

THE VOICE OF POWERSPORTS RETAILERS

Dealernews

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ATV, SXS NEW VEHICLE ROUNDUP • FUN COUNTRY POWERSPORTS • DISTRIBUTOR REPORT CARD SURVEY FORM

BIG QUAD UPDATE

NEW VEHICLE MODELS MAKE THE MARKET EXCITING AGAIN

ERIC ANDERSON

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SURVEY INSIDE!

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For me to be able to leave education and to be able to purchase, with my family, the **dealership of my childhood** is pretty amazing.”

— Mike Erland, Fun Country Powersports

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On the cover

Photographer Jed Conklin took Fun Country Powersports owners Mike and Lisa Erland into the cherry orchards near The Dalles, Ore., for this great "date night" shot.



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FROM THE EDITOR

Mary Slepicka

How clean is your customer data?

EVERYONE, MEET RYAN ADAMS. (Ryan, this is everyone.) Ryan is the retail relations coordinator for the Advanstar Powersports Group, which encompasses *Dealernews*, Dealer Expo and the Progressive International Motorcycle Shows (BTW, see the IMS tour announcement on page 40). If you're a retailer in this industry, you might already know Ryan because he's probably already called you.

One of Ryan's many jobs is to make sure that our database is current and clean. And to do that, he calls and emails and visits dealers to find out things like whether you've moved or added a store, if the business has changed ownership, if you've got a new franchise, etc. And because we want *Dealernews* to be read by people active in this business, Ryan's job is beyond critical.

And that brings me to the prison population in Alaska.

About a month ago our automatic subscriber fulfillment tool approved a subscription for a guy who indicated he was eligible to receive *Dealernews* — meaning, he worked for or owned a retail operation. But our hero, Ryan, reviews every new subscription to make sure what's entering our database is valid. Seems this guy was indeed in Alaska but was a resident of the state correctional center — serving time for stealing ATVs. No magazine for him.

This is one reason why you need to check the data in your customer database. When's the last time you authorized someone on



your team to review your customer lists, check addresses, purge duplicate entries, delete ones that have an inmate number on them...? Are you sending emails or postcards to people who have long moved away? Are your coupons and promotion codes addressed to someone's cat? (Searchterm=Frisky)

It's tedious work, to be sure. But the return is so worth it. And consider this: cleaning up that client list makes you that much smarter about your customers and your customers-to-be.

Mary Slepicka, mslepicka@dealernews.com

Vibe FX-19



The **NEW FX-19 VIBE** helmet from AFX offers state-of-the-art construction at an affordable price. DOT and ECE-22.05 certified, the FX-19 features an aerodynamic design with a removable, washable liner; a replaceable, screw-on vented visor; and 13 points of ventilation — including chin, side, rear and forehead



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Dealer Sentiment Index: Weather, inventory keep dealers conservative

INCLIMATE WEATHER, high inventory and product innovation remain key themes for the industry, according to the results of the Baird/Dealernews Q2 Powersports Dealer Survey. "Similar to last quarter, dealers broadly reported that retail sales were hampered by weather issues," said Craig Kennison, senior research analyst with Baird. "Not surprisingly, dealer inventory grew as a result of the delayed demand.

"While challenges abound for many dealers, those with fresh and innovative products were largely able to overcome the difficult start — and overall, dealer sentiment improved sequentially, indicating that many are looking past the near-term difficulties and are encouraged by future opportunities," he said.

Dealers reported slow traffic and soft demand, with most blaming the weather which has washed out the early part of the riding season in many areas of the country and disappointed dealers who had hoped the weather impact would abate after a difficult first quarter. The impact was most severe on PWC and motorcycles. Parts and services trends remained challenging (in tandem with the weather) but improved sequentially.

New products from some OEMs, like Polaris, BRP, Honda and Harley-Davidson, helped dealers to better overcome the tough conditions. Many dealers carrying other brands said they were disappointed by the lack of innovation available for their showrooms as of early July.

Dealer inventory is up versus last year; weather drove softer retail trends after eager OEMs pressured dealers to stock more. The dynamic had many dealers (especially those with sleepy product lines) concerned about competitive pricing actions at other dealerships. The negative sequential change in trend was most pronounced in PWC and scooters; notably, dealers felt better about SxS inventory levels than they did three months ago. In a few instances, dealers complained of supply constraints for hot products.

But overall, dealers reported they were more satisfied with current conditions than in April, and the three- to five-year outlook reached its highest level in several months.

Floor traffic and sales. Dealers continued to report difficult traffic trends and sluggish

new retail demand, mostly attributable to the weather, cited in 65 percent of responses.

"The weather kills us," a Harley-Davidson dealer said in late June. "All the rain has been causing people to put off purchasing that new bike until the rain breaks. But now it's so darn hot that a lot of people are pushing off that purchase until the weather is nicer."

Another Harley dealer said that spring arrived much later than last year. "We are 45 days behind the same last year based on the weather," he said.

Some dealers noted that Internet competition in parts and accessories limited customers' trips to the dealerships. "The OEMs try hard to get people in your dealership, but [people] buy parts from the cheapest online store so they do not come in to see what's new," said a Suzuki/KYMCO dealer. "Allowing online [hoarding] of parts is killing good dealers and hurting sales of new units."

Another multiline dealer had a more positive perspective: "We did well with Internet leads," he said.

Year-over-year trends improved sequentially in every category except PWC. Dealer commentary suggests fresh products from some OEMs in the SxS category are spurring retail demand. Dealers carrying products from BRP, Honda, Polaris, and Harley-Davidson noted a positive impact on sales.

The recreation SxS market has grown more crowded due to new product rollouts from several OEMs. "Generally, dealers carrying those new products noted little or no negative impact from other brands, but the increased competition is a trend to watch," noted Kennison.

Stock more, sell more? Compared to last year, inventory is up across the board. "OEMs are still pushing too much product. For example, sales are down in ATV but the forecast is up for ordering," said a dealer for Arctic Cat, BRP and John Deere.

"OEMs keep jamming us with product, even in a down market," said another dealer. "This causes dealers to price-chop. It's a vicious cycle."

On a sequential basis, however, dealers reported stable or improved inventory positions in each category except PWC and scooters (in which retail trends were relatively tougher).

Continued on page 11

Q2 DEALER SENTIMENT INDEX – DEALER COMMENTS

"Lots of new product coming out helps get Honda customers more positive."

"Our backs are up against the wall, and what we do now will provide our future in the business."

"Some of the biggest issues would be the MSRP of new units that are not held by the OEMs. Some of the OEMs have no MAP policy while others have policies that are hurting the dealer."

"We have to break the trend of building 2013 inventory and discounting 2011-2012 inventory, then the following year discounting 2012/2013 product when the 2014s arrive. We are in a loop of never selling current inventory."

"Our market is saturated with dealers that are all trying to undercut the competition."

"Dealers who are overloaded should be able to skip an order period without 'falling out of the program,' i.e., incentives, etc."

"Parts sales are respectable but we are losing more accessory and garment sales to Internet businesses. Dealers are already blowing out new (and to some degree used) inventory."

"Getting people through the door is the big problem. It's like no one wants to ride anymore."

"Much less floor traffic than spring 2012. Everyone seems to be shopping for 'lowest price.' Only items on our clearance racks are selling. Regular-priced items receive little attention."

"More purchases of lower-dollar items. Smaller-displacement units selling best."

"Too many noncurrent models. A former dealer in town is still trying to sell 2006 and 2007 ... models."

"The cold and wet spring in the upper Midwest has set new-bike sales back about six weeks. I fear it is now too late to recoup the lost spring sales."



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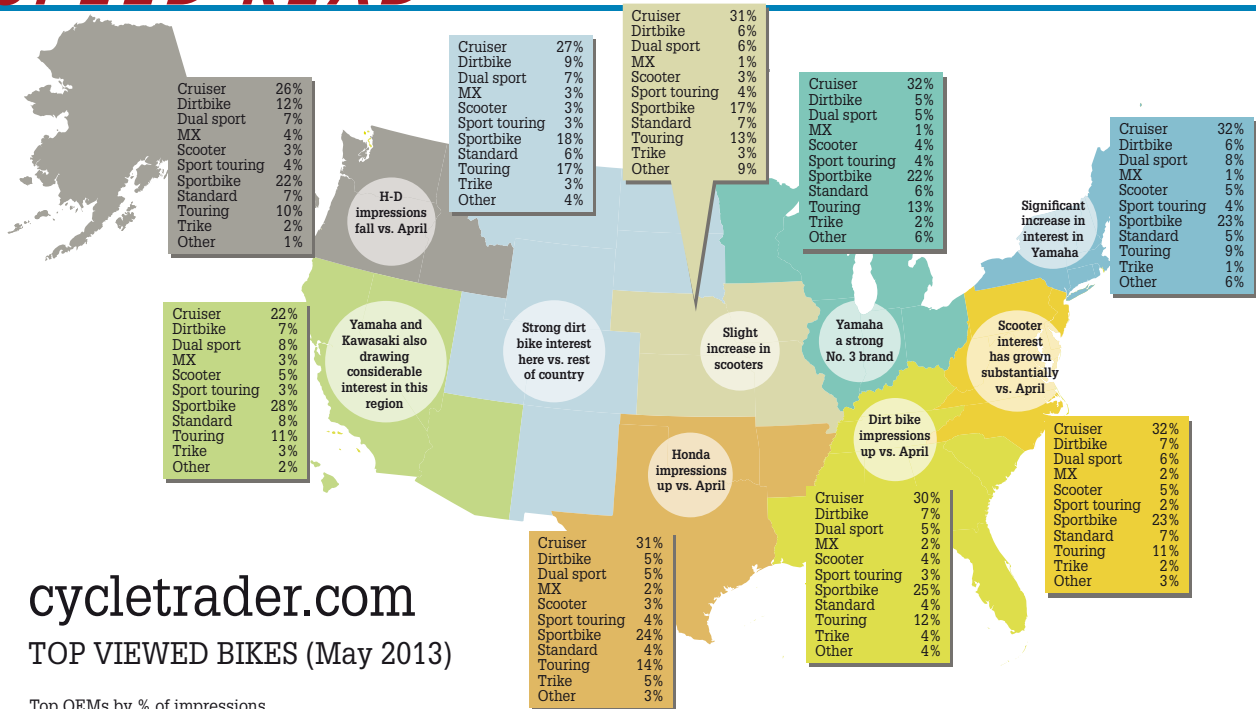
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TOP VIEWED BIKES (May 2013)

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>



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THREE DEAD IN CYCLE GEAR PARKING LOT SHOOTING

Store manager, team hailed as heroes after gang confrontation that starts in the store

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\$500K settlement to resolve non-compliant parts issue with California

KAWASAKI POWERS UP DIRTBIKES FOR 2014

KX 85, 100 get more power and better low-end and midrange torque

LEATT RE-INVENTS THE KNEE BRACE, INTRODUCES KIDS' CHEST PROTECTOR-NECK BRACE COMBO

Our Bruce Steever talks with company's Phil Davy on changing the paradigm

INDIA MEGA-MANUFACTURER GETS 49.2 PERCENT STAKE IN ERIK BUELL RACING

Big funding injection for bike brand, courtesy Hero

Q&A WITH ZERO'S SCOT HARDEN

Why the electric bike brand remains focused on fleet sales and powertrain, but not racing

SUZUKI'S NEW DEALER SETUP MANAGER HAILS FROM ASMC AUTOMOTIVE

New executive will base operations in the Mid-Atlantic

INDIAN TO REVEAL 2014 CHIEF AT STURGIS

Much-anticipated unveiling to incorporate events and even TV

MCGRATH GROUP LANDS NAMING RIGHTS TO ENTERTAINMENT VENUE

Dealer of the Year gets prominent placement at Cedar Rapids amphitheater

YOUTH ATV INJURIES DROP, BUT WHY?

Study by pediatricians says perhaps fewer kids are riding

RESEARCH: MORE THAN 80 PERCENT OF SHOPPERS RESEARCH BIG PURCHASES ONLINE FIRST

Number is up 20 percent from last year

TOP VIEWED PRODUCTS ON dealernews.com

View more products by clicking on the AFTERMARKET tab on our home page



DragonFire latching door set locks and loads your loaded SxS (photo, left)

Tucker Rocky releases 2014 ATV/UTV catalog

ASA's new Jensen stereo tough enough to take on the great outdoors

Beard unveils Torque suspension seat for side-by-sides

QuadBoss winches feature 2,500 or 3,500 lb. pull strength

Dealer Sentiment, from page 8

Dealers were relatively more comfortable with inventory levels of Polaris products, and despite difficult weather trends more than 75 percent of Harley dealers reported inventory either "too low" or "about right" for this time of year. In some cases, dealers noted that it was difficult to get adequate supply of popular products like the Polaris Ranger and Can-Am ORVs.

The financing environment remains generally positive, though some comments indicated pockets of difficulty obtaining financing on both the wholesale and retail side. — Arlo Redwine

The Baird/Dealernews Powersports Dealer Survey provides a quarterly snapshot of overall dealer health in North America. It is a joint research venture between Dealernews and Robert W. Baird & Co. Dealers in the U.S. and Canada are surveyed to provide insight into traffic, retail, inventory, credit and sentiment, providing hard data and field commentary behind current business trends.

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2013 Distributor Report Card Survey Form

ARE YOU RECEIVING the support you need from your distributors? Could these relationships improve? Is product quality where it ought to be? What about pricing? Shipping and availability?

THIS IS YOUR CHANCE TO GIVE YOUR DISTRIBUTOR A "REPORT CARD."

The 2013 *Dealernews* **DISTRIBUTOR REPORT CARD** project studies the relationship between dealers/retailers and their aftermarket PG&A distributors. The Distributor Report Card survey is conducted every two years.

Use the Distributor Report Card survey form on the opposite page to rate your aftermarket distributor according to the parameters listed.

1. First, please indicate which company is being rated (use one form per company).
2. Then, give them a score (1=poor, 10=excellent) for the various categories listed.

IF YOU DO BUSINESS WITH MORE THAN ONE DISTRIBUTOR, please use a separate Report Card form for each brand.

Your answers will remain confidential, but we ask you to provide us with your contact information so we may contact you if needed and to ensure accuracy. Aggregate results will be published on www.dealernews.com and in the November issue of *Dealernews*. All survey respondents will receive a link to the report as soon as it is available. If you have any questions, please contact us at editors@dealernews.com.

Make copies of the form at right, complete your survey and then FAX the single page to 949-315-3694 on or before September 20, 2013!

OR...

**Take the Survey ONLINE at
www.dealernews.com/dealernews/reportcardsurvey13**

Please rate each distributor on a scale of 1-10 for the listed categories (1-poor, 10-excellent). NOTE: If you deal with more than one distributor, please copy this form and submit individual forms for each distributor. **Fax completed page to DEALERNEWS at 949-315-3694 by September 20, 2013.** Or take the digital version of this survey at www.dealernews.com/dealernews/reportcardsurvey13

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(circle one)	Automatic Distributing	Fowler Dist.	Marshall Dist.	Parts Canada	Tri-R Dist.
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	Custom Chrome	KK Motorcycle Supply	Motovan	Southern MC Supply	Van Leeuwen Ent.
	Direct2Mfg. (D2M)	K&L Supply	MTA	Sullivans	WPS/Western Power Sports
	Dixie International	LVP	Newcomb	TAW Perf. Dist.	

OTHER (write in): _____

I. PRODUCTS	Low										High
Product Availability	1	2	3	4	5	6	7	8	9	10	
Timely Introduction of New Products	1	2	3	4	5	6	7	8	9	10	
Variety of Products	1	2	3	4	5	6	7	8	9	10	
Strength of Product Lines	1	2	3	4	5	6	7	8	9	10	
Price Competitiveness/Fair Pricing	1	2	3	4	5	6	7	8	9	10	
Quality of Catalog	1	2	3	4	5	6	7	8	9	10	

II. DEALER SUPPORT										
Customer Service: Overall Support	1	2	3	4	5	6	7	8	9	10
Customer Service: Response Times	1	2	3	4	5	6	7	8	9	10
Ease of Ordering: Website	1	2	3	4	5	6	7	8	9	10
Ease of Ordering: Phone	1	2	3	4	5	6	7	8	9	10
Returns and Credit Policy	1	2	3	4	5	6	7	8	9	10
Sales Support/Rep Relationship	1	2	3	4	5	6	7	8	9	10
Sales & Technical Training Programs	1	2	3	4	5	6	7	8	9	10
Merchandising Assistance/POP	1	2	3	4	5	6	7	8	9	10
On-Time Delivery	1	2	3	4	5	6	7	8	9	10

III. OVERALL RELATIONSHIP										
Communication	1	2	3	4	5	6	7	8	9	10
Consistency	1	2	3	4	5	6	7	8	9	10
Credibility	1	2	3	4	5	6	7	8	9	10

COMMENTS _____

THANK YOU FOR PARTICIPATING! Your individual answers will remain anonymous; however, we must have your contact information for the prize drawing and to ensure non-duplication of completed survey forms for each distributor:

YOUR NAME (please print) _____ TITLE _____
 DEALERSHIP NAME _____ CITY/ST (or PROV) _____
 PHONE & EMAIL _____

It's not about your damn motorcycles

IT'S ABOUT THE EXPERIENCE A MOTORCYCLE PROVIDES



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

DO YOU REMEMBER that clapped-out Taco mini-bike you learned to ride on? What about the 1974 Honda 550 that took you on your pre-college road trip through the wild west? Or that Ironhead Harley Sportster that helped you cross the south part of your home state? We remember the experiences we had on those machines. They were more than just inanimate mechanical devices — they were vehicles of dreams, of love and of tale-telling.

Motorcycles made many of our youthful experiences possible and for that reason they transcend mere machinery. Research from Cornell University* showed that spending money on material goods only brings short-term happiness, while experiences provide greater long-term satisfaction.

Nobody is saying to trade motorcycles for African safaris or hot air ballooning — quite the contrary. Don't sell customers hardware; instead, teach new customers how to have *experiences* on their motorcycles. Psychologists demonstrate that happiness only comes from experiences, not inanimate objects like what you sell. It isn't difficult to understand such scientific claims, so why are you still selling just motorcycles and not *motorcycle experiences*?

ALL REVVED UP AND NOWHERE TO GO

Perhaps a small shift in retail thinking could improve the experiential aspect of motorcycling. The excitement of that newly purchased motorcycle in the garage easily fades into the reality of cleaning it, maintaining it and paying for it. Even at 90 days out, if there is nobody to ride with or nowhere to go, the new-owner situation can deteriorate.

Riding buddies and finding new destinations to experience have never been a problem for you dealers — you work in the industry. But your customers don't. It's tougher for them to stay involved on a consistent basis, so the experience dwindles. The now-static vehicle becomes a depressive anchor instead of a motivational elevator. You might have sold him the bike, but you just lost a customer.

Separate the act of purchasing a motorcycle from riding it down the road; and then facilitate both. Perhaps we too strongly assume people who buy the machine will find a way to ride it. *Not true*. They dream of riding it after seeing TV ads, watching racers and reading about magazine editors flying through space and time on their two-wheeled steeds. Unfortunately, re-creating those experiences for themselves can be quite challenging.

I recently discovered that a 'ride' in some people's minds is 20 minutes up the road and back — a Saturday afternoon escape. I won't criticize that, but there

is so much more potential that machine underneath your customer can provide than just a 40-minute putt, even if it is through the Alps in springtime.

That quickie escape experience is all some people want, but what I recently realized is that *it's all some people know*. Nobody ever mentored them to ride further away from home.

My attorney buddy took MSF courses three years ago and is on his second Ducati Monster, but neither bike has seen any curves or ticked over 9,000 miles on the odometer. Previous "rides" with me were basically commando escapes from his hectic job and family duties to meet at a bar and socialize. I finally challenged him to pick a weekend day for me to take him on a five-hour ride. It was more than three times the longest ride of his life.

It may sound amateurish to industry types, but it was uniquely exciting for him to experience getting that far away from home on his motorcycle. His dealer, his own sense of adventure and his friends never helped him grow to the next level.

I taught him the mini-touring basics — gear, map-planning, hydration, cornering techniques, etc. He still showed up for our hot summer ride with no backpack, no water, no tank bag, no map. The experience that followed was one of the best in his life (I made sure it was). Companionship and confidence-building catalyzed motorcycling in this man's soul.

Without someone helping him through the learning phases beyond the MSF courses and the bike purchase, his Monster would have a dead battery in six months. Now he will be adding an adventure bike and gear to his garage. I made a new riding buddy and kept him as a customer at his local dealership.

Dealers need to be hooked at the hip with training classes — they teach operational skills, but also purchase processes, licensing, insurance, gear selection and the beginning insights to growing riding experiences with "dream machines" of the future. Younger customers are not classroom-adverse like older-gen motorcyclists who dangerously believe they inherited riding skills on their Y chromosome. Our children grew up with music lessons, SCUBA lessons, golf lessons, etc. (BTW: Have you noticed all those lessons facilities also offer camps and trips for their activities?)

Customers are not creative, so help them. Sell them the longer lasting riding experiences and opportunities first. The machines enabling them to have those experiences will sell themselves more easily.

It's not about your damned motorcycles. Now, it's about your blessed bikes making it possible for customers to be transported to the realm of experiences. **D**

On the Web:

*Travis J. Carter, Cornell Ph.D., published the paper "The Relative Relativity of Material and Experiential Purchases" in the January 2010 issue of the American Psychological Association's *Journal of Personality and Social Psychology*. To view an abstract and obtain information on purchasing the report visit <http://vivo.cornell.edu/display/n164754>

BIG FEATURES.

COMPACT FORM.



FG-17 FORCE

Utilizing three different shell sizes for a superior fit and optimal aerodynamics, the FG-17's lightweight fiberglass composite shell may be its defining feature. But beneath the streamlined surfaces there's much more. Along with the features listed above, there's a Pinlock-Ready shield, wide eye port for maximum visibility, integrated rear spoiler for reduced buffeting, a RapidFire II shield actuation system that facilitates shield replacement in mere seconds, plus many more features not found in helmets costing much more than HJC's all-new FG-17.



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INFORMATION

2013 OFF-ROAD



GB520MXZ4 HEAVY DUTY

GB520MXZ4

(And Non-Gold 520MXZ4)

HEAVY DUTY MOTOCROSS

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



MXZ4 IS NOW AVAILABLE IN COLORS

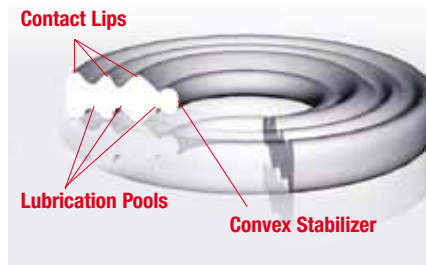


MXZ4 SERIES CHAINS	
520MXZ4 =	Non-Gold
GB520MXZ4 =	Gold
NB520MXZ4 =	Blue
ND520MXZ4 =	Orange
NM520MXZ4 =	Green
NR520MXZ4 =	Red
BP520MXZ4 =	Black



GB520MXU UW-RING

UW-RING CUTAWAY



GB520MXU

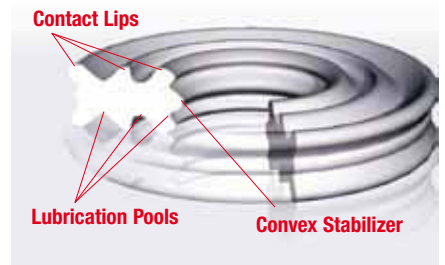
SEALED MOTOCROSS

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



GB520EXW XW-RING

XW-RING CUTAWAY



GB520EXW

(And Non-Gold 520EXW)

SEALED ATV & OFF-ROAD

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



MINI BIKE CHAINS

GB420MXZ & GB428MXZ

(And Non-Gold 420MXZ & 428MXZ)

HEAVY DUTY MOTOCROSS

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





V-TWIN



GENERAL STREET



ROAD RACING &
HIGH PERFORMANCE

2013 STREET

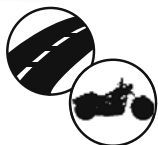


GB520XSO, GB525XSO, & GB530XSOZ1

(Gold, Non Gold & Certain Colors XSO)

SEALED RX-RING SPORTBIKE CHAINS

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



XSO IS NOW AVAILABLE IN COLORS



XSO SERIES COLORED CHAIN*

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

*Not all colors are available for each pitch series.

GB520GXW, GB525GXW, & GB530GXW

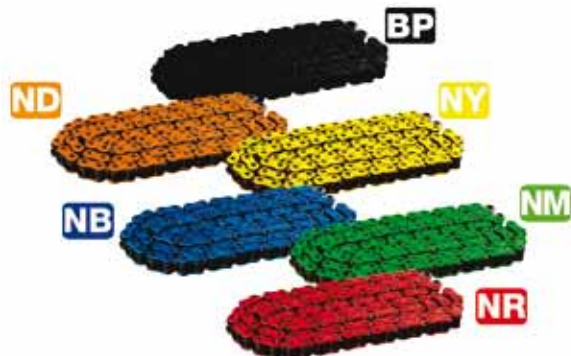
(Gold, Non-Gold and Certain Colors GXW)

SEALED XW-RING ROADRACING
& SUPERBIKE CHAINS

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



GXW IS NOW AVAILABLE IN COLORS



GXW SERIES COLORED CHAIN*

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

2013 RK CHAIN APPLICATIONS

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

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Big Deals in Four-Wheel

ATV AND SXS MARKETS SURGE WITH INNOVATIVE NEW MODELS RELEASED IN THE LAST FEW WEEKS FROM MAJOR MANUFACTURERS — AND MORE'S ON THE WAY

By Bruce Steever

ALTHOUGH STILL SLOW, the ATV and SxS market is showing growth as we move through 2013. Hurray! Rather than simply soldier on with the same product lineups, OEMs are aiming to capitalize on that growth by offering some exciting and innovative new four-wheelers to attract consumers as they carefully tip-toe back into dealerships.

We've rounded up some of the latest new model news to brief you on the various new machines heading to dealerships for 2014.

HONDA REPLACES BIG RED, UPDATES FOURTRAX MODELS

Honda has unveiled several new and heavily updated four-wheelers. On the ATV front, Honda has significantly updated both the **Four-**



Honda FourTrax Foreman



Honda Pioneer 700-4

Trax Rancher and **FourTrax Foreman** sport-utility ATV lineups. Underneath the updated styling for both model ranges are new frames and improved suspension systems.

On the Foreman, the engine remains Honda's time-tested 500-class single, updated for improved fuel economy. A new drivetrain includes selectable push-button two- and four-wheel drive with an all-new locking front differential to make the most of available grip in challenging conditions.

The rest of the changes revolve around the chassis, which receives several upgrades. A new frame works with updated suspension to provide a plusher ride, thanks to additional shock travel. A softer seat helps the comfort up front. Finally, angular new bodywork provides a more modern look and is claimed to be more durable.

The Rancher lineup continues to run with its 420cc longitudinal crankshaft single and



Honda FourTrax Rancher

receives many of the upgrades found in the Foreman. As before, the Rancher line offers a variety of semi- and fully-automatic transmission options for the needs of various consumers and their budgets, including Honda's proprietary DCT, or Dual Clutch Transmission.

The big news from Honda is the replacement for the Big Red. Starting at \$9,999, the **Pioneer 700** and **Pioneer 700-4** side-by-sides are all-new vehicles built in South Carolina designed to meet the expectations of customers in a competitive SxS marketplace. Power comes from a fuel-injected 675cc single running through a fully automatic transmission.

In both the 700 and 700-4 models, Honda is quick to highlight the many automotive advances shared in the Pioneer, including double-wishbone suspension, vibration-resistant engine mounting, auto-style electronic automatic transmission and clever off-road-ready features such as the sealed intake system.





Kawasaki Teryx4

KAWASAKI BOOSTS PERFORMANCE ON TERYX4

Kawasaki also refuses to rest on the job, having unveiled many improvements to its **Teryx4** four-seat side-by-side. For 2014, the updated Teryx4 features performance advances in both engine and handling.

The larger 783cc fuel-injected 90-degree V-twin is claimed to produce 10 percent more torque and 8 percent more horsepower than before. To better get that power to the ground, there are high-performance Fox Podium shocks, with 8.0 inches front and 8.3 inches of travel on the rear.

Finally, the improvements include updated trim packages, with the entry-level Teryx4 starting at \$15,999, with the top-spec "LE" version retailing for a thousand dollars more.



KYMCO UXV 700i

KYMCO REVEALS THE 700I

KYMCO has been improving its products in response to dealer and consumer demand. The latest update brings more power and refinements to the company's side-by-side lineup in the form of the **UXV 700i**.

Powered by a fuel-injected 695cc four-valve single transmitting power through a CVT, the new UXV is designed for everything from

hunting to farm work, and from construction to play riding.

A decent 1,200-lb. towing capacity, standard tilting cargo bed and a capable 310W alternator all contribute to the machine's work ethic, while 45 hp, selectable 2WD and 4WD and adjustable shocks add to the fun-factor.

Starting at \$10,999, the UXV 700i promises to pack quite a bit of value between its axles.

YAMAHA ADDS ANOTHER 'SIDE' TO SIDE BY SIDE

Yamaha's new offerings cover all the bases for consumers looking for four-wheeled options in 2014.

Starting on the sport-utility ATV line, the 2014 **Grizzly 700** is essentially an all-new machine. A new 686cc four-valve single utilizes a higher 10:1 compression ratio and 44mm EFI throttle body for more power everywhere. Power is distributed through a CVT to Yamaha's selectable On-Command 4WD system.



Grizzly 700

To ensure control, the Grizzly runs on a 60mm wider track with additional suspension travel at both ends and updated Electronic Power Steering settings for improved steering feel and response. The Grizzly 700 starts at \$8,899 and each one is made in Newnan, Ga.

For riders looking for all play/no work days, Yamaha has updated its popular **YZF450R** racing ATV (\$8,799) with a host of new features to ensure dominance on tracks and trails. Engine, intake and exhaust changes aim to improve power, especially in the midrange for maximum usable thrust. New suspension units improve response through reduced weight, and new ergos help the rider move to make the most of the new chassis.

The most notable change is the use of a new combination assist and slipper clutch that offers lighter clutch pull for reduced fatigue and back-torque limiting for minimized engine braking on corner entry.

Finally, the YZF450R is now compatible with the Yamaha Diagnostic Tool for easier and more precise servicing and repairs.

Last but not least for Yamaha is the all-new 2014 **Viking** side-by-side. That's not a typo; the Viking offers three-person seating across the chassis and aims to be the perfect working SxS in the industry. The Viking features an advanced 686cc fuel-injected single, selectable two- and four-wheel drive and easily serviceable



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Yamaha YZF450R



Yamaha Viking

items such as the cabin-accessible air filter.

Moving past the drivetrain, the Viking includes a tilting cargo bed, comfortable ergonomics for three people and smart storage and body construction ideas.

Starting at \$12,499, the Viking is built in the United States and will be coming to dealerships this August and September (depending on trim).

BRP LAUNCHES MAVERICK FOUR- SEATER

Bombardier Recreational Products unveiled several updates to its Commander series of SxSs as well as a new member of the family joining the range for 2014.

Headlining the 2014 range is the all-new Maverick four-seat side-by-side. The **Maverick MAX 1000R** is powered by the same 101 hp V-twin found in the Commander series, and is claimed to offer passenger ergonomics that provide comfort for four full-sized humans.



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Can-Am Maverick MAX 100R

expanded across the lineup, giving sport-riding BRP owners trail-ready performance of advanced Fox suspension systems.

ARCTIC CAT TEASES TRAIL-LEGAL, 50-INCH-WIDE WILDCAT

Building on the back of its successful **Wildcat 1000 X** performance SxS, Arctic Cat has promised to unveil its next model late

Also being unveiled across the line are new technologies and trim levels. Tri-Mode Dynamic Power Steering is designed to offer sportier and easier-to-handle control to each of the various BRP SxS models.

Commander models also see the addition of a new ECO mode to maximize range while out in the boondocks.

Finally, the performance-minded X-packages have been

in 2014 in direct response to dealer and customer demands: a trail-legal, 50-inch-wide Wildcat ready to run on size-limited trails across the country. And even better, Arctic Cat has teased that the new model will include an all-new twin-cylinder engine continuing in the performance vein of the current model.

Until then, buyers and dealers can look forward to the current 2013 Wildcat 1000 X, which features over 90 hp from a 951cc V-twin, industry leading suspension travel and some of the sharpest styling in the SxS category.

The current Wildcat 1000 X retails for \$18,499, but there is no word at presstime on pricing or other details for the upcoming 2014 version. Check Dealernews.com and your DealerNEWS ALERTS for updates. **D**

POLARIS TO UNVEIL NEW RZR JULY 29

Polaris is about to release an all-new and highly anticipated 2014 RZR to the market on July 29...about five days after this issue mails (Damn those print deadlines!). Will it top 100 horsepower? Some dealers responding to online forum queries predict the OEM won't release anything over 1000cc due to street-licensing issues. Polaris has excelled in keeping the lid on this new model rollout so far. "Our suspicions are that behind that front-end is an all-new machine," says Justin Dawes of Motorcycle USA. Watch your DealerNEWS ALERTS for updates. —Ed.

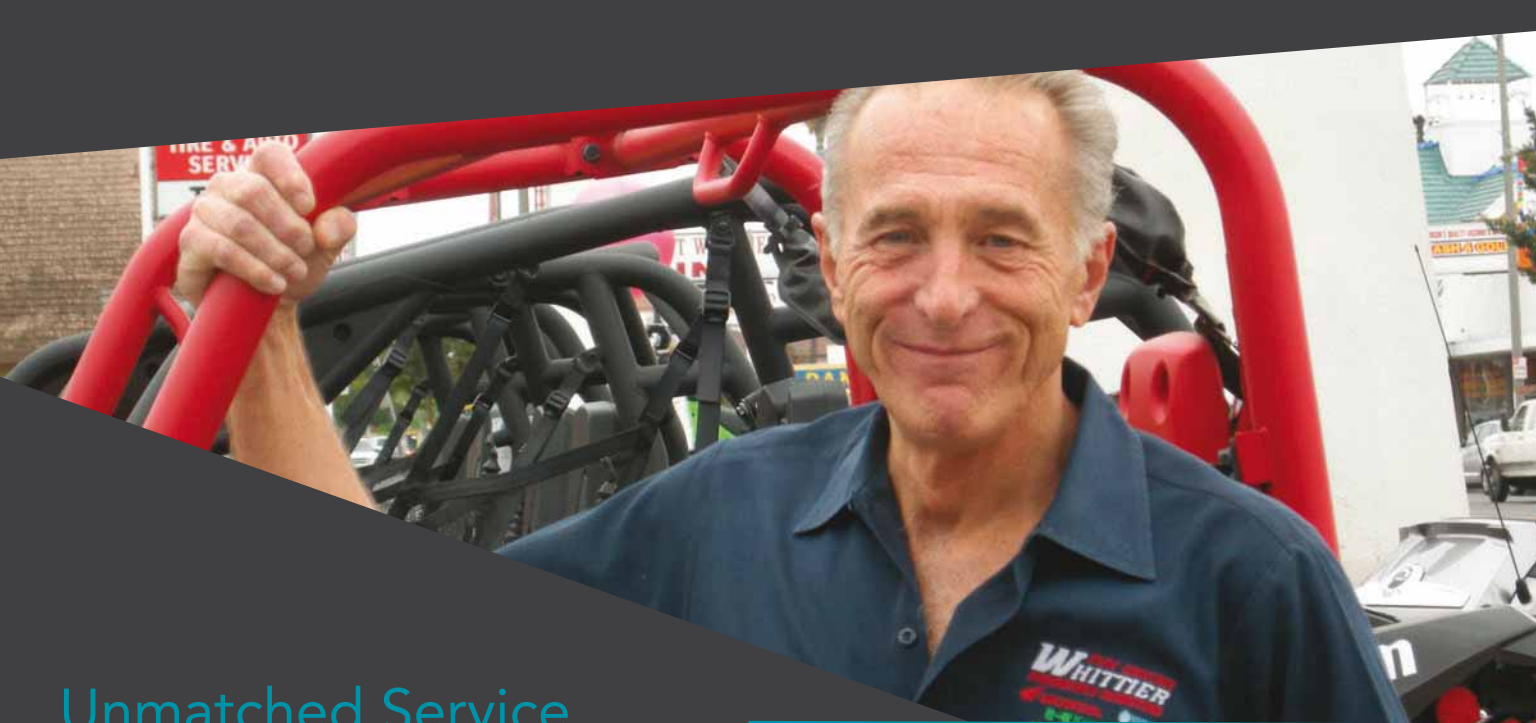


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Unmatched Service. Unbelievable Results.

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

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

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

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

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

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

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

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

19%↑

March 2013 vs. March 2012 Pageview Growth

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Dominion Powersports Solutions specializes in delivering leading-edge business solutions tailored to the needs of powersports dealers, including operations management, inventory, lead management, CRM, website, online marketing and social media. The company has a 30-year history of product innovation and is known for personalized relationships with dealers and industry partners.

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End of summer signals service marketing season

IS YOUR WINTER PLAN IN PLACE? HERE'S WHAT TO DO — NOW



FUEL FOR THOUGHT

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

On the Web:

Visit www.dealernews.com to read more of Dave Koshollek's highly popular columns on service management.

AUGUST IS THE TIME TO nail down your service marketing plans for the upcoming winter season. That may seem odd if you're currently running at full speed to keep up with summer demand, but waiting for frosty balls to arrive is a sure way to shoot your winter service revenue in the butt.

Determine your typical service traffic by month. Identify when traffic falls off dramatically (first snowfall) or changes substantially (SxSs and hunting season), when the service department is deader than a sulfated battery, and when the spring season starts the madness rolling again. There's no universal calendar that fits all dealerships.

Marketing gets customers into the store. Superb customer service skills and exciting, interactive displays convert browsers into buyers. You must consider winter vehicle storage if you live where the snow flies. You have the vehicle in your possession and plenty of time to look it over and upsell the owner on service needs and vehicle enhancements, and then you can schedule the work to suit your service flow.

No room to store vehicles? Then lease the space. That's what **House of Harley-Davidson** in Milwaukee does. The store keeps about 100 bikes at the dealership and stores another few hundred down the road at a warehouse. Business was so good last season that Keith Lewis, the service manager, hired three new techs in the middle of winter, along with keeping the original team from the previous summer.

WHEN TO START

Start marketing your winter storage program about three weeks before the expected end of the riding season. Create fliers for the store, send email blasts, put the info on Facebook and on your website. Prepare a script for phone, text and email inquiries that includes benefits, pricing and minimum dollar amount where customers can receive free storage. Experience tells me at least 50 percent of storage customers spend more to hit the minimum to get the free storage. That gives you plenty of work to keep the shop buzzing.

Always build a sense of urgency to *decide now* with a call to action like, "Space is limited and filling up fast. To ensure we have room for your vehicle, we suggest making your reservation now, while I have you on the line."

The following programs also have been used to get customers to the store during the 'down' season.

- Engine or suspension performance and/or rebuild specials;
- Custom paint, chrome or black-out customization specials;

- Customer clinics on winter storage prep and engine or suspension performance,
- Motorcycle movie nights and ladies- or mens-only nights; and
- Spring-into-action specials (vehicle prep) the month before the spring rush.

FORMAT FOR IMPLEMENTATION

Remember to limit service specials to no more than 30 days to create a sense of urgency. Follow this simple format for creating and implementing service marketing programs:

1. Consult with service advisers and technicians for their ideas and to develop their ownership in the plan. Involve marketing, parts and vehicle sales managers to gain their participation and input. You don't want to run afoul of the marketing plans of other departments — and you'll need the ideas and support of all players to make service marketing successful.
2. Set goals for service and parts sales, storage unit minimum, etc., with deadlines for acquiring each.
3. Create a visual scoreboard and update it daily so employees know the status in real time.
4. Get approval from upper management now so that you have a detailed plan and goals are set. Remember, owners and general managers make decisions based on the ROI (return on investment). They won't approve a plan because it's a fun thing to do. To motivate management, you'll need numbers — like an estimate of customer attendance for clinics and follow-on sales, the break-even point where income pays the expenses, and, most importantly, the expected profit when goals are achieved.
5. Create advertising media that answers the basic questions of who, what, when, where, why and how.
6. Train employees so they know their responsibilities when it comes to fulfilling the promises of your advertising. For example, all employees should be able to state at least three features and benefits of the current service specials.
7. Perform post-marketing analysis to determine the effectiveness of each service marketing plan. If a strategy falls short of goals, modify it or eliminate it.

It's not rocket science, but smart service marketing can be the rocket fuel that accelerates profits in your traditionally slow season. The winter countdown has started — 10, nine, eight... Time to get started! **D**

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HARLEN FOLEY

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LATEST SUDCO CATALOG HAS 556 PAGES OF GOODIES

Sudco International's latest catalog boasts 556 pages of products. The Main Catalog (No. 37) details original and performance carburetors, rebuild and tuning components from Mikuni and Keihin, as well as Sudco's own designed and tested carburetor kits for classic and late-model Japanese and European street and dirt bikes, ATVs, PWCs and snowmobiles.



Other name brands included in the tome are K&N Filters, RK Chain, Sunstar Sprockets, Motion Pro Tools and Control Components, Dyna Performance Electronics, PJ1 and Red Line Lubricants and Cleaners, R&D Racing and more.

The catalog is free for Sudco dealers; \$20 for retail customers. The \$20 is

refundable with a purchase of \$50 or more. To request the catalog, call 800-998-3529 or visit www.sudco.com.



ANDREANI OIL LEVEL KIT

From Andreani comes an oil level kit which helps users measure and set oil levels while tuning or changing fork oil — without having to disassemble the fork. The tool is made of the “best quality hydraulics you can find,” the company says, and it can also withstand high pressure from forks. The tool is ideal for racers who need a quick and dirty gauge while on the track, and is best used for minute oil-tuning rather than full-on changes.

The company also offers different quick-release connectors to fit the Yamaha R6, BMW S1000RR, and all BPF forks for the Kawasaki ZX6 and ZX10, Suzuki GSXR1000, and the Honda CBR 600 and 1000. The connectors mount into the fork axle clamp, and the tool fastens to the connector. Each connector set comes with two connectors, and instructions on how to use with each fork model. For more information, visit www.andreanigroup.com.

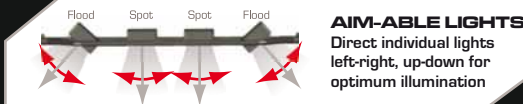
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WORK AND PLAY

FUN COUNTRY POWERSPORTS SERVES A HARD-WORKING AGRICULTURAL COMMUNITY — WHO, INCIDENTALLY, LIKES TO PLAY OUTSIDE, TOO

By Dennis Johnson • Photos by Jed Conklin

NESTLED BETWEEN THE COLUMBIA RIVER and the Cascade Mountains, The Dalles, Ore., is an agricultural hotspot in the Pacific Northwest. Know those sweet, delicious cherries you snag each summer at the farmers market, those plump Royal Annes? They very well could have been harvested in the more than 6,000 acres of trees that grow in the area. Vast acres of wheat — about 50,000, all told — are also cultivated throughout The Dalles region.

And there are peaches, pears, even cattle. “Ag” is big in The Dalles. If you’re going to run a powersports dealership in an area like this, you’d be wise to know well your customer base.

Fun Country Powersports owners Mike and Lisa Erland take this lesson to heart. Mike studies farming methods. He goes to related meetings and learns about such things as chemical application and the logistics of maintaining orchards. Lisa runs the service department at the Top 100 dealership, making sure the side-by-sides and ATVs used by local farmers are in their best condition.

“If the farmers don’t do well, we don’t do well,” Mike points out. “We have to be very sensitive to the agricultural market. I’ve learned a lot about what they do, so when we do something like set up a Ranger to be a full-spray rig, I know why they need valving in different spots. I really enjoy knowing this. The fringe benefit is they trust us completely to take care of them.”

Indeed, he tells his staff: “Everybody in this company is a farmer; we just don’t grow anything.”

Paying close attention to his customer base also bolsters purchasing decisions when stocking PG&A. Mike works closely with distributors to make sure he has all the latest accessories for side-by-sides — and by accessories, we mean cab enclosures, winches, spraying equipment, 12-volts.

The dealership has to handle just about anything during the busy farming season. If a local comes in with a broken-down vehicle, the Erlands will offer whatever is needed — whether it’s a loaner side-by-



“This was my neighborhood dealership when I was a little boy. For me to ... be able to purchase... the dealership of my childhood is pretty amazing.”

— Mike Erland

Left: Alec Erland, one of Mike and Lisa Erland's sons, poses with family dog Rusty. Fun Country Powersports in The Dalles, Ore., caters heavily to the agricultural as well as the recreational offroad market. Here's the team (above).



Top left: Master sled tech Brandon Rude works on a unit. Top right: Aaron Evans helps a customer. Bottom right: son Aaron Erland; tire installation is a way to compete against online retailers. Bottom left: Showroom is changed out roughly every two weeks.

side to hold a spray rig or an ATV — to get the job done.

FULL CIRCLE

Gone are the days of the old motorcycle shop when you would know what products your neighbor's kids are dreaming of because their fingerprints were smudged into the layers of dust on the boots that had been sitting in the same spot for months. For Mike it's an interesting place to be; the Erlands built Fun Country on the bones of the same store he used to wander through as a kid.

"This was my neighborhood dealership when I was a little boy," he says. "For me to be able to leave education and to be able to purchase, with my family, the dealership of my childhood is pretty amazing."

The lifelong racer, race promoter and former teacher purchased the business from

one of the first Honda dealers in the Pacific Northwest. The new store sits in the exact spot as the old dealership. The Erlands even kept the original front door of the store and installed it as the door to Mike's office — but it's the only remaining item.

When the Erlands redesigned and remodeled the nearly 50-year-old dealership after buying it about 10 years ago, they took the local agricultural market into consideration. After visiting other dealerships, talking to designers who worked in the field and learning about what to do right and what not to do, they laid out their vision to the contractors.

"I told them I want the most beautiful horse barn in the area. That was my focus. I wanted it to have an agricultural feel but be very elegant inside," Mike says. "We've got plain concrete floors that we've given a little bit of a 'look' to. These [customers] will come

SERVING CROSSOVER MARKETS

The Dalles may be in the heart of Pacific Northwest agriculture, but the city also is a strategic base for year-round recreation. The mighty Columbia River, just steps from the dealership, plus other waterways offer boating, fishing and wind surfing. Oregon's Mount Hood — only 35 miles away — offers skiing, while nearby alpine locales entice campers, bikers and other outdoorsy types.

All of this outdoor goodness translates into some solid motorsports action. In the winter it's snowmobiles, and for the rest of the year it's dirtbikes, dual sports and four-wheelers. The store is three hours away from sand dunes and there are a number of OHV parks close by, Mike says.

The Pacific Northwest is rightly known as a big motorcycle market — a big powersports market in general — and that's evident at Fun Country. Just about the entire staff are enthusiasts of anything that has wheels (or skis) and a motor. Even the store's agricultural clientele aren't "all" about work.

Maintaining these relationships, and the ability to "read" both markets, is good for business. The same customer who rode with Mike to Alaska and back (twice) also happens to farm 18,000 acres of wheat and hay.

And keep in mind: As the age of local farmers skew younger, many of them now ride recreationally.

"There's surprisingly quite a bit of crossover. A lot of our young farmers now ride dirtbikes. They'll do some dual-sport riding," he says. "When you talk to them on an agricultural basis, they're a lot more serious because they're talking about a tool."

But when you talk about just riding, it's all about having fun.

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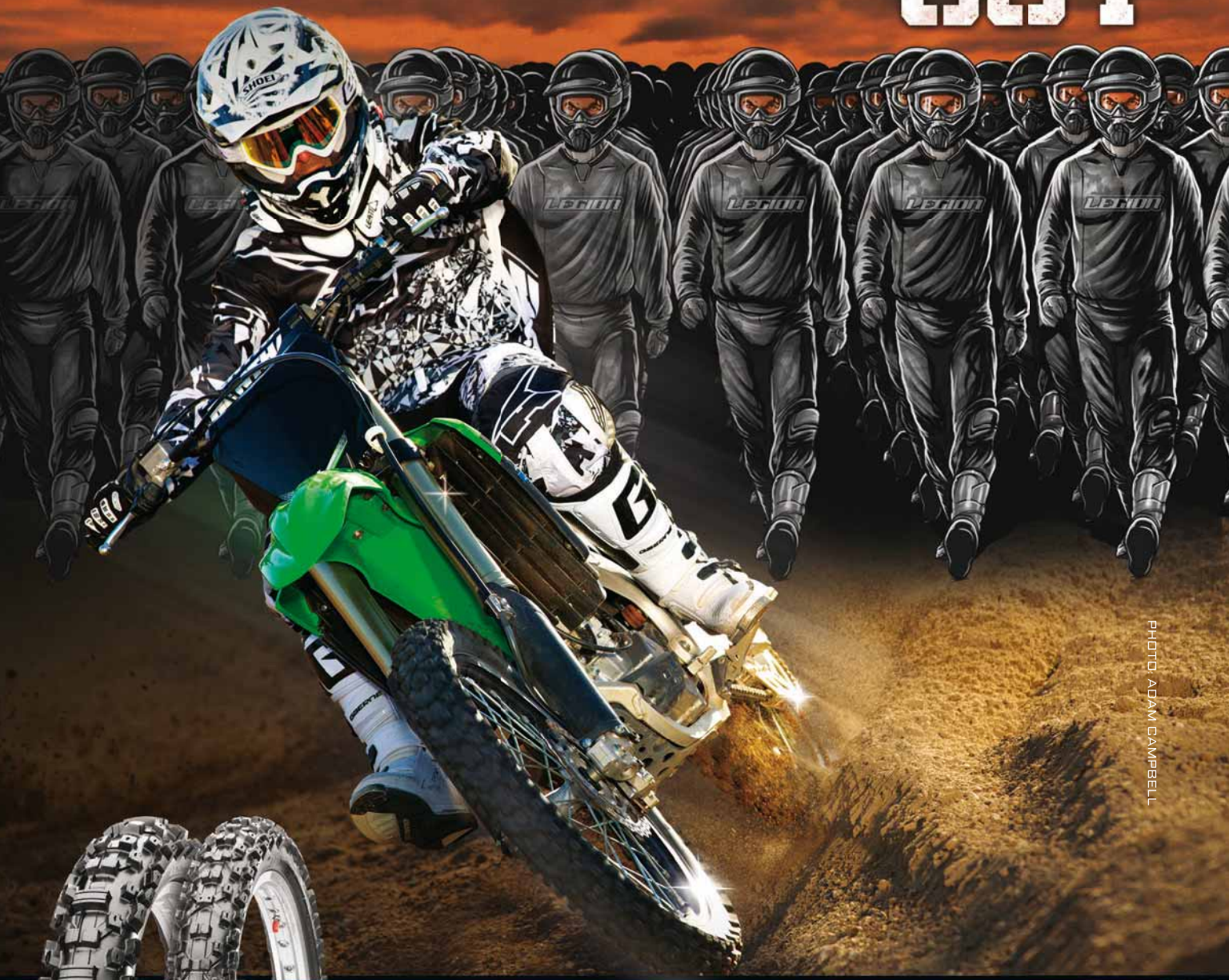


PHOTO: ADAM CAMPBELL

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DEALER @ A GLANCE

Fun Country Powersports Inc.

1318 W. 2nd • The Dalles, OR 97058 • T 541.298.1161
www.funcountrypowersports.com

OWNERS: Mike and Lisa Erland
General Manager: Alec Erland

Number of employees: 11
Years in business: 9
Years at location: 9
Store size: 12,000 sq. ft.
Annual revenues: \$4 million
Annual profits: \$510,000
Profit per sq. ft.: \$42.50
DMS: Lightspeed NXT
Hours of operation:
Tuesday - Friday: 9 a.m.-5:30 p.m.;
Saturday: 9 a.m.-4 p.m.

SALES DEPARTMENT

Manager: Alec Erland
F&I Manager: Jodi Jensen
Employees: Aaron Erland,
Doug Tumlinson
Showroom size: 5,500 sq. ft.

PARTS DEPARTMENT

Manager: Aaron Evans
Employees: 2 (both part-time)
Size: 2,200 sq. ft.

ECOMMERCE DEPARTMENT

Manager: Sarah Erland

SERVICE DEPARTMENT

Manager: Lisa Erland
Technicians: 2.5
Lifts: 4
Size: 2,800 sq. ft.
Shop rate: \$77/hour

PLUS:

Distributors: Tucker Rocky, WPS,
Parts Unlimited, Oakley, Bell,
Fox and others

Racing Sponsorships: local kids
MX, sportbike team, regional
events

Club Sponsorships: Northern
Oregon Motorcycle & ATV Club,
Local Dualsport Club, Street
Rider Club

Community Involvement: Cham-
ber of Commerce, multiple civic
events, school events, special
recognition to Eagle Scouts,
vehicles for the county fair

by in the middle of the afternoon, and who knows what they've got on their feet. I don't want them to feel bad about stomping into a nice, carpeted PG&A department."

An open-floor design helps during merchandising, something the Erlands try to change around every two weeks or so. Even the store's contents are pulled out into the parking lot and then reinstalled into fresh, updated displays on a regular basis. (Mike says they try to time these "major swaps" with visits from distributor reps so they can work on displays together.)

SURVIVAL LESSONS

The early days of powersports seem light years away, especially now that they've survived the recession. The economic slump offered up one heckuva learning curve. "That tells you really quick how you have to get it done to survive," he says. "We made it through and we're doing well."

LESSON LEARNED NO. 1: THE COMPETITION HAS BROADENED. The Erlands aren't just competing with the dealership across town; they're going up against any retail store that could get their customers' potential buying dollar. "We're competing with real glossy shopping malls now," he says. "We have to do our best to look tidy, like we're always changing. We even had an entire ad campaign on our local country radio station that was focused on apparel and Oakley sunglasses. We want some of the younger farmers to come and say, 'Yes, this is a \$150 pair of sunglasses, but I'm going to try them on.'"

LESSON LEARNED NO. 2: BE A RETAILER, NOT JUST A MOTORCYCLE DEALER. High-end national retailers have full-time merchandising staff whose sole purpose is to walk the floor each day with "customer goggles on," Mike says. So he makes sure his staff — even the parts counter guy — does the same thing. "We come through the door each day and say, 'What's not looking right in here? What do we need to change?'" he notes.

LESSON LEARNED NO. 3: ONLINE SELLERS ARE HERE TO STAY. It's the great mall of the world, as Mike puts it. "I've heard so many people cuss it but we've decided to embrace it. It's not going away," he says.

The Erlands work with suppliers to obtain solid deals on that one product that seems to cause the biggest uproar — tires. Fun Country encourages customers to bring their tires in for installation, even if they bought them online. They charge a premium for installation and even have a completely separate repair order for tire service, but it works — and it gives them the chance to welcome online shoppers into the physical dealership.

"This gives us the opportunity to tell that customer, 'Listen, next time you need a tire, tell us.' We can likely get it for them at a better price than online," Mike explains. "It's just the way that we have to hit it because some things are not going away. If they're not going away, you might as well give them a hug."

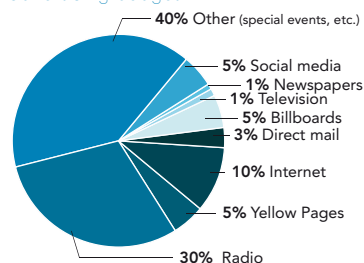
LESSON LEARNED NO. 4: SUPPORT ALL RIDERS. Fun Country carries Honda, Husqvarna, Polaris and Suzuki, but extends its dealer services to riders of other brands. "We've got a lot of Harley customers because I have a technician who is Harley-certified," he says.

In fact, just about all of his V-twin customers heard about the store through word-of-mouth. "We stock all the Harley oils, gaskets and filters — everything that they'd need, and we take good care of them," he explains. **D**

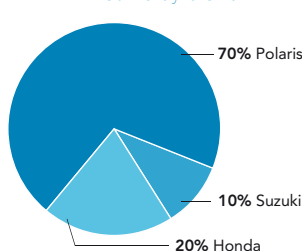
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EXCELLENCE IN
POWERSPORTS RETAILING



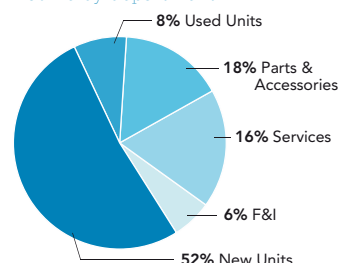
advertising budget



Income by brand



Income by department





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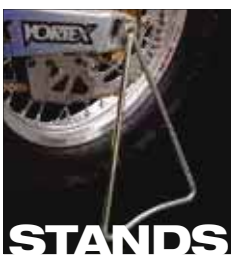


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TOOLS



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- Rims can be laced to OEM Hubs, Excel Pro Series Hubs and certain aftermarket hubs
- A60's are available in black and characterized by a metallic silver pinstripe.

EXCEL TAKASAGO & NOTAKO RIMS

- Excel Takasago MX racing rims are constructed of aluminum alloy, meeting or exceeding OEM quality
- Takasago rims are available in a wide range of sizes in both stock and non-stock diameters
- Excel Takasago Rims are available in Silver, Gold, Blue, Black and Yellow anodized finishes *Blue & Yellow available in selected sizes.
- Notako rims were developed for enthusiasts looking for a good value for their money
- Notako rims are extruded using an economical aluminum alloy to give Notako the performance that Excel represents
- Notako rims are available in Silver or Black anodized finishes.



EXCEL STAINLESS SPOKE KITS & NOTAKO SPOKES KITS

- 302x polished stainless steel spoke kits are 10% stronger than OE steel spokes and 15% stronger than current aftermarket stainless spokes.*
- Includes 6061 T4 6 point forged aluminum Spline Drive® Nipples
- Available in 8 & 9 gauge for full size Japanese MX & Off-Road Applications
- Mini sizes also available but are mated with OE type steel nipples.
- Notako spokes were developed for enthusiasts looking for a good value for their money
- Notako spokes are produced using economical high carbon steel and are mated to OE type steel nipples to give Notako the performance that Excel represents

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





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- Excel Pro Series G2 Hubs are constructed from forged aerospace aluminum and are available in anodized red, black, gold, blue or silver.
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- New seal protector helps prevent dirt and debris from entering internal hub components

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- Super-strong and lightweight forged aerospace aluminum carrier rings
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- Adapt most Excel Pro Series G2 Universal Wheelset to a specific motorcycle make & model.



UNIVERSAL WHEELSETS

- Easily installed on most motocross bikes with the use of Excel Pro Series modular carrier ring set
- Utilizes OE sprockets and rotors
- Hubs are laced to Excel Takasago Rims or upgrade your rims to Excel A60 Rims*.
- Sizes: 21" x 1.60", 20" x 1.85", 18" & 19" x 1.85"- 2.50"
- Flat Track: 18" & 19" x 1.85"- 2.50"
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*Upgrade offered at an additional cost.

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TWS-206AH	7 pc Kit, 5 Heads & TWW	\$159.95
TWS-206AC	10 pc Kit, All Heads & TWW	\$179.95
TWS-206D	Harley® 2 pc Kit	\$119.95
TWS-206DH	Harley® 3 pc Kit & TWW	\$129.95

TWW-001 Excel Spoke Wrench Handle \$17.95



*Kit shown is TWS-206AH

4EXCEL-EX13



MECHANIC TECH TIP

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Gains in May push YTD earnings up nearly 59 percent

BY JOE DELMONT

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THE VOICE OF POWERSPORTS RETAILERS



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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.

DESTINATION POWERSPORTS, the Dealer LAB powersports dealership in Punta Gorda, Fla., continued its strong earnings performance this year with another solid month in May. Earnings for the month were \$21,876, up \$7,876 (or 56 percent) over the same month last year.

Just as important as the operation's strong performance, however, is a move to a new site being eyed by owner Bill Shenk and his partner. The city approved a site use plan for the new property, and a closing is likely late this summer. Stay tuned for details.

Total sales for May 2013 at the dealership were \$533,592, up 8.6 percent from May 2012. Gross profit was also up by 17 percent, at \$134,649, when compared to last May.

Fifty new and used units were sold in May, up one unit from May 2012. Unit sales revenue was ahead of last year at \$418,861 vs. \$388,892 in 2012. The dealership sold 12 new bikes in each month, but sold 16 used bikes last May, compared to only nine this year. Total new and used unit sales for the first five months of 2013 was 265 units, up from 253 units sold during the same period last year.

While new and used motorcycle unit sales were down by about 25 percent at the dealership in May, they compared favorably with Florida's statewide figures. In May, new and used motorcycles registered by dealers in the state of Florida totaled 3,455 units, down 1,472 units (30 percent) from the May 2012 total of 4,927 units.

"For the brands we sell," Shenk says, "Kawasaki

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

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	May-13	Dealer	Top Gun	May-12	Dealer	Apr-12	YTD 2012	YTD 2013	PVS	DLR
Units Sold (New & Used)	50			49		47	253	265		
Sales	418,861	78.5	75	388,892	79.1	362,613	1,873,833	2,143,002	8,087	78.8
F&I (net)	18,012	3.4	4	16,350	3.3	16,889	88,318	92,582	349	3.4
Parts	27,601	5.2	6	31,377	6.4	24,391	128,431	148,662	561	5.5
Accessories	35,032	6.6	9	28,818	5.9	29,778	177,839	160,011	604	5.9
Service	34,086	6.4	6	25,967	5.3	30,074	134,395	176,206	665	6.5
Total Sales	533,592	100*	100*	491,404	100*	463,745	2,402,816	2,720,463	10,266	100*
Total Cost of Sales	398,943	74.8	76.7	376,923	76.7	343,913	1,830,414	2,032,848	7,671	74.7
Gross Profit	134,649	25.2	23.3	114,481	23.3	119,832	572,402	687,615	2,595	25.3
EXPENSES	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	May-13	Dealer	Top Gun	May-12	Dealer	Apr-12	YTD 2012	YTD 2013	PVS	DLR
Payroll										
Total Sales (5.25/4.0 Empl)	24,900	32.1	33	23,846	34.3	22,534	111,394	141,299	533	34.9
Total P&A (2.20/2.5 Empl)	11,183	45.3	38	7,260	39.1	7,444	39,636	47,210	176	40.0
Total Service (4.50/5.00 Empl)	23,223	68.1	58	18,670	72.0	16,999	79,694	104,915	396	59.5
Flooring	10,944	14.1	7	7,047	10.1	9,869	32,204	45,380	171	11.2
		% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit		
Admin Payroll	7,704	5.7	6	7,094	6.2	7,429	34,547	37,480	141	5.5
Advertising	3,514	2.6	2	2,623	2.3	3,085	19,141	16,910	64	2.5
Administration	17,199	12.8	14	17,593	15.4	16,307	84,952	89,294	337	13.0
Rent	12,598	9.4	10	13,645	11.9	13,076	65,066	63,381	239	9.2
Co. insurance	3,301	7.1	2	2,475	2.2	8,875	10,254	20,141	100	3.8
Total Expense	114,566	85.1	78	100,253	87.6	105,618	476,888	566,010	2,136	82.3
Misc. Expense	0	0	3			0		0	0	0
		% of Total Dollars			% of Total Dollars			% of Total Dollars		
Additional Income	1,873	0	0	-228	0	375	-2,469	25,984	98	1
Net Profit	21,876	4.1	5	14,000	2.8	14,569	93,045	147,589	557	5.4
Net Profit + Misc Exp	21,876	4.1	5.8	14,000	2.8	14,569	93,045	147,589	557	5.4

Notes: Top Gun = The top performing dealerships in the PowerHouse training group. PVS = Per Vehicle Sold. Shenk began operating Punta Gorda dealership on March 1, 2009. * Totals equal 100 because of rounding



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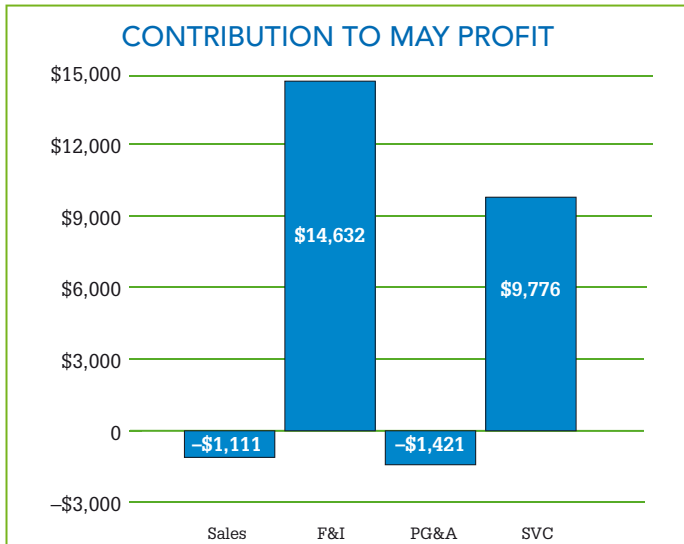
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“Our inventory turn is better in every category except new motorcycles. There is less help from the OE this year compared to last.” —*Bill Shenk*



statewide sales this May were 246, down from 391 in 2012; Suzuki was 188 down from 421 in 2012, and Yamaha was 326, down from 424 in 2012.”

Parts revenue was down about \$4,000, but accessories sales were up by 21.7 percent (\$35,032 compared to \$28,818). Service revenues were up by 31.3 percent (\$34,086 from \$25,967).

Gross profit for parts and accessories in May was \$24,702, a gain over last May’s \$18,549.

Flooring costs continued to run ahead of last year. For May, flooring was up by 55.3 percent, at \$10,944, compared to \$7,047 last year.

“A little over \$3,000 of that is Kawasaki prepay on aged units,” Shenk says. “Our inventory is actually down \$913,822 month over month. Our inventory turn is better in every category except new motorcycles. There is less help from the OE this year compared to last. Our top brand on sell-through is our pre-owned, followed by Polaris and Victory product.”

The other cost increase (year on year) in May was insurance, which climbed from \$2,475 to \$3,301. **D**

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They're not as tough as they look

ARE ONLINE PRICE-SHOPPERS CUTTING INTO YOUR MARGINS?
HERE'S HOW TO TAKE CONTROL



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

On the Web:

Visit www.dealernews.com to read more columns and marketing advice from Rod Stuckey.

I WAS RECENTLY SPEAKING with a veteran dealer who said, "this business has changed more in the last five years than the previous 20." He then explained why it's simply not possible to hold gross on vehicle sales due to the digital age and the abundant amount of information available to customers.

Ironically, I just had a conversation with a different dealer who recently purchased his second location and was having his best year ever. He gave much of the credit for his success to his aggressive online and offline marketing.

And he's never mentioned discounts.

Other than the way these two dealers market their dealerships, the biggest difference between the two is attitude. Whether you think you can or can't, you'll get to be right. If you decide it's not possible to hold gross, you've given up your power, and it will not be possible.

The dealer achieving success is very aggressive. He has at least one major event per month at both of his dealerships, regardless of the season. His staff is trained on the importance of capturing customer and prospect data so he can continue marketing to them in the future. At his primary location he has more than 7,000 email addresses, 10,000 names and addresses within a 45-mile radius of his dealership, and over 3,000 likes on Facebook. In fact, his customers hear from him so often with personality-driven, relationship-building, one-to-one communication that most of them are now immune to offers and advertising from competitors. They have a feeling of belonging and a sense of community. When they come in to buy, they haven't shopped around because they already know, like and trust their dealer.

While it's easy to get caught up in the challenges and emotions of customers coming in with invoice price on a new unit and Kelley Blue Book value (retail) on their trade-in along with seven price quotes from competitive dealers, this is still the exception and not the norm — as long as you are properly marketing to your buying base.

When I asked the dealer facing the challenge how many emails were in his database, he thought the number was around 200 or so. He had no clue how many total records were in his DMS. It's likely his customers have a feeling of apathy toward the dealership since they never hear from him.

The reason this dealer believes the majority of his customers are hardcore online shoppers is because he has no loyal following and never provides compelling reasons for his existing customer base to visit the store. He also never reaches out to "conquest" and "orphan" owners in his market area to invite them to his dealership for a party.

And by the way: A special finance offer on a new unit or a coupon for an oil change special is not a compelling offer, nor is it a relationship builder. It only speaks to those in the market right now, which will always be a very small percentage of your buying base. On the other hand, an invitation to a party speaks to your *entire* buying base — including those in the market today and those in the market tomorrow.

While the dealer experiencing a challenge assumes everyone has shopped him online, the other dealer assumes everyone has not. In fact, he's tracked every opportunity in his CRM and proved to himself and his staff that this is the case.

He also understands that the culture of his sales team starts at the top. If you let the inevitable online price-shoppers get under your skin, it will infect your entire team. When management is constantly complaining about price shoppers, employees do it, too. **D**

THREE TIPS TO COMBAT PRICE-SHOPPERS:

Don't ignore "just lookers." They're sales opportunities who are trying to decide which way they should spend their expendable income. Should they upgrade their truck, buy a bigger house, or get that new motorcycle? If your dealership does a good job building value and developing rapport, you will increase the odds of the customer choosing to buy from you.

Half of the hardball price-shoppers are not as tough as they appear. If handled properly, they can be converted into a profitable sale. Slow down the sale and follow the sales process. Take the time to build value in yourself, the dealership and the product, and many hardball customers will be reasonable and willing to pay more.

Stay positive and remember, you don't raise morale — it flows down from the top. A much smaller percentage of your customers are online price-shoppers than you may think. Don't focus on your competition, focus on your customers — and remember, your attitude is a little thing that makes a big difference.

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Get ready for the national tour

PROGRESSIVE INTERNATIONAL MOTORCYCLE SHOWS UPDATES SCHEDULE: ADDS PHOENIX, HEADS TO BIG APPLE FOR THE HOLIDAYS

By Mary Slepicka • International Motorcycle Shows photography

THE PROGRESSIVE INTERNATIONAL MOTORCYCLE SHOWS has announced the dates for the 2013-14 national tour, with the schedule adding a stop in Phoenix and moving the big New York show to right in the middle of the holiday season.

The IMS shows are produced by Advanstar, parent of *Dealernews*.

Research conducted for last season's shows indicated that IMS attendees are 33 times more likely to purchase a new vehicle and 20 times more likely to purchase a used vehicle than non-attendees. Show-goers during the 2012-13 tour spent a combined \$87 million on parts and accessories at the shows — up about 9 percent from the 2011-12 tour.

Average household income for IMS attendees last season was about \$82,700, with roughly 40 percent of respondents indicating household incomes of \$100,000 or higher, Advanstar reported.

The 2012-13 national tour, which ran through 13 cities, carried an extensive marketing program — an estimated 1.018 billion media impressions, including 110 million in web, 33 million on social media, 740 million in PR and 57 million TV impressions, according to Advanstar.

Retailers interested in exhibiting at a Progressive International Motorcycle Show or learning about other opportunities to tie in with these events should contact the IMS sales team at 310-857-7500 or at www.motorcycleshows.com. **D**



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Jan. 10-12 – WASHINGTON, DC
Washington Convention Center

Jan. 17-19 – MINNEAPOLIS
Minneapolis Convention Center

Jan. 24-26 – PHOENIX
University of Phoenix Stadium

Jan. 31 – Feb. 2 – OHIO
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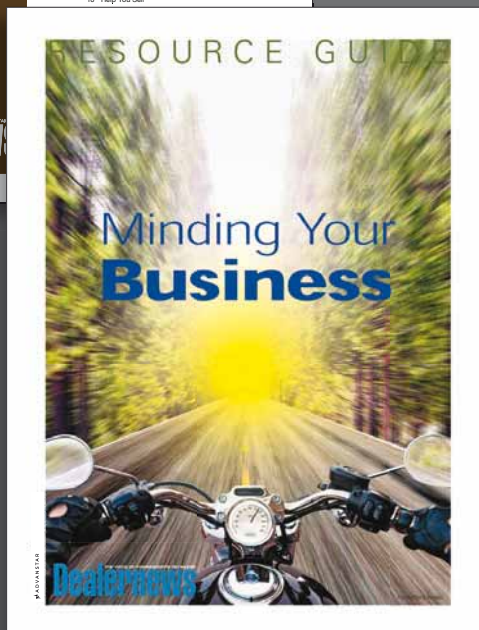
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- 8 Never Stop Advertising
- 9 A Little Help, Please
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The Road Trip, Part 1

LESSONS LEARNED SO FAR: CHAIN LUBE IS HARD TO FIND, AND YOU MAY WANT TO RUN THAT YELLOW LIGHT



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

AS I WRITE THIS in late June, I am part of the way through a motorcycle trip that so far has covered 6,709 miles, 20 states and 34 days. I've paused the trip in St. Paul, Minn., parking my bike (a 2003 Triumph Tiger) at my daughter's and flying back to Southern California. I'll be home for about a month, then return to St. Paul and continue west.

The genesis of the trip was a longtime desire to ride from the United States to Tierra del Fuego, but when I had the money and physical wherewithal to make that trip, I didn't have the time. Now that I've retired I have the time, I could probably justify the money, but my physical skills just aren't up to it. So I planned a trip that runs basically around the perimeter of the country. The mission of the trip, if ever a trip has a mission, is to visit old friends and check out places that I've always wanted to see but for one reason or another hadn't done so: the Natchez Trace, the Outer Banks and Kitty Hawk, Gettysburg, Custer Battlefield, Glacier Park.

Trips like these often result in profound self-realizations that cause significant changes in one's worldview (read *Blue Highways* by William Least Heat-Moon). I've had some self-realizations but none that could be termed profound. My major self-discovery is that my butt is only good for about 350 miles before it starts telling me that I should park the bike and find a comfy motel room. It's a message I've grown accustomed to heeding but one I can ignore if circumstances demand.

LITTLE LUCK AT THE STORES

Along the way I've had occasions to stop into a few motorcycle stores. I lost my right rearview mirror while leaving Noonan, Ga. — just the mirror part; the stalk was fine. I tried to rig a handheld face mirror to the stalk but was never able to get the angle right and had to abandon that project almost immediately. I stopped into two multiline dealerships in South Carolina on my way to Charleston but neither had a suitable (or for that matter, any) replacement. Both stores seemed to have an adequate stock of bikes but very little in the way of generic accessories.

I finally scored a mirror at a **Cycle Gear** store in Charleston. As I was passing a truck in the Outer Banks, I saw a flash of light. After the pass, I checked the mirror to find that the flash was actually the mirror part departing the scene. Back to square one. I finally stopped at an Advance Auto Parts store, bought a rectangular convex mirror and stuck it in the spot where the original mirror had been. A little duct tape and I had a functional if not aesthetically pleasing fix that has gotten me as far as St. Paul.

I ran out of chain lube after Charleston and stopped at **Outer Banks Harley-Davidson**. The counterman and I went to the chemicals display and looked — no luck. He asked the parts guru in the back room to make sure, and he confirmed that they didn't have any. Oddly enough, they did have chain cleaner. I know that Harleys now use belts but there's got to be a lot of older bikes on the road with chains that need an occasional squirt of lube.

Most of the bikes I've seen on the road have been Harleys or Harley clones. Even the parking lot at Deals Gap was 95 percent Harley with a few sport-bikes and a couple of touring rigs to round it out. Ten years ago when I was last there, the ratio was reversed. Of course my visit this time was midweek, so the ratio might change on weekends when younger people have time off.

As an AGATT rider, I cringe when I see the vast

Trips like these often result in profound self-realizations that cause significant changes in one's worldview.

majority of my fellow motorcyclists riding without a helmet where legal, dressed in T-shirts, shorts and flip-flops. I know the chances of them being involved in an accident are slim, but it does happen, I once had my front wheel wash out on a gentle curve in the hills above Sacramento. I was never able to pinpoint the cause but I suspect transmission or radiator fluid dropped by a logging truck — just a spot, but enough to put me down. No serious injuries, but without leather my hide would have been embedded in the pavement.

One habit that I've had to break this time is my propensity for putting on the brakes when the light turns yellow, assuming I have enough room to bring the bike to a halt.

In Alexandria, La., I did just that, and managed to stop before the intersection, though it took some serious effort. Just as I came to a stop, a huge dump truck roared past me in the left-hand lane. I thank God he wasn't in the right-hand lane or I would have become an integral part of his radiator. Now if the yellow's questionable, I just accelerate.

One thing that has been surprising, particularly in and around major urban areas, is that most of the folks driving cars seem to give me plenty of space.

The next part of the journey will be different: fewer people, fewer cars and more wide-open spaces. Because Sturgis is scheduled to start the same week, I'm thinking I'll head up toward Grand Marais, slip into Canada and go around to Montana. Maybe I'll even have an epiphany. **D**

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