

THE VOICE OF POWERSPORTS RETAILERS

Dealernews

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TEAM WINNEBAGOLAND BELIEVES IN PEOPLE, PROCESSES AND SHARING SUCCESS

SPECIAL REPORT: **V-TWIN AFTERMARKET**

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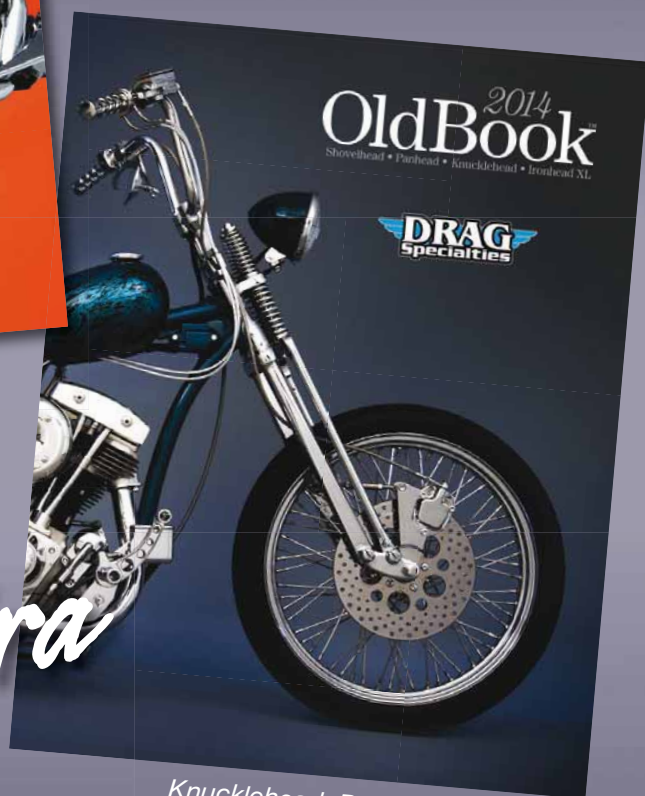
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WORLDWIDE LEADER IN AFTERMARKET V-TWIN PARTS SINCE 1968



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I'm puzzled as to why any OEM would want J.I.T. [Just In Time] for their manufacturing process but want their dealers to have more than 12 months' supply on hand." – Bill Shenk

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TWIN POWER!

A good year for new model introductions has the aftermarket bursting with parts and accessories. A Dealernews Staff Report

Cover those big wheels

LED headlamp kit includes turn signals, running lights

Put your bike in a bubble – literally

Roadsmith debuts Rushmore trike conversions

Lehman Trike develops mechanical reverse for Harley '14 three-wheelers

Saddlebag speakers that are angled toward the rider

Aeromach dresses up the new Indian Chief

K&N's new Wrench-Off performance filters

Custom Cycle Control Systems enhances warranty, dealer incentives for SAS suspension

Samson unveils Longtails for '14 Chiefs

Wire Plus selling EHC retrofit kit for Big Dogs

S&S's new one-stop setup

Hawg Halters updates triple trees to Rushmore spec

High-tech clutch packs for Harley models

Kuryakyn unveils Victory parts

Bagger Nation extends RoadGlide fairings

KB forged twin-cam pistons enhance Screaming Eagle performance

Mustang debuts custom seat program

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DAVE KOSHOLLEK – FUEL FOR THOUGHT

Your 2014 To-Do List

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Dealer LAB: October earnings triple 2012 figures

If you sell a vehicle for a bit more, you can double what goes to your bottom line, says Bill Shenk By Joe Delmont

CORRECTION:

An incorrect URL was provided for P.A.R.T.S.* in the December 2013 Industry Sourcebook. Interested dealers may contact Mel Selway of P.A.R.T.S.* at his email address: melselway@aol.com. Dealernews apologizes for the error.

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On the cover

What struck Contributing Editor Joe Delmont most on his visit to Team Winnebagoland (named for the lake, not the RV) in Wisconsin was the dealership's incorporation of strict processes, from the showroom tour to how the sale is closed. Our cover story starts on page 36.

Photography by Jeff Barger



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FROM THE EDITOR

Mary Slepicka

You said it

A YEAR AGO WE ISSUED a survey that asked what your "one big prediction" would be for 2013. While manufacturers and distributors were looking forward to the possibilities afforded by a new year (surely not anticipating Mother Nature's quashing of the spring riding season in many areas), you dealers had a more measured outlook.

Here's a look back at some of what you told us.

Expect 2013 to be another lackluster year: 1-2 percent growth overall. Metric cruisers and ATVs will be soft; SxS units will have 5-10 percent growth.

2013 will continue to be a challenge in a flat market. Brick-and-mortar retail continues to be affected by web sales, while the changing demographic of the younger buyer takes a stronger hold.

Those who are avid riders will continue to be our main source of revenue in these difficult times.

New units will be up slightly; used units will be up 3 percent; service will be flat and parts will decline.

Business will be equal to 2012 at best; we are not projecting any increase in major unit sales, service, parts or accessories. We are, however, looking for pre-owned sales to increase 10 percent over 2012.

New unit sales will be flat, with some movement by brands that help dealers aggressively get consumers' attention.

Some smaller Internet parts sellers will suffer from not being able to keep up with changes on the web.

Dealers that "mind" their business will stay. Dealers that are burned out will go away.

Consumers will continue to shop for the lowest possible price, thus hurting dealer margins. Internet sales of parts and accessories will be up.

Service will be a dealer's most profitable department.

This industry strictly runs on the pulse of our customers. If they are not feeling encouraged to spend money, then we all know what the outcome will be. All we can do is stay consistent and keep swinging. Don't give up!

So, what say you for 2014? Several manufacturers answered the call for new models, getting the buyers chattering about the next riding season. The aftermarket started maneuvering in late summer and fall, unveiling more new parts, accessories, helmets and apparel than we'd seen in at least two years and offering dealers incentives to clear out stock left over from the spring. Clearly, there's a lot of opportunity to grow over the next 12 months. What are you doing to position your business for it? Drop us a line at editors@dealernews.com, or tell us on the DealernewsTalk forum on LinkedIn, or even send us a fax at 949-315-3694.

Mary Slepicka, mslepicka@dealernews.com

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Voxan unveils 'premium' electric motorcycle

FRANCE'S VOXAN has made true its promise to develop new green machines by the end of 2013. Last month the company publicly unveiled the Voxan Wattman, an all-electric motorcycle featuring a high level of specification and even higher promised performance.

Beneath the slightly slab-sided exterior is a brace of new technologies. The machine lacks a conventional frame, instead using a rigid aluminum exoskeleton to house all key components.

Underneath the shell is a 12.8 kWh battery pack supplying power to a 200 hp electric motor. With 147 lb.-ft. of torque delivered to the rear wheel via a toothed belt, Voxan claims a blistering 0–100 mph time just under six seconds. Maximum range is a claimed 180 km, or about 110 miles. More importantly, the battery pack



is designed to reach 80 percent of max charge in as little as 30 minutes using the Euro-standard COMBO II charger system.

Besides claiming the title of the world's most powerful electric motorcycle, the Wattman also reportedly delivers top-notch chassis components. Twin shocks control the unusual braced swingarm and Beringer's quad disc front brakes use two pairs of 230mm discs for top notch stopping power. Of course, with a claimed weight of 771 lbs., good brakes are a necessity.

While price has not yet been announced, Voxan makes no mistake that this will be a premium product, as each machine will be built to order at the Solesmes (Sarthe) Electric Vehicle manufacturing facility. – Bruce Steever

WHAT'S TRENDING on DEALERNEWS.COM

HOME PAGE > LATEST UPDATES

Triumph launches 'collaborative' casual apparel Vintage-styled collections debut under four marques, including Triumph by Johnson Motors, Triumph by UHL Studios, Triumph Mods vs. Rockers, and the 64th Motorcycle Club Annual Congress lines.

FMF to develop, supply exhausts for Husqvarna racers Southern California company to develop and deliver exhaust systems for Husqvarna's World Motocross, Enduro World Championship and Extreme Enduro teams, the OEM announces.

DEALER OPERATIONS > SERVICE

BMW recalling K1600 GT, GTL motorcycles Engine control unit defect can cause the bikes to stall unexpectedly, BMW tells NHTSA.

Harley-Davidson expands recall for clutch plate issues Another 2,900 bikes are being called in, because an incorrect clutch release plate may prevent the clutch from disengaging on certain 2014 models, OEM reports.

DEALER OPERATIONS > MANAGEMENT

KTM thanks dealers for 29 percent sales boost Jan-Nov Retail unit sales in November rose 49 percent compared to November 2012, OEM reports. "For the past three years our dealers have risen to every opportunity we have put before them," says VP-Sales and Marketing Brad Hagi.

Snowmobile, SxS sales drive big quarter for BRP Higher dealer and distributor orders for 2014 sleds pushed sales increases in the mid-20 percent range, while SxS sales jumped 38 percent, OEM reports. ATV sales were down 20 percent compared to the same timeframe in 2012, attributable to the higher number of new ATV models the manufacturer introduced in 2012, according to its financial report.

DEALER OPERATIONS > SALES

Polaris debuts luxury SxS and a power-hungry ATV OEM goes for automobile-approaching comfort with the Ranger XP 900 Deluxe, while the new Scrambler XP 1000 EPS ditches luxury in favor of pure horsepower.

Arctic Cat side-by-sides include slender Wildcat Trail At 50 inches wide with 10 inches of ground clearance and 10.5 inches of rear suspension travel, OEM says the Wildcat Trail can go where its competitors cannot.

DEALER OPERATIONS > MARKETING

Indian Chief Vintage shows off at Men's Journal pop-up The 3,000 sq. ft. store in Chicago showcases the bike along with select items from Indian's 2014 apparel line. Customers wanting more info on the vehicles were being referred to **Maxim Powersports** in Merrillville, Ind., and the new **American Heritage Motorcycles: Chicago West** store in South Elgin, Ill.

Ducati launches eBay gear store The Shopatron order exchange system lets Ducati funnel online orders to its retail channel for ship-from-store fulfillment.

A.D. Farrow launches T-shirt line Three-store Harley-Davidson dealer group in Ohio enlists students at the Columbus College of Art and Design for the new dealer-centric collection.



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CALIFORNIA – Fire ripped through the attic of **West Side Motorcycles** in West Sacramento last month, causing about \$10,000 in damage.

COLORADO – V-twin riders have a new parts and service option with the opening of **Elite V-Twin** in Longmont. The business is co-owned by Mike Lerdal and Jennifer Lashaway.

ILLINOIS – A pair of U.S. Army veterans has opened **OCD Cycle Service and Customs** in Jacksonville. OCD stands for “obsessive chrome disorder,” according to co-owners John Colistro and Craig Overly.

Veteran-owned **World of Powersports**, headquartered in Decatur, has joined other merchants offering discounts to military service members via the Army & Air Force Exchange Service’s online mall at www.shopmyexchange.com

LOUISIANA – A former employee is charged with stealing \$25,500 from **New Orleans Harley-Davidson**, but authorities say the full tally may reach \$114,000.

MINNESOTA – Twin Cities Automotive is buying Delano Sports Center and will transfer Delano’s Polaris, Victory and KTM franchises to its existing store, **Star West Motorsports**. Star West already sells Honda, Arctic Cat and Yamaha brands.

Anthony Fuchs has opened **AF Cycle**, which will provide repair and storage services along with parts and accessories for motorcycles, ATVs and snowmobiles in Little Falls.

MISSISSIPPI – The Bob Parsons portfolio (*Dealernews*, September 2013) reaches east with YAM Worldwide’s acquisition of **Southern Thunder Harley-Davidson** in Southaven. The deal also includes two alternate retail outlets in Memphis, Tenn.: **Graceland Harley-Davidson** and **Blues City Harley-Davidson**.

NEW YORK – Shoppers in Manhattan’s Tribeca district will enjoy **Harley-Davidson of New York City’s** new 11,500 sq. ft., two-level showroom, which includes a glass bike lift suspended from the ceiling and a coffee bar. The space features the first Harley-Davidson Power Wall, with two multi-touch kiosks that let customers design and then view their creations on a cinema-sized screen.

Stan’s Harley-Davidson in Batavia has installed a solar panel array covering more than 10,000 sq. ft. of roof. The \$574,000 price tag reportedly is being partially financed by state and federal tax credits.

WEST VIRGINIA – The owner of **B&R Motorcycle** in Martinsburg is working with a state legislator to pass a bill that would allow LED lighting on motorcycle frames to make them more visible at night. He reportedly started his campaign after receiving a traffic ticket for riding while using aftermarket LED lights on his 105th Anniversary Slider Glide custom.

BEL-RAY SOLD TO PARENT OF ROYAL PURPLE

Bel-Ray Co. has been sold to Calumet Specialty Products Partners LP, an independent producer of specialty hydrocarbon and fuel products that is also the parent of Royal Purple oil and lubricants. Financial terms of the transaction were not disclosed.

Founded in 1946 by William Kiefer, Bel-Ray operates a 32-acre manufacturing facility in New Jersey. It is managed by Kiefer’s daughter, Daryl Bronson.

“As a globally recognized specialty lubricants brand, Bel-Ray provides us with an entry point into new customers and geographies where we will have an opportunity to cross-sell our existing lines of products, such as Royal Purple, among others,” said Bryan Yourdon, president of Royal Purple and Calumet’s vice president of branded and packaged products. “Over time, we will seek to pursue the acquisition of additional branded specialty product lines that help us to further achieve profitable growth on a global scale.”

NUMBERS

49

Percentage increase in retail unit sales posted by KTM North America in November vs. November 2012. January-November sales figures rose nearly 29 percent over the same period in 2012, KTM reported.

200

Minimum number of new dealers BRP plans to sign over the next four years, primarily in the U.S. South and Southwest. The OEM said as many as 300 new dealers in the U.S. could be added during that timeframe.

\$185,000

Goal of NUVIZ’s Kickstarter campaign to help fund the development of a “heads up” display for dealers selling the Ride:HUD helmet accessory.

RIDE IN PEACE

PHIL KEEPING, owner of **Mile One Harley-Davidson** in Mount Pearl, Newfoundland, who died Dec. 9 following an accident at the dealership. Mile One is the easternmost Harley-Davidson dealership in North America, and is situated near the first mile of the Trans-Canada Highway. The store also sells Arctic Cat and Ural brands.

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5 QUESTIONS for Jeremy Krulik

Dealer-direct keeps 'customer service up'

SuperATV began as a small garage operation that eventually bloomed into a \$20 million business. Senior Editor Bruce Steever talks with Jeremy Krulik, sales engineering manager, about the SxS market and the distribution model, here and internationally.



Why should dealers look to you for their parts and accessories?

Krulik: We don't use distributors. Being the manufacturer of all the products you see, we actually sell direct to dealers and customers. That does two things: A, it keeps our prices down and B, it keeps our customer service up. We have looked into distributors for things like international expansion, but we won't be doing it anytime soon.

This is what our business model's been based off of for the last 10 years. And our basis has always been centered around four wheels. Our owner is a big creek rider and he's been in manufacturing his whole life. He decided he wanted larger tires, so that's how it all started, with him in his garage making our offset A-arms. And it grew from there.

We have 1,800 dealers at this point. That puts us in about 10 different countries. That's what we're really working on now, too — expanding our international reach to get out there. But we're always growing our dealer network and we still sell direct to customers, too. We're growing with the industry.

Besides the obvious clues in your company name, what's your product focus?

We're really loving the side-by-sides — that's been a big thing for the whole industry in general, with ATV sales starting to go down and side-by-sides picking up the slack. Big lifts kits have been our bread and butter. The EZ Steer, our electric power steering, has been a big one for us. We're the first to hit the market for ATVs with power steering.

Who are the top OEMs for your sales, and your top areas?

Our Rhino axles are one of the things that put us on the map. They're 17 percent higher tensile strength than stock axles and half the price. They're also basically built around our big lift kits. We were selling these lift kits, and folks were out there breaking their axles, breaking their CV (joints) every weekend, so we made this axle to real withstand those pressures. Our Terminator tires are another one that put us on the map. As far as brands, Can-Am and Polaris are our biggest end users. But we also do a lot of little parts and accessories as well, along with lots of wear-and-tear items that are going to be big anywhere — brake pads, ball joints, stuff like that.

What does a dealer need to get set up?

You can actually start ordering immediately. We don't have any purchase requirements or buy-ins; we just need you to fill out the dealer application so we have the tax ID number for resale and audit purposes. We're not looking to lock in dealers with some fixed minimum purchase per month. We also take pride in being an easy company to work with. We're lenient on any warranty issues that come up.

Finally, you mentioned customer service as a core of your business...?

It's actually been a very big driving force for our business. We have a room full of guys up front that really know their stuff and have been training to really know the ins and the outs of our products. We sell on customer satisfaction. If they're not happy, they won't buy from us.



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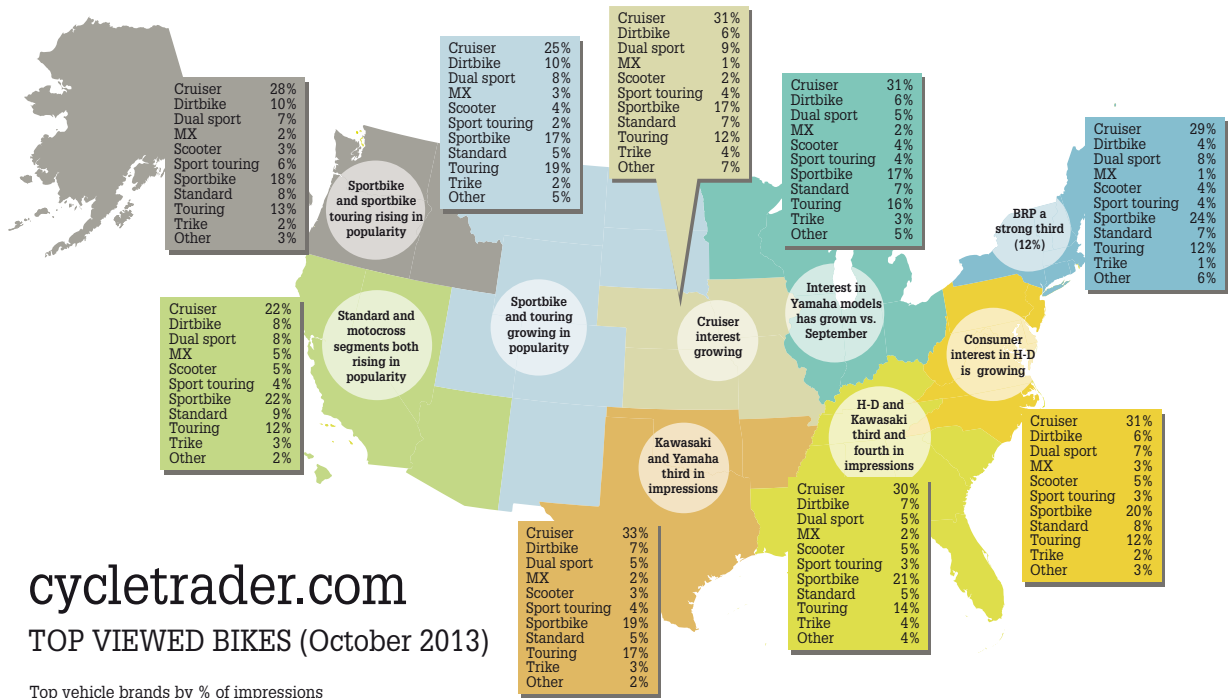
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TOP VIEWED BIKES (October 2013)

Top vehicle brands by % of impressions

Central Plains	Honda 25%, Harley-Davidson 22%	Northeast	Harley-Davidson 18%, Yamaha 13%	Rocky Mountain	Harley-Davidson 24%, Honda 17%
Great Lakes	Honda 20%, Harley-Davidson, Yamaha 16%	Pacific	Honda 20%, Harley-Davidson 17%	Southeast	Honda 21%, Yamaha 16%
Mid Atlantic	Harley-Davidson 21%, Honda 18%	Pacific Alaska	Yamaha 19%, Honda 17%	Southwest	Harley-Davidson 22%, Honda 21%

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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LEFT: The view of the Chicago skyline from McCormick West. ABOVE: A selection of images from the reception, presentation and tour, including Baker's welcome (above) and Tracy's animated explanation of how Dealer Expo will look inside the expansive exhibit hall.

A SPECIAL MEET-AND-GREET

IN EARLY DECEMBER a group of dealers, manufacturers and affiliated powersports companies joined us for a special Meet and Greet and a tour of Dealer Expo's new home at McCormick Place in downtown Chicago.

Arriving Monday evening, the first stop for our guests was a reception in The Big Bar (yes, it's really big) at the Hyatt Regency on Wacker Drive in downtown Chicago. Then we were off to chow down on some really great pizza at Pizano's Pizza & Pasta. We'll let the photo at right tell the story!



Tuesday morning, our guests boarded a dedicated shuttle line from the Hyatt Regency downtown to McCormick Place — the same type of shuttle that will deliver attendees to the show next December. And despite some snow the night before in Chicago, we can attest that it was still a quick, 7-10 minute run — barely enough time to finish the coffee most people grabbed on their way out of the hotel. And the shuttles dropped off everyone inside the building.

Once at McCormick, we settled into one of the many meeting rooms for a light breakfast and a presentation on the whys and wherefores of the new Dealer Expo. It included a presentation from Choose Chicago on what our new home town has to offer business visitors and a Q&A with Chicago labor representatives and leaders who came over to welcome everyone to the city. One interesting bit we learned was that the Chicago labor pool is now so top-notch and so affordable that other cities ask them to help with their events.

Everyone had a chance to ask questions, interact and have their concerns addressed.

Next, the Choose Chicago contingent, led by Darrel Baker, gave our group a complete tour of McCormick Place West, which included:

- The atrium lobby where Registration will be placed right next to the exhibit hall entrance
- The massive exhibit hall, which will be wide open to the atrium lobby, offering a spectacular first look of the show and the New Product Showcase entryway
- A wonderful elevated dining area, standing right above the center of the show floor, offering a 360-degree panorama of Dealer Expo, and where everyone will go to grab a bite and do some people-watching!
- The docks – offering lots of easy access for exhibitors' semis and their smaller vans and trucks
- The Education and other meeting rooms just off the show lobby

After the tour, we hosted a buffet lunch — I could say “salad and sandwiches,” but it wouldn't do justice to the beautiful presentation and quality offered by the Hyatt Regency McCormick, which is connected via a skywalk to Dealer Expo. The Hyatt offered suite and room tours afterward to anyone who was interested (and many were).

If you're interested in a copy of the presentation and/or hearing more from the people who attended, please let us know — and we will connect you with them. Happy New Year!

TRACY HARRIS
Senior Vice President
tharris@advanstar.com



WHERE POWERSPORTS CONNECTS

Our tour included hotels, eateries, shuttles and the exhibit hall.



CLOCKWISE FROM TOP LEFT: Cocktails at The Big Bar, McCormick West lobby area, inside the big exhibit hall (the elevated cafe is in the upper right corner of the photo), heading up from the meeting room level to the exhibit hall level, lovely skyline shot, union officials answer questions from exhibitors, and in the center — just having fun!

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Dealers, retailers and manufacturers meet in Chicago this past December for a preview of Dealer Expo's new home

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TWIN POWER!

AS THE ECONOMY — and the motorcycle industry — began to recover in 2013, it became clear that American V-Twin would be one of the first markets to rev up. And after a banner season of new model introductions, the aftermarket has responded, revealing a host of new parts and accessories in late 2013 for V-twin shops.

If you're planning on setting your lines in time for riding season, keep in mind that, even in the colder climes, once the temperature rises to 35 degrees, your customers are ready to get their bikes out of storage. So the time to decide is now. Here's a roundup of the latest parts and accessories.

A Dealernews staff report

Cover those big wheels

Roaring Toys in mid-December announced two new fender styles to accommodate the larger sized rounds on custom wheel baggers.

The Classic Style is for Harley Touring models with a 21-inch front wheel conversion; it will bolt directly to the fork legs, according to the company. "This fender has the perfect clearance for your 21-inch front tire and comes predrilled for a perfect fit," the company says. Included are chrome-plated fender spacers for added detail.

The Classic also is available for 23- and 26-inch front wheels.

Customers can cover up their big 30-inch tires with the new Wraparound Bagger Front Fender. "This fender is perfect for all Harley-Davidson Touring models with a 30-inch front wheel conversion, and will require custom spacers with the correct width to bolt direct to [the] fork legs," the company notes.

Both styles are constructed from biaxial hand laid fiberglass for strength and durability. Fenders are prepped and ready to paint.

Vehicle Fitment: StreetGlide, RoadGlide, RoadKing, ElectraGlide and Ultra Classic

Dealer Margins: Call for pricing (MSRP \$314 depending on size) www.roaringtoyz.com



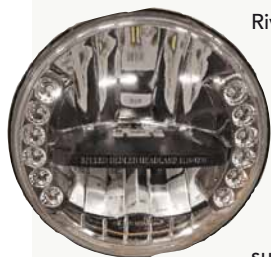
Put your bike in a bubble —literally

BikeCapsule, sold by Indianapolis-based CarCapsule, is an inflatable bubble that the manufacturer says completely seals and protects motorcycles from dings, dust, dirt, corrosion, mildew, musty odors and pests. It's a 10ml clear PVC indoor container that's inflated by a high-pressure fan and resistant to fluids and flames. An air filter exchanges air eight times an hour. The indoor version is priced at \$269 to \$409; an outdoor model should be available soon, the company says. — *Vince Guerrieri*

Selling Points: Eliminates moisture, and keeps the vehicle from being damaged by falling objects, pests and more

Installation: Seven to 10 minutes to inflate www.carcapsule.com

LED HEADLAMP KIT INCLUDES TURN SIGNALS, RUNNING LIGHTS



Rivera Primo started life under Mel Magnet's guidance as Rivera Engineering in 1973.

Mel added Primo Belt Drives into the fold in 1977. After nearly 35 years living life under two banners, the two companies merged under one name.

The company has developed a 7-inch round LED headlamp with integrated super-bright LED turn signals and running lights. The new HedLED Phase II 7" LED Headlamp incorporates channeled reflector technology that uses machined "channels" to focus the reflected light from the high-definition reflector onto the road ahead without causing inordinate glare. LED technology reportedly reduces heat and current draw compared to incandescent headlamps. The EU-

approved headlamp package is competitively priced at \$282.57 MSRP.

Vehicle Fitment: Motorcycles currently using a round 7-inch headlamp

Dealer Margin: 30 percent

Warranty: 12 months from date of purchase

Installation: Simplified, because the high/low headlamp is plug and play. Turn signals and running lights require splicing into vehicle harness, according to Ben Kudon, executive director of the company.

Rivera Primo products are distributed through Biker's Choice, Drag Specialties, Mid-USA, Parts Unlimited, Tedd's V-Twin and Tucker Rocky.

— *Dave Koshollek*



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Roadsmith debuts Rushmore trike conversions

The market continues to adapt to Harley's massive Rushmore model update, with Roadsmith introducing its line of trike conversions for the 2014 Harley-Davidson Touring models. Choosing a two-tone Electra Glide Ultra Limited as its first conversion, the company aims to demonstrate the OEM level of fit and finish of its HDT kit on this newly updated model.

Sporting a new seven-degree steering rake kit (previous Harley-Davidson FLH trikes used a four-degree rake), the newly redesigned "Rushmore Trike" promises responsive handling and superior ride quality thanks to Roadsmith's independent rear suspension. The new trikes also retain the linked anti-lock braking system featured in the Rushmore model updates. Finally, for the first time in the history of Harley-Davidson touring bikes, select models feature the new Twin-Cooled V-twin with liquid cooling to improve power and reduce the engine heat felt by riders, especially under the higher loads a trike conversion can create.

The HDT model includes more traditional Harley-Davidson styling cues, including turn signals and taillights from the original motorcycle. It offers a spacious trunk and is typically paired with the original Harley-Davidson Tour Pak for additional storage capacity.

As the oldest trike company in the business, Roadsmith claims several motorcycle trike design "firsts" such as independent rear suspension, longer wheelbases and a quiet electric reverse system. Pricing for HDT conversions begin at \$8,999. — Bruce Steever



Lehman Trikes develops mechanical reverse for '14 Harley three-wheelers

Lehman Trikes' mechanical reverse is now available for 2014 Harley-Davidson trikes. "The mechanical reverse is clutch-operated and therefore does not drain the battery," said Paul Pankonin, national sales manager. "It also uses a low gear ratio to provide a safe and reliable way to ease you back."

MSRP: \$1,395

Vehicles: Most Harley 5-speed and 6-speed models from 1984-2014, including hydraulic clutch models.

SADDLEBAG SPEAKERS ANGLED TOWARD THE RIDER

Canada's Houghtunes introduces 200-watt, 6x9 two-way saddlebag speakers that are weather-resistant and angled toward the rider to enhance sound and confirm to the original lines of the bike.

The Saddlebag lids are made of injection-molded plastic, can withstand 130°F temperatures, have built-in water drains and are primed and ready to paint. The speaker grills are designed to be "boot worthy," according to the company.

The complete kit includes saddlebag lids, speakers, speaker grills and wiring harnesses. — Dave Koshollek

Vehicle Fitment: 1998-2013 Harley-Davidson Touring models equipped with hard saddlebags

Target Customer: Riders who want it freaking loud!

Dealer Margin: Call the company for pricing

Warranty: 20 years on speakers

Installation: Time to install varies because of time for paint. Houghtunes.com has a link to the instruction manual.

www.houghtunes.com

Aeromach dresses up the new Indian Chief

Aeromach USA, Charlotte, N.C., has released its "Engine Dress Up Kit" for model year 2014 Indians.

"Simply snap these covers over the raw, unfinished steel bolts and the chrome shine of the engine will be enhanced," the company says. Black and chrome covers are available for the engine, transmission, primary, horn cover, front turn signals and more. The kit (MSRP: \$84.99) installs in about 25 minutes.

"Some covers will require a small amount of silicone (not included) to secure them," the company says.



K&N UNVEILS WRENCH-OFF PERFORMANCE OIL FILTERS

Since its founding in 1969 by Ken and Norm, K&N has been offering washable and reusable high-flow filters. The new oil filters include a 17 mm Hex nut integrated into the end of the filter housing, enabling easy removal and allows extensive oil flow, according to Jeremy Templeman, product manager at the company. They're available in black or chrome finish. – *Dave Koshollek*

Vehicle Fitment: American V-Twin bikes, metric cruisers, sport bikes, dirt bikes, ATVs and watercraft

Target Customer: DIY consumers and consumers purchasing synthetic oils

Product Cross-sells: Anyone buying synthetic motor oil should consider a K&N oil filter and vice versa

Dealer Margin: Greater than 35 percent

Warranty: Warranted to be free from defects in material and workmanship, Templeman says.

Installation Tips: Filter access depends on the application, but by using the 17 mm welded nut removal times can be reduced.

Custom Cycle Control Systems enhances warranty, dealer pricing for SAS suspension

Las Vegas-based Custom Cycle Control Systems last month announced new lifetime warranties on all machined parts as well as a three-year "all encompassing" warranty on the company's new SAS air suspension, "no questions asked," the company said.

The new SAS air suspension, which reportedly fits all Softails and H-D custom production bikes, raises and lowers the rear end at a touch of a button. A preset factory dampening valve, at about 150 psi, fully raises the bike with the suspension resting on the piston bumpers for maximum ride height. "After that, your height will not change, but you can continue to increase air pressure for improved riding during cornering or with a passenger," the company explains.

The SAS is "super easy to install and comes complete with mounting instructions," the company says. "There's no compressor to mount, no pressure hoses to run, no fittings to fail — all you have to do is replace your old shocks with a new SAS unit and wire an on/off switch directly to the battery."

Dealer Margin: 25 percent (MSRP: \$1,395). Once a dealer purchases three units, pricing falls to \$1,032 per unit, according to the company. "As an added incentive, all dealers buying two or more at the same time will pay only \$1,000 per SAS unit," the company notes.

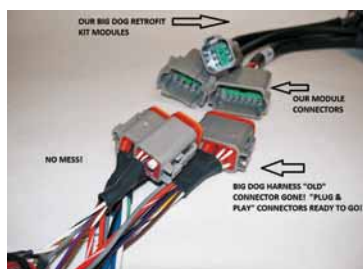
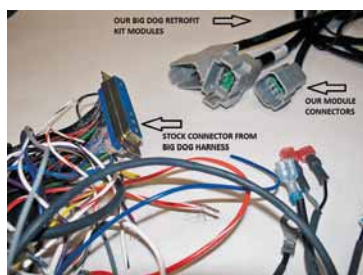
www.customcyclecontrols.com

Samson unveils Longtails for '14 Chiefs

Samson Exhausts in late 2013 debuted its first slip-on for the 2014 Indian Chief Classic, Vintage and Chieftain. "These new four-inch Longtail Mufflers have been road-tested and provide a deep, throaty tone while keeping the vintage look and feel of the nostalgic Indian," the company said.

The new mufflers (MSRP: \$799.99), feature a "show-quality" quad chrome finish, enhance horsepower and torque, improve gas mileage and are reportedly easy to install, the company notes.

www.samsonusa.com



Wire Plus selling EHC retrofit kit

Big Dog motorcycles have been plagued with electrical problems for years, costing riders tons of time and money. In response, Kansas-based Wire Plus has developed the waterproof and vibration-resistant Big Dog EHC Retrofit Kit, which reportedly saves time and money over standard wiring modifications for a retrofit install.

Installment time: 1-2 hours.

Dealer Margin: Around 25 percent, according to the company (MSRP: \$519)

www.wire-plus.com

S&S DEBUTS ONE-STOP SETUP KIT

S&S Cycles offers a new one-stop set-up kit that includes the company's three-piece 4-5/8" stroke flywheel assembly and 4-1/8" cylinders and Easy Start Gear Drive Cams.

Three variations are available. The first includes S&S 91cc Super Stock Cylinder Heads for 10.8:1 compression ratio. The second includes Flat-Top pistons to be used with owner's 89cc S&S cylinder heads for 11.1:1 compression ratio. The third includes dished pistons to be used with owner's OE cylinder heads for 10.8:1 compression ratio.

All kits, which are offered in a black or silver finish, install in stock crankcases, which keeps costs down, according to Pete Amenda, marketing director.

Professional installation is required; allow for 15 to 20 hours, Amenda says. Fuel system and ignition are not included. — *Dave Koshollek*



Vehicle Fitment: 1999-up Harley-Davidson Big Twin engines

Target Customer: Performance-oriented riders who want to keep their stock crankcases

Product Cross-sells: Performance clutch, EFI tuner, performance intake (S&S Throttle Hog throttle body and S&S Stealth air cleaner)

Dealer Margin 23 to 28 percent

Warranty: One year parts warranty

Hawg Halters updates triple trees to Rushmore spec

Dahlonega, Ga.-based Hawg Halters isn't going to let a little thing like a major model range update prevent customers from upgrading their machines. Thus, to offer fitments for the Rushmore-updated Harley Touring range, Hawg Halters is now offering updated Bolt-On Triple Tree Kits for the 2014 H-D models.

As with the 1997 through 2013 triple tree kits, the updated kits claim to provide responsive yet stable handling characteristics and allow for the safe mounting of 23-inch front wheel and tire combinations.

Despite the geometry changes moving the front wheel about two inches forward, the kits do not require extensive modifications such as fork extensions or headlight relocation, and they maintain stock functions such as the factory fork lock.

The Triple Tree Kits are available in either a base machined finish or classic black starting at \$749. — *Bruce Steever*

High-tech clutch packs for Harley models

Boise, Idaho-based Rekluse has unveiled the EXP and TorqDrive clutch kits, bringing the company's proven racing auto-clutch technology to the V-twin market.

The new Rekluse clutch kits are claimed to radically improve the motorcycle's ease of use, eliminating stalling, improving low-speed handling and increasing launch traction. And thanks to the adjustable nature of the Rekluse clutch design, the system can be tuned to deliver lighter clutch pull, increased torque capacity — or a compromise between the two. The TorqDrive clutch pack further distinguishes itself with a higher number of thin clutch plates, which immediately put more working area into the clutch system for better durability via lowered operating temperatures and reduced basket wear. — *Bruce Steever*

KURYAKYN UNVEILS VICTORY PARTS

Kuryakyn is helping to fill the gap in the Victory Motorcycle range of aftermarket customization with its new Bahn line. Initial products include left and right side ignition, crank and clutch covers. The new products feature black anodized finishes offset with a clean looking machined contrast cut, and are designed to bolt-on with ease.

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90/100-16.....	40.27
110/90-19.....	63.28
120/80-19.....	61.79
130/70-19.....	67.00



SX TIRE RETAIL \$
80/100-21..... 50.46

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SALES



BAGGER NATION EXTENDS ROAD GLIDE FAIRINGS

Paul Yaffe, president of Bagger Nation, promises the company's new Scoowl fairing extension will give 1998-2013 Road Glide models an "attitude adjustment." The company emphasizes the ease of installation of this U.S.-made product.

The extension is made from strong ABS plastic that can be painted to match the bike. It works with Harley-Davidson LED headlamps and can be used with the 2010 and later H-D headlamp kit. Bagger Nation sells dealer-direct and through Drag Specialties. — *Dave Koshollek*

Target Customer: Road Glide owner who wants a custom look

Product Cross-sells: Bagger Nation Windshield Trim/Turn Signal Eliminators; Klock Werks Flare Windshield

Installation: Instructions and hardware (two screws) included. The company estimates installation at 20 minutes.

Dealer Margin: 38 percent (MSRP: \$150.95)

Warranty: Lifetime

www.baggernation.com

KB forged twin-cam pistons enhance Screaming Eagle performance

New 103-, 110- and 117-inch forged twin-cam pistons from Carson City, Nev.-based KB Performance are made from a 4032 alloy, which offers a low expansion rate for tighter piston-to-wall clearances.

An offset wrist pin location reduces piston noise, and coated piston skirts cut friction and wear. Specific dome shapes fit Harley-Davidson 95cc Screaming Eagle Heads to achieve a true 10:1 compression ratio in each engine displacement, according to KB's Marko Glush.

Vehicle Fitment: 2007 and later 96-inch and 110-inch based engines; also fits standard Twin Cam 85cc heads to net a 11:1 compression ratio

Target Customer: Riders wanting to upgrade engine performance when using Screaming Eagle MVA heads

KB Motorcycle Pistons is a division of United Engine and Machine, which has been making pistons since 1922. The company started in Fresno, Cal., and in 1978 moved to Carson City, Nev.

KB is still operated by the original family and produces only pistons — for everything from tanks to motorcycles. UEM also offers automotive products, including ICON forged racing pistons, KB performance hypereutectic pistons and the Silvolite stock replacement piston line.

— *Dave Koshollek*

Mustang debuts custom seat program

Since 1980, Mustang Motorcycle Products has manufactured motorcycle seats, and like Henry Ford's Model T, they were available in any color — as long as it was black. But starting in 2014, the company is offering custom colors and styles. Mustang reps unveiled the new program in December at the Long Beach and New York Progressive International Motorcycle Shows. (The shows are produced by Advanstar, parent of Dealernews.)

"In a radical departure from long-standing Mustang tradition, we are now offering custom seats with a selection of different stitch patterns, inlay panels and thread colors to choose from," said Director of Sales Steve Veltri. "This gives you the opportunity to make your seat as unique as your ride."

Custom seats will be available for the company's three most popular seat models: Tripper Solo, Tripper Fastback and DayTripper.

The first step in the automated online seat design process is to pick from one of three stitch patterns: plain, tuck and roll, or diamond stitch. Then customers can pick a color for the vinyl center panel and one for the stitching. Customers are also able to see exactly how it will look, including a magnifying glass tool for a close-up review of the contrasting stitching colors.

"We added distressed brown to the mix last year, but now we have a full spectrum of colors to choose from, including everything from sky blue and burgundy to goldenrod and gunmetal," adds Veltri. "We know that not everyone's computer monitor is properly color-calibrated, so we will be happy to send you a color swatch to confirm it is exactly the shade you want before handcrafting your custom seat." For traditionalists, Mustang will still offer basic black.

www.mustangseats.com



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Big Chief Custom showcases factory accessories

Indian Motorcycle revealed a fully customized Indian Chief Classic at the Progressive International Motorcycle Show in December in New York City.

Conceptualized and designed by Indian's Industrial Design team and led by Greg Brew, the Big Chief Custom is the first created around the 2014 models. It features an array of Genuine Indian Motorcycle aftermarket accessories along with a custom paint scheme, springer style seat and billet girder front fork. "This Big Chief Custom was designed to showcase the possibilities to customize, enhance and personalize the 2014 Indian Chiefs," the company said.



The billet aluminum girder fork features machined uprights and cross members with a custom, 23-inch front wheel. A custom front valance fender maintains the classic look of the Chief, and a custom shock and headlight complete the package. A multicolored custom paint theme was applied by team member Steve Leszinski. The seat, combined with a modern-day single rear shock, promises a smooth ride.

The "Pinnacle Series" of accessories include the Cam Cover, Primary Cover, Chrome Grips and Beach Bars.

The Stage 1 exhaust features Fish Tail Tips. Other accessories include War Bonnet Floorboard Pads, a Heel Shifter and a chrome Rear Fender Bumper.

The Big Chief Custom will be on display at Indian's exhibits during the show tour, which includes Novi, Mich.; Washington, D.C.; Minneapolis, Minn.; Cleveland, Ohio; Chicago, Ill.; and Seattle, Wash.



Jensen's new stereo offers plug-and-play installation

ASA Electronics in November introduced what it said is the first true plug-and-play Harley-Davidson replacement radio made to fit into the factory opening without requiring any special mounting kit or brackets.

The unit should be ready to ship in the spring, the company says.

The factory harness plugs directly into the back of the Jensen HD 1BT radio. The radio then works with the factory handlebar controls.

Reportedly this was designed from the ground up for the Harley application. The HD 1BT is built to handle the tough environment that motorcycles endure. The face of the unit is waterproof-rated to IPX6 (aka powerful jetting water) for safe hosing down during cleaning, and the rear chassis is rated at IPX5 (aka jetting water). According to ASA, the unit was tested against extreme temperatures and vibration, and came out swinging.

The stereo has Bluetooth Streaming Audio (A2DP) and Source Control (AVRCP), plus iPhone and iPod capability with control and charging from the USB. AUX-in, AM/FM and Weather Band keep riders informed on everything from climate conditions to Amber Alerts.

It's also Sirius/XM-ready, so you can add a Sirius/XM tuner and antenna, and control stations, from the clear red and black face of the unit. And if the 50 watts x 4 channel isn't enough, front and rear line-outs are included for adding more amplifiers.

— Bruce Steever



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Your to-do list for 2014

THE EVENTS YOU MUST ATTEND AND THE BOOKS YOU MUST READ THIS YEAR



FUEL FOR THOUGHT

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

THIS IS A GREAT business and I feel lucky to have been involved in motorcycling for 45 years now. Over that time I've had a number of experiences I draw upon to write this column. I'm not shy about sharing my mistakes – for I hope to guide you down a better path than I took.

One mistake I made during my years as a mechanic and service manager was to let experiences be pretty much my only source of education. I didn't go to college, and I read consumer motorcycle magazines primarily for entertainment. I wasn't exposed to trade titles like Dealernews, and I didn't attend an industry trade event until my first Dealer Expo in 1990. By avoiding these sources of education and stimulation, I did my work the hard way and I made many more mistakes than I should have.

So, my friends, I offer you a list of events and texts that I have used for my continuous education and personal improvement.

SHOWS & EVENTS

If you work in the industry you must attend trade and retail events – period. Your owners, managers and your frontline sales and technical staff should participate. Events give your team a much-needed shot of enthusiasm, provide first-hand exposure to new products, and enable networking with suppliers, customers and business associates – all of which prove extremely beneficial to your daily operations. Here's your checklist for 2014:

- Dealer Expo, Dec. 5-7 in Chicago. This is the largest all brands, OE and aftermarket dealer show of the year, and is a must-attend.
- Manufacturers' annual meetings: Ask your district manager for details.
- Distributor meetings: Ask your distributor rep for details.
- Progressive International Motorcycle Shows: there are 12 in the 2013-14 tour, including shows in Michigan; Washington, D.C.; Minnesota; Arizona; Illinois; and Washington State running in January and February.
- V-Twin Expo, Feb. 8-9 in Cincinnati, for a V-twin cruiser focus.
- Born Free Motorcycle Show, June 28-29 in Oak Canyon, Calif.. It's an entertaining way to see thousands of custom bikes and new design trends.
- Sturgis Motorcycle Rally, Aug. 4-10 in South Dakota. Yes, it's fun, and just about every business serving the V-twin market is there, so it's educational (honest!).

RECOMMENDED READING

The following titles have been extremely helpful to my education when it comes to the human dynam-

ics of customer service and sales, managing others, and understanding the best practices for running a business.

- "Accelerate the Sale," by Mark Rodgers. Rodgers is one of the most thought-provoking writers and speakers in the motorcycle industry. Read this book to grow your skills in customer communications and learn sales best practices.
- "Cross-Functional Teams," by Glenn M. Parker. This will help your dealership's departments operate more effectively as a team, which can boost employee retention and increase sales.
- "Differentiate or Die," by Jack Trout. This offers numerous examples of what other companies have done to differentiate their business over that of their competitors.
- "The E-Myth Manager," by Michael E. Gerber. Gerber exposes destructive management techniques and provides insightful strategies for a rewarding management style.
- "Getting to Resolution," by Stewart Levine. A common question I receive on class surveys is, "How do I handle confrontations?" This book offers a seven-step process to turn conflict into collaboration.
- "Integrity Service," by Ron Willingham. His perspective is that customer service must be addressed by developing individual integrity. It's a good read for any employee – after the owner reads it.
- "The Platinum Rule," by Tony Alessandra. This book literally changed my life. It taught me why others act the way they do and why I acted and reacted the way I did. It's an easy read, with a self-test to determine your own personality traits, and it will help you be more effective with customers. More importantly, it will improve all of your relationships. Get it, read it, learn it, apply it. You won't be disappointed.
- "Why We Buy," by Paco Underhill. This is an excellent tutorial on shopping culture. Underhill's teams have researched shopping behaviors of thousands of consumers and worked with the biggest names in retail. You'll get at least a dozen ideas on how you can improve your store and increase your sales.
- "Working with Difficult People," by Muriel Solomon. I like the way this book is laid out; it's easy to locate tips on how to deal with specific situations, and it includes word-tracks – which can be powerful tools for influencing others.

Now you have no excuse not to improve. You have plenty of choices here, and a little extra time – it is January, you know. **D**

On the Web:

I want to make a special request to owners and managers: Please make Dealernews available to all of your employees. Those who take the time to read the magazine and the articles on Dealernews.com are the ones you'll want to keep your eye on, because they will be demonstrating a desire to learn and improve – and they can jumpstart your business for a very profitable 2014. – D.K.

Don't be an advertising victim

GUIDE YOUR MARKETING DOLLARS WITH A 12-MONTH MEDIA PLAN



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

On the Web:

Read more of Rod Stuckey and Tory Hornsby's columns from Dealership University on www.dealernews.com

HAVE YOU THOUGHT about what specific strategies you can implement in 2014 so you can outperform your financial results of 2013? Have you put these thoughts into goals and then created an action plan, in writing, to achieve those goals?

I know this can be overwhelming, and I understand there are many variables in play: new unit sales, used vehicle sales, F&I, parts, accessories, service, staffing, facility, inventory mix — the list goes on and on. However, one of the most impactful components of your dealership's success — one that is often overlooked and underplanned — is marketing.

I remember years ago reading a retail industry study which concluded that on average only 1 percent of total retail businesses actually have a written marketing plan in place. This reactive, instead of proactive, strategy leads to ineffective results, which then leads to resistance when it comes to future advertising.

When you don't have a plan in place, the local cable television rep pushes in and proceeds to explain why and how she can solve all of your problems and drive tons of new traffic into your store. Her logic is sound, her presentation is nice and, of course, she reminds you multiple times that your competitor is doing it, so it must work. Before you know it, you've agreed to a long-term contract that takes up the majority of your budget, and you have put zero thought into the real plan and the big picture for how you can maximize your marketing dollar's return on investment.

After years of making this mistake myself as a dealer, I finally accepted the 6 'P' Rule of which my father often reminded me: Prior, Planning, Prevents, Piss, Poor, Performance.

The best way I've found to avoid getting caught off-guard and making uneducated advertising deci-

sions is to create a 12-month marketing calendar that has a "reason to buy today" theme dedicated to each month. Once you have a theme, you can then hitch your wagon to this theme and make your messages more compelling, regardless of what media you choose.

The box below provides you with an example of a simple marketing and promotions calendar.

CHOOSING MEDIA

Once you have your calendar in place, you can begin to choose your preferred media. The options are overwhelming, and without proper thought you will inevitably fall into the advertising victim trap.

Step one is to calculate your marketing budget for each month. Then back out your fixed marketing expenses, such as your website and any other commitments you've already made. Now ask yourself, which media can I choose to drive traffic into the store that will accomplish the following:

1. Increase the number of new prospects generated
2. Boost the conversion rate of prospects to customers
3. Improve the frequency of visits from regular customers
4. Raise the average value of each customer

Effective media promotions require significant lead time. Whether you choose direct mail, radio, TV, Google AdWords, email or even an open house event, begin discussion and/or negotiations with media contacts at least six weeks in advance so you have adequate time for ad copy creation, marketing list data hygiene and other work.

Ad copy matters. Regardless of what media you choose, what you say is crucial to the success of your marketing campaigns. Your message should be interesting, compelling and attractive. When possible, it should also include a 'call to action' with a deadline. Providing new prospects as well as previous customers with new information allows them to make new buying decisions. Note: You won't be able to create effective ad copy with an ad rep sitting in front of you.

Next, who is your target audience? Remember: only 3 percent of households own a motorcycle. Marketing to the masses simply will not provide an adequate ROI, in most cases. There is just too much waste.

Strategy gets you on the field but implementation pays the bills. Without an implementation and a promotions calendar, events checklist and other written tools, your 2014 won't be as successful as it could or should be. Where else can you spend one to two hours per week that could increase your sales by as much as 25 percent or more — in as little as 60 days? **D**

Sample Calendar

JANUARY: New Year's; Model Clearance Event

FEBRUARY: Cold Days, Hot Stuff; Mardi Gras

MARCH: Bike Week; St. Patrick's Day

APRIL: Spring has Sprung; Milestone Anniversary

MAY: Perfect Time to Ride; Memorial Day

JUNE: Father's Day; Customer Appreciation Open House

JULY: Independence Day; 'No Sales Tax' Promotion

AUGUST: Hot Dog Days of Summer; Owner's Birthday Celebration Party

SEPTEMBER: Labor Day; Hunting Season Promotion

OCTOBER: Halloween Event; Extend the Riding Season

NOVEMBER: Thanksgiving; Black and Chrome Friday

DECEMBER: Christmas; What Santa Forgot

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COLLECTIVE APPROACH

TEAM WINNEBAGOLAND HAS PROCEDURES FOR EVERYTHING, AND THEY INVOLVE EVERYONE

By Joe Delmont • Photos by Jeff Barger

OSHKOSH, Wis. - They don't pay sales commissions at Team Winnebagoland, and they don't pay unusually high salaries, either. But nobody's complaining, because this third-generation-run business pays everyone an annual bonus based on the dealership's overall profitability.

As evidence: In 2012 the company paid every one of its 30 employees, from the owner down to the bike detailer, \$10,000. That's right; everyone in the dealership picked up an end-of-year profit-sharing check worth ten grand.

Wait a minute; even the bike detailer? Yes, says General Manager Tom Van Zeeland, who co-owns Team Winnebagoland.

"He's the last person from our team who talks to the new customer or the service customer, and what he says and what he does goes a long way with that customer," he says. "They remember him, and if he leaves a bad impression he can wipe out all the good that the rest of our team has done all down the line."

The dealership's profit-sharing program reinforces the mantra that every employee depends on others to provide the best service to their customers. These checks

obviously can become a big chunk of an employee's annual compensation. Don't employees wonder how the amounts were calculated? Probably, say the Van Zeelands. That's why they put a copy of the dealership's earnings statement in the employee break room where everyone can see it.

"Whoever said commissions are the only way to compensate for performance?" notes brother Nick Van Zeeland.

Team Winnebagoland sells powersports vehicles, pure and simple, and 35 percent of its unit sales are motorcycles.

"We sell what people want, and we're trying to become a used product outlet now because that's what's hot. ATVs and SxS are hot, and we're selling a lot of those, too," Tom said during an interview in mid-November.

Yamaha boat sales have been strong, and the Van Zeelands expect snowmobile sales to be solid if the Wisconsin winter cooperates (so far, so good).

Used sales are important, given the economy. "When things get bad," says Tom, "people still want to ride, and they want something new. If they can't afford new, they will buy used. My dad saw that ▶



MEET "THE TEAM." TOP PHOTO: Joey Lanctot, Buzz Heenan, Erik Steffen, Gordy Faust, Ryan Glover, Zach Zwirchitz, John Fine, Bill Kerkhof, Adam Demier and Whyatt Lemmers. CENTER PHOTO: Justin Reinl, Alex Grupp, Karra Marg, Erin Eake and Matt Voight. BOTTOM PHOTO: Nick Van Zeeland, Ryan Vandehey, Jon Garrett, Justin Scribner, Nick Gilson and Andrew Wolf.



RIGHT: Team members Jon Garret and Katie VanZeeland discuss the benefits of the snowmobile line. Other photos on this page illustrate Team Winnebagoland's approach to showroom layout and traffic flow, a masterfully merchandized parts counter, and the dealership's storage facility.



[shift] and helped us forecast it. We have the cash and can buy at the right prices.”

And that’s what this *Dealernews* Top 100 dealership is all about. If you take its name, *Team Winnebagoland*, and combine that with a unique team-based compensation plan combined with team-based training, you get the essence of this business. The starting line of the company’s mission statement says it clearer than most: “In order to be successful, we need to work as a team...”

The brothers have incorporated team-building ideas from a range of sources. One came from a trip to the Green Bay Packers’ training camp, when Nick noticed the team’s extensive use of video to study and improve individual performance. The dealership now records employees as they role-play common situations that develop within the

4. Community loyalty. “We take care of everybody and everything after the sale,” says Tom. “We just say, ‘Yes,’ if there’s a problem, even if they bought it somewhere else. We know their friends ride, too.”

The bottom line is that “we don’t think anyone else can do what we do. If you do things right, you can ask the price you want. That’s not something you can shop.”

Through the first 10 months of 2013 the dealership sold 290 used units: 175 motorcycles, 41 snowmobiles, 23 ATVs, 11 watercraft, seven SxSs and 12 scooters. Used motorcycles generated \$1.185 million in revenue through October and a gross profit of \$245,000, a 20.7 percent margin. For calendar year 2012, used sales reached \$1.437 million with a gross profit of \$301,000 (20.9 percent margin). In 2011,

“We call the play, and we know all the routes to run and where to be. If someone goes down, we can plug in the next man up and move on as usual.”

store. Managers and employees review the videos together, and as individuals see themselves in real-life situations, they can understand quickly how to improve their interactions.

THIRD GENERATION

The 30-person *Team Winnebagoland* operation is run by GM Tom, 35, Sales Manager Nick, 32, and Rachel Van Mun, 30, who is the store’s controller. Over the past three years the trio has been gradually purchasing the dealership from their father, Lee, who still is active in the business. Grandpa Cyril Van Zeeland founded the dealership as a snowmobile operation back in the 1970s.

The 40,000 sq. ft facility features Polaris (31 percent), Kawasaki (24 percent) and Yamaha (45 percent), and is located on the shores of Lake Winnebago in central Wisconsin, about 90 miles northwest of Milwaukee — traditional Harley territory.

In 2012 the dealership generated about \$11 million in sales, with about 43 percent of that coming from new units and 22 percent from used. It divvies up vehicle sales as follows:

- Motorcycles, 35 percent
- ATVs, 14 percent
- UTVs, 18 percent
- Jet boats, 10 percent
- Snowmobiles, 8 percent, and
- PWCs, 4 percent.

A small, one-person ecommerce department contributes 5 percent of total revenues.

There is a sister store 46 miles away in De Pere, operated by Lee and brothers Mark and Joe. All of the numbers provided in this story, however, are for the Oshkosh store.

FOUR SUCCESS FACTORS

The Van Zeelands are candid about their success. While much of the credit, they say, goes to previous generations, they cite four factors as essential to their current operation:

1. Buying power. “We’ve got the cash,” says Nick.
2. A strong service operation, where returns are kept to a minimum. “It’s not uncommon to see a \$500 shop bill,” he adds.
3. Merchandise is displayed well, and the dealership has strong detailers to present vehicles in the best possible light.

used sales were \$1.24 million, and gross profit was \$296,000 (23.9 percent margin).

WORKING ‘ON’ THE BUSINESS

Following along with the ‘team’ theme are the twin emphases of training and processes. The dealership reportedly makes regular use of Sam Dantzer, a former executive at Lemco Associates, and it has been a member of a Spader Business Management 20 Group for 20 years.

Both Tom and Nick Van Zeeland are adamant about the benefits of 20 groups and similar activities, and cite four in particular.

First, it’s about the numbers. “Spader taught us the importance of scorekeeping,” says Tom. “We are competitive SOBs, and if [we] don’t have a score to keep, we don’t know what to do.” In the Spader 20 Group, the Van Zeelands share their financials with similar dealerships and compete on quarterly performance. They also compete with themselves, month-on-month and year-on-year. “Numbers are the No. 1 reason to join,” says Tom.

Second are the relationships. “You feel like you can call [your 20 group members] any day of the week and get honest feedback,” Nick explains. “We have questions, and [members] very much act as mentors. We share financials with these guys you can trust.”

The third benefit: new perspectives. “Sometimes, it’s just getting outside these four walls,” says Tom. “You get outside the business and hear other people’s ideas and thoughts.”

The fourth benefit: it requires the brothers to work on the business, not in the business.

“My Dad says it’s way better to do that,” says Nick. “In the business, you can’t focus on the big opportunity, [so] we let employees work in the business. If I’m working on deals, I can’t think about buying things the right way. Many dealers have the problem that they can only work in the business — they don’t have a chance to step away.”

FROM TOURS TO SALES

Processes are paramount. Witness the store tour for customers who are interested in purchasing a new vehicle: An employee takes each buyer through the dealership in a very precise and scripted manner. In fact, a specific path is marked on the floor — a Yellow Brick Road, if you will, although it’s not that obvious. There are specific stations where the tour stops — an accessories display, the parts counter or ▶

Team Winnebagoland @ a Glance

5827 Green Valley Rd, Oshkosh, WI 54904
920-233-3070 • www.teamwinnebagoland.com



Owners: Tom Van Zeeland, Nick Van Zeeland, Rachel Van Mun

General Manager: Tom Van Zeeland

Employees: 30

Years in Business: 38 years

Years at Location: 18 years

Store Size: 40,000 sq. ft.

Annual Revenues: \$11 million

DMS: Lightspeed NXT

Vehicle Franchises: Kawasaki, Polaris, Yamaha

Hours Of Operation: Monday and Thursday: 9 a.m. to 8 p.m.,

Tuesday, Wednesday and Friday: 9 a.m. to 5 p.m.,

Saturday: 9 a.m. to 3 p.m, Closed Sundays

SALES

Manager: Nick Van Zeeland

F&I Manager: Chris Ertl

Employees: Nick Gilson, Roy Betters, Dennis Looker, Troy Keller, Jon Garrett, Ryan Vandehey, Andrew Wolf, Buzz Heenan

PG&A

Manager: Justin Reindl

Employees: Karra Marg, Matt Voigt, Erin Eake, Easton Beckman

SERVICE

Manager: John Fine

Advisors: ErikSteffen, CoreyBodenbach, JustinScribner

Technicians: Gordy Faust

Support Team: Adam Demler, Bill Kerckhoff, Ryan Glover, Mike Mortensen, Zach Zwirchitz, Wyatt Lemmers, Joe Lanctot

Lifts: Seven

Shop Rate: \$129/hour

ECOMMERCE DEPARTMENT

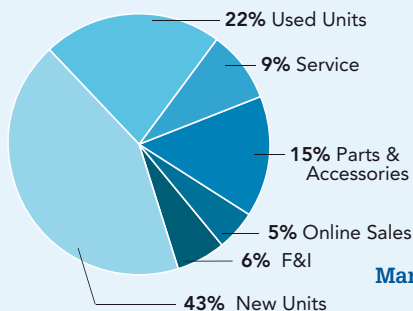
Manager: Alex Grupp

DISTRIBUTORS Bell Industries, Helmet House, Motofist, Parts Unlimited, Tucker Rocky, Western Power Sports

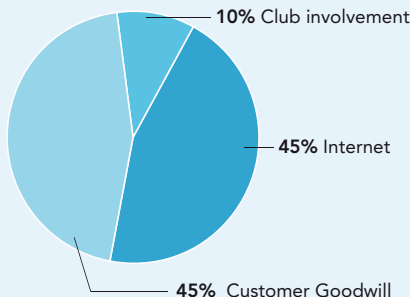
Organizations Supported: Coats for Kids, Toys for Tots, Club Donations, Town of Vinland Fire Dept. (Charity Ride)

Events: Rally In The Valley March Motorcycle Ride, Snow Ride, ATV Ride, weekly sportbike and cruiser rides, Watercraft Demo Days, Quarterly Chili Cook-Off, hosts bus to Chicago Progressive International Motorcycle Show, pictures with Snowmobiling Santa, Trick or Treat Pumpkin Coloring

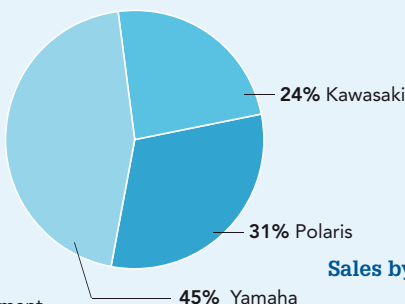
Sales by department



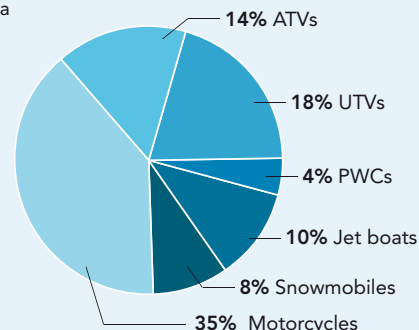
Marketing plan



Sales by brand



Sales by type



elsewhere — and the customer learns about features and benefits of the dealership at that particular point. The comments aren't casual or off the cuff; the presentation is tightly scripted.

Tom's favorite, though, is the dealership's sales process. Instead of having a sales rep command the entire job start to finish, the sales process at Team Winnebagoland involves several specialists:

- The Product Specialist shows the product.
- Accessories Specialists go over upgrades and options.
- The "deskers" go over the numbers and work the deal.

- The F&I people coordinate the pickup, take care of the back-end, and process the lending and the paperwork. "This process gives us defined roles," Tom explains, "and we now have been able to hire and train easier for strengths of each role. "Before, it was as though we were playing football and just throwing the ball to someone who was open," he continues. "Now, we call the play and we all know the routes to run and where to be. If someone goes down, we can plug in the next man up and move on as usual." **D**

“DOES IT FIT?”



Dealernews
TOP 100
EXCELLENCE IN
POWERSPORTS RETAILING

THE 23RD ANNUAL COMPETITION OPENS APRIL 2014

October earnings triple 2012 figures

BY JOE DELMONT

The Dealer LAB is a real-world service from

Dealernews



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



IF YOU SELL A VEHICLE FOR A BIT MORE, YOU CAN DOUBLE WHAT GOES TO YOUR BOTTOM LINE, SAYS BILL SHENK

DESTINATION POWERSPORTS racked up strong earnings gains in October. The dealership reported earnings of \$25,670 on total revenues of \$452,478, and a gross profit of \$119,118. That's an earnings gain of more than 185 percent vs. October 2012.

For the first 10 months, earnings more than doubled those vs. 2012 and revenues were up about 109 percent. Year-to-date (YTD) earnings through October were \$260,087, up from \$124,688 YTD 2012, and revenues were \$5,006,219, compared to \$4,689,712. Gross profit as a percentage of revenue is slightly ahead of the average for Top Gun dealers***.

PARTS DOWN; SERVICE, ACCESSORIES UP

Parts revenue was off from October 2012, slipping to \$22,061 from \$40,662. However, accessories and service posted gains: Accessories jumped to \$36,163 from \$30,844, and service revenues hit \$30,640, climbing 45 percent from October 2012.

"We had a couple [of] big Sea-Doo warranty engine repairs last year that created an extra high parts-to-labor ratio but no gross profit," explains owner Bill Shenk. "Parts-to-service last year was \$17,650 greater, but margin on all that work was only \$2,832. This year,

we only did half the dollars in parts on [repair orders]. But without Sea-Doo, the margin doubled to \$4,896 on less than half the work. Much better business."

Customer traffic, write-ups and closings were up compared to October 2012. The dealership wrote 56 of 106 opportunities and closed on 44. In October 2012 it closed 32 of 45 write-ups from 79 customers.

The strong improvement in traffic and conversions is tied to better management. "The toughest position ... to fill is the sales manager. Most dealers end up with either a SALES manager or a sales MANAGER. We have a strong SALES manager — strong on sales ability but weak on people management in the coaching, training, mentoring areas. I'm confident that the number of sales relationship-building opportunities was double what our team recorded. That means the number of opportunities, closes [and] deliveries is correct as to what our manager was able to collect, but not correct as in to what really happened on our showroom floor."

UNIT MARGINS

Unit sales were up slightly -- 37 units compared to 34 last year. The dealership sold only seven new bikes,

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

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	Oct-13	Dealer	Top Gun	Oct-12	Dealer	Sep-13	YTD 2012	YTD 2013	PVS	DLR
Units Sold (New & Used)	37			34		50	474	469		
Sales	347,294	76.8	72	340,680	76.2	428,090	3,715,962	3,905,595	8,327	78.0
F&I (net)	16,320	3.6	4	14,002	3.1	25,181	172,485	190,546	406	3.8
Parts	22,061	4.9	7	40,622	9.1	29,563	273,305	283,885	605	5.7
Accessories	36,163	8.0	9	30,844	6.9	22,625	292,952	303,163	646	6.1
Service	30,640	6.8	7	21,116	4.7	29,168	235,008	323,030	689	6.5
Total Sales	452,478	100*	100*	447,264	100*	534,627	4,689,712	5,006,219	10,674	100*
Total Cost of Sales	333,360	73.7	74.0	347,863	77.8	401,534	3,600,892	3,717,533	7,927	74.3
Gross Profit	119,118	26.3	26.0	99,401	22.2	133,093	1,088,820	1,288,686	2,748	25.7
EXPENSES	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	Oct-13	Dealer	Top Gun	Oct-12	Dealer	Sep-13	YTD 2012	YTD 2013	PVS	DLR
Payroll										
Total Sales (5.25/4 Empl)	22,830	33.5	48	21,619	32.9	27,621	226,949	257,513	549	33.9
Total P&A (2.20/2.5 Empl)	8,710	41.3	31	9,783	64.4	8,242	79,330	91,072	194	40.5
Total Service (4.5/5 Empl)	18,356	59.9	47	13,837	66.0	16,857	150,614	196,559	419	60.8
Flooring	8,199	12	13	11,273	17.2	10,104	87,604	87,489	187	11.5
Admin Payroll	8,158	6.8	8	7,648	7.7	7,255	71,521	74,365	159	5.8
Advertising	3,091	2.6	3	3,357	3.4	2,227	33,939	30,799	66	2.4
Administration	13,522	11.4	16	13,665	13.7	16,794	165,903	167,031	356	13.0
Rent	12,207	10.2	14	13,606	13.7	12,642	140,092	127,667	272	9.9
Co. insurance	1,740	1.5	3	1,921	1.9	1,624	20,763	30,951	66	2.4
Total Expense	96,813	81.3	97	96,709	97.3	103,366	976,715	1,063,446	2,267	82.5
Misc. Expense	0	0	3			0		0	0	0
Additional Income	3,365	1	1	6,303	1	-167	12,583	34,847	74	0.7
Net Profit	25,670	5.7	1	8,995	2	29,560	124,688	260,087	555	5.2
Net Profit + Misc Exp	25,670	5.7	2.1	8,995	2	29,560	124,688	260,087	555	5.2

Notes: Top Gun = The top performing dealerships in the PowerHouse training group. PVS = Per Vehicle Sold. * Totals equal 100 because of rounding *

compared to 13 in October 2012; however, it sold seven new SxS units, compared to only two last October, and five ATVs, compared to one a year ago. The dealership sold more used motorcycles — 14 compared to 11.

“Our off-road offering was a bit less without Can-Am, but our marketing, inventory levels, sales team and pricing were consistent with last year,” Shenk notes.

YTD sales were about flat with YTD 2012. Gross profit on unit sales for October was \$51,899. However, YTD gross profit on units through October was \$568,710, up 10.8 percent from YTD 2012. That’s an improvement of 10.8 percent.

“When major unit margins are only 10 to 15 percent, a small increase in unit margin makes a big difference to the bottom line,” Shenk explains. “We are now slightly above Top Gun in every segment we track. The increases are only \$100 to \$200 PVS [per vehicle sold] in most cases, and that seems like a very small difference on a \$10,000 to \$15,000 transaction.

“But here is how it works. Example A: You retail a \$10,000 unit at only 10 percent gross profit for a \$1,000 unit margin; less \$200 in flooring, \$100 in net advertising, \$200 in sales commission, \$100 in management labor and \$20 in office labor leaves \$380 to cover dealership overhead and create a profit.

“Example B: You sell the same \$10,000 unit at 14 percent (\$1,400 gross profit) and control flooring to \$100 PVS, and you create \$880 to cover overhead and create dealership profits. You can sell 115 units in Example A or 50 units in Example B, and the dealership makes the same bottom line.

“In our case, if we sell the same amount for a bit more (much harder than it appears), we double what goes to the bottom line,” he says.

Inventories improved to \$2.1 million, down from \$2.3 million. New

ATV inventory was lower (\$256,515 vs. \$374,098 in 2012), new watercraft was lower (\$263,515 vs. \$573,156), and used motorcycles were lower (\$144,695 vs. \$195,676). However, accessories inventory was higher than October 2012: \$305,162, compared to \$223,689.

The improvement in watercraft and ATV inventories is because BRP canceled the dealership’s sales agreement for Can-Am and Sea-Doo, Shenk says.

Shenk attributes the accessory increase to Polaris and Kawasaki putting high pressure on the dealership to order more than it is selling, even though the store has no accessory sales display area. “It’s a well-known bad business practice to have the low inventory turns that this practice creates,” he says. “I’m puzzled as to why any OEM would want J.I.T. (Just In Time) for their manufacturing process but want their dealers to have more than 12 months supply on hand.” **D**

EDITOR’S NOTE: The Dealer LAB project is a joint effort between *Dealernews* and PowerHouse Dealer Services, and details the efforts to return a Punta Gorda, Fla., dealership to profitability after its purchase by Bill Shenk in 2009. Destination Powersports represents several lines, including Kawasaki, Polaris/Victory, Suzuki and Yamaha. Financial information is sourced from the dealership’s Composite Report supplied by Shenk, prepared for the dealership’s participation in its PowerHouse Dealer 20 Group. In preparing the DealerLAB reports, *Dealernews* also reviews the dealership’s unaudited P&L statement and balance sheet.

*****ABOUT PowerHouse Dealer Services:** Bill Shenk is owner of PowerHouse Dealer Services a dealership 20 Group provider and consulting/training company. He has worked in the industry since 1976. Bill purchased his first dealership in 1987 and started PowerHouse in 2000. He purchased the “Dealer LAB” dealership to demonstrate best practices for dealers around the country. Eventually the site will be used as a real-world training facility for PowerHouse clients across the country. To join a PHD 20 Group and take your dealership to Top Gun status, contact Shenk at 877-PHD-0911 or email him at bill@phdservices.com

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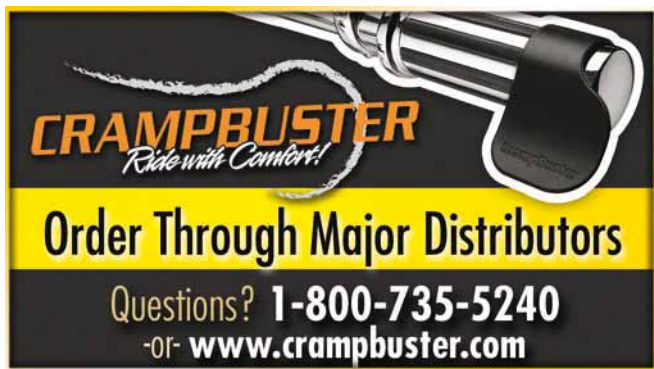
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Rick Fairless is the owner of Stokers Dallas, Stokers Icehouse and Stokers Ink.

On the Web:

Read more of Rick Fairless's columns and notes to family on www.dealernews.com.

Rain and drunks

THESE ARE THE THINGS I HATE, AND HERE'S WHY

DEAR GRANDMA AND GRANDPA, I hope everything is going good up there in Heaven. Things are pretty good here in Dallas. I've been meaning to ask y'all, do you have rain in Heaven? If you do, does it rain cats and dogs like on Earth — or maybe up there it rains \$100 bills? Are there days where people just stay in bed all day? Or is every day sunny and 75 degrees?

I hate the rain because it absolutely kills my business. It's crazy how the weather affects the motorcycle business. We're kinda like a golf course: when it rains, business is very slow. Good weather is a godsend. Lots of bikers won't get out and ride if them knucklehead weather people are predicting rain, or if it's too hot or too cold. It doesn't even have to rain — the weatherman can screw us just by announcing a small chance for rain.

Nobody likes to ride in the rain but, hey, if you're gonna ride, then rain is inevitable and at some point you're gonna get wet, so be prepared. I have good rain gear and a full-face helmet.

I remember what you taught me years ago, Grandpa: "When the rain comes down, so should your speed." Those were great words from a great man. Whenever it does rain, it puts me in a foul mood, and if it rains on a weekend I get mean and ugly! Grandpa, please ask the Lord to smile on us poor slob in the motorcycle industry with good weather on the weekends! We're just trying to scratch out a living down here, and we need all the help the good Lord can send us.

MOTORCYCLES, BEER AND VICE VERSA

Ya know, the best thing I ever did for my Stokers Dallas motorcycle shop was to open my beer joint, Stokers IceHouse. Actually, it's not really just a beer joint because we serve all kinds of liquor and some dang good food. It's more of a bar & grill, but I dig the term "Beer Joint" much better. Our bar business is great, but serving beer and alcohol has its own set of problems. I can spell it out with one word and six lousy letters: D-R-U-N-K-S.

Have I mentioned that I hate a stupid drunk? Some people tell me that they are a "happy drunk" or a "funny drunk." After owning my bar for nearly 20 years I can truthfully tell you that all drunks are stupid drunks. A motorcycle ain't no barstool!

Most of my customers are very nice people that I really enjoy talking to — that is, until they're drunk. The old saying, "Instant asshole: just add

alcohol?" I can testify that's 100 percent true.

I'm sorry to cuss, Grandma, but I'm 57 years old and sometimes I have to, especially when it comes to drunks. Most of my customers are swell people who drink responsibly, and I appreciate them very much, but the drunks ruin it for everybody.

Just this past week I had to throw out several stupid drunks. One old man, we call him Whistle Britches (you can probably guess why), was hitting on one of my 25-year-old bartenders and he was pissed that she wouldn't go out with him after her shift. He got loud, they called me, and now he's a goner.

After owning my bar for nearly 20 years, I can tell you that all drunks are stupid drunks. A motorcycle ain't no barstool!

Another old cat kept encouraging his 60-year-old girlfriend to lift up her shirt. When I explained to them that we don't do that here, he asked, "What kind of f'n biker bar is this?" I explained to him that we are the kind of biker bar that is owned by a family man and his family. I told him that my Ma, my wife and my daughter all work here, and that none of us were interested in seeing his girlfriend's boobs! I then asked this guy if he would want his girlfriend to show her boobs to his family — his mother and his daughter — he said "No." So I yelled, "THEN DON'T SHOW THEM TO MY FAMILY!" He assured me that it won't happen again so I didn't kick him out — yet!

Despite everything, my Stokers IceHouse really helps bring people into the motorcycle shop. They may come in to drink a beer, listen to the live music, eat a dang good cheeseburger and hang out with their pals, but guess what? While they're here, they always come in to look around at my bike shop, and they usually wind up buying something (God bless 'em!). It may just be a helmet, or a pair of gloves, sunglasses, or a T-shirt, or they may buy a dang motorcycle.

My beer joint really helps my motorcycle shop and my motorcycle shop brings people into my beer joint.

Well, I better close for now because it's 7 p.m., which is closing time. I'm "getting lucky" tonight — which at my age means my wife is cooking supper!

I love you, Grandma and Grandpa, and I have your picture on my night stand so I can say "Good morning" and "Good night" to y'all every day.

Love, Rickey. **D**

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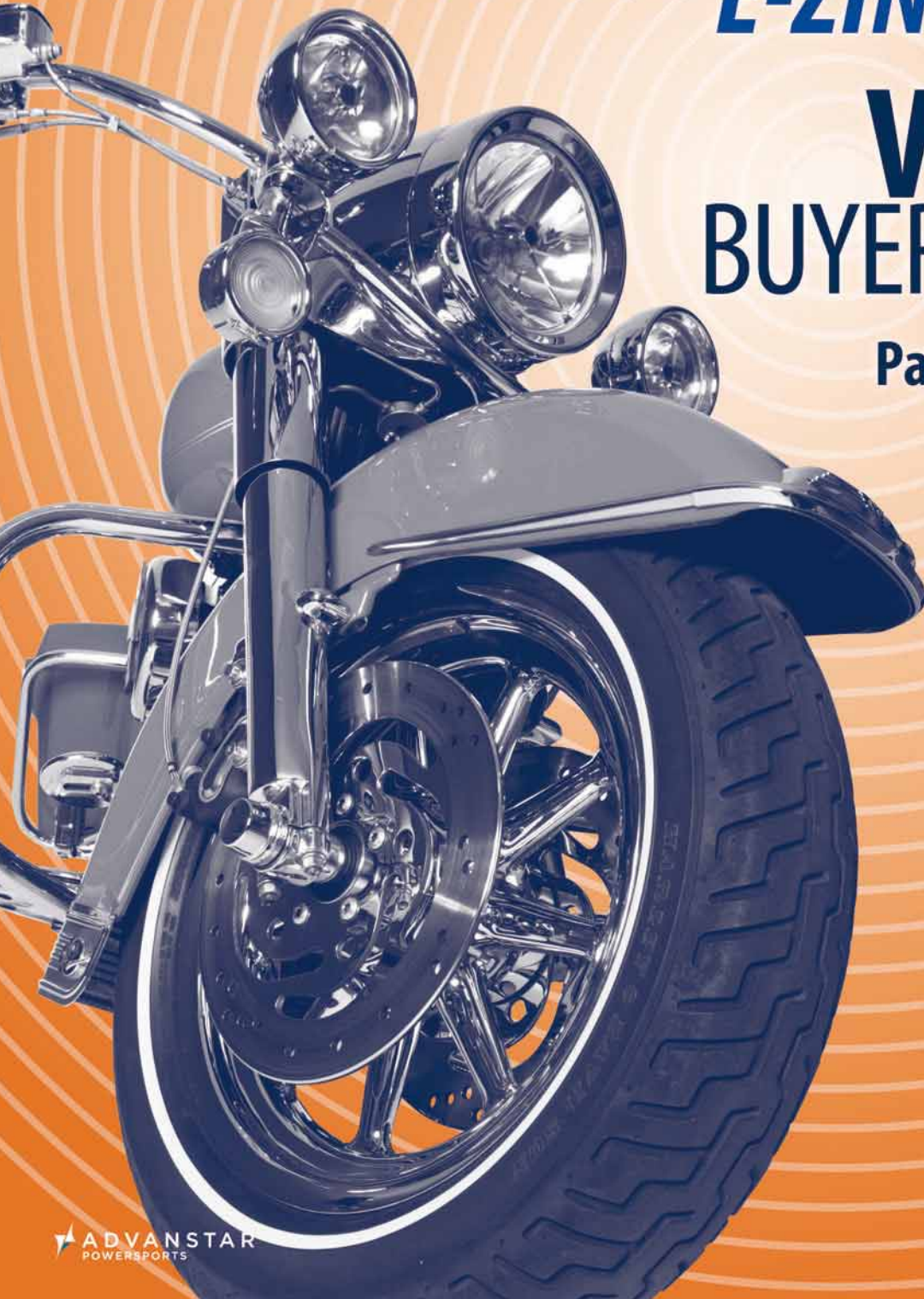
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Falcon Crankshaft Components Inc.
www.falconcranks.com
Heads First www.heads1st.com
JayBrake www.jbrake.com
K&L Supply Co. Inc. www.klsupply.com
KK Motorcycle Supply www.kkcycles.com
Kustom Hooligans Original Cycles
L.A. Sleeve Co. www.lasleeve.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com
Sport Chrome Inc. www.sportchrome.com
Thunder Products www.thunderproducts.com
Western Power Sports www.wps-inc.com

CRANKSHAFTS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
Falcon Crankshaft Components Inc.
www.falconcranks.com
Heads First www.heads1st.com
J&P Cycles www.jpicycles.com
KK Motorcycle Supply www.kkcycles.com
L.A. Sleeve Co. www.lasleeve.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com

ENGINE ASSEMBLIES

Automatic Distributors www.autodist.com
CP-Carrillo www.cp-carrillo.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
Kustom Hooligans Original Cycles
L.A. Sleeve Co. www.lasleeve.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com
Viken Small Engines LLC
www.vikensmallengines.com
Western Power Sports www.wps-inc.com

ENGINE CASES / CASTINGS

Automatic Distributors www.autodist.com
Boyesen www.boyesen.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
L.A. Sleeve Co. www.lasleeve.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com

Sport Chrome Inc. www.sportchrome.com
Viken Small Engines LLC
www.vikensmallengines.com

EXHAUSTS

Akrapovic America LLC www.akrapovic.com
Automatic Distributors www.autodist.com
Brock's Performance www.brockperformance.com
Choppers Cycle dba Bagger Werx
www.baggerwerx.com
Design Engineering Inc.
www.designengineering.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Heads First www.heads1st.com
J&P Cycles www.jpicycles.com
Jardine Performance Products
www.jardineproducts.com
Kerker www.supertrapp.com
KK Motorcycle Supply www.kkcycles.com
Kuryakyn www.kuryakyn.com
Kustom Hooligans Original Cycles
L.A. Sleeve Co. www.lasleeve.com
LeoVince USA Specialized Products Distribution
www.leovinceusa.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG)
www.magggroup.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Roland Sands Design www.rolandsands.com
Samson USA www.samsonusa.com
S&S Cycle Inc. www.sscycle.com
Sidewinder Products www.sidewinder-sprockets.com
Sport Chrome Inc. www.sportchrome.com
SuperTrapp Industries www.supertrapp.com
Trackmaster Motorcycles
www.trackmastermotorcycles.com
Two Brothers Racing www.twobros.com
Valco Consumer Products Inc. www.valco-cp.com
Vance & Hines
Viken Small Engines LLC
www.vikensmallengines.com
Walker Products Inc. www.walkerproducts.com
Western Power Sports www.wps-inc.com

FAIRINGS & FENDERS

Automatic Distributors www.autodist.com
Choppers Cycle dba Bagger Werx
www.baggerwerx.com
Corbin-Pacific Inc. www.corbin.com
Cutting Edge Illusions www.cuttingedgeillusions.com
Design Engineering Inc.
www.designengineering.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Heads First www.heads1st.com
J&P Cycles www.jpicycles.com
KK Motorcycle Supply www.kkcycles.com
Kustom Hooligans Original Cycles
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com

V-TWIN PARTS

Motorsport Aftermarket Group (MAG) www.maggroup.com
Old Skool Cycle Werks www.oldschoolcyclewerks.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Roland Sands Design www.rolandsands.com
Trackmaster Racing Frames www.trackmasterracingframes.com
Wild Hair Accessories www.whaccessories.com

FASTENERS (NUTS, BOLTS, ETC.)

Automatic Distributors www.autodist.com
BikeMaster www.bikemaster.com
ClampTite LLC www.clamptitetools.com
CP-Carrillo www.cp-carrillo.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Fowlers Distribution Inc. www.fowlersdistribution.com
Heads First www.heads1st.com
K&L Supply Co. Inc. www.klsupply.com
KK Motorcycle Supply www.kkcycles.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Midwest Acorn Nut www.midwestacornnut.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com
Sport Chrome Inc. www.sportchrome.com
Vector One

FILTERS

Amsoil Inc. www.amsoil.com
Automatic Distributors www.autodist.com
Big Bike Parts www.bigbikeparts.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Fowlers Distribution Inc. www.fowlersdistribution.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
K&L Supply Co. Inc. www.klsupply.com
K&N Engineering Inc. www.knfilters.com
KK Motorcycle Supply www.kkcycles.com
LeoVince USA Specialized Products Distribution www.leovinceusa.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
Roland Sands Design www.rolandsands.com
S&S Cycle Inc. www.sscycle.com
Sport Chrome Inc. www.sportchrome.com
Thunder Products www.thunderproducts.com
Tri-R Distributing Inc. www.tri-rdistributing.com
Two Brothers Racing www.twobros.com
Western Power Sports www.wps-inc.com

FOOTPEGS / FOOT CONTROLS

Automatic Distributors www.autodist.com
Big Bike Parts Inc. www.bigbikeparts.com
BikeMaster www.bikemaster.com
Burly Brand www.burlybrand.com
CycleSmiths Inc. www.cyclesmiths.com

Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
JayBrake www.jbrake.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
L.A. Sleeve Co. www.lasleeve.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG) www.maggroup.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Rizoma USA www.rizoma.com
Roland Sands Design www.rolandsands.com
Shubandit Inc. www.shubandit.com
Spiegler Brake Systems USA LLC www.spieglerusa.com
Sport Chrome Inc. www.sportchrome.com
Trackmaster Motorcycles www.trackmastermotorcycles.com
Vector One
Western Power Sports www.wps-inc.com
Wild Hair Accessories www.whaccessories.com

FORWARD CONTROLS

Automatic Distributors www.autodist.com
Avon Grips www.avongrips.com
CycleSmiths Inc. www.cyclesmiths.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
Jardine Performance Products www.jardineproducts.com
JayBrake www.jbrake.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG) www.maggroup.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Sport Chrome Inc. www.sportchrome.com
Western Power Sports www.wps-inc.com

FORKS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
KK Motorcycle Supply www.kkcycles.com
L.A. Sleeve Co. www.lasleeve.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG) www.maggroup.com
Perewitz Cycle Fab www.perewitz.com
So-Cal Cycle Swap Meet
Sport Chrome Inc. www.sportchrome.com
Trackmaster Racing Frames www.trackmasterracingframes.com

GAS TANKS

Automatic Distributors www.autodist.com
Design Engineering Inc. www.designengineering.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
KK Motorcycle Supply www.kkcycles.com
LeoVince USA Specialized Products Distribution www.leovinceusa.com
Marshall Distributing www.marshalldistributing.com
Matt Hotch Designs Inc www.matthotchdesigns.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
Roland Sands Design www.rolandsands.com
Stern Companies Inc. www.sternindustries.com
Trackmaster Racing Frames www.trackmasterracingframes.com
Viken Small Engines LLC www.vikensmallengines.com
Western Power Sports www.wps-inc.com

GASKETS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
K&L Supply Co. Inc. www.klsupply.com
KK Motorcycle Supply www.kkcycles.com
L.A. Sleeve Co. www.lasleeve.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com
Viken Small Engines LLC www.vikensmallengines.com

GAUGES

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
LVP Distribution www.lvpdistribution.com
Marshall Distributing www.marshalldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG) www.maggroup.com
Perewitz Cycle Fab www.perewitz.com
Viken Small Engines LLC www.vikensmallengines.com
Wild Hair Accessories www.whaccessories.com

HANDLEBARS / HAND CONTROLS

Automatic Distributors www.autodist.com
Avon Grips www.avongrips.com
Barnett Tool & Engineering www.barnettclutches.com
Big Bike Parts Inc. www.bigbikeparts.com
BikeMaster www.bikemaster.com
Burly Brand www.burlybrand.com

Choppers Cycle dba Bagger Werx www.baggerwerx.com
CycleSmiths Inc. www.cyclesmiths.com
Drag Specialties www.dragspecialties.com
G-Force Consulting Inc. www.gforceconsulting.com
Grab On Grips www.grabongrips.com
Heads First www.heads1st.com
HeliBars www.helibars.com
J&P Cycles www.jpccycles.com
JayBrake www.jbrake.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
LeoVince USA Specialized Products Distribution www.leovinceusa.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Magura USA www.magura.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG) www.magggroup.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Rizoma USA www.rizoma.com
Roland Sands Design www.rolandsands.com
Spiegler Brake Systems USA, LLC www.spieglerusa.com
Sport Chrome Inc. www.sportchrome.com
Trackmaster Racing Frames www.trackmasterracingframes.com
Vector One
Viken Small Engines LLC www.vikensmallengines.com
Western Power Sports www.wps-inc.com
Wild Hair Accessories www.whaccessories.com

KICKSTANDS

Automatic Distributors www.autodist.com
Big Bike Parts Inc. www.bigbikeparts.com
Brock's Performance www.brockspower.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
LVP Distribution www.lvpdistribution.com
Marshall Distributing www.marshaldistributing.com
Matt Hotch Designs Inc www.matthotchdesigns.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
Trackmaster Racing Frames www.trackmasterracingframes.com
Viken Small Engines LLC www.vikensmallengines.com

LEVERS

Automatic Distributors www.autodist.com
Barnett Tool & Engineering www.barnettclutches.com
Big Bike Parts Inc. www.bigbikeparts.com
BikeMaster www.bikemaster.com
Choppers Cycle dba Bagger Werx www.baggerwerx.com
CycleSmiths Inc. www.cyclesmiths.com
Drag Specialties www.dragspecialties.com

EMGO International www.emgo.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
LeoVince USA Specialized Products Distribution www.leovinceusa.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Magura USA www.magura.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
Rizoma USA www.rizoma.com
Roland Sands Design www.rolandsands.com
Spiegler Brake Systems USA LLC www.spieglerusa.com
Sport Chrome Inc. www.sportchrome.com
TAW Performance LLC www.tawperformance.com
Trackmaster Racing Frames www.trackmasterracingframes.com
Viken Small Engines LLC www.vikensmallengines.com
Wild Hair Accessories www.whaccessories.com

LIGHTS AND SIGNALS

Automatic Distributors www.autodist.com
Big Bike Parts Inc. www.bigbikeparts.com
BikeMaster www.bikemaster.com
Choppers Cycle dba Bagger Werx www.baggerwerx.com
Cutting Edge Illusions www.cuttingedgeillusions.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Fowlers Distribution Inc. www.fowlersdistribution.com
Fusion Systems LLC www.fusionledsystems.com
www.nightflasherleds.com
G-Force Consulting Inc. www.gforceconsulting.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
K&L Supply Co. Inc. www.klsupply.com
KK Motorcycle Supply www.kkcycles.com
Lazer Star Lights www.lazerstarlights.com
Lunasee www.lunasee.com
LVP Distribution www.lvpdistribution.com
M1C Helmets LLC www.m1chelmets.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG) www.magggroup.com
National Cycle Inc. www.nationalcycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Roland Sands Design www.rolandsands.com
Spiegler Brake Systems USA, LLC www.spieglerusa.com
Western Power Sports www.wps-inc.com
Wild Hair Accessories www.whaccessories.com

MIRRORS

Automatic Distributors www.autodist.com
Big Bike Parts Inc. www.bigbikeparts.com
BikeMaster www.bikemaster.com

Choppers Cycle dba Bagger Werx www.baggerwerx.com
CycleSmiths Inc. www.cyclesmiths.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Fowlers Distribution Inc. www.fowlersdistribution.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
JayBrake www.jbrake.com
K&L Supply Co. Inc. www.klsupply.com
Ken Sean Mirrors www.rkexcelamerica.com
KK Motorcycle Supply www.kkcycles.com
Küryakyn www.kuryakyn.com
LVP Distribution www.lvpdistribution.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
MotoAmore LLC www.moto-amore.com
Motorsport Aftermarket Group (MAG) www.magggroup.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
Rizoma USA www.rizoma.com
RK Excel America Inc. www.rkexcelamerica.com
Spiegler Brake Systems USA LLC www.spieglerusa.com
Sport Chrome Inc. www.sportchrome.com
Wild Hair Accessories www.whaccessories.com

PAINTS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
KK Motorcycle Supply www.kkcycles.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
TouchUpDirect www.touchupdirect.com
Viken Small Engines LLC www.vikensmallengines.com

PISTONS / RINGS

Automatic Distributors www.autodist.com
CP-Carrillo www.cp-carrillo.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
Heads First www.heads1st.com
KK Motorcycle Supply www.kkcycles.com
L.A. Sleeve Co. www.lasleeve.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com
Viken Small Engines LLC www.vikensmallengines.com
Wössner Pistons www.wosserpistons.com

RADIATORS / OIL COOLERS

Automatic Distributors www.autodist.com
Big Bike Parts Inc. www.bigbikeparts.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com

V-TWIN PARTS

KK Motorcycle Supply www.kkcycles.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
Viken Small Engines LLC
www.vikensmallengines.com
Wild Hair Accessories www.whaccessories.com

REEDS, REED BLOCKS

Automatic Distributors www.autodist.com
Boyesen www.boyesen.com
Drag Specialties www.dragspecialties.com
KK Motorcycle Supply www.kkcycles.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
Thunder Products www.thunderproducts.com
Viken Small Engines LLC
www.vikensmallengines.com

SEATS

American Motorcycle Specialties
www.amspecialtiesusa.com
Automatic Distributors www.autodist.com
B and H Specialties www.motorcycleseatcovers.com
BB Comfort Systems LLC www.buttymbuddy.com
BikeCushion.com LLC www.bikecushion.com
Corbin-Pacific Inc. www.corbin.com
Drag Specialties www.dragspecialties.com
Fowlers Distribution Inc. www.fowlersdistribution.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
KK Motorcycle Supply www.kkcycles.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Motorsport Aftermarket Group (MAG)
www.magggroup.com
Mustang Motorcycle Products LLC
www.mustangseats.com
Perewitz Cycle Fab www.perewitz.com
Roland Sands Design www.rolandsands.com
Sport Chrome Inc. www.sportchrome.com
Valco Consumer Products Inc. www.valco-cp.com
Wild Hair Accessories www.whaccessories.com

SHOCKS / SUSPENSIONS

AirFX LLC www.airfxairride.com
Automatic Distributors www.autodist.com
Brock's Performance www.brocksperformance.com
Burly Brand www.burlybrand.com
Choppers Cycle dba Bagger Werx
www.baggerwerx.com
Drag Specialties www.dragspecialties.com
EMGO International www.emgo.com
EPM Performance Imports
Heads First www.heads1st.com
KK Motorcycle Supply www.kkcycles.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com

Motorsport Aftermarket Group (MAG)
www.magggroup.com
Perewitz Cycle Fab www.perewitz.com
Progressive Suspension
www.progressivesuspension.com
Spiegler Brake Systems USA LLC
www.spieglerusa.com
Sport Chrome Inc. www.sportchrome.com

SPARK PLUGS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
KK Motorcycle Supply www.kkcycles.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com
Viken Small Engines LLC
www.vikensmallengines.com

STARTER MOTORS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
G-Force Consulting Inc. www.gforceconsulting.com
Heads First www.heads1st.com
K&L Supply Co. Inc. www.klsupply.com
KK Motorcycle Supply www.kkcycles.com
LVP Distribution www.lvpdistribution.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Perewitz Cycle Fab www.perewitz.com
Pro Riders Marketing www.proridersmarketing.com
S&S Cycle Inc. www.sscycle.com
Viken Small Engines LLC
www.vikensmallengines.com

TIRES, WHEELS, RIMS

Automatic Distributors www.autodist.com
Avon Motorcycle Tyres www.avonmoto.com
Brock's Performance www.brocksperformance.com
Choppers Cycle dba Bagger Werx
www.baggerwerx.com
Continental Tire www.conti-moto.com
Drag Specialties www.dragspecialties.com
Excel Rims www.rkexcelamerica.com
Heads First www.heads1st.com
KK Motorcycle Supply www.kkcycles.com
LeoVince USA Specialized Products Distribution
www.leovinceusa.com
LVP Distribution www.lvpdistribution.com
Magnum Distributing www.magnumdistributing.com
Marshall Distributing www.marshaldistributing.com
Matt Hotch Designs Inc www.matthotchdesigns.com
Matto Cycle Inc. www.mattocycle.com
Michelin North America
www.michelinmotorcycle.com
MotoAmore LLC www.moto-amore.com
Motorsport Aftermarket Group (MAG)
www.magggroup.com
Perewitz Cycle Fab www.perewitz.com
RK Excel America Inc. www.rkexcelamerica.com

Roland Sands Design www.rolandsands.com
Sidewinder Products www.sidewinder-sprockets.com
Sport Chrome Inc. www.sportchrome.com
TAW Performance LLC www.tawperformance.com
Vector One

TRANSMISSIONS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
G-Force Consulting Inc. www.gforceconsulting.com
Heads First www.heads1st.com
L.A. Sleeve Co. www.lasleeve.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
Viken Small Engines LLC
www.vikensmallengines.com

VALVE TRAIN COMPONENTS

Automatic Distributors www.autodist.com
Drag Specialties www.dragspecialties.com
Goodson Tools & Supplies for Engine Builders
www.goodson.com
Heads First www.heads1st.com
J&P Cycles www.jpccycles.com
K&L Supply Co. Inc. www.klsupply.com
KK Motorcycle Supply www.kkcycles.com
L.A. Sleeve Co. www.lasleeve.com
Marshall Distributing www.marshaldistributing.com
Matto Cycle Inc. www.mattocycle.com
Orient Express Racing www.orientexpress.com
Perewitz Cycle Fab www.perewitz.com
S&S Cycle Inc. www.sscycle.com

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