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THE VOICE OF POWERSPORTS RETAILERS

VOL. 49, NO. 7 JULY 2013
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2013 VINTAGE GUIDE

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HOW TO ORGANIZE OBSOLETE INVENTORY

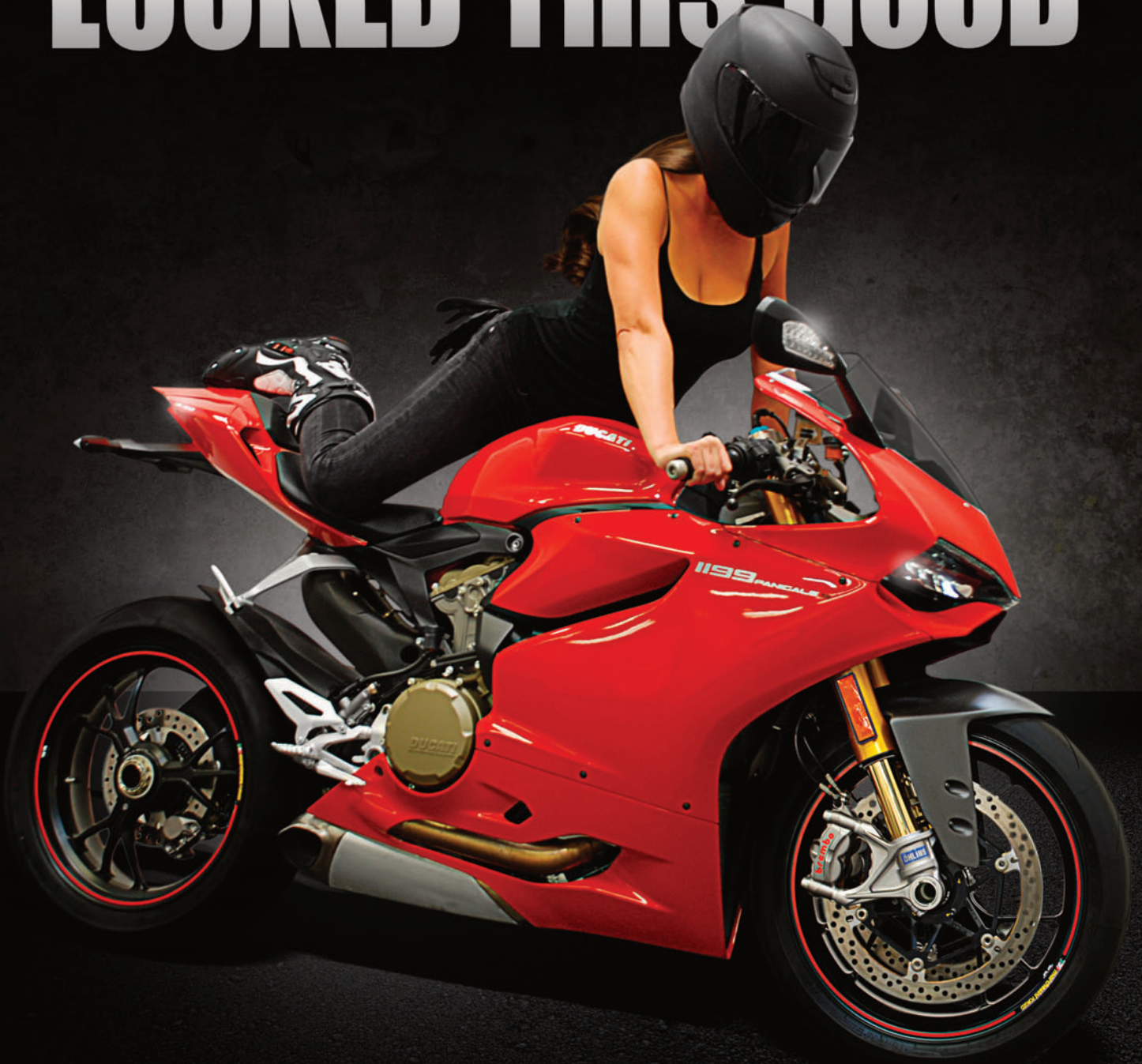
VINTAGE MUST-HAVES

DAVE KOSHOLLEK ON THE TWO ITEMS YOU MUST POSSESS

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On the cover:

Photographer Bryce Vickmark says Cycles!128 GM John Rice (featured on the cover) runs a welcoming and brightly lit dealership in Beverly, Mass. "Prospective clients looked well taken care of," Vickmark says. "Their inventory looked amazing, with many exotic and rare bikes."





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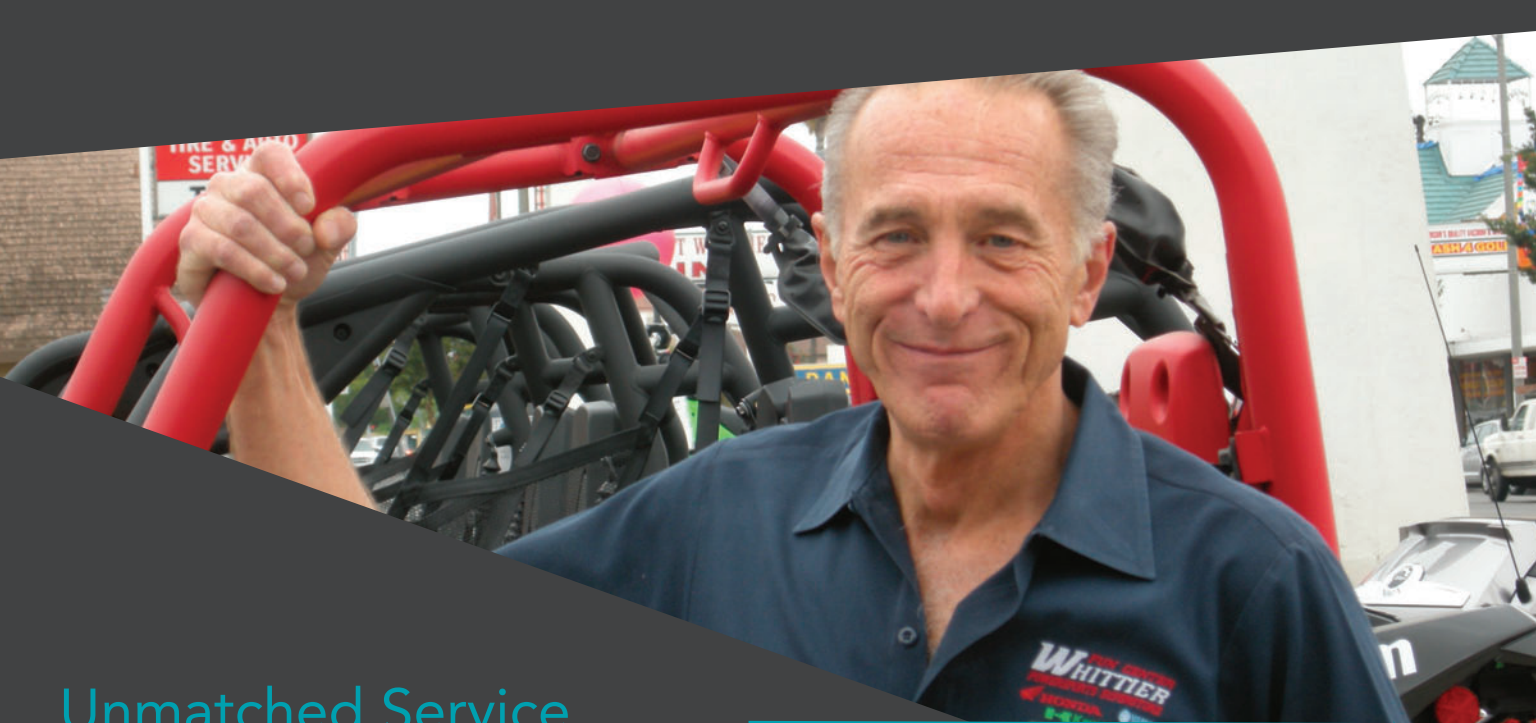


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After unsuccessfully wading through different options in Google, Gobrecht found the answer with some guided, expert assistance: **PowerSports Network's TotalCare**. The service that Gobrecht – and other PowerSports Network dealers use – provides monthly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

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

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March 2013 vs. March 2012 Pageview Growth

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FROM THE EDITOR

Mary Slepicka

Wouldn't it be great, IF...

THE MERITS OF EXECUTING ON DREAMS

I REMEMBER GROWING UP watching television commercials that said I'd meet the nicest people on a Honda. (Yes, Honda riders are very nice.) I spent my early riding years during the resurrection of the Harley-Davidson brand in the late 1980s and early 1990s when every stockbroker was going out and buying an Electra Glide.

Today, we find slick TV ads for the Can-Am Spyder. Action-packed 30-second TV and online spots for ATVs and UTVs. There are more "riding celebrities" and more motorcycles and scooters in commercials than ever before.

Last month, Kawasaki announced one of the biggest deals I have witnessed between this industry and Hollywood: a tie-in with the new Johnny Depp movie, "The Lone Ranger." It's a sophisticated package that, among many other promotions, includes prize giveaways on ABC-TV's "Good Morning America."

Mind you, this is on the heels of last year's Ninja takeover of New York City's Times Square. You can't say that Chris Brull doesn't think big — I'm sure the words "Wouldn't it be great, IF..." are an important part of his working vocabulary.

But nothing quite compares to an endorsement from the Pope.

I imagine the creative team in Milwaukee trying to come up with "something different" for Harley-Davidson's 110th anniversary. They list all of the events in which riders participate. One of the most

hallowed is the annual blessing of the bikes at Holy Hill, a stunning cathedral and shrine nestled in the Kettle Moraine forest just east of Madison, Wis. (I know it well: as a kid it was a destination for the many boring Sunday drives my parents forced upon us.)

I certainly don't know how it came about, but I fancy someone sitting in the corner of the conference room, interrupting whatever focus group his colleagues were planning, eyes sparkling and smile widening as he says, "Wouldn't it be great, IF..."

And it was great, wasn't it. Regardless of whether you sell Honda, or Victory, or Suzuki, or KYMCO, or whether you're Catholic, Buddhist or Presbyterian, it was great to have this new, socially engaged head of state and spiritual leader bless the bikes at the Vatican. Because he wasn't just blessing a brand; he was blessing the rider lifestyle. And he actually looked like he was enjoying himself.

Agencies around the world, I'm sure, are now crafting pitches to get the church to replace communion wine with cranberry juice cocktail or film the Dalai Lama eating pistachios. But it doesn't matter. Pope Francis blessed the bikes. And in doing so, motorcycling takes a leap forward in the public consciousness. And it's probably because someone first said, "Wouldn't it be great, IF...?"

Mary Slepicka, mslepicka@dealernews.com

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Modern safety gets a vintage theme

DESIGNERS REALIZE CLASSIC STYLING APPEALS TO ALL TYPES OF RIDERS

JUST AS THE rising popularity of café racers has re-ignited a passion for vintage bikes, there has been an upswing in vintage-style helmets and apparel. Some manufacturers call it *retro* while others prefer the term *classic*. Whatever you call it, there are plenty of options for riders who want to pair old-school style with modern safety.

The growing selection of vintage styling is more than just a reflection of the motorcycles on the market. The simple designs are also an alternative to the busy graphic styles that have become so dominant.

One of the nice things about simpler styling is that it's not brand-loyal, so dealers can sell the same apparel to everyone, from a sportbike rider to a Harley-loyal customer. Roger Sgarbossa, product designer for Roland Sands Design apparel, says that a lack of conspicuous badging makes RSD's apparel more versatile. "People love to be a part of a group, but we can be [in any dealership] and we can cross over because it's nondescript: it's just about a great jacket," he says.

Nondescript style is especially evident in RSD's Enzo and Ronin (1) jackets. Both have minimal extras when it comes to the design, and it was all done on purpose. "You should be able to walk into a bar and not look like 'that guy,' and still have reasonable abrasion and impact testing," Sgarbossa says. "It's one of those pieces you want to keep forever that will break in really well."

Corazzo's Allen Drysdale agrees, saying, "The popularity of our look is growing because of our point of difference in style and the increase in popularity surrounding the classic/retro/custom motorcycle scene. Riders wanted gear that looked just as good on the bike as it did when you got off it." In other words, some gear is just as cool now as it was 50 years ago and will still be fashionable in another 50. Its ability to reach across manufacturers and riding segments is just another bonus for dealers.

HELMETS. The Speed and Strength SS600 has a Speed Shop design available with gold or silver graphics. The faded, scratched look (4) is part of the design, making the helmet look as well-worn as a vintage bike that has been neglected for too long. Tucker Rocky carries sizes XS-2XL, and the retail price stands at \$99.95.

The Z1R Jimmy Retro, through Parts Unlimited, takes simple styling seriously. Unlike its Jimmy counterpart, the Z1R logo is gone — and in its place are simple racing stripes (2). The Jimmy Retro has a wide size range, from XXS to 3XL, and has an MSRP of \$74.95.

For Bell Helmets, the Custom 500 is a nod to Bell founder Roy Richter, who built his first fiberglass helmet in 1954. Called the 500TX, the helmet was the first to feature a lining and a Snell rating. Today, the Custom 500 has updated safety features but that same throw-



back design. Artist Series options have graphics that look like something James Dean would have worn. Prices range from \$99.95 to \$139.95, with sizes XS through 2XL.

JACKETS. Corazzo's entire line evokes vintage style, but nothing does it quite as well as the 5.0, which is available in men's and women's versions. With a single off-center stripe, the 5.0 evokes brawls between mods and rockers, though the Cordura construction and armor are all modern — whether you ride a scooter or a motorcycle. There are a wide range of color options for the textile 5.0, and a black leather option for men. Sizes include S through 3XL, and the ladies version (3) has an XS option, as well. Prices range from \$259 for textile to \$359 for leather.

RSD earlier this year launched a women's line, too. The leather Enzo and the waxed cotton Vandal share the same subtle lines. Sizes S through 3XL come with MSRPs of \$520 for the Enzo and \$350 for the Vandal.

River Road has several retro looks in its Vintage line for men and women. Men have the options of simple black leather or racing stripes. A "rough around the edges" look (5) means the Vintage seems broken in right out of the box. Ladies get the same well-worn look, and both lines include vest and chaps options, too. The ladies Vintage Babe, with minimal detailing on the shoulders, retails for \$249.95 and is available in S through 2XL. For the men, the Vintage Hoodlum ranges from a size 40 to 54, with pricing from \$249.95 to \$289.95.

Joe Rocket is no stranger to bold designs, but it has taken a new tack with the Trixie, a ladies jacket with classic lines and black leather construction. Vents are strategically incorporated to provide airflow without forgoing fashion, and the 1.22mm cowhide leather is enhanced with reflective striping. Sizing goes from an XS all the way to "2 Diva," which translates to 3XL, and the MSRP is \$299.99. — Beth Dolgner



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MOORE: TO THE RESCUE. The industry swooped in on Oklahoma after tornadoes ripped through towns like Moore, Newcastle and El Reno in late spring. Kawasaki donated Mule 4010 Trans4x4 Diesels and Teryx4 UTVs to local authorities working on relief efforts, and set up an employee match fund for donations. Yamaha grabbed Cal Crutchlow's historic MotoGP leathers and auctioned them off in a fundraising effort, and Honda shipped in cargo-loads of portable generators while donating \$100,000 to the Red Cross Disaster Relief Fund. American Honda Finance Corp. said it would extend loan payments, waive late charges and provide other relief to owners affected in the region. (Press images courtesy Kawasaki)

Q: WHAT PAGE SEES THE MOST ACTIVITY ON DEALER WEBSITES?

A: The pre-owned vehicle page. "It's not uncommon for the pre-owned list page to receive twice as much interest — page views — as any other page," says Neil Pascale of Dominion Powersports Solutions.

(Source: "Dominion Powersports Solutions-The Pulse" group on LinkedIn)

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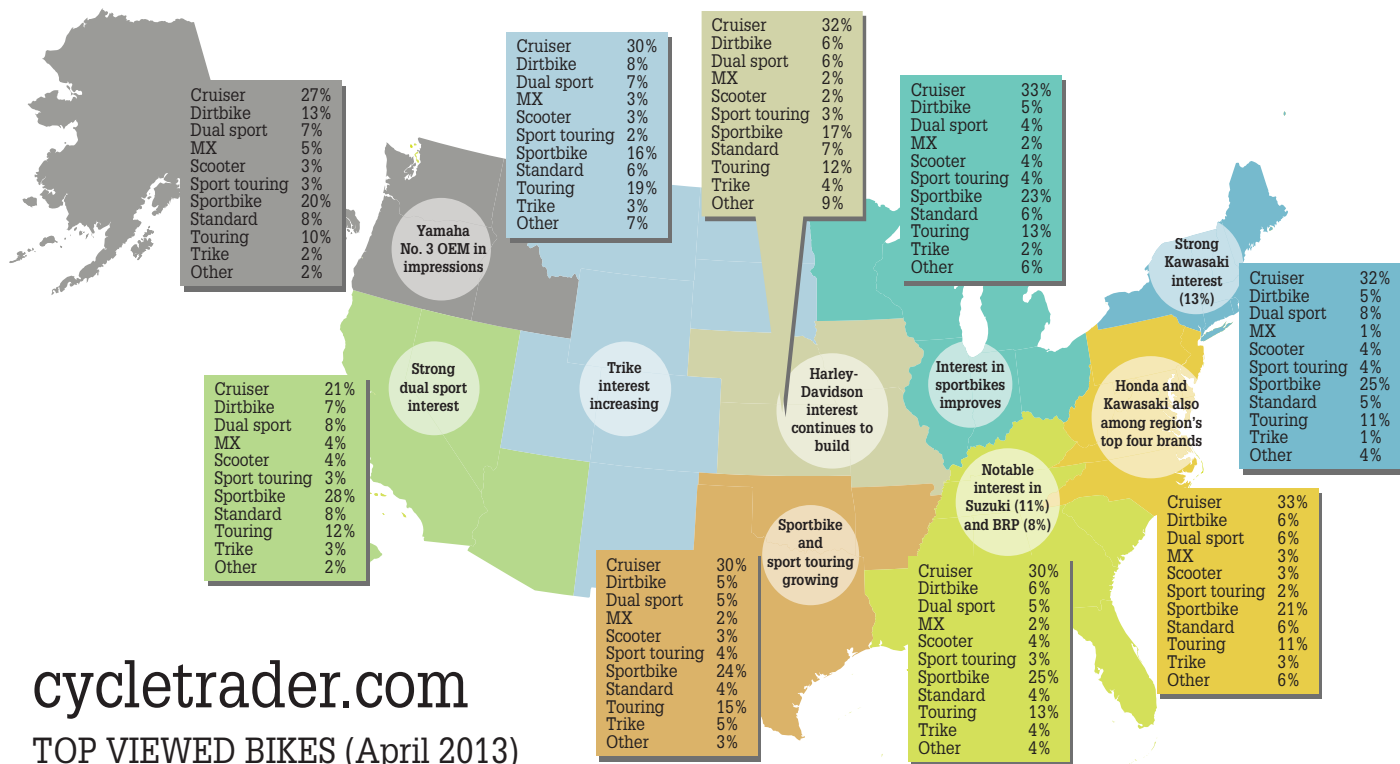
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Restore that old Kawi Z1 with **SUDCO FENDERS**

Europe's **MOTTOWEAR** armored jeans now available through Pacific Powersports

KRIEGA'S upgraded R25 backpack has better weight distribution





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TOP VIEWED BIKES (April 2013)

Top OEMs by % of impressions

Central Plains ● Harley-Davidson 25%, Honda 18%	Northeast ● Harley-Davidson 17%, Honda, Yamaha 14%	Rocky Mountain ● Harley-Davidson 34%, Honda 15%
Great Lakes ● Honda 24%, Harley-Davidson 20%	Pacific ● Honda 18%, Harley-Davidson 16%	Southeast ● Honda 22%, Yamaha 16%
Mid Atlantic ● Harley-Davidson 20%, Yamaha 19%	Pacific Alaska ● Honda 20%, Harley-Davidson 19%	Southwest ● Harley Davidson 19%, Honda 18%

Consumer study of vehicles enthusiasts are reviewing 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>



NEW VIKING. Yamaha told dealers at last month's national meeting that the new Viking SxS is the first in what will be a series of new-model intros in this lifestyle segment through 2018. The Viking seats three people and retails for \$11,499; a version with electric power steering retails for \$12,499. Both models will be available in August, Yamaha said. The company has discontinued the Rhino brand.

Dealers saw the new vehicle for the first time June 11 in Las Vegas during their first national dealer meeting since 2009. The Viking will be assembled for world-wide distribution at Yamaha's expanding Newnan, Ga., facilities. — *Arlo Redwine*

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HONORING A LEGEND. Three-time Yamaha 500cc Grand Prix World Champion Wayne Rainey was honored in May at the annual Quail Motorcycle Gathering in Carmel, Calif. The Quail's first named "Legend of the Sport" was AMA Superbike Champion in 1983 and 1987 and won a number of flat-track races. He was accompanied at the Gathering by his 1991 YZR OWD3 on which he claimed his second consecutive World Grand Prix title. (Yamaha press photo)

Summer of 'Lone Ranger' for U.S. Kawasaki dealers

Kawasaki has launched a major product tie-in with the Disney/Jerry Bruckheimer Films production of "The Lone Ranger," due in theaters July 3. The "Live the Legend" marketing campaign for the Teryx4 SxS, KX motocross and Ninja sportbikes includes scenes from the film; a video can be seen on KawasakiTV's YouTube channel.

Kawi dealers were sent materials featuring the film's stars, Johnny Depp and Armie Hammer. Dealers will be "a core component" of the OEM's "Live the Legend Adventure" sweepstakes that invites consumers to text entries for a chance to win products, according to Chris Brull, marketing director at Kawasaki.

"This is an opportunity for Kawasaki to generate a great deal of excitement around product categories that are a perfect fit for the film's characterizations," Brull said in early June.

Vehicles will be featured as prizes in other tie-in promotions:

- Five limited-edition Teryx4 750 4x4 LE side-by-sides will be given away by Subway Restaurants' Partner Up & Win promotion; and
- A Teryx 4 and four Shoei offroad helmets will be given away on ABC-TV's "Good Morning America."

A custom-designed Ninja ZX-6R, on display at the movie's premiere and featuring signatures from the film's stars, is being auctioned, with proceeds going to support the American Indian College Fund.



WHAT'S TRENDING on DEALERNEWS.COM

YAMAHA DEALER MEETING: RE-FOCUSING ON THE U.S. MARKET

OEM touts acceleration of new vehicle intros through 2018 model year, but dealers seemed more impressed by the fact they were having their first national meeting since 2009.

BRP 2014 SIDE-BY-SIDES INCLUDE FOUR-SEAT MAVERICK

The 101hp Maverick MAX can seat four adults, features rear passenger ergonomics and has a wheelbase that's nearly 30 inches longer than the one on the 1000R.

NEW ORANGE COUNTY CHOPPERS TV SHOW STILL LOOKING FOR CAST MATE

Studio extends casting call through June to find someone who's willing to work with Paul Sr. on camera.

ROAD-TESTED: REV'IT, ARAI, LEATT ADVENTURE GEAR

Senior editor Bruce Steever takes the brands out for a test spin.

VISITOR AT GREENSBORO HARLEY-DAVIDSON TOO MUCH TO 'BEAR'

He's sniffing around the vehicles, but can he get financing?

EXHAUSTS AND IPHONES: GADGET GEEKS FIND A HOME AT TWO BROTHERS RACING

One is an integral part of the internal combustion-powered motorbike. The other keeps your iPhone from falling down and going boom. And both are made under the same roof.

NHTSA SUES ZAP, SEEKING \$17.3 MILLION FOR UNREPAIRED BRAKE ISSUE

Government says U.S. distributor failed to address recall issues dating back several years.

HUSABERG ENDS HISTORY WITH UPDATED 2014 MODELS

Owner KTM discontinues brand, will merge technology into Husqvarna.

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LS2
PROTECTING DREAMS

Sales drop in April, but earnings remain on-course

BY JOE DELMONT

YEAR-TO-DATE, STORE EARNINGS ARE UP 59 PERCENT

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.

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DESTINATION POWERSPORTS, the Dealer LAB powersports dealership in Punta Gorda, Fla., reported slightly increased earnings on lower sales for the month of April compared to the same period last year. For the first four months of the year, the dealership reported much better earnings on increased sales.

Meanwhile, negotiations continue to inch forward on the purchase of a new facility for the dealership, which could provide a huge boost to the operation. Owner Bill Shenk and his partner are seeking to acquire a larger facility on a more extensive piece of land in a much better location in Punta Gorda.

The closing on this property could come as soon as early summer.

For April, the dealership reported improved earnings of \$14,569 on decreased sales of

\$463,725, compared to earnings of \$12,269 on total revenues of \$508,961. Retail earnings for the month were nearly flat due to a loss of \$2,893 in April 2012 from wholesale operations.

Year-to-date the dealership has earned \$125,713 on total revenues of \$2,186,871, up 59 percent from last year's earnings of \$79,045 on revenues of \$1,911,412. Gross profit for the year improved to \$552,966 from \$457,921 last year.

Unit sales for the month were off by two, dropping from 49 to 47 units. Unit sales for the four months of 2013 were 215, up from 204 for the same period last year. However, gross profit from unit sales increased from \$50,652 in April 2012 to \$54,558 this April, a gain of 7.7 percent.

The drop in unit sales for April may have been due, at least in part, to poor weather. "I'm just not sure about this," Shenk tells *Dealernews*. "I have

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

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	Apr-13	Dealer	Top Gun	Apr-12	Dealer	Mar-13	YTD 2012	YTD 2013	PVS	DLR
Units Sold (New & Used)	47			49		58	204	215		
Sales	362,613	78.2	80	406,157	79.8	507,232	1,484,941	1,724,141	8,019	78.8
F&I (net)	16,889	3.6	5	20,084	3.9	16,089	71,968	74,570	347	3.4
Parts	24,391	5.3	5	25,483	5	29,058	97,054	121,061	563	5.5
Accessories	29,778	6.4	6	33,126	6.5	31,308	149,021	124,979	581	5.7
Service	30,074	6.5	5	24,111	4.7	32,514	108,428	142,120	661	6.5
Total Sales	463,745	100*	100*	508,961	100*	616,201	1,911,412	2,186,871	10,171	100*
Total Cost of Sales	343,913	74.2	75	395,038	77.6	475,572	1,453,491	1,633,905	7,600	74.7
Gross Profit	119,832	25.8	25	113,923	22.4	140,629	457,921	552,966	2,572	25.3
EXPENSES	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	Apr-13	Dealer	Top Gun	Apr-12	Dealer	Mar-13	YTD 2012	YTD 2013	PVS	DLR
Payroll										
Total Sales (5.25/4 Empl)	22,534	31.5	23	23,089	32.6	31,254	87,548	116,319	541	35.6
Total P&A (2.20/2.5 Empl)	7,444	38.7	40	7,313	37.4	8,621	32,376	36,027	168	38.6
Total Service (4.50/5 Empl)	16,999	56.5	54	16,600	69.0	18,523	61,024	81,692	380	57.5
Flooring	9,869	13.8	9	6,796	9.6	7,475	25,157	34,436	160	10.5
		% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit		
Admin. Payroll	7,429	6.2	5	6,972	6.1	7,350	27,453	29,776	138	5.4
Advertising	3,085	2.6	1	3,295	2.9	3,649	16,518	13,396	62	2.4
Administration	16,307	13.6	13	18,836	16.5	19,082	67,359	72,095	335	13
Rent	13,076	10.9	9	12,740	11.2	12,555	51,421	50,783	236	9.2
Co. insurance	8,875	7.4	3	3,120	2.7	3,772	7,779	16,840	78	3
Total Expense	105,618	88.2	68	98,761	86.7	112,281	376,635	451,364	2,099	81.6
Misc. Expense	0	0	3			0		0	0	0
		% of Total Dollars			% of Total Dollars			% of Total Dollars		
Additional Income	375	0	0	-2,893	-1	3,861	-2,241	24,111	112	1.1
Net Profit	14,569	3.1	8	12,269	2.4	32,209	79,045	125,713	585	5.7
Net Profit + Misc Exp	14,569	3.1	8.3	12,269	2.4	32,209	79,045	125,713	585	5.7

Notes: Top Gun = The top performing dealerships in the PowerHouse training group. PVS = Per Vehicle Sold. We now include YTD comparisons for 2012 and 2013. 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.

“If we had not promoted aggressively, our Service sales would have been more like the decline in Florida’s unit sales.” — Bill Shenk.

asked the Suzuki and Kawasaki reps and have not gotten any information from them.”

According to Florida state motorcycle registrations reported by Florida dealers to Florida addresses for the month of April, this year vs. last year, the slowdown continues in Florida for the brands the dealership represents. Sales for those brands were off in April 2013 vs. 2012 by 50 percent, 654 units vs. 1,371 units last April.

“All brands listed on the state report seem to have had the same drop in sales,” Shenk says. “This is new and used registrations, so it seems to be a lifestyle issue, not a brand issue, and the weather has been a bit cooler with more wind than last year.

“Given that information, I feel pretty good that our new and used motorcycle sales were only off by three units, dropping to 30 units from 33 last year.”

During April, F&I revenue and parts and accessories revenue were down, but service revenue increased by 24.7 percent from \$24,111, to \$30,074.

SERVICE PROMOTIONS DELIVER

Service productivity in April improved over last year — 70 percent of the available hours were sold, up from only 59 percent in April 2012.

“Our service team continues to be strong, and I am proud of the proactive job they are doing,” Shenk says. “Labor sales were up \$5,963 this April. However, labor sales to retail customers was up only \$1,055, and our number of service transactions to retail customers was down eight customers for the month.

“We also did two service promotions in April compared to none last year, and we spent time on the phone calling customers who have not yet been in for service this year.

“That supports my feeling that the Florida ‘units sold’ downturn is a weather event, and if we had not done the promotions our service sales would have been more reflective of the state unit sales.”

PARKING LOT ACCIDENT EXCEEDS DEDUCTIBLE

Regular expenses for the month were pretty much flat compared to April 2012, including payroll for sales, P&A and service. Total expenses, however, were up: \$5,500 attributable to insurance and \$3,000 to a flooring increase, even though inventory was down to 253 units from 310 units in April 2012.

The dealership took an insurance hit, thanks to a three-bike accident in the dealership parking lot. “The customer knocked over one bike that knocked over two more — all sportbikes,” Shenk says.

The damage to two of the units exceeded the dealership’s \$2,000 deductible per vehicle.

And then there’s flooring. “Flooring is a problem because there continues to be less help in flooring programs from the manufacturers we represent,” Shenk says, “and this increases our costs-to-hold inventory.”

Customer traffic was about flat, 115 to 107 “ups” (sales opportunities where customers spoke to sales reps inside the dealership about units for sale, and where the customer’s information was recorded). Writeups were even, at 73. **D**



- New for 2013 - Exclusive US distributor for Brembo motorcycle racing products.
- Two distribution locations:
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- Looking for new dealers - No buy-in required.
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2013 VINTAGE GUIDE

LOOKING FOR THAT ELUSIVE PART FOR A CUSTOMER'S HODAKA, INDIAN OR BSA? HERE'S A STARTING POINT.

The following companies have indicated they have parts (original and new), accessories (original and new), tools and manuals, related memorabilia and reconditioning services for a variety of American (A), British/Euro (B/E) and Japanese (J) brands, and may have special dealer pricing available. Please refer to the charts starting on page 20 for product information.

45 Restoration Co. LLC (A)

PO Box 12843, Albany, NY 12212

www.45restoration.com

P 518-459-5012 | F 518-459-2320

Years in business: 40

Supplies and manufactures parts for Flathead 45-cubic-inch Harley-Davidsons, 1929-1973 solos and ServiCars

ACCEL Motorcycle (A)

10601 Memphis Ave., Ste 12,
Cleveland, OH 44144

www.accel-motorcycle.com

P 216-658-6322 | F 216-688-8305

Years in business: 30

Action Cycle-SS-Vintage (J)

1449 East Union, Litchfield, IL 62056

www.actioncycle-ss-vintage.com

P 217-324-6015 | F 217-324-6015

Years in business: 44

AMSOIL/MCOIL (A, B/E)

45 Goldthwaite Rd., Worcester, MA 01605

www.fatzusa.com

P 508-852-6163

Years in business: 10

Oil and fuel additives for vintage motorcycles, autos and boats

Arizona Off Road Sports Center (A, B/E, J)

1833 W. Mountain View Rd.,

Phoenix, AZ 85021

P 623-826-2237

Years in business: 35

ATC and ATV parts

B&M Cycle Inc. (J)

3561 Maricopa Ave.,

Lake Havasu City, AZ 86406

www.bmcycle.com

P 928-505-3200 | F 928-505-0333

Years in business: 33

Buys, sells and trades vintage race parts, and performs full restorations

Bob's BMW (B/E)

10720 Guilford Rd., Jessup, MD 20794

www.bobsbmw.com

P 301-497-8949 | F 301-776-2338

Years in business: 30

BeemerBits.com (B/E)

5761 East Linden St., Tucson, AZ 85712-3721

www.beemerbits.com

P 520-444-1654

Years in business: 5

Produces oil filter wrenches designed to fit early-model BMWs without the need to remove parts

Bench Mark Works LLC (B/E)

89 Earles Fork Rd., Sturgis, MS 39769

www.benchmarkworks.com

P 662-465-6444 | F 662-465-6444

Years in business: 15

More than 7,000 parts numbers in stock for BMWs, 1950-1983 model years

Big Sioux Salvage LLC (J)

PO Box 306, 401 4th St., Hudson, SD 57034

P 605-751-9200

Years in business: 7

"All vintage NOS."

Bill's B Parts (J)

94 Ivanhoe Ct., Waynesville, NC 28785

P 828-333-3010 | F 828-333-3011

Years in business: 10

Used and new "old" stock, parts and complete units

Black Widow ATV (A)

11610 S. Union Ave., Jenks, OK 74037

www.blackwidowatv.com

P 918-261-3878 | F 918-856-3723

Years in business: 9

Parts for all Cannondale bikes and ATVs

Blackdog Motorsports (A, B/E, J)

308 W. Thorpe Ave., Ada, MN 56510

www.blackdogmotorsports.com

P 218-784-DRMC | F 218-784-2604

Years in business: 4

bradsbikes.net LLC (A, B/E, J)

2960 Cobb Pkwy. North,

Kennesaw, GA 30152

www.bradsbikes.net

P 678-576-4258 | F 770-422-8006

Years in business: 12

British Cycle Supply Co. (B/E)

146 Porter St., Hackensack, NJ 07601

www.britcycle.com

P 201-880-0366 | F 902-542-7479

Years in business: 35

Buchanan's Spoke & Rim Inc. (A, B/E, J)

805 W. Eighth St., Azusa, CA 91702

www.buchananspokes.com

P 626-969-4655 | F 626-812-0243

Years in business: 55

Custom spokes, nipples and rims made in the U.S.A.; also manufactures spoke wrenches, wheel weights and spoke torque wrenches.

Carey's Cycle Center (B/E, J)

4450 S. 700 W, Ogden, UT 84405

www.careyscycle.com

P 801-394-3469 | F 801-394-2353

Years in business: 56

Certified Parts Corp. (A, B/E, J)

PO Box 8468, 1111 W. Racine St.

Janesville, WI 53547-8468

www.certifiedparts.com

P 800-356-0777 | F 608-752-3528

Years in business: Over 30

Cycle City of NY (A, B/E)

174 Rt. 17N, Sloatsburg, NY 10974

www.cyclecityofny.com

P 845-712-5406 | F 845-712-5409

Years in business: 2

Cycle Tech (A, B/E, J)

950 West Mansfield St., Bucyrus, OH 44820

www.bucyruscycletech.com

P 419-562-6931 | F 419-562-6268

Years in business: 25

OEM parts and accessories

cyclewarehouse (A, B/E, J)

200 S Main St., Butler, PA 16001

www.cyclewarehouseonline.com

P 724-282-7278 | F 724-461-0901

Years in business: 15

Bikes and parts 1909 to present day, including Ariel, BSA, Harley-Davidson, Honda, Indian, Kawasaki, Norton, Suzuki, Triumph and Yamaha. Trailers and warehouses full of bikes and parts.

Dave Quinn Motorcycles Inc. (A, B/E, J)

335 Litchfield Turnpike, Bethany, CT 06524

www.davequinnmotorcycles.com

P 203-393-2651 | F 203-393-2651

Years in business: 26

Hagon shock absorbers

Dime City Cycles (B/E, J)

1970 Lake Ave. SE, Largo, FL 33771

www.dimecitycycles.com

P 727-286-6295

Years in business: 4

Donelson Cycles Inc. (B/E, J)

9851 St. Charles Rock Rd., St. Ann, MO 63074

www.donelsoncycles.com

P 314-427-1204 | F 314-427-7642

Years in business: 51

Dowco Power Sports (A, B/E, J)

4230 Clipper Dr., Manitowoc, WI 54220

www.dowcopowersports.com

P 800-558-7755 | F 920-682-1889

Years in business: Over 90

Covers for vintage motorcycles

E&V Engineering (A, B/E)

19294 W M46, Howard City, MI 49329

www.shopevengineering.com

P 231-937-6515 | F 231-937-6449

Years in business: 25

BSA B50 CCM racing engine components

ElectroSport (B/E, J)

21 Brookline, Aliso Viejo, CA 92656

www.electrosport.com

P 949-305-4200 | F 949-3085-4230

Years in business: 15

*Stators, regulators/rectifiers and CDI units for many of the older Japanese and European models***EMGO International Ltd. (A, E/B, J)**

PO Box 664, Mableton, GA 30126

www.emgo.com

P: 770-944-3532 | F 770-944-7672

Years in business: Over 40

See ad, page 19**Epco Stainless (B/E)**

P.O. Box 19, Germantown, OH 45327

www.epcostainless.com

P 937-855-3300

Years in business: 33

ESA Cycles Inc. (B/E, J)

645 W. Beaufort Rd., Beaufort, NC 28516

P 252-728-1342 | F 252-728-1342

Years in business: 22

Fast By Ferracci Inc. (B/E, J)

1901 Davisville Rd., Willow Grove, PA 19090

www.ferracci.com

P 215-657-1276 | F 215-657-3832

Years in business: 33

FASTER96 SRL (A, B/E, J)

Via Pradazzo 1/A, Calderara di Reno, Bologna, 40012, ITALY

www.faster96.com

P +39-0-51726849 ext 4 | F +39-0-51726879

Years in business: 17

Fifth Avenue Cycle (A, B/E, J)

2805 East Fifth Ave., Columbus, OH 43219

P 614-258-5005 | F 614-251-7913

Years in business: 25

Genuine NOS (A, B/E, J)

576 E. Ellendale Rd., Edgerton, WI 53534

www.genuineos.com

P 608-295-3839

Years in business: 5

*New "old stock" OEM parts for European and Japanese models***GN Gonzales LLC (J)**

666 Chippewa St., Baton Rouge, LA 70805

www.gngonzales.com

P 225-387-5328 | F 225-334-7409

Years in business: 77

*Complete NOS assemblies, such as frames with wiring harnesses, front forks with handlebars and controls, and more***Grove's Winchester Harley-Davidson (A)**

140 Independence Dr., Winchester, VA 22602

www.hdwinchester.com

P 540-662-4468 | F 540-662-7012

Years in business: 43

Harper's Moto Guzzi (B/E)

32401 Stringtown Rd., Greenwood, MO 64034

www.harpermoto.com

P 816-697-3411 | F 816-566-3413

Years in business: 50

*Parts for vintage Moto Guzzi***Helix Racing Products (A, B/E, J)**

P.O. Box 1570, Covington, LA 70434

www.helixracingproducts.com

P 985-875-9192 | F 985-875-9159

Years in business: 21

*Tubing and hoses, exhaust products, chain rollers, pipe springs and lock wire***Hillbilly Cycle Sales Inc. (A, B/E, J)**

317 Mercer St., Princeton, WV 24740

www.hillbillycycle.com

P 304-425-4321 | F 304-425-1234

Years in business: 42

Hodaka Parts Inc. (J)

3 Forest Acres Ct., O'Fallon, MO 63366

www.hodaka-parts.com

P 636-544-9798 | F 866-697-0614

Years in business: 8

Hodakaparts.com (J)

PO Box 261, Emmett, ID 83617

www.hodakaparts.com

P 208-571-2823

Years in business: 2

*Specializing in ACE 90 and ACE 100 pre-owned parts, pieces and bikes***Honda Yamaha Husqvarna of Redlands (J)**

215 E Redlands Blvd., Redlands, CA 92373

www.hyredlands.com

P 909-793-2833 | F 909-793-2474

Years in business: 40

Horsepower Farm LLC

1623 South Lamar Blvd., Austin, TX 78704

www.horsepower-farm.com

P 512-436-0506 | F 512-852-4617

Years in business: Over 25

Houston Motorcycle Salvage (A, J)

3317 Red Bluff Rd., Pasadena, TX 77503

www.houstoncyclesalvage.net

P: 713-472-0020 | F 713-472-0045

Years in business: 25

Husqvarna Outlet (B/E)

15214 Carbonado S. Prairie Rd.,

Buckley, WA 98321

www.husqvarnaoutlet.com

P 206-793-0753

Years in business: 5

HVCycle (J)

360 SW 25th St., Ste. 6, Lincoln, NE 68522

www.hvcycle.net or www.hvcycle.com

P 402-817-4795 | F 402-817-4795

Years in business: 9

*Vintage reproduction Yamaha RD and RZA parts, 1970-85***Indian Motorcycle Charlotte (A)**

110 Indian Walk, Lowell, NC 28098

www.indianmotorcyclecharlotte.com

P 888-600-4634 | F 704-879-4565

Years in business: 5

*Many Gilroy-era Indian parts***Indian Motorcycle Charlotte is a 2013 Top 100 Dealer***International Motorbikes (A, B/E, J)**

726 Main Ave. NW, Hickory, NC 28601

www.internationalmotorbikes.com

P 828-324-0205 | F 828-324-0205 (call first)

Years in business: 2

*Custom exhausts***Iron Horse Motorcycles (A, J)**

1600 W. Roos. Blvd., Monroe, NC 28110

www.ironhorsemc.com

P 704-283-9467 | F 704-282-2035

Years in business: 35

Jack's Cycle & Service (J)

310 Larch St., Scranton, PA 18509

www.jacksycleservice.com

P 570-342-3280 | F 570-342-3195

Years in business: 40

JRC Engineering INC. (B/E)

3110 Indian Ave. Unit E, Perris, CA 92571

www.jrceng.com

P 951-940-5411 | F 951-940-5414

Years in business: 40

*Parts for BSA, Norton, Triumph, 1945-82***K&N Engineering Inc. (A)**

1455 Citrus St., Riverside, CA 92507

www.knfilters.com

P 800-858-3333 | F 957-826-4001

Years in business: 44

*Air, fuel and oil filters, intake systems, degreasers, air filter oil***Klempf's British Parts (B/E)**

61589 210th Ave., Dodge Center, MN 55927

www.klempfsbritishparts.com

P 507-374-2222 | F 507-374-2094

Years in business: 35

*Batteries and chain rims, plus logo mugs, hats and T-shirts***Knobby O Star Designs (A, B/E, J)**

21000 W. 224th St., Spring Hill, KS 66083

www.knobbyo.com

Years in business: 1

*Collectible vintage art prints***LAPP Cycle & Parts Ltd. (J)**

3928 Netherby Rd.,

Stevensville, ON, L0S1S0, CANADA

www.lappcycle.com

P 905-382-2425 | F 905-382-2652

Years in business: 40

LCC Powersports (J)

321 N 291 Hwy, Liberty, MO 64068

www.libertycycle.com

P 816-781-6880 | F 816-781-6870

Years in business: 45

Leather Therapy (A, B/E, J)

8076 Enon Church Rd., The Plains, VA 20198

www.leathertherapy.com

P 540-364-0156 | F 540-364-0159

Years in business: 19

*Leather and vinyl restoration products, including cleaners, conditioners and protectants***Legal Speeding Enterprises**

P.O. Box 9, Blue Ridge, Texas 75424

www.legalspeeding.com

P 214-673-9443 | F 972-752-5641

Years in business: 12

*Motorcycle dolly***Liberty Classic Motor Sports (A)**

801 S. Texas Ave., Bryan, TX 77803

www.libertyclassicbobbbers.com

P 979-779-7300 | F 979-884-7952

Years in business: 46

*Vintage Harley-Davidson parts, accessories and memorabilia***Maciag Motorcycle Co. (A, B/E, J)**

351 Park St., New Britain, CT 06051

www.maciagmotorcycle.com

P 860-826-7367, 860-224-4240

F 860-826-7367

Years in business: Over 40

*Sidecars and parts***Megacycle Cams (B/E, J)**

90 Mitchell Blvd., San Rafael, CA 94903

www.megacyclecams.com

P 415-472-3195 | F 415-472-1497

Years in business: 40

Camshafts, pistons and valve springs for British and Japanese models

ALPHABETICAL LISTING continued

Michigan Motorcycle Salvage (J)

295 Southbound Gratiot Ave.,
Mt. Clemens, MI 48043
www.michiganmotorcyclesalvage.com
P 586-463-7278 | F 586-463-7278
Years in business: 1

Morrie's Place (B/E)

5410 Austin Ct., Ringwood, IL 60072
www.morriesplacecycle.com
P 815-653-7000 | F 815-653-7000
Years in business: Over 50

Motion Pro (A, B/E, J)

867 American St., San Carlos, CA 94070
www.motionpro.com
P 650-594-9600 | F 650-594-9610
Years in business: 29

MotoBatt Batteries Ltd. (A, B/E, J)

616 Belmont Ave., Oswego, IL 60543
www.motobatt.com
P 630-639-0992 | F 630-5632828
Years in business: 6
Sealed 6- and 12-volt batteries

NOLA Wheels (A, B/E, J)

355 Iris Ave. Ste. D, Jefferson, LA 70121
www.chuckhousemotorsports.com
P 504-846-4800 | F 504-846-4450
Years in business: 32

Northeast Vintage Cycle (J)

9505 Rt. 39 and 240, Springville, NY 14141
www.hondanuts.com
P 716-592-6382 | F 716-592-5044
Years in business: 17
Vintage Honda parts. "We have a very large selection of NOS Honda parts and have had many parts reproduced, including rubber and plastic parts, gray control cables, exhaust systems, decals and other hard-to-find parts."

Old Dude Vintage Parts Inc. (A)

4251 Wayside Ct., Lilburn, GA 30047
www.olddude.com
P 770-921-3825 | F 770-921-3825
Years in business: 31
Fasteners, oil/fuel lines, brake/clutch rods and other small parts for Harley-Davidsons, model years 1936-65.

Old Vintage Motor Cycles (A, B/E, J)

433 Rockcliff Rd., Emmaus, PA 18049
P 484-225-3265
Years in business: 2

Orient Express (J)

28 Grand Blvd. N, Brentwood, NY 11717
www.orientexpress.com
P 800-645-6521 | F 631-231-9557
Years in business: 40

Parts Traders (J)

8580 W Colfax Ave., Ste. 6,
Lakewood, CO 80215
www.parts-traders.com
P 720-838-4389
Years in business: 4

PBI Sprockets (A, B/E, J)

6110 NW Croeni Rd., Ste 150,
Hillsboro, OR 97124
www.pbisprockets.com
P 503-645-6500 | F 503-645-8500
Years in business: 45

Penton Racing Products (B/E)

44875 North Ridge Rd., Amherst, OH 44001
www.pentonracingproducts.com
P 440-989-4474 | F 440-989-4476
Years in business: 25

Procure Cycle (A, B/E, J)

32352 S 599 Loop, Grove, OK 74344-7848
P 918-786-3129 | F 877-786-5899
Years in business: 24

Professional Cycle Inc. (J)

23070 US Hwy 322, Cochran, PA 16314
www.procycle1.com
P 814-425-3537 | F 814-425-3567
Years in business: 29

Purcells Motorcycles (J)

6407 Blanding Blvd., Jacksonville, FL 32244
www.purcellsmm.com
P 904-771-8244 | F 904-771-8248
Years in business: 35

Randakk's Cycle Shakk LLC (J)

P.O. Box 5039, Winston-Salem, NC 27113
www.randakks.com
F 866-468-9118
Years in business: 12
Restoration resources for vintage Honda motorcycles, specializing in proprietary carb rebuild kits and high-performance parts for GL1000, GL1100 and BL1200

Re-Psycle BMW Parts (B/E)

240 W. Columbus St., Lithopolis, OH 43136
www.re-psycle.com
P 614-837-1160 | F 614-837-0359
Years in business: 36
Used OEM and aftermarket parts for BMWs, 1955-present

RetroTours Inc. (A, B/E, J)

101 Fox Fell Dr., Kennett Square, PA 19348
www.retrotrous.com
P 610-444-1596
Years in business: 15

Scooter Mercato (B/E)

450 S. Cemetery St., Ste. 107,
Norcross, GA 30071
www.scootermercato.com
P 770-300-0911 | F 866-394-9340
Years in business: 9
Vintage Vespa items

Scooters Originali (B/E)

924 Marcon Blvd., Ste. 105,
Allentown, PA 18109
www.scootersoriginali.com
P 610-231-0770 | F 610-231-0772
Years in business: 24

South Sound Honda Suzuki (J)

2115 Carriage Dr. SW, Olympia, WA 98502
www.hondabike.com
P 360-357-9633 | F 360-754-0920
Years in business: 109
**South Sound Honda Suzuki is a 2013 Top 100 Dealer*

Speed & Sport Inc. (J)

305 Montour Blvd., Bloomsburg, PA 17815
www.speedandsportinc.com
P 866-455-6831 | F 570-784-6831
Years in business: 48

Sputhe Engineering (A)

11185 Lime Kiln Rd., Grass Valley, CA 95949
www.sputhe.com
P 530-268-0887
Years in business: 36
Engine and drivetrain parts for Indian Sport Scout

Steve Seltzer Powersports

433 Sabbath Rest Rd., Altoona, PA 16601
www.steveseltzerpowersports.com
P 814-944-5303 | F 814-944-3904
Years in business: 8
**Steve Seltzer Powersports is a 2013 Top 100 Dealer*

Stex Motorsports LLC (B/E, J)

123 E Sprague Ave., Spokane, WA 99202
www.stexmotorsports.com
P 509-474-1456 | F 888-336-0904
Years in business: 4

The House of Honda

172 East Prospect Ave.,
Mamaroneck, NY 10543
www.houseofhonda.com
P 914-698-6261 | F 914-698-9511
Years in business: 50

Up-Tite Husqvarna (B/E)

111 West Dyer Rd., Ste. B,
Santa Ana, CA 92707
www.uptitehusky.com
P 714 540-2920 | F 714 540-2978
Years in business: 45

ValterMotoUSA LLC (B/E)

PO Box 970, Soquel, CA 95073
www.brembobrakes.com (Note: This URL will take you to an eBay storefront. - Ed.)
P 831-462-1450 | F 831-462-1450
Years in business: 43

Vintage Cycle Supply (A, B/E, J)

10845 SW 188th St., Cutler Bay, FL 33157
www.vintagecyclesupply.com
P 305-283-6896
Years in business: 1

Vintage Dirt and Trail Motorcycles (J)

24342 Los Serranos Dr.,
Laguna Niguel, CA 92677
www.vintagedirtandtrail.com
P 949-370-5239 | F 949-370-5239
Years in business: 17

Vintage Suzuki (J)

1696 Ord Way, Oceanside, CA 92056
www.vintage-suzuki.com
P 760-599-0115 | F 760-599-0115
Years in business: 14

Walt Healy Motorsports (J)

4520 12th St. NE, Calgary, AB,
T2E 4R2, CANADA
www.myoldyamaha.com
P 403-250-8630 | F 403-250-7617
Years in business: 83

West Coast Motorcycle Sales & Service (A, B/E)

5380 N. U.S. Hwy. 129, Bell, FL 32619
www.jawa-cz.com
P 386-935-1015 | F 386-935-3045
Years in business: 45
"Largest stock of Jawa CZ parts in America."

WesTexMotors.com (J)

PO Box 64608, Lubbock, TX 79464
www.westextmotors.com
P 806-535-0303Z
Years in business: 35
Vintage Kawasaki and Suzuki parts

Whitehorse Press (A, B/E, J)

107 E. Conway Rd., Center Conway, NH 03813
www.whitehorsepress.com
P 603-356-6556 | F 603-356-6590
Years in business: 24
Vintage Motorcycle Price Guide



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30126 U.S.A.



E-mail:
emgo@emgo.com

ALPHABETICAL LISTING continued

Wholecycle Inc. (A, B/E, J)
 100 Cuyahoga Falls Ind. Pkwy.,
 Peninsula, OH 44264
www.state8.com
 P 330-929-8123 | F 330-929-8310
 Years in business: 20

Widman Motorcycle Repair (B/E, J)
 3628 S. Broadway, St. Louis, MO 63118
www.widmanmotorcycle.com
 P 314-771-7100 | F 314-771-5674
 Years in business: 67

Works Enduro Rider / W.E.R. (B/E, J)
 1 Jenny Jump Ave., Great Meadows, NJ 07838
www.werproducts.net
 P 908-637-6385 | F 908-637-6840
 Years in business: 22
 Rebuilding Ohlins shocks

Workshop Hero
 951 Jones St., Howell, MI 48843
www.workshophero.com
 P 517-546-1117 | F 517-546-6434
 Years in business: 34
 Cleaners and rust removers

Yoyodyne (B/E, J)
 10 Leslie Ct., Whippany, NJ 7981
www.yoyodyneti.com
 P 973-386-0040 | F 973-386-0042
 Years in business: 15
 Brembo brake parts for vintage European motorcycles, and Marvic's new vintage series of magnesium performance wheels for Japanese and European models; custom-cast magnesium products also available

ADVISORY: VINTAGE LISTINGS

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THE BIKE THAT GOT AWAY...

What's the one you wish you had bought, or hadn't sold? Responses from the Dealernews Facebook page

"1947 Knucklehead. I sold it in 1975 for \$1,200."

"In 1969 I bought a 1948 Panhead. In original condition — literally — out of a barn for \$90. Sold it the next week for \$325. Would like a do-over."

"Buell XB1200R. Perhaps the most under-appreciated bike ever made. I disliked the mix of SAE and metric fasteners and hated replacing the front brake pads — guaranteed bloodletting — but it was demonically good in the canyons. I once ran down and passed a guy on a motard who told me he had never failed to run away from a sportbike before."

PRODUCT LISTINGS

Accessories, Body Parts, Tools, Collectibles

Company	URL	Acces.		Body Parts						Tools			Collectibles	
		ACCESSORIES (new)	ACCESSORIES (original)	BODY PARTS: Battery Covers	BODY PARTS: Fairings	BODY PARTS: Fenders	BODY PARTS: Fuel Tanks	BODY PARTS: Seats	TOOLS	FASTENERS	MANUALS	DECALS, STICKERS	MEMORABILIA	
45 Restoration Co. LLC	www.45restoration.com		X	X			X	X	X	X	X	X		X
ACCEL Motorcycle	www.accel-motorcycle.com	X												
Action Cycle-SS-Vintage	www.actioncycle-ss-vintage.com	X	X		X	X	X	X	X		X	X		X
Amsoil/MCOIL	www.fatzusa.com													
Arizona Off Road Sports Center	not available	X	X			X	X	X		X	X		X	X
B&M Cycle Inc.	www.bmcycle.com	X	X	X	X	X	X	X		X	X		X	
Bob's BMW	www.bobsbmw.com	X	X	X	X	X	X	X	X	X	X	X	X	X
BeemerBits.com	www.beemerbits.com		X	X	X	X	X	X			X			
Bench Mark Works LLC	www.benchmarkworks.com	X	X	X		X		X		X	X	X	X	
Big Sioux Salvage LLC	not available		X	X	X	X	X	X		X				
Bill's B Parts	not available					X	X	X			X		X	X
Black Widow ATV	www.blackwidowatv.com	X	X	X		X	X	X		X	X		X	
Blackdog Motorsports	www.blackdogmotorsports.com	X	X	X	X	X	X	X	X		X		X	
bradsbikes.net LLC	www.bradsbikes.net					X	X				X			
British Cycle Supply Co.	www.britcycle.com	X	X	X		X	X	X	X	X	X	X	X	X
Certified Parts Corp.	www.certifiedpartscorp.com	X	X			X	X	X			X		X	
Cycle City of NY	www.cyclecityofny.com	X	X	X	X	X	X	X			X		X	X
Cycle Tech	www.bucyruscycletech.com	X	X	X	X	X	X	X	X	X	X	X	X	X
cyclewarehouse	www.cyclewarehouseonline.com	X	X	X	X	X	X	X			X		X	X
Dime City Cycles	www.dimecitycycles.com	X	X	X	X	X	X	X	X	X	X	X	X	X
Donelson Cycles Inc.	www.donelsoncycles.com	X	X	X	X	X	X	X	X	X	X	X	X	
Dowco Power Sports	www.dowcopowersports.com	X												
E&V Engineering	www.shopevengineering.com	X	X			X	X	X		X	X	X	X	



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PRODUCT LISTINGS

Accessories, Body Parts, Tools Collectibles (cont.)

Company	URL	Acces.		Body Parts					Tools			Collectibles		
		ACCESSORIES (new)	ACCESSORIES (original)	BODY PARTS: Battery Covers	BODY PARTS: Fairings	BODY PARTS: Fenders	BODY PARTS: Fuel Tanks	BODY PARTS: Seats	TOOLS	FASTENERS	MANUALS	DECALS, STICKERS	MEMORABILIA	
EMGO International	www.emgo.com	X	X	X	X	X	X	X	X	X		X		
ESA Cycles Inc.	not available	X	X	X						X	X	X		X
Fast By Ferracci Inc.	www.ferracci.com			X	X							X		X
Faster96 SRL	www.faster96.com	X	X			X	X	X		X				
Fifth Ave. Cycle	www.fifthavenuecycle.com	X	X	X	X	X	X	X		X	X	X	X	X
Genuine NOS	www.genuineenos.com		X	X	X	X	X			X	X	X	X	X
GN Gonzales LLC	www.gngonzales.com	X	X	X	X	X	X				X	X	X	X
Grove's Winchester Harley-Davidson	www.hdwinchester.com	X	X	X	X	X	X	X			X	X		
Harper's Moto Guzzi	www.harpermoto.com	X	X	X	X	X	X	X		X	X	X	X	X
Helix Racing Products	www.helixracingproducts.com	X								X				
Hillbilly Cycle Sales Inc.	www.hillbillycycle.com			X	X	X	X	X			X	X	X	X
Hodaka Parts Inc.	www.hodaka-parts.com	X		X	X	X	X	X		X	X	X	X	X
Hodakaparts.com	www.hodakaparts.com	X	X	X		X		X		X	X		X	
Honda Yamaha Husqvarna of Redlands	www.hyredlands.com		X					X				X	X	
Houston Motorcycle Salvage	www.houstoncyclesalvage.net	X	X	X	X	X	X	X		X	X	X	X	X
Husqvarna Outlet	www.husqvarnaoutlet.com	X	X	X	X	X	X	X		X	X	X	X	X
HVC cycle	www.hvccycle.com	X		X	X	X	X	X		X	X	X	X	X
Indian Motorcycle Charlotte	www.indianmotorcyclecharlotte.com	X		X	X	X	X	X				X	X	X
International Motorbikes	www.internationalmotorbikes.com	X	X								X	X	X	X
Iron Horse Motorcycles	www.ironhorsemc.com	X	X	X	X	X	X	X		X	X	X	X	X
Jack's Cycle & Service	www.jackscycleservice.com	X	X	X	X	X	X	X			X		X	
JRC Engineering Inc.	www.jrceng.com	X	X	X		X	X	X		X	X	X	X	
Klempf's British Parts	www.klempfsbritishparts.com	X	X	X	X	X	X	X		X	X	X	X	X
Knobby O Star Designs	www.knobbyo.com													X
LAPP Cycle & Parts Ltd.	www.lappcycle.com			X		X	X	X				X		X
LCC Powersports	www.libertycycle.com			X	X	X	X	X			X	X	X	
Leather Therapy	www.leathertherapy.com							X						
Liberty Classic Motor Sports	www.libertyclassicbobbbers.com	X	X	X	X	X	X	X		X	X	X	X	X
Maciag Motorcycle Co.	www.maciagmotorcycle.com	X	X	X	X	X	X	X		X	X	X	X	X
Megacycle Cams	www.megacyclecams.com												X	
Michigan Motorcycle Salvage	www.michiganmotorcyclesalvage.com		X	X	X	X	X	X				X		
Morrie's Place	www.motriessplacecycle.com	X	X			X	X	X		X	X	X	X	
Motion Pro	www.motionpro.com									X				
Northeast Vintage Cycle	www.hondanuts.com	X	X	X	X	X	X	X		X	X	X	X	X
Old Dude Vintage Parts Inc.	www.olddude.com	X	X	X						X	X	X	X	X
Old Vintage Motor Cycles	not available		X	X	X	X	X	X				X		X
Parts Traders	www.parts-traders.com	X	X	X	X	X	X	X		X	X	X	X	
Procure Cycle	not available		X	X	X	X	X	X						
Professional Cycle Inc.	www.procycle1.com	X	X	X		X	X	X				X		
Purcells Motorcycles	www.purcellsmm.com											X		
Re-Psycle BMW Parts	www.re-psycle.com	X	X	X	X	X	X	X		X	X	X		X
RetroTours Inc.	www.retro tours.com		X											
Scooter Mercato	www.scootermercato.com		X	X		X	X	X		X		X	X	
Scooters Originali	www.scootersoriginali.com	X	X	X	X	X	X	X		X	X	X	X	
South Sound Honda Suzuki	www.hondabike.com	X		X	X	X	X	X			X	X		
Speed & Sport Inc.	www.speedandsportinc.com	X	X	X	X	X	X	X			X	X	X	
Stex Motorsports LLC	www.stexmotorsports.com	X	X	X	X	X	X	X		X	X	X	X	X
The House of Honda	www.houseofhonda.com	X	X	X	X	X	X	X			X	X	X	X
Up-Tite Husqvarna	www.uptitehusky.com	X	X	X	X	X	X	X		X		X		X
ValterMotoUSA LLC	www.brembobrakes.com	X	X	X	X	X	X	X				X	X	X
Vintage Cycle Supply	www.vintagecyclesupply.com	X	X	X	X	X	X	X			X	X		
Vintage Dirt and Trail Motorcycles	www.vintagedirtandtrail.com											X		X
Vintage Suzuki	www.vintage-suzuki.com		X			X	X	X				X	X	X
Walt Healy Motorsports	www.myoldyamaha.com	X	X	X	X	X	X	X		X	X	X	X	X
West Coast Motorcycle Sales & Service	www.jawa-cz.com	X	X	X		X	X	X			X	X	X	
WesTexMotors.com	www.westexmotors.com		X	X	X	X	X	X				X	X	
Whitehorse Press	www.whitehorsepress.com											X		
Wholecycle Inc.	www.state8.com	X	X	X	X	X	X	X		X	X	X	X	X
Widman Motorcycle Repair	www.widmanmotorcycle.com			X		X	X					X		

PRODUCT LISTINGS

Replacement Parts

Company

URL

BEARINGS, RACES, SEALS
BRAKES and parts
CABLES
CARBURETORS, FILTERS and parts
CONTROLS
ELECTRICAL COMPONENTS
ENGINES and parts (new)
ENGINES and parts (used)
EXHAUST SYSTEMS
GASKETS, O-RINGS
HANDLEBARS
RUBBER PARTS (misc.)
PAINTS/COATINGS
PERFORMANCE KITS
SUSPENSIONS (incl. shock absorbers)
TIRES
WHEELS and SPOKES

Company	URL	BEARINGS, RACES, SEALS	BRAKES and parts	CABLES	CARBURETORS, FILTERS and parts	CONTROLS	ELECTRICAL COMPONENTS	ENGINES and parts (new)	ENGINES and parts (used)	EXHAUST SYSTEMS	GASKETS, O-RINGS	HANDLEBARS	RUBBER PARTS (misc.)	PAINTS/COATINGS	PERFORMANCE KITS	SUSPENSIONS (incl. shock absorbers)	TIRES	WHEELS and SPOKES
45 Restoration Co. LLC	www.45restoration.com	X	X	X	X	X	X	X		X	X	X	X		X			X
ACCEL Motorcycle	www.accel-motorcycle.com						X											
Action Cycle-SS-Vintage	www.actioncycle-ss-vintage.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Amsoil/MCOIL	www.fatzusa.com				X			X					X	X	X			
Arizona Off Road Sports Center	not available	X	X	X	X	X	X	X	X	X	X	X	X				X	X
B&M Cycle Inc.	www.bmcycle.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Bob's BMW	www.bobsbmw.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
BeemerBits.com	www.beemerbits.com		X	X		X	X	X										
Bench Mark Works LLC	www.benchmarkworks.com	X	X	X	X	X	X	X		X	X	X	X			X	X	X
Big Sioux Salvage LLC	not available	X	X	X	X	X	X	X	X	X	X	X	X			X		X
Bill's B Parts	not available		X	X	X	X	X	X	X		X	X				X		X
Black Widow ATV	www.blackwidowatv.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X		
Blackdog Motorsports	www.blackdogmotorsports.com	X	X	X	X	X		X		X	X	X	X			X	X	
bradsbikes.net LLC	www.bradsbikes.net				X			X	X		X					X	X	X
British Cycle Supply Co.	www.britcycle.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Buchanan's Spoke & Rim Inc.	www.buchananspokes.com																	X
Carey's Cycle Center	www.careyscycle.com						X	X	X			X				X		
Certified Parts Corp.	www.certifiedpartscorp.com	X	X	X	X		X	X		X	X		X			X		X
Cycle City of NY	www.cyclecityofny.com	X	X	X	X	X	X	X		X	X	X	X			X	X	X
Cycle Tech	www.bucyruscycletech.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
cyclewarehouse	www.cyclewarehouseonline.com	X	X	X	X	X	X	X	X	X	X	X	X				X	X

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Provides wider viewing range and image stabilization

Shatter Resistant Glass

For increased safety

Multiple Ball Socket Joints

Provide wide range of adjustability



Fold-Away Feature

Break-Away housing folds back upon impact to keep the mirror from breaking

Adjustment Bolt

Tightens joint to prevent vibrations & loosening over time

MSRP

\$59.99 per pair

Part

18061



Easy Installation

Single 6mm Allen bolt mounting bracket

MSRP

\$39.99

Part

18054

PRODUCT LISTINGS

Replacement Parts (cont.)

Company	URL	BEARINGS, RACES, SEALS	BRAKES and parts	CABLES	CARBURETORS, FILTERS and parts	CONTROLS	ELECTRICAL COMPONENTS	ENGINES and parts (new)	ENGINES and parts (used)	EXHAUST SYSTEMS	GASKETS, O-RINGS	HANDLEBARS	RUBBER PARTS (misc.)	PAINTS/COATINGS	PERFORMANCE KITS	SUSPENSIONS (incl. shock absorbers)	TIRES	WHEELS and SPOKES
Dave Quinn Motorcycles Inc.	www.davequinnmotorcycles.com															X		
Dime City Cycles	www.dimecitycycles.com	X	X	X	X	X	X			X	X	X	X		X	X	X	X
Donelson Cycles Inc.	www.donelsoncycles.com	X	X	X	X	X	X	X		X	X	X			X	X	X	X
E&V Engineering	www.shopevengineering.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
ElectroSport	www.electrosport.com						X											
EMGO International	www.emgo.com	X	X	X	X	X	X			X	X	X	X			X		
EpcO Stainless	www.epcostainless.com									X	X	X						
ESA Cycles Inc.	not available	X	X	X	X	X	X	X	X		X	X	X		X	X	X	X
Fast By Ferracci Inc.	www.ferracci.com		X	X	X	X		X	X	X	X	X			X	X		X
Faster96 SRL	www.faster96.com		X	X	X	X	X						X		X	X		
Fifth Avenue Cycle	www.fifthavenuecycle.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Genuine NOS	www.genuinenos.com	X	X	X	X	X	X			X	X	X	X		X	X	X	X
GN Gonzales LLC	www.gngonzales.com	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X
Grove's Winchester Harley-Davidson	www.hdwinchester.com	X	X	X	X	X	X	X			X	X	X		X	X		X
Harper's Moto Guzzi	www.harpermoto.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Helix Racing Products	www.helixracingproducts.com				X	X	X			X	X		X	X				
Hillbilly Cycle Sales Inc.	www.hillbillycycle.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Hodaka Parts Inc.	www.hodaka-parts.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Hodakaparts.com	www.hodakaparts.com	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X
Honda Yamaha Husqvarna of Redlands	www.hyredlands.com	X	X	X	X	X	X	X			X	X	X			X	X	
Houston Motorcycle Salvage	www.houstoncyclesalvage.net	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Husqvarna Outlet	www.husqvarnaoutlet.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
HVC cycle	www.hvccycle.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Indian Motorcycle Charlotte	www.indianmotorcyclecharlotte.com	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X
International Motorbikes	www.internationalmotorbikes.com	X	X	X	X	X	X	X	X	X	X	X	X			X	X	X
Iron Horse Motorcycles	www.ironhorsemc.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Jack's Cycle & Service	www.jackscycleservice.com		X	X	X		X	X			X		X					X
JRC Engineering Inc.	www.jrceng.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
K&N Engineering Inc.	www.knfilters.com				X			X										
Klempf's British Parts	www.klempfsbritishparts.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
LAPP Cycle & Parts Ltd.	www.lappcycle.com		X	X	X		X		X	X	X	X						X
LCC Powersports	www.libertycycle.com	X	X	X	X	X	X	X		X	X	X				X		X
Leather Therapy	www.leathertherapy.com												X					
Liberty Classic Motor Sports	www.libertyclassicbobbers.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Maciag Motorcycle Co.	www.maciagmotorcycle.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Megacycle Cams	www.megacyclecams.com							X			X							
Michigan Motorcycle Salvage	www.michiganmotorcyclesalvage.com		X	X	X	X	X	X	X		X					X	X	X
Morrie's Place	www.motriessplacecycle.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Motion Pro	www.motionpro.com			X														
MotoBatt Batteries Ltd.	www.motobatt.com						X											
NOLA Wheels	www.chuckhousemotorsports.com																X	
Northeast Vintage Cycle	www.hondanuts.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Old Dude Vintage Parts Inc.	www.olddude.com	X	X	X	X	X	X	X	X	X	X	X	X		X			X
Old Vintage Motor Cycles	not available		X	X	X	X			X	X	X	X	X		X			X
Orient Express	www.orientexpress.com	X	X	X	X		X	X		X	X				X			
Parts Traders	www.parts-traders.com	X	X	X	X	X	X	X		X	X	X	X		X	X	X	X
PBI Sprockets	www.pbisprockets.com							X										
Penton Racing Products	www.pentonracingproducts.com						X											
Procure Cycle	not available		X	X	X	X	X		X	X		X				X	X	X
Professional Cycle Inc.	www.procycle1.com	X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
Purcells Motorcycles	www.purcellsmm.com	X	X	X	X	X	X	X		X		X						
Randakk's Cycle Shakk LLC	www.randakks.com				X													

PRODUCT LISTINGS

Replacement Parts (cont.)

Company

URL

BEARINGS, RACES,
SEALS

BRAKES and parts
CABLES

CARBURETORS, FILTERS
and parts

CONTROLS

ELECTRICAL
COMPONENTS

ENGINES and parts (new)

ENGINES and parts (used)

EXHAUST SYSTEMS

GASKETS, O-RINGS

HANDLEBARS

RUBBER PARTS (misc.)

PAINTS/COATINGS

PERFORMANCE KITS

SUSPENSIONS
(incl. shock absorbers)

TIRES

WHEELS and SPOKES

Company	URL	BEARINGS, RACES, SEALS	BRAKES and parts CABLES	CARBURETORS, FILTERS and parts	CONTROLS	ELECTRICAL COMPONENTS	ENGINES and parts (new)	ENGINES and parts (used)	EXHAUST SYSTEMS	GASKETS, O-RINGS	HANDLEBARS	RUBBER PARTS (misc.)	PAINTS/COATINGS	PERFORMANCE KITS	SUSPENSIONS (incl. shock absorbers)	TIRES	WHEELS and SPOKES
Re-Psycle BMW Parts	www.re-psycle.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Scooter Mercato	www.scootermercato.com	X	X		X	X	X	X	X	X	X	X		X	X	X	
Scooters Originali	www.scootersoriginali.com	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
South Sound Honda Suzuki	www.hondabike.com	X	X	X	X	X	X		X	X	X	X			X	X	X
Speed & Sport Inc.	www.speedandsportinc.com	X	X	X	X	X	X	X	X	X	X	X			X	X	X
Sputhe Engineering	www.sputhe.com	X			X	X				X				X			
Stex Motorsports LLC	www.stexmotorsports.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
The House of Honda	www.houseofhonda.com	X	X	X	X	X	X	X	X	X	X	X			X		X
Up-Tite Husqvarna	www.uptitehusky.com	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
ValterMotoUSA LLC	www.brembobrakes.com		X	X	X	X	X		X	X	X	X					
Vintage Cycle Supply	www.vintagecyclesupply.com	X	X	X	X	X		X	X	X	X			X	X	X	X
Vintage Dirt and Trail Motorcycles	www.vintagedirtandtrail.com	X	X	X	X	X	X			X		X					X
Vintage Suzuki	www.vintage-suzuki.com	X	X	X	X	X	X	X	X	X	X	X		X	X		X
Walt Healy Motorsports	www.myoldyamaha.com	X	X	X	X	X	X		X	X	X	X		X	X	X	X
West Coast Motorcycle Sales & Service	www.jawa-cz.com	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X
WesTexMotors.com	www.westtexmotors.com	X	X	X	X	X		X	X	X		X			X	X	X
Wholecycle Inc.	www.state8.com	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X
Widman Motorcycle Repair	www.widmanmotorcycle.com	X	X	X	X	X	X			X					X		X
Works Enduro Rider/W.E.R.	www.werproducts.net														X		
Yoyodyne	www.yoyodyne.com		X														X

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ABOVE: Bob Henig of Bob's BMW in Jessup, Md., surrounded by vintage BMW collectibles and motorcycles. The words *obsolete inventory* have a different meaning at Bob's BMW because, unlike many other dealers, the parts counter at Bob's BMW sells parts dating back to the 1950s.

How to organize obsolete inventory

IF YOU'RE BORDERING ON HOARDING, HEED THIS ADVICE FROM BOB HENIG

By Tracy Martin

INVESTOPEDIA.COM DEFINES obsolete inventory as a term that refers to inventory that is at the end of its product life cycle and has not seen any sales or usage for a set period of time usually determined by the industry.

Obsolete inventory also can be referred to as *dead* or *excessive inventory*. Generally Accepted Accounting Principles, also known as GAAP, require dealers to write off obsolete inventory as soon as it's identified. In general, accounting rules direct dealers to establish a reserve account for obsolete inventory on their balance sheets and expense it as they dispose of it. But this practice reduces profits and can create huge losses.

There are several causes for obsolete inventory. One of the most common is the requirement from OEMs to stock quantities for specific part numbers for each model

of vehicle that the dealer has for sale. If the particular bike model doesn't sell as well as expected, these parts will still be on the shelves long after new models have replaced the slow sellers.

Most dealers accept this as a cost of doing business, but that leaves the problem of what to do with the leftover inventory.

Each OEM has its own parts return policy but will not credit a dealership for all parts not sold. For example, if a dealership purchases \$100,000 worth of parts, the OEM may take back 2 percent to 5 percent annually, but only at its current value — not necessarily what was paid when purchased. Also, parts must be in their original packaging.

Obsolete inventory is a reality for any dealership but viewing it as a continuing problem or a business opportunity all depends on perspective — the glass half-full

or half-empty. One man with a glass-half-full attitude is Bob Henig of **Bob's BMW** in Jessup, Md., who started his career in 1981 by selling used motorcycle parts out of his garage. Collecting parts that he knew were in high demand turned into a business where he eventually bought entire old inventories from other collectors and dealers.

"The process of turning obsolete parts into a business opportunity is simple: market the parts to the customers that want them," Henig says. This business process can be applied to any dealership's obsolete inventory.

While attending a motorcycle rally in Virginia Beach, Henig noticed a private seller with a trailer full of old motorcycle parts. As he was stacking the parts onto a picnic table, the seller told Henig that he had purchased a dealer's old inventory and hoped to sell all of it at the rally. During the

afternoon he sold only about \$50 worth of parts, so Henig offered him \$800 for everything that was left.

Early the next morning, Henig sorted through the parts, throwing away about 20 percent that he considered junk. He also took into account the years and models of bikes he saw at the rally and displayed parts for these motorcycles. After organizing, categorizing and displaying the parts, he ultimately sold \$2,000 worth over the weekend. The parts that were left had a value of several thousand dollars and were sold over the months and years ahead. There also were a few rare bits that he kept for the motorcycles in his personal collection.

This business deal left everyone involved better off. The seller got way more money than he would have made at the rally, Henig had a better weekend than he planned, and lots of rally-goers were able to find the vintage parts they needed for their restoration projects.

As Henig's inventory of other people's "obsolete" parts grew, so did his business — it eventually morphed into a BMW motorcycle dealership. Today, Henig's enormous inventory of parts and mail-order business caters not only to owners of recent models but also to collectors of classic and vintage BMW motorcycles dating back to the 1950s.

We asked Henig for some advice how he deals with obsolete inventory.

DEALERNEWS: What do you do with your obsolete parts inventory?

HENIG: Any dealer must continually make decisions about parts salability, value, inventory tax liability and the value of shelf space. The questions that must be answered are: Does the part go on shelves where I can try to sell it to my customers? Should I put it on a list to sell to other dealers, or should I crush it in the compactor and write it off as a business loss? This process is ongoing, and all of these options should be available to choose from at any time.

If the definition of "obsolete parts" is those that are not selling, how can you add value to them?

HENIG: Leverage your customer relations management (CRM) database. I track customers and all of the bikes they own — not just the ones I've sold to them. You may

already have customers that want these parts; you just have to find them. Target [email advertising] to customers that own specific models and years of motorcycles that you have parts for. EBay is another tool for selling these parts, and it reaches a worldwide audience. No matter how you reach customers, try bundling parts that will fit more than one year, make or model of bike.

You mentioned selling obsolete parts to other dealers. How do you go about doing that?

HENIG: One dealer's taxable inventory is another's sales opportunity. BMW dealers have a dealer-to-dealer old parts list, and while some dealers may not ever read it, there are those of us that actively sell each other the parts we can't or don't want to sell ourselves. Sometimes I'll sell or purchase an entire parts list from a single dealer. Even though I may get pennies on the dollar for parts lists that I sell, the transaction makes space for parts that I can sell. Also, many dealers have personal collections of vintage bikes and most don't realize that they may already have parts for their collection.

What's the difference between obsolete and vintage parts?

HENIG: The classical definition for vintage is 25 years or older — at least that's what the Department of Motor Vehicles defines it as. For me, vintage or rare parts are those that I can't get from the manufacturer any longer, as they are out of production. Regardless of age, you have to have a gut feel for a part or group of parts as to when they cross the line from just being worth their normal retail value to having value as a hard-to-get part. A general rule I have is that cosmetic parts always have more value than other parts. Gas tanks, side covers, mirrors, grips, levers and exhaust components are all easily damaged and are more in demand. A problem with these types of parts is that they are more difficult to store because they take up



Bob Henig recommends removing any factory packaging from small obsolete parts, and putting parts in easy-to-reach boxes. Labels with parts numbers are placed on each small box, which helps with identification.

more space and need to be protected from damage.

How do you store your small obsolete parts?

HENIG: In the parts room, I have the usual shelves and drawers. I keep small parts in compartmentalized drawers, but they are all taken out of their boxes or plastic wrap packaging for easy identification. I'm never going to return any of these parts to BMW so I don't need the packaging (and it really slows down the process of finding what you are looking for). Part numbers are indicated on labels for each compartment.

Any other ideas for storage?

HENIG: I used to have a pair of antique candy display cases in the showroom filled with vintage parts. Inside the cases were signs that stated, "Everything in this case is for sale. If you don't see what you want, just ask." The cases are now in storage because I need the floor space for motorcycles. I do store vintage gas tanks on high shelves that run around the showroom. These add color, interest and promote a sense of history for the dealership.

Every dealer needs to decide how to handle unsold inventory. Rather than view it as just a cost of doing business, look at it as an opportunity for doing *more* business. "One dealer's junk is another's treasure" is good advice and provides a path to turn inventory tax liability into another revenue source for your store. **D**



Tory Hornsby is the executive vice president of Dealership University and Powersports Marketing.

On the Web:

Read all of Tory Hornsby's columns on sales management at www.dealernews.com

Don't blame your staff

YOUR ASSOCIATES MAY JUST BE MIMICKING YOU

THE SILVER BULLET.

Touted for its ability to rid all threats in life and transform businesses into worry-free places of incredible sales and great profits ... and it'll do it all overnight. Surely it exists — somewhere out there is a silver bullet that will make all of your hairy dealership problems go away, right?

Wrong.

And too much time is wasted by people looking around and/or waiting for silver-bullet solutions and special secrets in business that supposedly will set you up for a lifetime of success. Silver bullets might make for interesting movie plots, but they've yet to unfold in real life.

They're a scam.

HOLD UP THE MIRROR

For the Memorial Day holiday weekend, my family and I went to Pigeon Forge, Tenn., for some much-needed rest, relaxation and quality together time. On the way there, my kids watched a movie titled "Kung Fu Panda." It's a clever DreamWorks Animation film in which actor Jack Black is the main voiceover. (Hang in there; I'm going somewhere with this, I promise.)

In the movie, a panda named Po must earn the right to read an ancient scroll that holds The Secret to Becoming the Dragon Warrior — in turn, making him the best Kung Fu master in all the land. Spoiler alert: He finally gets the scroll and eagerly opens it, ready to read and achieve enlightenment. But instead of text and instructions, Po finds his own reflection staring back at him. The mystic ancient scroll was simply a mirror.

If there is ever a box claiming to hold The Secret to Success, it should contain the same exact thing: a mirror. In other words, the secret to your success is ... wait for it ... YOU. You're it. You are your own silver bullet. There are no real secrets to success. It's the result of your own hard work, your own preparation and your own ability to improve and learn from your past mistakes. Just like the old saying goes, "If it's to be, it's up to me."

WHAT ARE YOU ENCOURAGING?

What makes successful people different than non-successful people? It's their ability to adapt, change and then make things happen on their own accord. When you sit back and wait for change to occur, that inaction creates its own set of problems. It encourages an "it's not my job" mentality and creates apathy in the dealership. Employees who are indifferent will avoid accountability like the plague and point fingers instead. The act of waiting, in its very nature,

means that you're waiting to be reactive instead of being proactive and driving change.

The culture of the dealership will always follow its leaders. If you're trying to sit back and let things stay as they are, your dealership will join your daily mantra, and nothing will change.

Unsuccessful people are affected by their physical environment. These people find external sources to blame for their own behavior. If the weather is good, they themselves feel good. If it isn't, it affects their attitude and performance, and then they blame the weather.

The culture of the dealership will always follow its leaders. If you're trying to sit back and let things stay as they are, your dealership will join your daily mantra.

It's time to get out of the "business as usual" rut. It's time to be proactive, drive change and learn to improve.

SO HERE'S YOUR ASSIGNMENT

Take out a sheet of paper and a pen or pencil. On it, write, "What is one thing my dealership can do better in the sales department?" Then answer the question — in writing. Is the answer getting your team to greet 100 percent of showroom visitors, or is the answer increasing selling skills in a specific area (like asking for the sale)? Or, is it something else entirely?

Then, on another sheet of paper, write "What is one thing we can do better in the parts department?" On more sheets of paper, proceed in the same manner for service, apparel and overall operations. Answer each question in writing.

What you do (your actions or lack thereof) defines who you are. You can't blame things on the lot you were given in life, because ultimately, you are the one who decides what you do. You can't blame genetics, circumstances, conditions or conditioning for your behavior; rather, you choose your behavior and your results.

Every person has 24 hours for every day and seven days for every week. How you decide to spend the time you're given is up to you. And very few people have the discipline to make their time an investment and do great things.

There are only three colors (cyan, magenta and yellow), but with only these three colors, one can create the most beautiful paintings in the world. There are only seven base musical notes (A through G), but they make up every song you've ever heard.

And there are only 24 hours in a day, but it's what you do with them that will make the difference. **D**

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Two vintage must-haves

HERE'S A GOOD SOURCE FOR VEHICLE SPECS, AND A GOOD SOLUTION FOR RUST REMOVAL



FUEL FOR THOUGHT

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

IT'S DIFFICULT FOR ME to reckon with the reality that motorcycles built in the 1970s are now considered vintage. I wrenched during those years at dealerships and independent shops from Wisconsin to Texas to Arizona. How did the time go by so quickly?

The truth is, for most dealers today, I'll bet any motorcycle made before 1999 seems pretty old. And if the bike is a little road-worn, it may take some serious begging from the customer to get the machine accepted for service or repair.

I don't blame shops for being hesitant. At minimum, there are three major obstacles to the repair and service of vintage motorcycles: 1) parts availability, 2) technician know-how and experience, and 3) accurate specifications.

To find parts, start by checking out the vintage directory listings in this issue. To locate technicians with a background in vintage product, look for hires

version charts the book provides on multiple pages). All specs are derived from the manufacturer's service literature, so they should be as accurate as the source. The publisher, All Seasons Ltd. (www.powersport-specs.com) has published the *Blue Book* since 1988; Volume 8, which covers 1977-2011 model years, costs \$89.95.

MUST-HAVE NO. 2

While walking February's Dealer Expo, I happened across the Workshop Hero display. What caught my attention were a number of vintage fuel tanks that had been partially de-rusted (i.e. one side rusty and crusty, and the other side bare steel, as the manufacturer intended it to be). I talked with Scott Holden to learn about this product, which is called Metal Rescue Rust Remover Bath.

It seemed like magic to me.

Holden said Metal Rescue is a proprietary chemical solution that dissolves rust on ferrous materials without damaging anodizing, chrome, nickel, paint or powder coatings, rubber, or plastic. He had a number of old fuel tanks in his booth that had soaked in a bath of Metal Rescue for several hours. Where Metal Rescue had been in contact, the rust was gone, and nice bare metal was left behind.

If you're like me you've probably used acid solutions, old hardware and the cocktail shaker dance to try to knock off the rust from the interior of old gas tanks. I know I did it that way for years and was never satisfied with the results — it took a lot of work and often left rust behind, and on a few occasions the acid damaged the paint.

The cool thing about Metal Rescue is that it doesn't harm paint, it's non-corrosive, non-flammable, non-toxic and biodegradable, and it's VOC- and solvent-free. You just place the rusted item in a bath for one to several hours, rinse with water and dry. At first it sounded too good to be true, so I decided to test it myself.

On a 70-degree day, I soaked one half of a 40-year-old Harley-Davidson footboard in a bath of Metal Rescue (photos above). In four hours, the submerged half was rust-free without harming the rubber isolators or the footboard pads. Forty years of rust gone in four hours. I then blew it dry and sprayed with the company's Dry Coat product, which seals the steel.

The best part is that Metal Rescue can be re-used several times before it loses its potency.

I highly recommend Metal Rescue for your rust removal needs. It works as described and can be purchased from distributors such as Biker's Choice/Tucker Rocky, KK Motorcycle Supply, Marshall Distributing and WPS. **D**



From left to right: A Harley-Davidson floorboard with 40 years' worth of rust; after a two-hour soak in Metal Rescue; after four hours of soaking in Metal Rescue.

that lived through the era, because the only vintage technical training I'm aware of is MMI's Early Model Harley-Davidson program. For any other brand, you'll have to search for someone with experience and hope they will share their hard-earned knowledge with the younger techs before they retire.

MUST-HAVE NO. 1

For accurate specifications, you can shop on eBay for old service bulletins and parts catalogs. Or, for specs on models 1977 and later, you can purchase the 400-plus-page *ATV, Motorcycle & Snowmobile Specification Blue Book* which provides specs for Arctic Cat, Bombardier, BMW, Can-Am, Harley-Davidson, Honda, Kawasaki, KTM, Polaris, Ski-Doo, Suzuki, Victory and Yamaha. The Blue Book provides quick access to specs for tire sizes, spark plugs, engine oil capacity, OE oil filter numbers, valve clearances, Yuasa battery numbers, fork oil capacity, and drive system info like chain size and link count, or final drive oil capacity.

Because the *Blue Book* is published in Canada, measurements and capacities are listed in metric (which isn't a problem for anyone except Harley techs, who just need to do a quick calculation using the con-

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MotionPro aims at OE parts with cost-effective tools, replacement items

By Bruce Steever

FACT: OEM SPECIAL TOOLS are expensive. While there are many service tasks that require the specialized toolsets from Japan, Italy or wherever, there are plenty of routine service tasks that can be performed without the original special tools.

MotionPro aims to capitalize on that need with a variety of special tools that fit multiple applications and offer significant savings compared to the factory part numbers.

Two great examples are the new Steering Head Bearing Race Driver (MSRP: \$49.99) and KTM 4-Stroke Flywheel Puller (MSRP: \$24.50). The bearing driver fits races from 41 mm to 56 mm and features efficient double-sided drivers that are laser-etched for clarity, replacing several individual sizes of driver you may already have in your shop. And the flywheel puller is a straight OE tool replacement, complete with the OEM crankshaft protector cap.

MotionPro also has plenty of new "convenience" tools designed to make basic tasks just a bit easier. A Combo Y-Drive Wrench (MSRP: \$19.99) combines three of the most common hex drives with three hex sockets to make it a go-to tool for com-

mon fasteners. And the Mini Spring Hook Tool (MSRP: \$8.99) does exactly what it looks like it should, with a compact size and comfortable grip.

Finally, MotionPro also has updated its

range of OE replacement clutch perch assemblies. Perches get mangled all the time, so having a cost-effective (perches start at \$16.10 MSRP) range of options that will fit nearly any model makes your job easier.



Steering Head Bearing Race Driver



KTM 4-stroke Flywheel Puller



OE Replacement Clutch Perch Assembly



Mini Spring Hook Tool



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This high mileage performance kit features hardened steel sprocket with matched OE gearing and RK's RX or XW sealed ring chain. Entire kit is warranted to provide 20,000 miles of street use.

520 RACE CONVERSION KIT

This 520 quick acceleration racing kit features chromoly steel front sprocket, Vortex 7075 T6 alloy rear sprockets available in clear or black hardcoat and RK's RX or XW sealed ring performance chain.

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Made in the USA, V3 Gas Caps boast coarse thread enables quick closure without cross-threading; large, contoured finger tabs allow for easier opening compared to classic Vortex design; safety lock switch prevents accidental cap loosening due to vibration or contact; integrated dual check valve assembly eliminates fuel tank pressure issues; vent and chamber design helps stop leaks by containing any fuel that gets past the check valve; up to 50% lighter than stock keyed fuel tank caps; customize to match your bike with interchangeable, colored safety lock switches. Comes standard with Silver lock switch.



V3 OS MX/SX Bars & Pads



Vortex redefines strength with its V3 OS Handlebars for MX and SX applications, 29% stronger than the competition, you can ride with confidence knowing that Vortex has put years of research, development and testing into these super strong bars without sacrificing weight and speed. Comes with Black Bar Pad. Colored Bar Pads sold separately.

The Revolution Is Here.

Performance Links Racing Chain

Available in Black, Performance Links V3 Racing Chain is available in our proprietary Duo Glide, Tri Glide and Non O-Ring technologies for street, racing and MX/SX applications. Available this year!

V3 Race Stands

Made in the USA, our V3 Race Stands are lighter and stronger due to the one-piece, over-sized tube design. Optimized geometry allows proper lift leverage without the need for long handle, which create a tripping hazard while working around the bike. Our CNC bending process ensures dimensional accuracy. The unique fork lift design securely lifts the front end from the bottom of the forks to facilitate tire, brake and wheel service. The CNC-machined 6061 Aluminum lifting cups are light, strong and durable. Twin Spar lift arms with pinch screws tighten down securely and allow for quick adjustment without the need for tools.



Front Stand



Rear Stand

V3 Race Stand Wheel Kit

Made in the USA, the V3 Race Stand Wheel Kit is sold separately with your choice of color-anodized aluminum wheel mount brackets. Make a statement by customizing your V3 Race Stands to coordinate with the colors in your pit or garage.



Vortex is pleased to present more additions to the V3 Line!

Years of research, development and testing have gone into producing the fastest and strongest product offering yet from the proud team Vortex.

Pro Series

Universal Sportbike Wheelset

Pro Series' universal wheel system allows the user to mount the wheel from one brand or model to another using model specific carrier adapters. This unique system makes your investment in Pro Series long-term and doesn't end when you change models or brands. The aggressively styled Pro Series design is machined from forged aerospace aluminum for increased strength and the stunning anodized "Magnum Gray" finish compliments the look of any bike. Available for many Japanese sportbike models.

HONDA	
CBR1000RR	2004-2007
CBR1000RR	2008-2012 / NON ABS
RC51	2000-2001
RC51	2002-2006
KAWASAKI	
ZX-10R	2006-2010
ZX-14R	2006-2012
SUZUKI	
GSXR1000	2005-2008
GSXR1000	2009-2012
GSX1300R	1999-2007
GSX1300R	2008-2012
TL1000R	1998-2003
TL1000S	1997-2001
GSXR750	1996-1999
YAMAHA	
YZF-R1	2004-2012

Suggested Retail price for a complete front 17"x3.50" and rear 17"x6.00" wheelset with carriers:

\$1895*

* Valve stem and tire not included

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RIDERS HELPING RIDERS

CYCLES! 128 ELEVATES RIDER TRAINING, COMMUNITY SUPPORT

By Dennis Johnson • Photography by Bryce Vickmark



Barbara Dove teaches Harold and Diane Lancaster during a private basic riding course. Cycles! 128 has graduated more than 10,000 riders from its courses.

SURE, IT'S JULY, but we're writing this in mid-May, when the Northeast hadn't yet thawed out from a long winter. At **Cycles! 128** in Beverly, Mass., the season kicked off like clockwork in February. May looked to be on track for 130 to 150 units sold, but it's nowhere near the *off-the-hook, too-much-business-to-handle* stuff the team was used to at this time of year.

There's a short selling window in New England — about 90 days in total for personal watercraft, for example — so you've got to get on it when it's hot. Unfortunately, the lingering winter of 2013 was not cooperative.

John Rice, the general manager at this Top 100 dealership, realizes it's cyclical. He knows the sales spigot will crank on soon, and that once things are humming his sales crew will be back up to 150 to 200 units a month sold. He's been doing this with the same company for nearly 30 years.

Cycles! 128 (and Ducati! 128, the official name of the store's Ducati business) has carved out a nice chunk of business with a primarily on-road riding customer base. Rice and company cater to an audience on wheels and water.

RIDER SCHOOL = GOOD BUSINESS

The dealership is staffed by enthusiasts who want to get butts on seats safely and who understand the business benefits of proper training. The dealership gets to know many of its customers through the longtime rider training school it operates on its property.

"We began this school in 1980 — this was well before safety was even popular. We recognized we had an important role in the community to help teach people the safe and proper way to ride, not only for their benefit but for the health and longevity of the industry," Rice says. "Since 1980 we've graduated more than 10,000 students, ranging from 16 years old to ... I think our oldest student was 83. That is both male and female. We are the only private MSF course in this state, and have the facility here on the property."

Training is tied to the first steps of the sales process and is offered as a two-way incentive on bike sales. Want to buy a bike and go through the school? Cycles! 128 will pay for the school. Want to take the school first and then buy a bike? The store will reimburse the cost of the training if you do.

A training program can form a bond with customers, especially new buyers, by offering them a feeling of comfort, security and trust.

"It gives that student an exciting and dynamic environment, and the ability to preview, look and feel all the brands that we carry, to either find the right bike in my



Above: Service Adviser Allan White chats with client Trevor Herbert. In the background are Frank Grasso and Dave Nugent.



Above: Salesman Ron Hawes shows John McGinley motorcycles in the store's 10,000 sq. ft. showroom. Below: The team at Cycles!128, a 2013 Top 100 Dealer.



DUCATI FRANCHISE RAISES THE BAR

When Cycles! 128 took on the Ducati franchise two years ago and then MV Agusta a year later, the dealership didn't know it was setting a precedent for customer service that would bleed into every other aspect of its operations.

In addition to wanting a separate name for the Ducati franchise (and that's how Ducati 128! was born), it also had certain requirements for working with the Ducatisti.

"Ducati came to us with a very high set of standards on how they wanted their products to be displayed, sold, merchandised and serviced. We took right to them like a horse to water," says GM John Rice. "It helped raise the bar. Immediately we did a phase-one makeover of the entire dealership, interior and exterior. And with Ducati's support at the end of this year, we're doing a phase two, which is an upgrade to the Ducati showroom."

The dealership has two master-level technicians, and at presstime also employed a Level Two technician who would soon become a Master Three tech. The Ducati techs work in a standalone service center separate from the dealership's main shop. A window enables customers to interact with the mechanics, ask questions and watch their motorcycles get serviced.



Above: Gido Braase, a Ducati Master Technician, works on a Ducati 696 at Ducati! 128, sister dealership to Cycles! 128.



EVENTS, EMAIL OVERTAKE PRINT ADVERTISING

Not too long ago, Cycles 128! was spending \$3,000 to \$5,000 a month, six months a year on radio and local print media advertising. But things have changed.

When asked how much he's spending now on radio and print, store GM John Rice says: "I do zero."

The store now divvies its advertising spend three different ways:

- Hosting about 20 events a year,
- Social media, including Facebook and Twitter, and
- Large email blasts.

"I'm a Constant Contact customer," Rice says. "I currently have a database of about 15,000 customers who through the years have been kind enough to not opt out of my mailings."

The store's emails had an average open rate of 35 percent over the past six months. (Note: An average open rate for a marketing email blast is about 27 percent – Ed.) One of the more popular mailings, which featured news on the dealership's popular pit bike races, saw a 57 percent open rate.

inventory or figure out what they want and go get it on their own," Rice says.

"At the end of the course I go into every graduating class, greet them, thank them and distribute a flier with discounts and benefits for them to use at any one of my four locations," Rice adds. "I then invite them to continue to do business with us or try us out for the first time."

SURVIVORS FUND

Cycles! 128 is a major supporter of the Massachusetts Motorcyclist's Survivors Fund and its seminal fundraising event, Nelson's Ride. The store also supported Nelly's Bill, a law passed in 2004 that introduced motorcycle awareness information into the state's driver's education curriculum.

The annual charity ride is in honor of Nelson Selig, a local motorcyclist who was killed in a motorcycle accident in 2000, and was launched to help raise money to send Selig's two children to college. After this was accomplished, Selig's widow asked that the ride continue as a way of helping other families of motorcyclists killed in accidents.

The ride's organizers then established

the MMSF as a way to raise funds and promote motorcycle safety. Last year's event attracted more than 1,000 motorcyclists and raised about \$25,000, Rice says. "It was very emotional. One woman got up, and in tears said to the crowd, 'Some of you people don't know who I am. However, you paid my mortgage for the past six months.'

"We've been a promoter and supporter of Nelson's Ride since its inception. Where he was killed was less than 10 miles from our dealership. It's my backyard. It's my community."

Supporting and hosting the event (the most recent was in June) is a business decision / moral commitment.

"The simple fact is ... we've been in business here for almost 40 years. It's a very profitable business for us and it's great to be able to give back to the community," Rice explains. "The Massachusetts Motorcyclist's Survivors Fund's motto is, 'Riders helping riders.' The reality of how long they've done this, how many people they've helped and how true they are to their words is very touching." **D**

see Dealer Data on page 38

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www.cycles128.com • john@cycles128.com

General manager: John Rice
Number of Employees: 45
Years in Business: 38
Years at Location: 38
Store Size (sq. ft.): 30,000
DMS used: Lightspeed
Hours Of Operation :
Mon.-Thurs. 9 a.m. – 7 p.m.,
Fri. 9 a.m. – 6 p.m., Sat. 9 a.m. –
5 p.m., Sun. Noon. – 5:00
p.m. seasonally

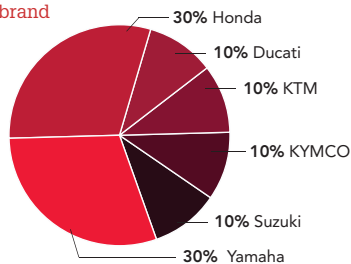
SALES DEPARTMENT
Manager: Keith Pemberton
F&I Manager: Luis Hornos
Employees: 8
Showroom Size: 10,000 sq. ft.

PARTS DEPARTMENT
Manager: Darren Greeke
Employees: 5
Size: 5,000 sq. f. t.

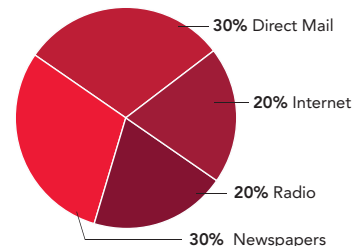
SERVICE DEPARTMENT
Manager: David Nugent
Technicians: 6
Lifts: 12
Size: 5,000sq. f. t.
Shop Rate per hour: \$85/MC,
\$105/PWC

OTHER
Distributor Used: Tucker Rocky,
Parts Unlimited, Western
Powersports, Spectro
Racing Sponsorships: Motocross,
Enduro, Hare scrambles, road
racing, ATV, Jet Ski and drag
racing
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GWRRA, MOM
Community Involvement:
NELSONS RIDE, MSF

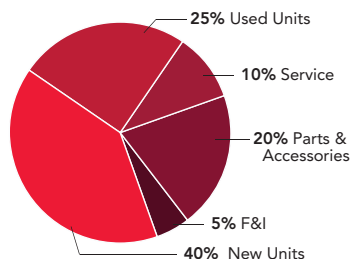
sales by brand



advertising budget



sales by department

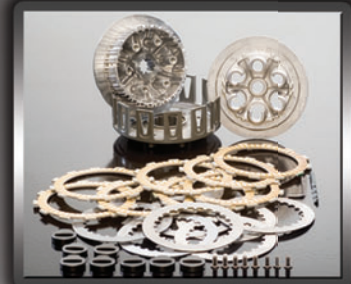
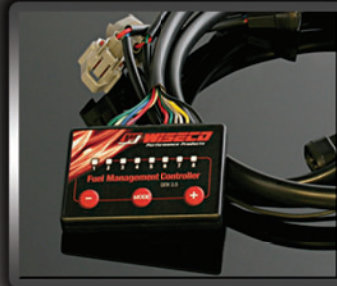


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High-dollar online marketing? Not!

FREE AND/OR LOW-COST ONLINE TOOLS BENEFIT RETAILERS WITH FEWER RESOURCES

By Georgia Krause

WHETHER YOUR ONLINE store sells motorcycles, parts or pies, all goals are based on this chain of events: Seek, shop, and buy. Flagging the attention of customers who use an array of online devices to shop requires 1) good search engine visibility so you can be found, 2) a well-managed website to shop, and 3) a simple, secure purchasing procedure.

Sounds like a high-dollar proposition that includes for-hire experts, ad men and artists, right?

Nope, not necessarily. During the Internet Retailer Conference and Expo held in early June in Chicago, Betty's Pies Distributing LLC co-founder Chris Swanson and online marketing specialist Patrick Garmoe presented their list of the best low-cost and no-cost resources to build your website and market to your customers successfully.

YES, IT'S A PIE SHOP, BUT STAY WITH US...

Unlike the products from Bettyspies.com, your bikes and parts won't mildew on shelves if they sit too long. But your products do have a "freshness date" that influences your sales cycle. The model or series of a particular product — say a helmet, or a jacket — affects its selling price, and your cash flow determines how long a product stays on the shelf at full price. Inventory and demand has to balance perfectly so costs are recovered before the product becomes less desirable.

Many dealers are small companies with narrow profit margins — so using an outside agency to build or update your website and then collect and analyze your customers' data isn't realistic. Instead, marketing specialist Garmoe uses free and low-cost programs that provide surprisingly detailed data with which to base a retailer's sales and marketing efforts. He told the audience the way he measures how Bettyspies.com customers search for the company's products, what triggers a completed purchase, where customers are located and their website performance metrics.

Here is a list of Garmoe's favorite free and easy resources for website management, customer insights and e-commerce tasks. .

Building your online store

One of the easiest website builders and hosting sites is **Wix.com**. Its directions are super easy to follow and it doesn't try to sell you more features at every turn. Its Online Store Center (wix.com/support/main/html5/online-store) lets you manage inventory, create coupons for your customers and reorder products. Wix.com will let you design your website using one of its templates for free, but you will need to upgrade to its paid service to go live. Try W3Schools.com if you want to get more into the under-the-hood mechanics of your website.

Reaching your customers

Newsletters: **Mailchimp.com** helps you design and manage your digital newsletters. This service offers list-building tools so you can collect email addresses from online visitors. Mailchimp will help you create a newsletter template that reflects your business's vibe and then send your campaign to your customers' email and mobile devices. Free

reports will tell you who is opening your newsletter, clicking through for more information, and coming back for more. The Forever Free program lets you send up to 12,000 emails to your subscriber list of less than 2,000 names. Unlimited plans begin at \$10 per month and increase as your subscriber list grows.

Digital marketing tools: **Raventools.com** is a free-to-try service that features more than 30 online marketing tools for SEO research, social media management and monitoring, content management and site performance metrics. Raventools works with most Google Analytics and will keep your digital marketing projects organized. Try Raventools.com's "Ultimate List of Ultimate Lists" for help with customer conversion optimization, social media advertising, press releases and content development. They even have an "Ultimate List of Internet Marketing Humor" sites for straightening out your perspective on a particularly bad day.

Website performance

Speaking of bad days, **AreMySitesUp.com** will check on your websites as frequently as once per minute. If they find your site isn't online, AreMySitesUp.com will try to tell you why. Notifications can be sent to your smartphone for free, and voice call notifications are 2 cents per call. AreMySitesUp.com offers a 15-day free trial; standard plans start at \$7.95 per month. It's an easy way to make sure your online store is open.

Want to do a quick check of all the links on your webpages without paging through your entire site? **Validator.w3.org/checklink** is a nifty little tool that lets you put in your site's homepage URL and reports back on the status of all your site's links within seconds. (Free)

Curious about how well your competitor's website is performing? Download "SearchStatus" from **Quirk.biz** (a Firefox extension) and you will be able to see your competitor's Google page rank, Google category, Alexa popularity ranking, social media activity and site traffic. Then compare those metrics with yours. (Free)

Search engine marketing

Getlisted.org lets you check to see if your business is found by 13 major search engines such as Google, Yelp, Yahoo Local, Superpages and Bing. If your business is not found, Getlisted.org offers a learning center to help you tweak your listing for better search results and increase your customer traffic. (Free)

Firefox offers a terrific toolbar that lets you access SEO metrics while you surf the web. The **Moz.com/tools/seo-toolbar** gives you realtime data that can be customized for your business. It's great for keyword searches or finding highlights that weren't followed. (Free)

Got metrics?

Slideshare.net/kissmetrics does a great job of explaining how to use all of your collected webdata without feeling overwhelmed. SlideShare.net is a community PowerPoint resource that presents timely marketing information and training. The slide shows are free, and a quick read. You'll finally know what everyone is talking about.

Ecommerce and customer service

Zendesk.com gives you a custom automated self-service knowledge base. Zendesk also can help you build a community give-and-take support forum. It makes your company look like you have a staff of experts. Free trial; plans start at \$24 per month.

If you're not a geek and your budget says you can't hire one, **Shopify.com** lets you create an online store for \$14 per month with free setup. Your online store is complete with state-of-the-art security, a secure shopping cart feature that lets you accept credit cards and PayPal, customer tracking features — and it keeps your SEO efforts up to date. Shopify.com includes webhosting in your plan. Free trial.

Authorize.net lets your store accept credit card payments without a monthly contract or cancellation fee. Authorize.net will manage debit and credit payments, mobile payments and recurring subscriptions securely. The Internet Merchant Account comes with a free fraud prevention suite to weed out bad buyers. The free Merchant Interface service lets you track transactions, generate reports and download data to your QuickBooks software without installing additional software on your business computer. Monthly rates begin at \$20.

Figure out your ROI on your CPC based on your CR — translation: This free calculator at tools.seobook.com/ppc-tools/calculators/roi.html will calculate your ad's ROI. Enter your ad's monthly clicks, conversion rate, average profit and average cost-per-click. Your bean-counter department will love you. (Free)

DIY training and resources

For less than \$1 a day **Lynda.com** will train you on as many Internet marketing skills as you want to learn in both website and video

formats. Lynda.com offers 1,929 courses, such as search engine optimization, building your brand, social media marketing and Google Analytics. (Note: This is TRAINING. You will learn how to do these things, not just get told what they are.) It's excellent education for \$25 per month, with a free 7-day trial.

Everything you need to know about attracting e-commerce customers and sales can be found at academy.hubspot.com. HubSpot Academy asks you which area of marketing you want to learn more about, and then gives you detailed how-to guides that are written for real businesses. Definitions, tips, tricks, templates and webinars are all free. HubSpot.com also offers inbound marketing services.

Google-licious

The standard versions of Google Analytics (Google.com/analytics) and Google Webmaster Tools (Google.com/webmasters/tools) are free, and you'll be getting much of the same data the mega-retailers pay \$150,000 a year for.

Webbing for fun

Wordle.net gives you a visual idea of what your website text is saying to your customers. Wordle's Word Clouds give greater prominence to words that appear more frequently. Not a scientific study, but it's free and fun.

*Georgia Krause is an award-winning freelance business writer based in the Chicago area whose resume incidentally includes motorcycle PG&A retail sales. When not writing, Georgia and husband Bart roam the roads on their 2001 FLHR RoadKing. **D***

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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: IMEX Global Solutions
P. O. Box 25542
London, ON N6C 6B2
CANADA
Printed in the U.S.A.

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Rick Fairless is the owner of Stokers Dallas (a Top 100 dealer), Stokers Icehouse and Stokers Ink.

WHO YOU CALLING A CHUMP?

PERFORMANCE UPDATES ON 26-INCH WHEELS ... AND SOMETHING SPECIAL IS HAPPENING IN STURGIS

DEAR GRANDMA AND GRANDPA,

We are doing swell down here at good ol' **Stokers Dallas**. Please tell the Lord I said thanks for letting summer finally arrive. It's amazing how much difference the weather makes in my business. Us in the motorcycle industry are dependent on good weather — kinda like you were, Grandpa, when you were farming.

Hey Grandpa, next time you and the Lord are hanging out, maybe buy him a beer and ask him for a favor for me. (That reminds me, do y'all have beer up there? I guess since it's Heaven, ya gotta have beer, right? Do you get to hang out with the Lord, or is he like Beyonce — he only hangs out with a select few high-rollers? Not saying you're not a high-roller, Grandpa, but I don't think many farmers are considered high-rollers. Actually, I'd like to hang out with Beyonce ... that's my idea of Heaven. Anyway, I got carried away there.) Can you please ask the good Lord if he'll do a favor for me? Tell him that if he gives me good weather on Friday, Saturday and Sunday that he can make it rain and snow the other four days and I won't complain one dang bit. As a matter of fact, it's raining here today and it's Thursday as I write this. So come on, Lord, make it pour if you want, because the forecast for this weekend is sunny and 90 degrees.

I just got back from our annual "CHUMP" trip in Santa Fe, N.M. I rode my Victory Cross Country. Brother Randy (the big-shot lawyer) rode his Victory Cross Country and Joe T. rode his Victory Vision. My friend Jay rode his H-D Street Glide. The trip was a

good test because I just put a 26-inch front wheel on my Cross Country, so I was anxious to see how it handled the trip at extended highway speeds. I was actually shocked at how well it did handle. We've done many 26-inch front wheels on Harley-Davidsons and they handle just fine, but this was our first 26-inch on a Vic.

I swear to you that I could not tell any difference at all between the 26-inch front wheel and the stock front wheel. After 30 miles, I completely forgot about it. We cruised at 85-90 mph and I got the Cross Country up to 120 mph just to test the stability of the front wheel (I know, Grandma; sorry).

COMING THIS SUMMER

Oh yeah, I also got HUGE news. In August, I am being inducted into the Sturgis Motorcycle Hall of Fame, and that's as good as it gets for some lucky chump from Texas like me. It's a very high honor that I never dreamed would someday be bestowed upon a goofball like me. It just literally makes me shake my head that I have been selected to be enshrined in such a prestigious institution.

Maybe they're crazy for putting me in, but I'm proud to accept it. This will be my 27th year in a row attending the Sturgis rally. The first year I went up, Lena was a newborn. This year, Lena is going with me for the first time. I will be the proudest man in the Black Hills.

This industry has been so good to me. I thank God every day that he allows me to make a living doing what I absolutely love to do. Sure, the motorcycle business has its headaches, just like every other business. I'm sure that even the photographer for *Playboy* has a bad day every year or two.

The second word of motorcycle business is *business* — and it has to be dealt with like a business. I'm a pretty intense businessman, and I'm sure that some people don't like me. (Yes, Grandma, it's true. Some idiots, I mean people, just don't like your grandson Rickey Fairless.) Maybe they don't like the style of bikes I build, or they don't like my paint jobs, or maybe they just think I'm an idiot. Hey, that's cool. I'm a big boy and I know that not everybody is gonna like me or my work. I don't like everybody I meet, either.

But I really do want everyone to like me. I try very hard to get people to like me. I shake thousands of hands every week and I personally give tours of Stokers to anybody who asks for one. I'm not a big-shot nor do I want to be; I'm just a hard-working boy from Dallas, Texas, who is in love with motorcycles and the motorcycle industry. My intent is to leave the motorcycle industry better than I found it. **D**

2013 STURGIS MOTORCYCLE HALL OF FAME INDUCTEES

- **"Still" Ray Fitzgerald** will be inducted into the Freedom Fighters Hall of Fame. Fitzgerald was a charter member of the Nevada Association of Concerned Motorcyclists. He is the recipient of the Motorcycle Rights Foundation's Presidents Silver Cup, and the John "Farmer" Eggers award for supporting the organization's mission.
- **Russ Brown** created BAM, a free legal assistance service for motorcyclists, which reportedly now has 2 million members. He also is behind the new "Keep Me Alive, Don't Text and Drive" campaign to encourage safe driving habits.
- *Dealernews* columnist, radio host and motivational speaker **Rick Fairless** has grown his store, Stokers Dallas, into a Texas empire that includes Stokers Ice House Bar & Grill, the Stokers Ink tattoo and piercing parlor, and RF Custom Parts.
- **Bill Gikling** will receive the J.C. "Pappy" Hoel Outstanding Achievement Award. He has a long history within the industry, including owning dealerships and helping to start the White Plate Flat Trackers and the original Hall of Fame museum in Sturgis.
- Actor, filmmaker, and fundraiser **Marjoe Gortner** works to promote the Sturgis Motorcycle Rally, most notably with the 2000 TV show "Sturgis: The Great Ride." It was the first motorcycle-related show broadcast on a non-sports-oriented channel.
- Antique motorcycle restoration guru **Lonnie Isam Sr.** is hailed for his work in growing the sport of Harley-Davidson drag racing. Isam Sr. also owns Competition Distributing Inc., a company that specifically designs and manufactures correct reproduction parts for pre-1936 Harley-Davidsons and other early American motorcycles.

The honorees will be inducted in a breakfast held at The Lodge at Deadwood in Deadwood, S.D. at 9 a.m. on Aug. 7. Tickets are available for a \$35 donation, tables of eight for \$300. Tickets may be purchased by calling 605-347-2001 or visiting www.sturgismuseum.com



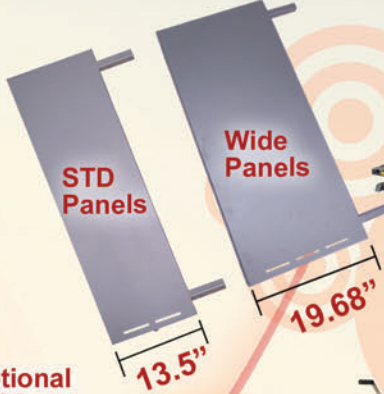
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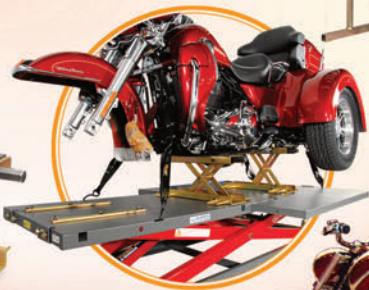
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