

Whether you sell Harleys or Hondas, the only thing that sets your dealership apart from your competitors is your marketing. Marketing is your leverage to either outperform your competitors or to be outperformed. What good is a multimillion-dollar facility with loads of current inventory if no one is coming through the door?

No other responsibility is more important for the owner's attention than making it rain customers. Like it or not, your marketing is always playing a huge role in the performance of your dealership.

MY BIG MISTAKE

It's just like gravity: we can't see it, we really can't touch it, but it's real and it's the force that keeps us from floating off into space. Gravity doesn't care if you like it or even pay attention to its existence; it's still working. Successful dealership marketing principles work the same way. They're affecting the performance of your dealership, whether you know about and

implement them successfully or you are completely unaware of their existence.

Important marketing tools like your website, online chat, pay-per-click, landing pages, webforms, email, social media, reputation management, data mining, events, staff training, etc. are like gravity — working for you or against you, whether you're paying attention or not.

I learned the hard way that delegating my marketing could be painful and expensive. I remember it like it was yesterday: It was 2001, and I'd just hired a new general manager who had come from the auto industry to run one of our dealer locations. He was

Making money these days is not about reacting to the 'swirl.'

knowledgeable, aggressive and ambitious, so I gave him a marketing budget and turned him loose to spend it as he wished.

Big mistake. He ordered T-shirts with our dealership name, but instead of using our logo and the OEM logo, he proudly represented us with Times New Roman font. I was so embarrassed by the look of these T-shirts that I wanted to crawl under my desk. But that wasn't half as bad as the long-term billboard and cable TV contracts I had to deal with long after we terminated him.

Shortly thereafter I began to realize that nobody was going to spend my money the way I wanted my money spent — except me. I also learned through endless studying of successful business owners that the true high performers had made a significant shift from being the "doers" of the business to becoming the "marketers" of the business.

These thriving marketers didn't create reactive, one-and-done campaigns because business was slow and they needed to hit their monthly numbers; rather, they embraced the principle of leverage by planning out a strategic annual marketing plan.

DO IT — DO IT NOW

A well-planned marketing program focuses specifically on four areas of growth:

1. Generating fresh new customers,
2. Increasing the frequency of visits from current customers and reactivating lost customers,
3. Raising the average value of each customer, and
4. Boosting the conversion rates of prospects to customers.

There is no other single use of a business owner's valuable time that can generate as high of a return on investment as the marketing of products and services. If you don't have a plan in place for Q3 and Q4, it's time to get started **D**

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Are you **BIG BIKER** friendly?

SUPPORTING YOUR LARGER CLIENTELE REQUIRES CONSULTATIVE CUSTOMER SERVICE AND STRATEGIC INVENTORY PLANNING. BUT THE RESULTS CAN BE A WIN-WIN FOR ALL PARTIES.

By Dennis Johnson

IF PLUS-SIZED CONSUMERS find it difficult to search for regular clothes that offer the elusive duo of comfort and style, just think about what they have to go through when it comes to riding gear.

In a recent survey of consumers attending the Progressive International Motorcycle Shows in late 2012 and 2013, 17 percent of them say they wear a size XXL or larger. Moreover:

- Of all attendees in the multi-city tour, 30 percent of those responding to our survey say they have a hard time finding their sizes; and
- A full 80 percent of attendees say they must try on gear to ensure proper fit.

But the technological advancements made in apparel and helmet design means that every rider, regardless of size, can be outfitted for protection, comfort — and great looks.

When it comes to properly outfitting riders who wear sizes 2XL or higher, dealers have to do a little investigative research. *Dealernews* did some research and found that most of the major gear companies offer product up to or around 3XL; anything bigger and the choices narrow a bit. Sources that carry larger sizes in jackets, pants, boots, helmets or gloves include Aerostitch, Alpinestars, Belstaff, Cortech, Dealer Leather, First Mfg., Firstgear, HJC Helmets, ICON, Joe Rocket, Klim, Moose Racing, Motonation, Olympia, REV'IT!, River Road, Rukka, TCX Boots, Tour Master, Vance Leather, Vega/Richa, Weise Motorcycle Clothing and WPS' FLY Street Gear.

Helmets, gloves, jackets and footwear are the pieces of apparel riders are going to wear every single time they're out on their bikes, so consider stocking a broad size range of styles and fitments. It's best to check with your vendor or distributor sales rep for the complete lowdown on size options.

ICON

Justin Knauer says ICON takes big and tall sizes very seriously. "The majority of ICON jackets go up to 4XL, our helmets are available up to 3XL, and our footwear is available up to a size 14, but in standard widths as of right now," says the operations manager at ICON Motorsports. The apparel manufacturer also monitors large-sizing issues via social media, direct contact with consumers and regular contact with its dealers.

How the garment fits the body, the materials used and impact protection placement are key when designing protective gear for larger riders, Knauer says. Proper fit ensures, as in any size, that the armor is in the right place during an accident. It's also important that the piece is comfortable and everything looks right when the garment is worn — that the logos are straight and the garment hangs correctly.



One important area with protective gear is armor placement and material, he says. ICON designed its Field Armor pieces to accommodate a wide variety of body types, because bulky or improperly placed protectors cause discomfort and affect performance. ICON has also started using the thinner, lighter and more flexible D3O armor, which allows for more range-of-motion and mobility, especially in larger sizes.

Pricing for larger-sized garments can be higher, especially with the leather pieces. Given the quality of cowhide ICON uses, it must increase pricing on the larger-sized jackets, Knauer says. "We would rather increase price and sell less than try to sell a cheaper leather garment and sacrifice quality," he notes. Price increases aren't as apparent on the textile lines, he adds.

ICON recommends having on hand at least one larger size in a variety of jackets for customers to try on. Physical fitment is critical for big and tall riders, because their sizes may not be on standard sizing charts, Knauer says. But this stocking strategy allows dealers to show its dedication to riders of all sizes. And here's a possible financial upside: it reduces the number of custom orders.

JOE ROCKET

Joe Rocket has several models that fit the "big guy" description. "It's something we pride ourselves on," says Steve Blakeney, marketing director at Sullivans. Lines include:

- Phoenix 5.0 – The company's most popular mesh jacket goes up to 5XL (black only). There is a tall, tailored option that adds two inches to the sleeve and three inches to the torso on corresponding sizes.
- Atomic 5.0 – Joe Rocket's most popular waterproof textile jacket is available up to a 5XL in black only.
- Sonic 2.0 – This solid and perforated leather jacket goes up to 5XL with a tall, tailored option.
- Army Alpha – This textile jacket runs up to 4XL.
- Goldwing Skyline 2.0 – The company's mesh jacket that runs in a black-only model to 4XL with the tall option.
- Alter Ego 3.0 – This is a waterproof textile and mesh hybrid that only goes up to 3XL but offers the tall option for sizes medium through 2XL. Black only.

When sizes reach 2XL and higher, the pricing bumps up slightly to account for the added material, Blakeney notes.

Most of Joe Rocket's larger sizes are ordered on demand. "I don't know of too many dealerships that commonly stock sizes 3XL and up," Blakeney notes. "But I do think having one clearly



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on display — perhaps side-by-side with the most popular large size — would catch the eye of the big guy pretty quickly and wouldn't last too long on the floor."

If your store can't keep larger sizes in stock, Blakeney recommends that you make your staff aware that larger sizes exist, who carries them and in which models.

VEGA/RICHA

Vega's Richa Spirit jacket (see photo) goes up to a size 8XL and a chest size of 58 inches — and if you were at the 2013 Dealer Expo, you saw this garment for yourself. The high-tech riding gear also features pants in an 8XL with a regular inseam of 37 inches, a long inseam at 39 inches and a short inseam at 34 inches.

The apparel is available in black, gray and hi-viz, with the larger sizing running \$100 more per piece.

Vega's vice president, Jeanne Demund, says that if a rider is having a hard time finding technical riding gear in big and tall sizes, Richa gear is for him — or her: the company offers ladies jackets up to a size 22W.

Vega Helmets has three models in sizes 3XL to 5XL and says it is working on a fourth. The Altura full-face lid comes in solid black and



two graphics; the NT200 open-face helmet is available in four colors; and the Viper off-road lid has two graphics as well as flat black in the large sizing.

"With those helmets, we have generally been able to fit almost every head that comes along," Demund says. "In my experience, there have been guys who can't fit into a full-face but can fit in an open-face."



For protective footwear, Vega offers men's boots up to size 13, with the Night Train boot available in a 15. Women's footwear sizes go up to 11.

FLY AND SPIDI

Jackets designed by WPS' FLY Street Gear typically run up to 4XL, says Matt Rice, senior lead designer for the line. The FLY Terra Trek III jacket, for example, goes up to 4XL, with 2XT and 3XT tall sizes available. Rice adds that a 5XL will be available in a few designs that were in development this spring.



But there's another trick to sizing and fit. "Another way that FLY Street accommodates all sizes of different riders is the expansion panels that come with its street jackets," Rice says. "A zipper on each side can be opened, and the diameter of the jacket is increased by four inches. These features help accommodate a broad range of different-sized riders."

Spidi, a European brand that WPS carries, offers European sizes, which can complicate matters. A 2XL Spidi size is equivalent to about a L or XL in the United States, says Dale Spangler, who handles marketing services and web content for WPS. The same goes for Spidi's back protectors.


For the most part, pricing is unaffected by larger sizing for the WPS brands; however, there are isolated cases where larger sizes may have a slightly higher price than the other sizes in the same model, Spangler says — again, due to increased material consumption.



MOOSE RACING

Moose Racing offers a range of riding apparel and outerwear in larger sizing, according to Dan Fitch, brand manager.

The Qualifier series jersey, for example, is offered in sizes up to 5XL, the matching pants to 54 inches and matching gloves to 3XL. The M-1 Series Jersey goes up to 3XL, pants to 42 inches and gloves to 3XL. For the new Sahara series, jerseys are offered up to 3XL, pants to 48 inches and gloves up to 3XL.

When it comes to outerwear, Moose's Expedition series jacket is available in 

TIPS FOR FITTING LARGER CUSTOMERS

Keep to best practices: How the garment fits and hangs from the body, the materials used and how the armor is placed are key when designing protective gear for larger riders.

Thinner, lighter textiles may allow for more comfort and range of motion. For leather garments, it may be handy to have a tailor available to ensure customized fit. (However, keep in mind that additional tailoring may affect the piece's technical attributes.)

Standard sizing charts may not apply, so trying on the garments is critical. Stock one larger size in a variety

of jackets — a 3XL in one style, a 4XL in another, etc. — so the customer can test different sizes. Usually, the top apparel brands can provide expedited shipping for custom orders.

Train your staff. They should be aware that larger sizes exist, the brands that carry them and in which models. They also should know how to adjust side panels, zippers, etc. to ensure proper, comfortable fit.

Be aware that larger items may be priced higher due to the increased amount of fabric or leather involved.

Visit a local "big and tall" store or

department store for compelling, respectful merchandising and marketing tips.

It's a little unorthodox, but some powersports-related e-commerce sites allow you to filter results by sizing — this may be a good way to educate yourself on the brands and size ranges available.

Work with your vendors. Motivation, for example, may be able to outfit one of your "big or tall" customers at cost, and then "let word-of-mouth work its magic," says Bill Berroth.



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Small store with BIG SIZES

Rich Leather in Jefferson City, Tenn., is known widely for carrying big and tall sizes. "I'm in a small town off the beaten path, so my overhead is low," says owner Rich Johnson of his 1,000 sq. ft. store just outside Knoxville. "I have made my store a place that people ride to on the weekends to take a break and look around. They say I have a little bit of everything."

He started by buying out another store's inventory. "When I first opened, the biggest jacket I had was a 58," he recalls. "I quickly realized within a couple [of] weeks I had some guys a lot bigger. I then started stocking sizes 60 and 62.

"I can order up to a size 66 in some jackets. In the vests I stock up to a size 64, and some vests I can get special in a size 66," he adds.

Johnson stocks 7XL chaps and can order up to a 10XL. He also stocks helmets up to a 4XL, which can be advantageous considering, he says, that most of his local competition only carries up to 2XL.

"My best advertisement is word-of-mouth. I have several customers who were at a benefit ride and were told if they need a big size to come see me. I have several customers that drive over 50 miles to come and buy riding gear from me just because I carry the bigger sizes and my prices are reasonable," he notes.

Johnson says he orders most of the larger gear from Vance Leather and Dealer Leather, and orders larger-sized helmets from Daytona Helmets. "These three companies have the bigger sizes ready to ship most of the time, and best of all, I can have special orders in two days," he says. "Plus, I have a lady who does my sewing, and she can add panels and make adjustments to anything I sell to make it fit to your body since we are all a little different."

Larger sizes, usually starting at size 50, cost a little more, since Johnson's vendors have an upcharge on the bigger sizes of leather. "The helmets are also a few dollars higher for me to buy," he notes.

Even though Rich Leather pays special attention to its big and tall customers, they aren't called out when they come into the store. "All of my merchandise is organized by size. I have the bigger sizes with my regular sizes. There is no need to single out bigger-sized people. This way when a group walks in and wants a 10-pocket club vest, I send them all to the same rack and everyone is treated equal," he explains.

"From the feedback I get, they really appreciate that I do carry the bigger sizes, especially the vests, so they can have it right now. Plus, the leather I carry will last a long time, so once you buy a good quality jacket you're usually set for five to 10 years or longer if you take care of it." — Dennis Johnson

sizes up to 4XL, with the matching pant up to a size 50. The Monarch Pass Series jacket is offered up to 3XL, pants up to a size 50.

Pricing on the pants increases for sizes 42 and up, for jerseys starting with 3XL and for the larger outerwear, Fitch notes.

MOTONATION

Motonation's sizes go up to 3XL on many jackets and pants in its catalog. It also offers varying inseam lengths on pants.

For off-road boots, the company offers up to size 15; street boots up to size 13. Helmets are offered in sizes up to 2XL.

In most cases, there's no surcharge for the bigger sizes, according to Bill Berroth, president of Motonation.

It can be costly to stock extraordinary sizes at the dealer level, mostly because the sales volume may not justify the expense. Berroth says his company can work with dealers to outfit one of its big or tall customers at cost, and then "let word-of-mouth work its magic."

RIVER ROAD AND FIRSTGEAR

Tucker Rocky's River Road line offers selected jacket styles above 3XL, according



to brand manager Brent Ash. The Ironclad basic motorcycle jacket and the Race jacket, for example, go up to a size 64 chest.

The distributor's exclusive Firstgear brand features styles that go up to 4XL — the Kilimanjaro, for one — and most of them are offered up to 3XL, says Greayer Clover, the line's brand manager. Pants go up to a size 48.

The brand also offers tall sizing in most of its jackets and pants.

Firstgear's rain apparel is designed to fit over existing protective riding gear but is sized to correspond with the jacket/pant size, so if a riding jacket is 4XL, so is the rain jacket.

KLIM

The trend-setting snowmobile- and dual-sport-centric apparel company typically offers up to a size 3XL in all of its jackets. With pants, the size range goes from 28 and up to 42 for regular fit, while tall sizes go from 30 to 42.

"The biggest thing that you need to understand when it comes to sizing for bigger riders is that you're not just making things bigger, you have to consider proportionality," says John Summers, Klim's director of marketing. "Everything on the body does not grow at the same rate. When we develop new pieces, we spend a lot of time with several people trying stuff on, adjusting and making things land in the right place."

Summers notes that pricing for gear 3XL and above and pants available in tall sizes are a "bit higher." **D**



SPOKES

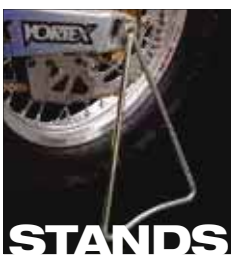


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*When compared to comparable OE/Aftermarket steel/stainless spokes.





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*Kit shown is TWS-206AH

4EXCEL-EX13



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SUPER-SIZED

AFTERMARKET OPTIONS WILL MAXIMIZE COMFORT AND ERGONOMICS FOR YOUR LARGER RIDERS

By Tracy Martin

YOUR CUSTOMERS come in all sizes. That's one reason your apparel inventory is so "large" — because it has to accommodate sizes from XXXS to XXXL. Manufacturers produce jackets, riding pants, gloves and helmets in a wide variety of sizing in an effort to provide for the needs of riders of all shapes and sizes. In some cases, the larger sizes cost slightly more because of the extra material and added inventory costs. While this is true for apparel, helmets in extra-large sizes are not more expensive than standard sizes. Super-sizing riding gear is just common sense.

But a look at all of those two-wheeled vehicles in your showroom and it's obvious they don't come in different sizes. Well, that's not exactly true. Motorcycles do come in sizes from small to large but not within the same model. Advising customers on what motorcycle fits them best can be a challenge. A 6'2", 230 lb. guy riding a Honda Rebel is something that you would probably find on YouTube. However, even a slightly larger bike, a Harley-Davidson SuperLow Sportster, for example, with the same rider would look almost as comical.

There is no one definition of a "large" customer as riders run the gamut from short and heavy, to tall and heavy, to long legs with a short torso, or with shorter- or longer-than-normal arm lengths. This is complicated further when you add both males and females into the mix. Inseam length, arm length, hand reach, overall height and



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Race Tech has a web tool for calculating correct spring rates. G3-S Custom Series, above.



Saddlemen seat, this one on a 2005 Yamaha FJR1300

weight all have bearings on how well a rider will fit on a specific motorcycle, and ultimately how happy a customer will be riding it.

You can steer a customer toward a bike that is a close fit to his or her size, but you can't make them buy it. Even if they ultimately choose a bike that's the best fit, more may need to be done to make them comfortable enough to enjoy the experience to the fullest. Knowing what options are available to maximize motorcycle ergonomics is key. We'll take a look at suspension, seats, handlebars and control levers to see what options are available.

SUSPENSION UPGRADES

If a customer weighs more than 200 lbs. or plans to ride his or her new bike two-up, the stock suspension will not be up to the

task of supporting both them and the weight of the motorcycle — no matter the brand.

For example, a stock Gold Wing 1800 is set up from the factory for a 160 lb. rider and 125 lb. passenger. It would be an understatement to say that your customers will "slightly" exceed these weights. If you have ever attended Americade, the largest gathering of Gold Wings in the U.S., you know what I mean. The weight of the bike alone (900-plus lbs.) causes the stock suspension to use up one half of its travel. Add the rider and pillion, and one half of that figure is used up, leaving almost nothing for bumps in the road.

Harley-Davidson FL series models (Road Kings, Electra Glides, etc.) suffer from the same problems. Even though both manufacturers offer air adjustable suspension in the rear, it's not enough to compensate for the lack of the proper springs. When ridden over rough roads both of these motorcycles will repeatedly bottom out, making for an unpleasant ride. The larger the rider, the worse this problem is.

Suspension upgrades is an area that most dealers overlook. Your larger customers probably purchase their clothing at a big-and-tall store and are used to paying more for what they wear, so adding the cost of aftermarket front and rear springs to their new motorcycle should not be that tough an upsell.

Replacing stock springs with ones that are rated for their weight will positively change their experience with the bike and their perception of your customer service and expertise. With springs that match their weight, they may even come back for additional suspension upgrades — aftermarket shocks or valving.

Race Tech suspension (www.racetech.com) has a unique tool on its website where, based on a rider's weight, the correct spring rate can be calculated and then compared to the stock spring. The company also offers suspension upgrades for motorcycles of all types, including springs, valving

and entire replacement shocks.

LEGROOM

Tall riders (over 6 ft. tall) will want more legroom, and there are two ways to provide this: lowered foot pegs or a taller seat.

Lowering foot pegs is easy to do, and there are several aftermarket companies that make the hardware. However, this modification has its downsides. With the pegs closer to the ground there will be less ground clearance for cornering. When you recommend this modification, consider the liability of lowered pegs if the rider levers his or her back tire off the ground in a tight turn and crashes.

Raising the seat height is a better option for more legroom (and dealership liability). Some motorcycles offer seat height adjustments from the factory but if that is not possible, seat manufacturers like Rick Mayer Cycle (www.rickmayercycle.com), Sargent Cycle





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HeliBars Horizon ST Multi-Adjustable Handlebar Replacement System, this one on a 2012 Kawasaki C14



Pazzo Racing Brake and Clutch Levers

Products (www.sargentcycle.com), Russell (www.day-long.com) and Saddlemen (www.saddlemen.com) all offer custom seats that offer higher or lower seat heights. In addition to gaining more legroom with a taller seat, the seat manufacturer can take into account "butt" size and weight when constructing a custom seat, offering even more comfort for your customer.

HANDLEBARS AND LEVERS

The seat-to-handlebar fit is another factor with large-sized riders. Long and short arms require that the bars be raised, lowered, or tilted back or forward for a more comfortable fit.

By far the best company to address handlebar positioning is HeliBars (www.helibars.com). In business for 25 years, the company provides motorcyclists with better handling ergonomics and comfort by "fixing" the shortcomings of stock handlebars. Designed for easy installation, in most cases retaining stock components and requiring little or no modification, HeliBars are available for all major brands of motorcycle — and as a bonus, they're made in the U.S.A.

Since we're covering handlebars, brake and clutch lever fit is another upgrade that can make a difference for large or small customers. While many motorcycles come stock with adjustable levers, most

The seat-to-handlebar fit is another factor with larger riders. Long and short arms require that the bars be raised, lowered, or tilted back or forward for a more comfortable fit.

cruisers do not. Aftermarket levers offer a wider range of adjustment, even more than factory levers that are adjustable. This is especially helpful for customers with small hands or short fingers. Having the ability to adjust clutch and brake levers closer or farther away from the hand grips can make a huge difference in rider comfort.

Pazzo Racing (www.pazzoracing.com) offers levers for most brands (except Harley-Davidson) and its levers come in short or long styles and in a variety of colors.

If you're a Harley dealer, check out Oberon Performance (www.oberon-performance.com) in the U.K. for adjustable levers. Also, Kuryakyn Products (www.kuryakyn.com) Boss Blades levers feature an adjustable clutch lever.

Not paying attention to the needs of odd-sized customers will cost you in the long run. This group runs into sizing issues when purchasing clothing and buying a new car or motorcycle. They'll put up with some discomfort with a bike they bought from your dealership, but may not take the time to make their experience with you better than the competition.

Educate your sales personnel as to what parts are available to better fit your large customers — they'll pass the word to others, and that's just good business. **D**

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Photo: Adam Campbell



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Spring-Summer 2013 Tire Spotter's Guide

CATCH UP WITH SOME OF THE LATEST TIRES YOU MIGHT HAVE MISSED SO FAR

By Bruce Steever

IT CAN BE HARD to keep track of all the new products that launch in the off-season, especially once spring finally rolls around after a long winter. Tires are easy to lose in the shuffle. To keep you abreast of the latest releases, we've gathered some of the newest street tires available. Check out our expanded story, which includes the latest wheels, on www.dealernews.com.

STREET AND TRAIL

Big adventure-touring bikes continue to be a growth segment, and tire manufacturers have responded with several new options for 2013. Each tire is primarily aimed at the heavyweight machines like the Triumph Tiger Explorer, the KTM 1190 Adventure and the new R1200GS. These tires are built to fit the role most adventure-bike owners are



Michelin Anakee 3

looking for: a dirt-styled tire that is primarily a street-worthy, sport-touring tire. Mileage is a priority, but the tire needs to be able to find grip in the dry, in the wet and off-road as well.

From **Michelin** comes the **Anakee 3**, obviously the third revision of the Anakee adventure tire and chosen OE fitment for the new R1200GS. The most distinctive aspect of the Anakee 3 is the undercut tread pattern, which is claimed to enable the tire to better shed mud and dirt off-road while still providing the rubber-groove ratio needed for decent grip on-road. An updated profile front and rear promises additional handling agility, while a stiffened carcass aims to maintain and improve overall stability. Finally, a refined silica blend improves both wet grip and mileage. And since the Anakee 3 functions as the primary street tire for ADV bikes, Michelin also created a special version called the Anakee Wild that is capable of serving as a true 50/50 street/dirt tire for the big bikes.

Flying the flag for **Continental** is the new **TrailAttack 2**, designated as the OEM fitment for the new KTM 1190. The new KTM packs 150 horsepower and, judging from the initial videos coming back from the European launch of the KTM, the TrailAttack 2 is capable of providing the traction to handle it. The new tire uses several of Continental's



Continental TrailAttack 2

proprietary technologies such as Continuous Compound to give progressively increasing grip levels toward the shoulder without compromising tire life, and "Black Chili" compound for good all-around grip with quick warm-ups

available in the 120/70-19 and 170/60-17 sizes for the new KTM and BMW adventure bikes.

Finally, on the adventure-touring front, is the updated **Metzeler Karoo 3s**. Compared to many of adventure tires, the Karoo series has always focused on a balance between road and trail ability. The Karoo 3 has gained several improvements aimed at better off-road traction and performance in the dirt. Primary changes revolve around a new tread design that promises better handling on loose surfaces; but the compound also has been updated to improve durability on the street for greater mileage per tire.



Metzeler Karoo 3



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Michelin Power Supersport

STREET AND TRACK

Getting away from the dirt removes many compromises from tire design, letting manufacturers specialize in making the most of technology to suit your customers' needs. This could be anything from a pure supersport track tire to a long-mileage, sport-touring tire built to handle all-weather commuting for mile after mile. There are plenty of new options this year to cover every rider.

Starting on the sticky side of life, Michelin unveiled the new **Power Super Sport**. Designed as a true 50/50 street and track tire, the new Power boasts several developments honed at racetracks worldwide. New rubber compounds and updated dual compound technology (2CT+) further refine Michelin's performance tire, but the Super Sport is most notable for two reasons:

- First, it has been specially developed to function under low track air pressures without the need for tire warmers, making peak performance more accessible for part-time track riders.
- Second, and unusual for such a sporty tire, Michelin has taken great efforts to improve longevity, adding additional miles and value to every tire sold.

For riders looking for an aggressive tire for street use but who aren't committed to the singular focus of a track tire, **Bridgestone** believes the right match is the new **Battlax Hypersport S20**.

Compared to a track tire like Bridgestone's own BT-003, the new S20 offers a wider range of operating temperatures and longer mileage, both key factors for most street riders. By juggling tread design, carcass construction and multiple compounds, Bridgestone's engineers claim to have increased both wet and dry grip while greatly extending tire life. Sport tires



Pirelli Angel ST

such as the S20 are the first choice for most sportbike owners, and Bridgestone intends to capture as many sales as possible by creating the best all-around tire on the market.

Finally, for distance riders with sport-tourers like the FJR and ST1300, **Pirelli** has updated its **Angel** line with the new **GT**. The GT stands for Grand Touring, of course, and the new Angel is built to give greatly extended mileage compared even to Pirelli's Angel ST tire. Thanks to a more robust construction, the Angel GT can handle higher torque and weight from today's superfast tourers and is the OE fitment for Ducati's 150 hp Multistrada Granturismo.

Pirelli calls the dual compound Angel GT "Extended Mileage Sport" and promises feedback from the newest Angel that makes it a great match for any rider looking to get maximum distance between tire changes.

CRUISE AND TOUR

The last street segment to examine is the touring and V-twin market. The design brief is pretty basic here: long mileage and reliable handling. Cruiser tires must be available in a wide variety of custom sizes to match the various bikes on the market, and of course, the tire has to look cool, too.

For the V-twin rider, "Made in the USA" often holds special appeal. **Dunlop** aims to capitalize on that with its second-generation **American Elite**. Technology has trickled down to the cruiser market in the form of Dunlop's MT (Multi Tread) dual rear compound design. Combined with a variety of sizing and sidewall choices, the American Elite aims to be the go-to tire for American V-twin machinery.



Metzeler ME 888 Marathon Ultra

Not to be outdone, Metzeler unveiled a brand new tire for 2013 with the **ME 888 Marathon Ultra**.

Like its namesake, the 888 is designed to run for a long, long time. Everything that goes into this tire is designed to maximize its useful life on the road. A combination of new tread, compound and profile are all designed to allow the rider to spend more time rolling and less time changing tires.

And finally, **Avon** has updated its stylistic **Cobra** cruiser tire line with a new fitments for the Harley-Davidson Fat Boy series. Designed to offer improved handling and stability for the H-D machines, the Cobras feature a tread pattern that eliminates the usual center groove to improve wear rates and stability. And Avon's unique snakeskin sidewall effect makes for a nice stylistic touch compared to the usual round black tire. **D**

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FUEL FOR THOUGHT

Dave Koshollek teaches sales and service classes for dealers. Contact him at dakoenterprises@cs.com, or via editors@dealernews.com.

On the Web:

Check out the SERVICE home page on www.dealernews.com. Just click on "DEALER OPERATIONS" to the drop-down menu. The SERVICE home page provides info on tools, performance, used bikes, recalls, department management tips and more..

BY NOW, YOU'RE SMACK-DAB in the middle of the busy season. Now is when the service department should be knocking down the highest revenue of the year. If you aren't, you may be asking yourself, "WTF is happening?" Truth is, most shops don't lose money by the dollar; they lose it by the hour, and a lot of it is caused by runaway W-Time.

W-Time stands for Withdrawn Time, which is the time technicians use during their daily regimen that service doesn't charge back to the customers. There is a long list of W-Time designations, such as techs waiting on parts, pushing vehicles, unloading motorcycles, attending meetings, and time out for training. W-Time consists of typically legitimate hours that techs use to conduct business throughout the day.

But legitimate doesn't always mean it's OK.

One W-Time category I want to talk about is tool truck visits. While it's necessary for techs to maintain and grow their collection of time-saving tools, if left unsupervised the visits can add up to thousands of dollars of yearly revenue loss. For example, in most major cities there are at least two if not three tool trucks that stop at dealerships once a week. If your techs spend an average of 12 to 18 minutes in each truck during every visit, the time adds up to significant loss of labor hours and parts dollars.

To demonstrate, let's figure the W-Time and lost revenue for a crew of three techs. First, we multiply the number of techs by the average hours per week that each tech visits the tool truck — let's say 0.5 hours for each tech to visit the two to three trucks that stop by on a weekly basis. That equals 1.5 hours per week for the crew.

Multiply 1.5 hours by the number of working weeks per year (let's use 49 weeks per year to factor in vacations and holidays): that equals 73.5 hours. We then multiply 73.5 hours times the shop labor rate; I'll use \$75 per hour because it's not too high and not too low. That equals \$5,512.50 in labor dollars that could not be billed to customers because the techs were in the trucks drooling all over the shiny new tools.

But we're not done yet. We also need to calculate the parts revenue that's being missed. I'll use \$80 parts dollars to one labor hour. Note that this number has a wide range; most Harley dealers are well above the \$100 parts-to-labor-hour ratio, and I would guess independent shops to be much lower.

If we multiply our 73.5 labor hours times the \$80 in parts dollars, we get \$5,880 in uncollected parts sales revenue.

Now let's add the \$5,512.50 labor dollars with the \$5,880 parts dollars. Here we get a whopping \$11,392.50 in potential service department revenue being missed due to the techs' trips to the tool truck. It's a significant number, and when service managers in my classes calculate the actual loss for their dealership they are almost, to a person, shocked beyond belief.

Does that mean we should chain techs to their lifts to eliminate visits to the tool trucks? No, I'm

Unsupervised, tool truck visits can add up to thousands of dollars of yearly revenue loss.

pretty sure that would be illegal and most techs I know might take a swing at you (because this can be the highlight of their day). But the service manager can ask the tool truck drivers to stop by every other week or after 5:30 p.m. when work is wrapping up. In this case, the best course of action is to mitigate the cause, not eliminate it altogether.

Three other areas just as detrimental that the service manager has greater control over have to do with shop layout, processes and procedures. For example:

- Reduce the W-Time caused by techs having to roll a vehicle off their lift when they're waiting for parts or the owner's approval to proceed with the repair. Note that it takes an average of two- to three-tenths of an hour to consolidate and store the parts, roll the old vehicle off the lift, procure the new vehicle and get it set up on the lift to start the new job. The best way to reduce the lost labor hours here is to provide each tech with two lifts so the vehicle on hold can remain on its lift and the tech can begin working on the new repair order next to it.
- In some shops, pushing vehicles out of the service area and back in every day consumes a huge amount of time. Remember that to produce revenue in service, we need to "keep techs twisting," as in twisting wrenches. Any activity that reduces their twisting reduces revenue. *The shop is better off hiring a "lot lizard" or using parts staff to move the vehicles.*
- Following previous thinking, another time muncher concerns techs waiting on parts. I've seen techs waiting 10 minutes or more

to get their parts for a routine service. That's crazy. Routine service parts should be pulled the day before and staged for installation — or better yet, delivered to the tech's work area. Service advisers should be making the rounds to their techs to deliver parts and collect orders for additional items needed. In a perfect world, techs would never leave their work area for parts. Of course, your results may vary, so my advice is to calculate any W-Time you think is getting out of control. Determine the annual cost and then make changes accordingly. **D**

I created a simple tool for calculating service revenue called, "DAKO's Service Revenue Calculator" that you can use it to determine potential revenue gains and losses. Email me at dakoenterprises@cs.com using the Subject: *Please Send DAKO's Calculator* and I will send it to you. All I ask is that you provide feedback on how you used it and what the results were.

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SERVICE LABOR HOURS PER WEEK	X	weeks per year	=	SERVICE LABOR HOURS PER YEAR
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SERVICE LABOR HOURS PER YEAR	X	your service labor rate per hour	=	SERVICE LABOR DOLLARS PER YEAR
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DEALERNEWS ISSN 0893-2522 (print) ISSN 1939-1870 (online) is published 12 times per year by Advanstar Communications Inc., 131 W. First St., Duluth, MN 55802-2065. Subscription rates: \$50/yr United States/ possessions; \$66.50/yr Canada and Mexico; \$103.25 all other countries (surface mail). Digital subscription rates: \$40. For air-expedited service, include additional \$89 per order annually. Single copies (prepaid only): \$8 U.S.; \$13 Canada and Mexico; \$18 all other countries. Back issues, if available: \$18 U.S. and Possessions, \$25 Canada and Mexico; \$30 all other countries; include additional \$6.50/order plus \$2/additional copy for U.S. postage and handling. If shipping outside the U.S., include additional \$10/order plus \$3/additional copy.

Periodicals postage paid at Duluth, MN 55806 and additional mailing offices.
POSTMASTER: Send address changes to **DEALERNEWS**, P.O. Box 6050, Duluth, MN 55806-6050. Canadian GST number: R-124213133RT001, PUBLICATIONS MAIL AGREEMENT NO. 40612608. Return Undeliverable Canadian Addresses to: Bleuchip International
P. O. Box 25542
London, ON N6C 6B2
CANADA
Printed in the U.S.A.

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Mike Vaughan can be reached at editors@dealernews.com.

A COUPLE OF MONTHS AGO I received an email from a dealer on the West Coast complaining about the continued lack of federal and state enforcement of laws governing online sales of motorcycles and ATVs to consumers. He pointed out that these vehicles, primarily from China, are sold without the benefit of dealers, insurance, bonds, mechanics or parts backup.

The dealer (who wishes not to be identified) illustrated the possible outcome of such a sale: *A crate containing a motorcycle or scooter is dropped off at the buyer's house. After wrestling the heavy crate into the garage, the buyer then has to figure out how to un-crate the vehicle and assemble it. Once he manages that, he takes it out for a trial run with no registration or insurance. The consumer, with probably little knowledge or experience, has probably not double-checked the wheels, axles, brakes or steering assembly to assure they've been assembled correctly. Because of this lack of expertise, the maiden voyage, at speeds up to 50 mph, becomes a disaster as a wheel falls off or the brakes fail, and the consumer ends up in the ICU of his local hospital.*

None of this would have happened, he pointed out, if the product had been sold and prepped by a legitimate, local dealer.

He suggested that the decline in motorcycle sales was not only a result of the recent economic sink-hole but was aided and abetted by the rise in web sales by unscrupulous offshore sales organizations. He cited 15 ways in which dealers and the public are negatively impacted by these sales, including the loss of tax revenue, registration fees and benefits to the local community that a brick-and-mortar dealership brings in terms of jobs, rents and local shop purchases.

He pointed out that the failure of regulatory organizations like the EPA, California Air Resources Board, state DMVs and the Consumer Product Safety Commission to prevent these kinds of illegal transactions not only impacts our industry but can and will become a happy hunting ground for personal liability lawyers looking to make a buck off the misfortune of someone who is maimed or killed while operating one of these vehicles.

Considering the absence of a local dealer, it's unlikely that neither the manufacturer nor the distributor of these products will be identified and located. Even if they are, they likely will be thousands of miles away and beyond the reach of the U.S. legal system. Who, then, becomes the target of the lawsuit? Why, the regulatory agencies, of course. And who pays their legal fees? Taxpayers!

This dealer evidently has been proactive in bring-

ing the online sales problem to the attention of the DMV. He said an officer from that organization recently stopped by his dealership to pick up all of his complaints. According to the officer, our dealer said, the DMV agrees that these online companies should be shut down, but that's a job for the federal government, not state.

DOING IT THE RIGHT WAY

While there are a lot of Chinese motorcycles sold online, it's encouraging to know that there are successful brick-and-mortar dealerships. One in Sacramento, Calif., the **ATV Wholesale Outlet**, sells Chinese motorcycles exclusively. Its owner, Doug Stabler, says the "11,000 sq. ft. facility is modeled after a Japanese franchise" but with an open showroom and parts area. The store sells SSR Motorsports, Tao Tao, Coolster and Puma brands.

Stabler stocks parts and has a fully staffed and trained service department. Unlike most dealerships where parts are stored in a room behind the parts desk, Stabler's store features a 55 ft. long jewelry case displaying many of his available parts, including performance items. Behind the cabinet and mounted on slatwall are body kits, luggage, tires, rims and riding gear.

Stabler started his business in 2008 with a targeted growth rate of 100 percent per year. He says that sales this year are off to a great start: he's now on track for a 150 percent sales increase for 2013.

WHAT YOU CAN DO

It should be apparent that if you're a dealer, particularly representing a Japanese, Taiwanese or Chinese brand, online sellers are impacting your business the most. But all dealers are affected to some degree, whether it's in lost sales or, on a larger scale, the negative impact online sellers have on the overall perception of our industry as purveyors of unreliable, un-repairable, unsafe and generally dangerous products.

I'd suggest that if you're aware of these sales, you bring it to the attention of your state DMV that these businesses are operating outside the boundaries of the state's motor vehicle rules and regulations, and that action needs to be taken to end this practice.

Both the NCMDA and the Motorcycle Industry Council are aware of online sales and their impact on legitimate brick-and-mortar dealers. No significant action has been taken by any association or government entity to date.

With dealers now able to join the MIC, perhaps enough pressure can be exerted through that organization to cause responsible government agencies to act. **D**

On the Web:

Mike Vaughan is spending the summer traveling around the United States on his Triumph. Keep track of where he is and dealers he's visiting on the *Dealernews* Facebook and LinkedIn pages, and on www.dealernews.com.



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