

THE VOICE OF POWERSPORTS RETAILERS

Dealernews

VOL. 50, NO. 2 FEBRUARY 2014
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NAVY						
JERSEY	S	M	L	XL	2XL	
2910 -	3084	3085	3086	3087	3088	
PANT	28	30	32	34	36	38
2901 -	4642	4643	4644	4645	4646	4647

GRAY						
JERSEY	S	M	L	XL	2XL	
2910 -	3079	3080	3081	3082	3083	
PANT	28	30	32	34	36	38
2901 -	4636	4637	4638	4639	4640	4641

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When I walk into one of our stores I want everything to be right. The sound. The smell. The bikes that are on the floor fully equipped for touring. Is that a sales pitch? Of course it is. It has to be effortless to the customer experience."

– Chris McIntyre



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On the cover

Branimir Kvartuc, who shot the cover photo and other photos at EagleRider in Los Angeles, said he'd never met anyone like CEO Chris McIntyre, who made the photo shoot fun. "McIntyre practically skips around his showroom rental shop, Kvartuc said. "He walks around throwing up high fives to passing employees and customers."

The cover story starts on page 34.



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Footnotes:

¹ Based on third-party commissioned tests conducted in 2013 by Dekra Test Centre in Ladoux, France for braking on wet and wet slippery surfaces; tires included the MICHELIN® Pilot® Road 4, Dunlop Sportmax Roadsmart II, Metzeler Roadtec Z8 Interact, Pirelli Angel GT and Bridgestone Battlax Sport Touring T30 in dimensions 120/70 ZR 17 58W (front) and 180/55 ZR17 73W (rear). Results may vary depending on motorcycle type and operating conditions. ² Based on 2013 internal wear and wet tests at the Ladoux Technology Center. Results may vary depending on motorcycle type and operating conditions.



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FROM THE EDITOR

Mary Slepicka

'Hey! I'd better get that, too'

DEALERNEWS IS KNOWN for placing a Top 100 Dealer on its cover. Every month we send out a photographer to do an exclusive photo shoot with a winning dealership we've selected for that issue's cover story.

But every once in a (great) while, we like to shake things up, and so it goes this month. We profile EagleRider and its CEO, Chris McIntyre, as the company prepares for a game-changing rollout that may alter the ROI for the recreational industry. EagleRider, the long-standing motorcycle rental company whose partners include many a franchised (and Top 100) dealership, is about to go into the PG&A sales business.

As our senior editor, Holly Wagner, reports, EagleRider will launch a new website next month that reportedly will "connect the dots" among its rentals, used bike sales, PG&A sales and touring businesses.

The company may have raised a few eyebrows when it announced it was going to start selling gear and accessories to customers renting its bikes, but for McIntyre, it made perfect sense. Many motorcycle renters are prime customers for the boots, eyewear and other accessories they don't want to lug around in a suitcase or backpack while they're on vacation. By nature of the fact that they're renting a bike while on holiday instead of buying one

and riding it or trailering it to their vacation destination, it shows that they want things to be easy...effortless...yet enhanced.

Think of this: you reserve a rental, get to the location, and with the bike you also pick up a bag full of goodies you ordered online, from gloves to GoPro. "All the stuff on the PG&A site is available in a box when they arrive," McIntyre says.

It's upselling genius... and a wake-up call.

Read the article starting on page 34. How can you learn from EagleRider's example and apply some part of it to your own business? Can you package items — from apparel and accessories to even cleaning and safety items — and figure out a way to prompt customers (buyers, renters, walk-ins, service clients) to buy the whole shebang? Do you have an affiliation with a touring company? How easy do you make it for the customer to look at something and think, "Hey! I'd better get that, too!"?

We'd like to hear your comments. Send them to editors@dealernews.com. And watch for our March issue, because a stunning Top 100 Dealership will be back, gracing our cover. And by the way, the 2014 competition starts in April. Get ready.

Mary Slepicka, mslepicka@dealernews.com

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The reality of CROWDSOURCED funding

INDUSTRY SUCCESS RATES FALLING BELOW NATIONAL RESULTS, BUT BRIGHT SPOTS EMERGE

IT SOUNDS easy: You are passionate about your product idea, and there are plenty of passionate motorcyclists out there in cyberspace. They all kick in some money to fund your endeavor, and if you meet your fundraising goal you can launch your product.

The reality can be much different.

Kickstarter.com is among the top sites for what has become known as "crowdfunding," or crowdsourced funding. A look at the statistics for Kickstarter shows that the outcome does not match the expectations. As of early January, there were 130 Kickstarter projects tagged with the word *motorcycle*. Of those, four were still active campaigns. Of the 126 campaigns that had already ended, only 32 had been successfully funded. That means only 25.39 percent

of past motorcycle-related Kickstarter campaigns were successful.

These numbers are surprisingly different from the overall statistics for Kickstarter. Of the 127,483 projects that have been launched, 43.71 percent have been successful.

Of those 130 motorcycle campaigns, many of them want funding for their own touring adventures, documentaries or historical books. The options run the gamut from new technologies to biker-themed novels.

Indiegogo.com, another popular funding site, has an even more eclectic assortment of motorcycle-themed fundraising campaigns and an even lower success rate. In one campaign, someone simply wanted a new motorcycle and lacked the money to buy it. There were no perks offered to anyone who was charitable enough to chip in (not surprisingly, there were no contributors).

SUCCESS STORIES

Successful Kickstarter campaigns mostly fall into one of three categories: documentary films, books and aftermarket parts or accessories. MuzaMoto raised more than \$10,000 for bolt-on, bar-end turn signals. At the opposite end of the spectrum, Nathanael Cole far surpassed his \$7,000 goal to fund his tabletop role-playing game, *Motobushido*. Featuring battles between samurais who ride motorcycles, the game ended its run with \$11,400 pledged.

Vololights is another motorcycle product that was successfully funded. Vololights are the creation of Vectolabs in Oceanside, Calif. The company's campaign ended in June with 441 people donating a total of \$53,886.

Vololights is an LED-equipped license plate bracket that contains a three-axis accelerometer and microprocessor to detect deceleration. Whenever the motorcycle to which the bracket is attached slows down from downshifting, the LEDs automatically illuminate to alert other drivers. Vololights

have a varied flashing rate depending on the rate of deceleration.



Vololights Brakeless Deceleration Indicator

Jesse Szyal, director of sales and marketing for Vololights, says that while Kickstarter is a great platform for raising money, there is still a lot of old-fashioned hard work that has to be done to make a funding campaign successful.

"We developed an extensive list of media contacts, from PR reps to bloggers to traditional news media types. Cold calls, emails and social media invitations were all part of the outreach program. We also decided to run a release on the popular PR Newswire service, and that helped garner additional traction," Szyal says.

Had the Kickstarter campaign not met its \$50,000 goal, Szyal says that Vectolabs would have turned to a more traditional method: fundraising through family and friends, and seeking outside investors.

But Szyal notes that Kickstarter has benefits other than raising money. "The website is a great platform to gauge interest in new products and to allow for active discussion in additional features that should be included in the production unit," he says. "From backer input, we decided to add a stealth setting (no flash mode) in addition to making a modular version for different-sized license plates. Had we gone the traditional funding route, we would not have had this direct customer feedback to incorporate additional features."

continued on page 12

CROWDSOURCED FUNDING PRIMER

Crowdsourced funding is the online version of asking family, friends and even strangers for the money needed to back a new product or project. With sites like Kickstarter.com and Indiegogo.com, entrepreneurs set a fundraising goal and offer incentives to entice contributors, also called backers.

Each fundraising effort is called a campaign, and each one usually has a wide range of incentives based on donation amounts. Small donations, like \$5, might garner inclusion on a behind-the-scenes newsletter or a thank-you email. Larger donations can include free products, T-shirts or other commemorative gear. Many campaigns also have large incentive packages, in which donating thousands of dollars results in perks like being flown to a party to celebrate the successful campaign.

Some sites, like Kickstarter, require a campaign to meet or exceed their fundraising goal to receive the money. Other sites have a flexible funding option, where the campaign gets any money raised even if the goal was not met.

Sites that host fundraising campaigns earn their money by taking a percentage of the money raised. Kickstarter takes 5 percent of the funds. If funding is unsuccessful, there are no fees.

— Beth Dolgner

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What's trending on DEALERNEWS.COM

HOME PAGE > REGULATORY

Companies imported, sold vehicles in violation of Clean Air Act, feds say Dallas firms targeted by the U.S. Justice Department and EPA for allegedly importing and selling more than 24,000 vehicles from a number of manufacturers without emissions certifications. Authorities said the vehicles were sold under the brand names of Peace, Lifan, Buyang, Bashan, Huansong, Wangli, JCL and Xinyang.

HOME PAGE > AFTERMARKET

Holger Mohr becomes president of Kuryakyn Former VP of MAG takes the reins as founder and longtime Kuryakyn president Tom Rudd becomes chairman and focuses on product development.

DEALER OPERATIONS > MANAGEMENT

Illinois limits OEM influence over dealer sites, fixtures New law forbids OEMs from requiring dealers to relocate, requiring dealers to display aftermarket parts separately from OEM parts, and preventing dealers from buying store lighting and other fixtures from non-OEM-approved distributors. "This really just says the OEMs can't force us to participate in programs or make us move to a location from one that was already approved," says Mike Jackson, principal at Decatur-based World of Powersports. "It allows the dealers to shop around for fixtures and building materials

rather than being forced to buy them from the OEM's vendors."

Mission Motorcycles' co-founders head to court Ousted third member of the founding trio contests a stock restriction, which was created to ensure management stability during the company's startup phase.

DEALER OPERATIONS > MARKETING

Arai signs new ad agency Brian Weston says the helmet brand is seeking a "fresh voice" with Louisville, Ky.-based Doe-Anderson. Longtime representative Rick Menapace retired at the end of 2013.

AMA launches MX rounds in Louisiana, Mississippi New sanctioned Warrior Race Series featuring seven rounds of competition through May.

DEALER OPERATIONS > SERVICE

Zero recalls 2012-13 models for firmware fix Firmware may shut off power to the motor while the bike is in operation, so dealers are asked to install an update.

Triumph recalls 2013 Trophy SEs Dealers asked to inspect, replace the left-hand center stand bracket on about 400 bikes.

More than 50,000 BMWs involved in fuel pump recall Affected are 2005-2011 R-models, 2005-2012 K-models, 2010-11 S1000 RRs, and 2006-2010 HP2s. Dealers are being asked to reinforce the fuel pump flange or replace the pump as necessary.

Crowdsourcing, from page 10

Products that increase rider safety are a popular theme. Consider the Banshee Horn. Designed by Screaming Banshee as a complement to the stock horn on a car or motorcycle, the Banshee Horn uses a 139dB compact air horn to alert other drivers while simultaneously pulsing the high beam. A rider can push the horn button quickly to use the stock horn, or hold the button down to activate the Banshee Horn.

Screaming Banshee set its funding goal at a mere \$12,000, but the company far exceeded it with 315 people pledging \$30,047. The Tampa, Fla., company hatched the idea for the Banshee Horn after inventor Peter Olt had a close call on his own motorcycle and recog-

nized the need for something louder than the stock horn. Apparently, other motorcyclists agreed: Screaming Banshee sold more than 450 Banshee Horn systems as part of the incentives for their Kickstarter backers. — Beth Dolgner



Banshee Horn



ARIZONA – A Yuma County judge dismissed charges and vacated the sentence of a former motorcycle shop owner who was accused four years ago of running a chop shop. The former owners of **1% Choppers** said they believe a bad choice of business names led to their multi-year ordeal. The couple has since moved to Montana.

FLORIDA – A federal judge in December sided with Miami-based **Total Bike LLC** (Ducati Miami), in a dispute brought by a mechanic who sought overtime pay under the Fair Labor Standards Act. The court sided with the dealership in classifying the mechanic an exempt employee.

GEORGIA – A longtime bookkeeper for **Atlanta Motor World** in Roswell in December was charged with theft for allegedly stealing more than \$120,000 from her former employer. An arrest report said the bookkeeper had been "overpaying herself" since 2009; she reportedly admitted to the theft and promised to repay the money; however, when she failed to do so, the dealership notified authorities.

NEW HAMPSHIRE – A Pembroke used motorcycle and ATV dealership has expanded into a 62,000 sq. ft. facility. **National Powersports Distributors** employs 35 and has about 700 vehicles in inventory, which they sell online and from the store.

NORTH CAROLINA – The **Race Shop** received rezoning approval to open in Liberty. The Shop reportedly will primarily service bikes for four race teams.

IT'S ABOUT THE FEELING

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Photo: Adam Campbell



CST's new *Pulse* sport ATV tires are sure to provide heart-pounding, adrenaline-pumping traction!

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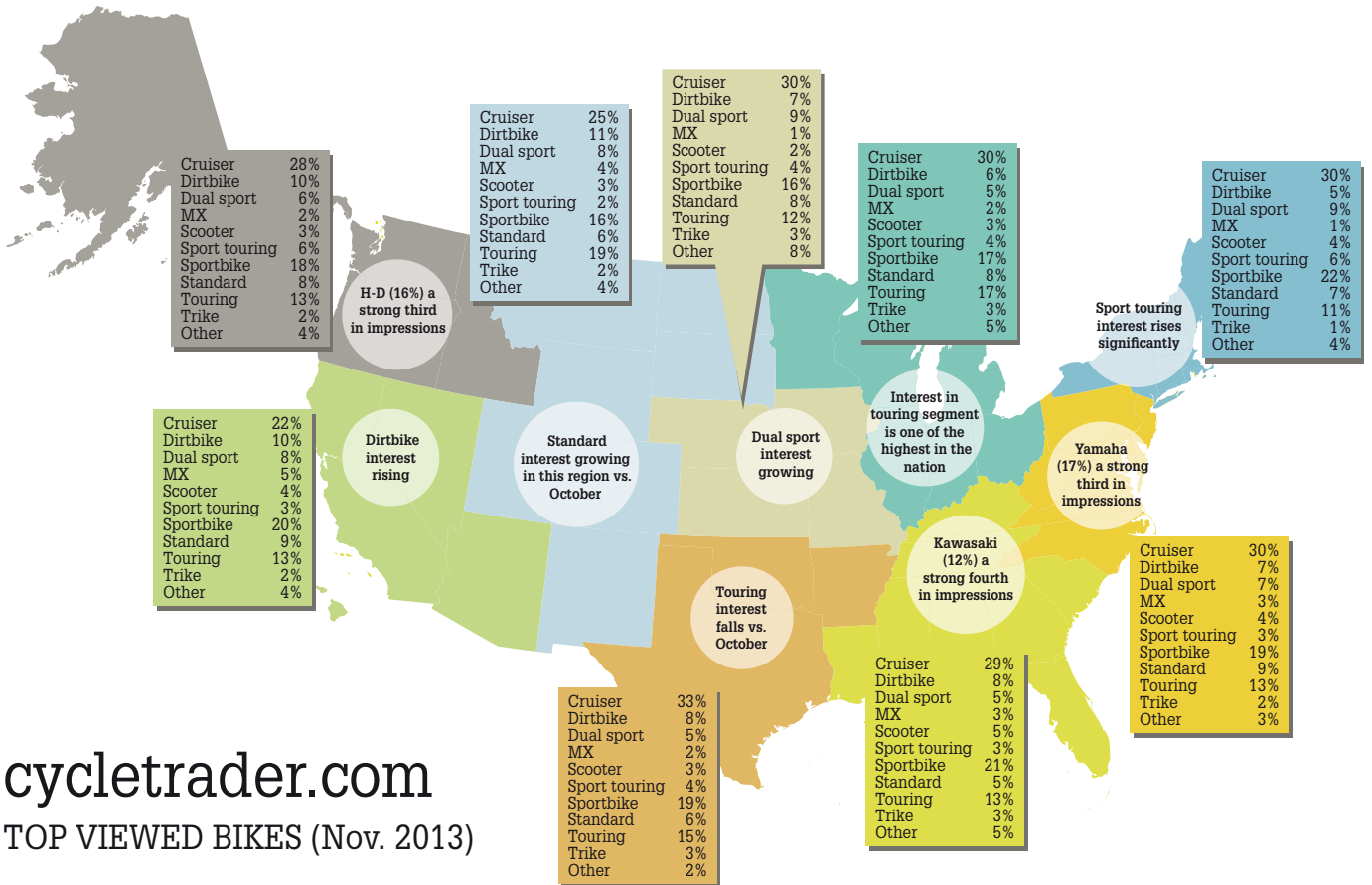


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Top vehicle brands by % of impressions

Central Plains ● Honda 23%, Harley-Davidson 19%	Northeast ● Harley-Davidson 15%, BMW 13%	Rocky Mountain ● Harley-Davidson 20%, Honda 18%
Great Lakes ● Honda 18%, Harley-Davidson 16%	Pacific ● Honda, Harley-Davidson 18%	Southeast ● Honda 21%, Yamaha, H-D 15%
Mid Atlantic ● Harley-Davidson 20%, Honda 17%	Pacific Alaska ● Yamaha 20%, Honda 17%	Southwest ● Harley-Davidson, Honda 20%

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>.



Need a branding wake-up call? Consider the local art college. Top 100 Dealer **A.D. Farrow**

Co. Harley-Davidson in Columbus, Ohio, collaborated with students for the dealership's new line of T-shirts. "We wanted to seek out students for this project because we wanted to gain a fresh perspective about our brand from them," said owner Bob Althoff. "They saw our brand in a way that maybe we had not yet explored."



James (Jim) Leo Moroney, founder and longtime owner of Moroney's Harley-Davidson and Moroney's Cycle in Newburgh, N.Y., who died Dec. 25. He was 86. Moroney and his wife, Carmella, purchased the dealership in 1956 and over

the years built it into a regional superstore, offering Harley-Davidson on one side of the building and Suzuki, Honda, Yamaha, KTM and Ski-Doo on the other side. Moroney handed over management to son Patrick in the 1990s.



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5? Questions

FIVE QUESTIONS for Scott Stephani, CEO of TerraSport Inc.

Wisconsin company creates 'Transformer'-like trailer that thrives off-road

GREEN BAY, Wis. - Not many products can claim to be a better mousetrap, but Scott Stephani, president and CEO of TerraSport Inc., may have just created the ultimate trailer for outdoor enthusiasts.

This range of trailers that not only can carry vehicles and gear, but reportedly are light and robust enough to make it down rough roads and trails themselves. Instead of having to stop at the trailhead, a TerraSport owner can detach and park the Jeep or other towing vehicle, and then unload the side-by-side and continue to tow the trailer down the trail behind the UTV. The TerraSport trailer still carries the required gear, and there are accommodations, including a pull out bar-and-grill station and an expanding tent shelter.

Senior Editor Bruce Steever got the details in late 2013 from Stephani.

Dealernews: What led to the creation of TerraSport?

Stephani: It actually came about indirectly. For the last 25 years I've owned a chain of retail stores. I was the franchise owner, and we had 140 stores in 33 states when I sold the business a couple of years ago. That sale came with a three-year non-compete during which I spent a lot of time with my own powersports equipment.

We found existing tools to be inadequate for doing the things we wanted to do. So eventually, I saw this as an opportunity to build things to fill the gap. It started out basically as a hobby, but after I sold the business it became more and more my entire focus.

What was the next step to make the ideas into products?

Stephani: We actually started with what will become our second line, with the off-road trailer. I probably spend more time in the dirt with the ATVs.

We could see [back then] that our trail system here in Wisconsin was going to be connected. Now, a couple of years later, they are connected, and that gives us the opportunity to drive hundreds of miles, for weeks, without ever seeing the same trails.

The problem was that we were tethered to a basecamp, and that meant a limited range. You could go out and come back, but you couldn't just keep going.

So we came up with the idea of putting campers on trailers that would be capable of

going down the trails.

ATVs are primarily about the ride. We knew that we had to design a trailer that was as transparent to that ride experience as possible, or it would simply interfere with the experience.

We spent almost two years designing what is now our patented off-road suspension. We ... also built the BaseCamp line, and we thought that it was a better, more stable version to build our company around.

What's the difference between the launched All-Sport BaseCamp line and the upcoming All-Terra BaseCamp line?

Stephani: In building the BaseCamp line we learned a lot about production methods, such as the best ways of working tube steel, and we've taken that back to the original off-road stuff, completely redesigning them so that we'll have three to four different models.

In the All-Terra, we'll have an ATV and an UTV version that is completely off-road designed with our new suspension. Then we'll have another one that is more Jeep-oriented, more for the folks who simply want to go where the trails go.

Then we have one called the Sportster, which is designed to be the ultimate sportsman's companion, the ultimate Cabela's carrier. It's just barely larger than an ATV, made from aluminum, and your ATV would fit on it. It would also include all of the camping equipment as our other trailers.

You put the ATV on it, trailer it out, park the truck, take the gear from the truck and put it on the trailer, attach the trailer to the ATV and then go beyond the end of the world with it. We've even designed our own tent system that can double as a blind, so it can double as a hunting blind in the field. It's a sportsman's everything.

Getting back to [All-Sport Base Camp] line we have now, it's basically a powersports or toy hauler. It's made for ATVs, UTVs, motorcycles or even WaveRunners. It's the only trailer that I know off that can mount a WaveRunner next to your motorcycle.

We've designed a kitchen that pulls out into what we call the bar and grill, turning a powersport trailer into more a full-featured camper. It has everything that you'd expect



for a nice, comfortable camping experience. I spent several years watching how people were actually camping. We then basically eliminated the things they weren't using, then logically arranged the things they were using.

With gas prices going up and vehicles getting smaller, pulling a great big 30 ft. camper or a huge toy box is getting to be a thing of the past. I have a 28 ft. toy box, and I'll take it on trip just around familiar areas, but because of its drag on fuel and its size, it limits where you can go. You're not going to go down the lane to the river; you're going to need to stay somewhere near pavement and civilization.

Even with our larger trailers, you can get a lot farther, and you're not going to be concerned if you're dragging a branch down the side of it [like you would be with a nice toy hauler].

Where do you think TerraSport will sit compared to existing toy haulers?

Stephani: We knew that there wasn't anything in direct competition, but people are obviously finding ways to get their stuff out now so we know there are alternatives — for the most part being enclosed trailers. We aimed to stay well below enclosed options, which typically run between \$15,000 and \$20,000. Our smallest trailer, the LT, starts around \$12,000, our middle one around \$13,000, and the largest unit, the XT, is \$15,000.

We're also significantly lighter, and our smallest trailer fits completely behind a car, making it easier for folks with little towing experience — they won't have to worry about running over curbs, for example.

Do you have accessories in the works?

Stephani: We got rails down both sides including 1.25 inch and 2 inch receivers for



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5 Questions, continued

various mounts. We have fuel keepers and cooler keepers to lock down various sized containers, aluminum storage boxes and universal mounts for whatever you might already have.

We have "the shop" package, which has motocross guys in mind, and is designed to accept your existing toolbox as a workstation. And we have the "party kitchen," which is upgraded with the event grill, designed to serve more as an event hosting setup. As time goes on and people suggest different things, we hope to have a complete range of accessories.

How do you plan to get to dealers?

Stephani: We have built the trailers so they break down — the verticals can break down to better fit in a box — but right now it's basically break-even to put them on a truck and ship them whole. We're still figuring all that out.

We're also working with GE Capital right now to get them onboard for dealers' floor planning and financing. I know that if I can get it out there and in front of customers, I know I'll do a lot better than showing people a catalog.

We aim to get this ready for spring, giving time to soak in customers' minds, as a purchase like this isn't an overnight thing. The powersports lines are coming later, aiming for summer.

MOTORCYCLE INDUSTRY COUNCIL CELEBRATES CENTENNIAL

The MIC last month celebrated its centennial. The association was incorporated on Jan. 8, 1914, in New York as the Motorcycle Manufacturers Association. In 1917 it changed its name to the Motorcycle and Allied Trades Association, which it kept until 1965 when its name expanded to incorporate scooters. Four years later it merged with the California-based Motorcycle Safety Foundation to form the MIC with Paul McCrillis as its first executive director.

In the 1970s the association moved to Southern California and changed its structure to employ a long-term corporate president rather than an elected, short-term director. Alan Isley was the first MIC president and led the association for 21 years. Current President Tim Buche took over in 1996.

"We've certainly come a long way," said MIC Board Chairman Mark Blackwell. "This is not only a proud moment for everyone who's been a part

of the MIC, it's also significant for the motorcycling community as a whole. As we celebrate this milestone, it's important to remember that from the very beginning, the MIC's mission has been to preserve, protect and promote motorcycling and we look forward to continuing with that mission into our next century."

The 2014 MIC board of directors includes Hans Blesse of BMW Motorrad USA, Steve Bortolamedi of Suzuki Motor America Inc., Russ Brenan of Kawasaki Motors Corp. USA, Jon-Erik Burleson of KTM North America Inc., Don Emde of Don Emde Inc., Frank Esposito of Kendon Industries Inc., Robert Gurga of American Honda Motor Co., Steve Johnson of Tucker Rocky (retired), Larry Little of Marketplace Events, Dennis McNeal of Yamaha Motor Corp. USA., Steve Menneto of Polaris; and Sarah Schilke of Schuberth North America.



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WHERE POWERSPORTS CONNECTS

THE RECIPE FOR SUCCESS: MEASURE TWICE, CUT ONCE.

SOME OF US LOVE NUMBERS. Some of us love to ask questions, gather opinions and think it through. Others... does "Damn the torpedoes, full speed ahead!" sound familiar?

Whatever your personal preference, both numbers and information create the blueprints for your business success. Did you sell more or less this month? Is the economy trending up or down? How much inventory do you have on-hand?

You use numbers to manage your business and measure your success. You use numbers to determine sales incentive programs, to evaluate major equipment purchases and to make expansion decisions. It's not the only criteria you use, but any decision you make without quantifying it on one level or another increases your risk significantly.

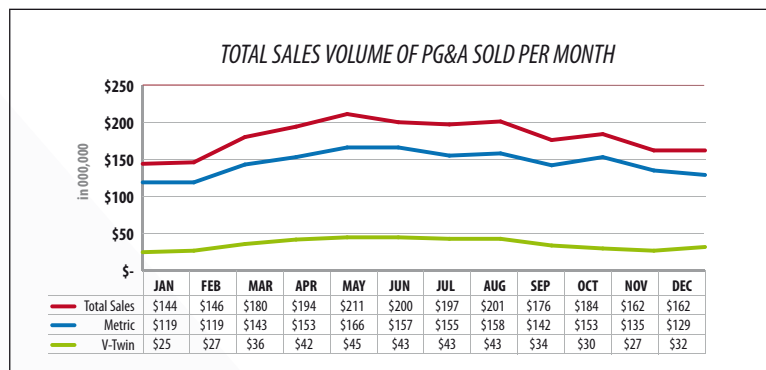
And you also talk to your peers, because while you've been busy measuring your back room for storage shelves and bins, they've discovered another way that would save time and increase efficiency.

The way we make business decisions is no different from you. When we first considered changing Dealer Expo, we didn't start with numbers — we started with you. We listened to what you had to say about your business and the industry, and what value Dealer Expo provided. Among other things, you told us:

- A show held during your selling season wasn't viable.
- A show held during slow sales periods was challenging because you were strapped for cash and free time. Who would mind the store?

While your feedback was invaluable and pointed us in the right direction, we still needed to quantify it. When exactly *is* the selling season for *most* dealers? When is the lowest sales point of the year for the *majority* of retailers? When we conducted our research in 2013, the results indicated that the primary selling season for most of you was between March 1 and Oct. 31. January and February were too late, you told us, because you needed to be ready for a riding season that started in mid-February in many areas of the country, including the Midwest. You therefore had to make your decisions on which PG&A lines to offer in fourth quarter for the upcoming year.

Dealernews recently asked ADP Light-speed to provide a retail snapshot for a separate editorial project. While those results are not provided here, we can confirm that ADP Lightspeed examined about 1,300 retailers across the country and found that January is the lowest sales month, followed by February, November and December. This holds true for both the metric and V-twin markets.





DECEMBER 5-7, 2014
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Peak sales months are (in descending order) May, August, June and July, with April, October, March and September tightly bracketing them.

So while March through October is most retailers' primary selling season, January and February are clearly the low points of your annual sales cycle. OK, we got the "sell time" and the "dark time."

That left November and December — not the slowest months of the year, but not crazy-hecktic. Still, how big a difference could a show held in September or October vs. one in November or December make to you, the retailer? Turns out, there's quite a difference, because it's about *how* you're selling in the earlier months vs. the final two months of the year. To maximize your selling opportunities and to build your customer base, many of you take space at races, rallies and other consumer events. You and your staff are temporarily stretched between at least two locations at any time between March and October.

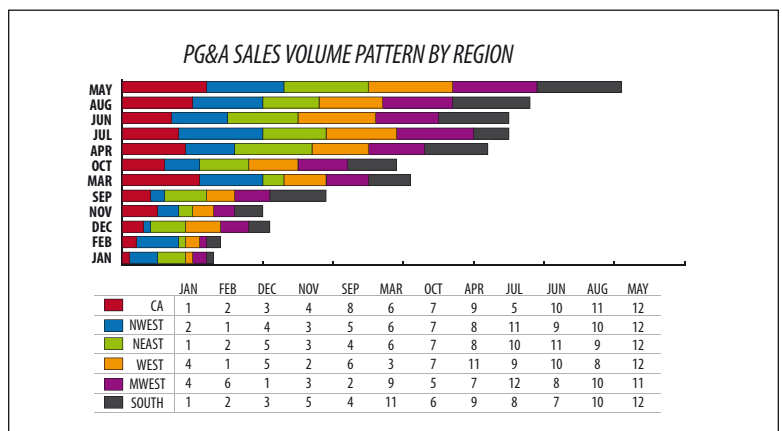
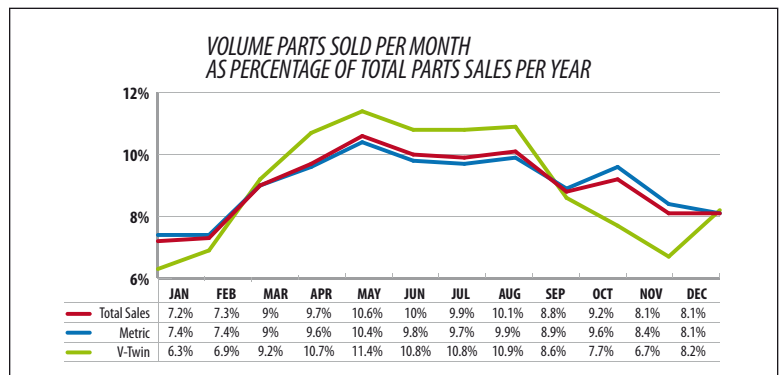
We also took a look by region. Different weather calls for different sales cycles, right? To some extent, this is true. December is certainly the lowest PG&A sales month for retailers in the Northwest, yet not for those in the Northeast. And, oddly enough, one of California's lowest sales months is in March. Basically, while there are a few anomalies from region to region, the overall sales pattern holds pretty true from East Coast to West Coast, from the Great Lakes to the Gulf of Mexico. March through October are the heaviest selling months; January and February are the lightest.

Measure twice, cut once.

- The numbers say that the best time for a national trade event is in November or December.
- The dealers say November or December.
- The manufacturers and distributors — the exhibitors — say November is "out" due to conflicts with SEMA and international expos.

We say December. We say December 5-7 in Chicago at McCormick Place. See you there!

Tracy Harris
Senior Vice President
tharris@advanstar.com



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Millennium Park, Cloud Gate photo: Gage Caudell | Rider photo: Joe Bonello

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WHERE POWERSPORTS CONNECTS

Little changes, big results

INCREASE YOUR CLOSING RATIO WITH THREE SIMPLE TIPS



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

On the Web:

Read more of Tory Hornsby's columns on www.dealernews.com

WITH SPRING JUST around the corner I wanted this article to be more than just a *rah-rah-ree get fired up* message. So this article hits on a powerful topic that will improve both your unit sales and profitability: improving your closing ratio.

What if in 2014 you could close 5 percent more of the traffic that's already coming through your door? Let's do the math quickly and see the impact.

For easy math, let's use a dealership that averages 20 visitors each day and had 22 open/working days each month. (Your calculations should be based on your dealership's traffic numbers and working days.)

Twenty showroom visitors multiplied by 22 working days is 440 total dealership visitors per month. Based on a 15 percent closing ratio (440×0.15), this dealer would sell 66 units that month. If this dealer focused on improving the closing ratio by 5 percent, it would sell 22 more units per month ($440 \text{ visits} \times .05 = 22$ additional units) with the same traffic they already have.

Of course, this is much easier said than done, but it is absolutely realistic to accomplish. Several years ago a major OEM hired me as a consultant to help improve its dealer network's closing ratio by 5 percent. After a lot of hard work and with some time, many of their dealers actually exceeded 5 percent and reaped the benefits of their work. Other dealers, however, thought it was a big waste of time and therefore made no changes at all to their operation. All the dealers who tried showed some improvement, and all of the dealers who didn't stayed exactly the same. If nothing changes, everything will just stay the same.

There's no magic pill to increasing closing ratio, no super elixir to drink and get better, no Tony Robbins course you can listen to and then you're better. You don't need a new staff; they would just come in and do the same thing everyone else is doing, anyway. It just takes a little hard work and it must come from the top down. So if you have the intestinal fortitude to focus on increasing your closing ratio, here are three best practices to get you started:

TIP NO. 1: MEASURE IT

To improve anything, you have to measure it. If you wanted to lose weight but never weighed yourself, you'd get nowhere fast. That's how it is with closing ratio. You have to know where you stand.

The best way to measure your closing ratio is with an electronic traffic log. There are too many benefits to an electronic traffic log to list here, but one benefit of this tool is that you can see how many customers each sales rep has worked with and how many of those customers made purchases, which is what you need to factor your dealership's ratio.

The traffic log is also the best way to keep track of customers for follow-up. At a typical dealership,

more than 90 percent of customers will not purchase on their first visit. You can't afford to sit back and hope customers will return. So what can you do to get them back? Courtesy follow-up via telephone and email, and trying to keep track of this with Post-it notes and sheets of paper won't cut it. When a customer does return for a second time to look at the same (or similar) unit, their closing ratio jumps to more than 60 percent.

Start using a traffic log — the correct way — and your closing ratio will go up.

TIP NO. 2: FOLLOW A SALES PROCESS

You may have heard this time and time again, and that's because it works. Selling is not something you do to a customer; it's something you do *with* a customer. It's not a one-time event; selling is a process. Think of it as following a proven trail that is guaranteed to get you where you want to go: more sales! And if you're not following a process, you're cutting your own trail, which wastes a lot of your time and decreases your closing ratio.

Choose a sales process, roll it out to your staff and define what each step means. Follow the trail/process with every customer and your ratio will improve.

TIP NO. 3: GREET 100 PERCENT

I once worked with a dealer principal who told me that EVERY customer he had brought in a classified ad and wanted an "out the door — I'm talking cash money — what's your best deal — discounted price." While conducting some training at his dealership I helped work their showroom floor. Turns out no one wanted to waste their time talking with all the visitors they had who were "just kicking tires." The owner told me, "I mean, if they were serious they'd come ask us for our best price."

A dealership's very best customers are the ones that do not come and ask for your best price; but you have to greet them and begin the sales process every time with every customer. If you think that this isn't impacting your store, that your staff is beginning the sales process with every guest, inspect what you expect. This is a great way to make a dramatic difference in your closing ratio and your gross profit.

There's an old saying down here in the south: *There's plenty of meat left on that bone.* In terms of all the visitors you have at your dealership, this is true. There are plenty more prospects who will purchase something from you. You just have to make sure your staff is working to get them.

Start measuring, follow a sales process and greet 100 percent of your customers to begin the sales process with them, and you'll achieve that 5 percent increase in closing ratio. **D**



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Get ready for SPRING!

YOU KNOW THE CALLS ARE COMING. WILL YOU BE PREPARED TO SERVICE AND SELL?

By Tracy Martin

MANY ENTHUSIAST magazines run stories in their September or October issues about how to store motorcycles or ATVs over the winter season. These articles typically offer useful advice about how to prepare batteries, tires, engines and other components to survive cold winter months with the goal of easy spring "reactivation" of two- and four-wheel vehicles.

In a perfect world, if your customers followed the advice that these articles suggest, they would not have many of the problems that show up in your service department at the end of winter. While you can lead a horse to water, you can't make it add fuel stabilizer to the gas tank, or connect a smart charger to the battery, and this annual neglect of powersports vehicles stored in garages, sheds or outside provides an opportunity to sell parts and service come spring.

PREPARE YOUR INVENTORY

Let's start out with inventory — after all, when spring customers show up you have to have the right parts and accessories to sell them. The two most common items are batteries and tires. Make sure that you have these in stock for the most popular vehicles that you sell.

Batteries are usually shipped dry, but you should have some filled, charged and ready to go. When a customer shows up with a bike that had to be jump-started, and you install a new battery, they won't be happy if they have to wait while you charge it before they can leave.

In addition to your usual inventory of tires, look back at what motorcycles you sold two and three years ago. **These are the vehicles that will typically need new tires**, especially if owners only ride a few thousand miles per year.

Having sufficient quantities of air and oil filters, and spark plugs is an inventory no-brainer for the start of a busy season, but there are some non-OEM parts that are not as obvious that should be stocked. If your loading dock is tied up, or you don't have one, you'll have to use ramps to unload all those bikes with dead batteries. Your customers may have used a 2x6 board and three people to muscle the bike into the bed of a pickup truck, but with the right set of ramps it's a one-person job.

Use this opportunity to demonstrate **how easy it is to unload a bike from a pickup or trailer using a set of ramps** that are available for sale. Check out Ramp Master for aluminum ramps that fold and will fit into a pickup bed (www.ramp-master.com). While you're showing them the benefits of using real motorcycle ramps, talk about tie downs and wheel chocks. My favorite is the Pit-Stop/Trailer-Stop Wheel Chock by Condor (www.condor-lift.com).

Because you will be replacing lots of dead batteries, it's a perfect time to **sell customers a smart battery charger**. Yuasa has, new for 2014, a 1 amp Automatic Battery Charger & Maintainer that is an excellent choice for power sports home charging (www.yuasabatteries.com). In addition, you can upsell the battery charger with an easy way to connect it to the vehicle's battery. Powerlet Products (www.powerlet.com) makes all types of electrical connectors and adaptors for just about anything that can be connected to a motorcycle or ATV.

TIRES AND BATTERIES

For any motorcycle that comes into your shop, **inspect the tires** for tread depth (3 millimeters or less should be replaced) and for sidewall cracking or hardness and overall condition of the rubber.

Use the date code on the tire's sidewall (located next to the letters DOT) to determine its age. The first two numbers represent the week of manufacture and the last two are for the year. A date code of 0611 shows that the tire was made in February (6th week of the year) in 2011. **Tires that are three to four years old, or older, will have relatively hard rubber and should be replaced.**

Bob's BMW in Jessup, Md., came up with a clever marketing idea for selling tires — the Tower of Shame. The tower is easy to create and a great way to start a conversation about tire replacement. Just stack tires that should have been replaced long before they actually were (cord showing, bubbles, blowouts, etc.) and place it where customers can see what rubber other riders trust their lives to.

Just like tires, **batteries should always be tested** even if the vehicle is in for other service. It's a familiar story: if a motorcycle, ATV



The Bob's BMW Tower of Shame is a great way to get customers talking about tire replacement. It doesn't cost anything to make one for your dealership and it can be left outside because no one will steal it.

or watercraft leaves your shop and soon after the battery goes dead, it's going to be the dealer's fault, so be proactive when it comes to batteries.

Battery testing used to be somewhat time-consuming because the battery would have to be charged and then load tested. This is not true anymore, and there is battery test equipment that measures a battery's internal resistance. Yuasa's Digital Powersports Battery Tester (Part No. YUAOOBTY01) checks a battery's health, state of charge and if it's good, bad or weak in about 30 seconds — and the battery does not even have to be charged or removed from the vehicle for testing.

A final tip: if a customer brings in a vehicle that's been stored over the winter and the engine is running rough, or it's hard to start — put some fresh gas in the tank. It's amazing how many problems rotten gasoline causes, and this simple fix provides an instant tune-up. **D**

Author's note: Many thanks to Chris Buell, Service Manager at Bob's BMW, for his assistance with this article. Bob's BMW can be contacted at 301-497-8949 or www.bobsbmw.com.

“DOES IT FIT?”



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SERVICE

History of the Brand: RK Excel

HOW SELLING QUALITY MEANS YOU NEVER HAVE TO MAKE EXCUSES. MIKE VAUGHAN TALKS WITH FRANK MIYAKE.

NOTE TO READERS:

The American Marketing Association defines a brand as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers." We're all familiar with brands, and every product we buy or use represents some kind of brand. Brands are like the job-seeker's elevator speech; hearing or seeing the brand name of a product paints an instantaneous picture in our minds about the brand's quality, reputation and position in the marketplace.

Successful brands are built upon a foundation of quality, innovation, and consumer service. The RK Excel brand, represented by FTM and Associates, meets all of these requirements. This is their story, courtesy Mike Vaughan.

VISTA, Calif. - Motorcycle chain is not a romantic product. As RK Excel owner Frank Miyake points out, "It's a basic nuts and bolts thing, and ya gotta have it." And Miyake's been supplying it for more than 30 years.

In September 1977, Miyake sold his Porsche 911, borrowed some money from his parents and, with about \$12,000 in working capital, established an independent manufacturer's rep firm under the name of FTM and Associates.

"After a couple of years of losing money I woke up and said to myself, 'Frank, what you're doing is not following all the preaching you did when you were younger and salaried and working for someone else. Just because it's your own money doesn't mean the strategy should change,'" Miyake said.

In 1980 RK Chain proposed that he represent its brand and establish a market for the company in North America. RK Chain was a quality product, but at the time there was nothing that distinguished it from any other chain on the market. Miyake had to present RK as something unique for the brand to be successful.

"O-ring chain was not something new; it had been developed in the mid-sixties but no one was marketing a sealed chain product either in Europe or here at the time," Miyake recalls. He felt confident that with the right kind of marketing and product, he could make a significant impact.

Superbike racing was just starting to hit its stride in 1980. Miyake linked up with Yoshimura Suzuki to sponsor their Superbike effort, spearheaded at the time by a young rider named Wes Cooley. Cooley went on to win the Superbike Championship that year, and RK Chain and Miyake began to move forward.

A friend, Irv Kanemoto, was in charge of HRC's GP racing program, where he had under his wing another young racer named Freddie Spencer. Once again Miyake

decided that an effective way to promote the viability of RK Chain was to up the ante and address the even more demanding race arena. After all, if a chain can stand up to the rigors of racing, then day-to-day use should be trouble-free and durable.

20K WARRANTY

The industry was taking an economic beating in 1982, but the off-road side of the market was getting stronger, and Japanese motorcycles were leading the way. RK Excel joined with the AMA as the name and title sponsor of the 125cc MX series, and used *Dealernews* research and other data to confirm what Miyake already knew: that off-road enthusiasts used more than three times the amount of chain, tires and other consumables than the average street rider.

The chain was tested, as independent labs measured wear and stretching, and soon RK became the first chain manufacturer to offer a 20,000-mile warranty on its sealed ring chain.

This helped create an aura of superiority. "Our chains were not the cheapest, but actually the highest price, 30 to 35 percent more expensive than the heavy-duty chains people were buying, so we had to create a very compelling reason for people to buy a sealed ring chain from us," Miyake says.

Two-stroke engines were eliminated from competition and off-road use, and the industry faced sound regulation from EPA and the necessity for the OEMs to meet certain noise standards. The OEs responded in part by raising the gearing on their motorcycles. While this solution allowed them to meet the required sound level, it prevented the engine from running at peak horsepower. Consequently, the new four-strokes were not able to perform as well as they could.

Changing sprockets could lower the gearing and improve performance. Miyake saw

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an opportunity, and began selling 520 chain/sprocket conversion kits.

QUICKER, FASTER, MORE NIMBLE

The kits consisted of what the people at HRC and other racers had been doing for some time: a 520 light chain, made of higher tensile steel; a chrome molly drilled front sprocket with one less tooth; and a lighter, special aluminum 7075T6 rear sprocket. The combination reduced rotating mass by more than 5 lbs. and permitted the engine to run at a higher RPM. The consumer got a bike that he could sense was quicker, faster and more nimble than his stock setup.

"In reality, the sprocket manufacturers had been doing this for years. We just decided to put it in a kit form and make it easier for the distributor, dealer to get the product and sell it," Miyake says.

Both RK Chain and Excel wheels were owned by the same company, Takasago Steel, which also built the rims for most of the Japanese OEMs. Miyake discovered that their aftermarket rims were technically superior and stronger than the OE rims, and concluded that

they would be a nice fit for his chain business.

The aftermarket rim, code name AL4, was about the same weight as the OE rims but made from a superior 7-series aluminum alloy. The material was difficult to anodize but harder and much stronger than other aluminum rims. In the hands of MX competitors, the rims soon caught on as the toughest rim in the market, and became a "must have" for serious competitors.

Miyake took the same marketing route with the wheels that he'd done with the chain: racing, advertising and sponsorship. Excel reportedly has captured about 60 percent of the market, while RK Chain has from 14 to 20 percent.

JUST ON TIME SERVICE

Certainly the recession has affected business, but sales have remained steady, Miyake says. "We know that in spite of the recession our customers are still riding," he adds. "As long as people ride, they'll need to replace these items."

Ninety percent of RK Excel's products are sold through distributors and a few dealers. But typical lead time for chain is 110 to 120

days, and some distributors over the last few years couldn't predict their sales levels that far in advance. So RK switched from simply being an order taker/importer to warehousing a significant amount of product and being able to provide Just On Time (JOT) service.

"We still have some dealers, but they buy mostly the items they know they can sell," Miyake explains. "We're able to offer give them one-week turnaround.

"We've been doing this since the '90s and hopefully we've learned something about the distribution of chain and alloy wheels. We try to stock what our customers are going to buy, and they're very helpful in providing input. We're charging a bit more, but providing better service, and we don't sell to Internet stores."

It's Miyake's opinion that people in the motorcycle world are looking for high quality, and that to undercut and sell something cheaply in this market isn't the smartest way to do business.

As he says, "I learned a long time ago, as long as you're selling a quality product, you never have to make excuses for it."

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FUEL FOR THOUGHT

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

WE JUST PASSED the busiest season for product returns. Hopefully your dealership handled yours with a style and consistency that developed stronger customer relationships.

My wife and I had purchased a juicer and used it very little over our four-month period of ownership. I had intended to give the appliance away until my wife said she'd be willing to make one call to Amazon for a possible refund. The Amazon representative who answered the phone authorized the return, and the entire transaction was handled smoothly in five minutes or less — cool!

In contrast was the experience during that same month with our satellite TV provider. We had been paying for my mother's service at her residence. When Mom died in October, we called the provider to discontinue the service at just her house. We were told we'd have to pay an early termination fee of \$140 even though the service at our own home would still be in effect.

Over two days my wife was transferred to no fewer than five different company representatives to plead our case. The last rep finally told us he would "do us a favor by waiving the early termination fee this one time."

POLICIES AND PROCEDURES

Reflecting on these two experiences reminded me of the numerous times dealership staff have told me they are unsure of their dealership's policies and procedures and that most have little authority to process them at the counter.

Taking cues from the book, *Empowerment Takes More than a Minute*, by Blanchard, Carlos & Randolph, the first step to a smooth customer service operation is to develop policies with staff. The second is to create boundaries of empowerment.

Dealerships should create a policies and procedures playbook that incorporates guidelines for the return, refund or replacement of goods sold. This should include guidelines for the warranty of goods such as used vehicles, PG&A and consumables such as batteries, lubricants, surface care products and tires, along with service labor, if applicable.

Warranty terms should include whether a receipt and original packaging is required, warranty period limitations, product condition and specific policies on sensitive items such as helmets that probably should not be resold due to the safety and liability risks.

If your dealership already has a P&P playbook, great! Now is the perfect time to meet with frontline staff to review and revise it for doing business today. If you don't have a playbook, create one with the participation of frontline staff. By giving staff a voice

in the development process they will assume some ownership and be more likely to follow the policies created.

ASSIGNING AUTHORITY

The other part of this project is implementation. I firmly believe we should empower frontline staff with the authority to issue or deny returns, refunds and adjustments.

I have experienced far too many situations where staff does not have the final say. This causes customers to go around the employee and complain to a manager. Because managers are typically busy with other projects, they just want the interruption to go away — so they give stuff away and undermine their employee's authority.

Do this more than a few times and you develop a customer culture of running to the manager for every little issue.

Successful implementation requires authority along with boundaries and accountability for one's actions. In many dealerships, frontline staff are given a limit to the adjustment they can make without manager approval, such as \$500 per month. Additional boundaries can include allowing adjustment only on specific products, or that the adjustments made are confined to those that affect only the department to which the employee is assigned.

Accountability comes into play by reviewing all returns, refunds and adjustments made per week, per employee.

Create a simple form that requires information such as customer name and contact information, staff name and signature, date, product or service sold, refund, replacement or adjustment made and the reason. All forms should be filled out and delivered to the department manager at the end of each workday.

No playbook will ever have all of the answers to consistently address all returns perfectly every time. I wish there was, but the human equation makes a percentage of situations unpredictable.

That's when I suggest applying my guiding rule: "Customers first and company foremost."

This means we should treat customers the way we would like to be treated, with empathy and compassion, while keeping the company's interest foremost. In this regard we determine how the adjustment will benefit the company in the long run such as by ensuring that good customers become loyal customers when we treat them well when there's an issue.

Conversely, I don't recommend making exceptions for the same customer more than twice per year. We don't want to nurture a problem child. **D**

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CEO CHRIS MCINTYRE SAYS HIS NEW PROGRAMS WILL CHANGE THE ENTIRE RECREATION EXPERIENCE

By Holly J. Wagner • Photography by Branimir Kvartuc

AT GROUND LEVEL, EagleRider may look a little scattered, spreading into new ventures that stray well beyond motorcycle rental and travel. But recent expansions make sense from an eagle's-eye view.

Over the last couple of years, EagleRider has branched into new territory — some would say territory traditionally addressed by local dealerships.

- The company added websites for used motorcycle sales in July 2012,
- It created a parts and accessories site in July 2013,
- It opened superstores in Los Angeles, Calif., and Orlando, Fla., offering used sales and some services, in late 2013, and
- It put its PG&A inventory on Amazon in November.

But it's not out to steal the traditional dealer's business, according to CEO Chris McIntyre. The new lines are part of a grand plan, McIntyre told *Dealernews* late last year, and the pieces will come together next month when EagleRider launches a redesigned website that connects all the dots.

EagleRider may have raised some eyebrows when it announced it would start selling gear and accessories, but McIntyre said it made sense to stock the products a customer needs for a journey at the stores where he or she picks up the rental. "In our showroom in L.A., there's jackets, rain gear, a hundred helmets to choose from," McIntyre said, "[because] people forget their cameras, jackets, rain gear. It was just a natural."

The new website takes it a step further, offering customers the option to order items at the same time they plan their rental trips and receive the whole package when they arrive — similar to turnkey packages offered by ski and snowboard resorts.

"When they pick up, we can offer clothing, GoPro [cameras], GPS. All the stuff on the PG&A site is available in a box when they arrive," McIntyre said.

It's all part of enhancing the customer experience — and customer experience is something of an obsession with this CEO. "When I walk into one of our stores I want

everything to be right," he said. "The sound. The smell. The bikes that are on the floor fully equipped for touring. Is that a sales pitch? Of course it is. It has to be effortless to the customer experience."

EagleRider adheres to a customer service philosophy similar to those of buying clubs like Costco. "We consider our customers to be exclusive members of a private club," McIntyre said. Club benefits range from turnkey rentals...to frozen treats.


"When people return a bike in Las Vegas, why do we give them an ice cream? Because it's hot and they just returned the bike," McIntyre said.

WHAT CUSTOMERS WANT

EagleRider's service menu was developed in 2013 as a response to customer requests. The supercenters, along with additional stores in San Francisco, Fort Lauderdale and other large metro areas, offer limited service on customer bikes and are comparable to a lube-and-tune or tire center than a full service shop, McIntyre said.

EagleRider offers eight basic service points for privately owned bikes. Factory maintenance is performed by nearby dealerships. "We work hand in hand with dealers because we buy a huge amount of bikes. We keep them to OEM specs," McIntyre said. "EagleRider is not in the business of doing dynos and major engine service work. We want [consumers] to go to the dealers. This [effort] is for minor safety service.

"Does EagleRider want to become a quintessential OEM-style dealership? No," McIntyre said. However, he acknowledges that often EagleRider's service prices can be about 30 percent lower than those from nearby dealerships.

Customer requests also prompted EagleRider to offer concierge-style service that allows customers to rent motorcycles while the store performs maintenance on their 

RENTALS, SERVICING AND MORE

Grand Canyon Harley-Davidson in Bellemont, Ariz., works on bikes for the EagleRider franchise in Flagstaff. “They do bring their bikes for service when they are under warranty,” said Terry Lawson, the dealership’s rentals manager. “We are the warranty dealer.”

Grand Canyon H-D’s Bellemont store is on Interstate 40 where it parallels old Route 66, so it’s a popular route for touring riders. The dealership services a sizeable number of EagleRider rental bikes as well as bikes for other tour operators. “We probably get a dozen or more tour groups through here during the year. We get everything from tires to bikes blowing up to accidents, breakdowns,” Lawson said.

The dealership also gets calls to fix bikes for other Harley dealers whose rental customers have problems when they are in the area. Take, for example, the time when a group of 20 motorcycles originating from a Harley dealership in Chandler, Ariz., came through.

“One of the guys was having a mechanical problem near Flagstaff,” Lawson recalled. “I took Chandler’s bike, left our bike with the customer, brought the bike back here and fixed it for Chandler. [The customer] took my bike for the rest of the week. Afterward, Chandler brought my bike home and took theirs home.”

The Bellemont store is the only one in a four-dealership Harley group that offers authorized Harley-Davidson rentals to supplement its core sales and service business. Its rental fleet comprises about 10 or 12 bikes a year, relatively small but mainly for tourists visiting the Grand Canyon and other local sites. The rentals also provide backup rides for service customers. “Out of about 250 contracts a season, 40 to 50 are service-related,” Lawson said.

Rental fleets also help sell more motorcycles, he said. “People can come out and try different bikes,” Lawson said. “We don’t let them test-ride a brand new bike. With a rental, they can take it for the day. If someone is undecided on what model, I’ll line them up with two or three models and charge for a one-day rental.”

This year the store will offer the new Rushmore models. “I’ve already got people calling about it. I have reservations,” Lawson said.



Top right: Tim Castanon, lead tech, works in EagleRider’s shop. Bottom left: Jeff King has a laugh with German customers. Other photos show products and accessories available at EagleRider.

own bikes. For loyal customers, EagleRider will drop off the rental and pick up the customer’s bike to do the work. It’s not a broadly advertised extra but a perk marketed via email to existing rental customers.

The Orlando and Los Angeles EagleRider supercenters also sell retired fleet bikes direct to consumers as well as through the EagleRider Dealer Exchange (ERDX). Here, customers who aren’t afraid of a higher odometer reading can get a deal on a fleet-maintained, late-model factory stock bike.

“The customers come here and buy bikes with 25,000 miles. They can buy a warranty for about \$400. They save about \$5,000 on a bike,” McIntyre said.

Dealers haven’t been as quick to flock to ERDX as expected since the program launched in February 2013, likely because auctions offer financing and other flexible benefits, McIntyre surmised. “I thought dealers would be coming in from all over because our prices are so much better,” he said. “If you want 20 black 2013 Electra Glides, there’s really only a couple of places you can go: to the auction or to EagleRider.”

RENTAL REMAINS CORE

Demand for new model rentals can be a bellwether for eventual sales. If that holds true, Polaris is in for strong sales of the new Indians based on early demand for rentals that EagleRider will start offering this year.

“Our customer demand, not only domestically but internationally, has been very high for Indian. We will be purchasing the Chief-tain and the Chief, equipped for touring,” McIntyre said. “I think Indian and Harley will both be the big winners. It will be a synergistic growth effect that will help both brands.”

Then there’s the increasing popularity of more minimalist, café racer styles. “Our interest in Triumphs, for example, started about three years ago. Now Triumph is getting more popular,” McIntyre said.

Demand is “not anywhere near like the touring or cruiser style, but it is growing,” McIntyre said. “If we got requests for trikes, our fleet would be trikes. But we will only offer iconic, reliable brand names built by proven manufacturers.”

The company’s new website will allow rental customers to order just about anything

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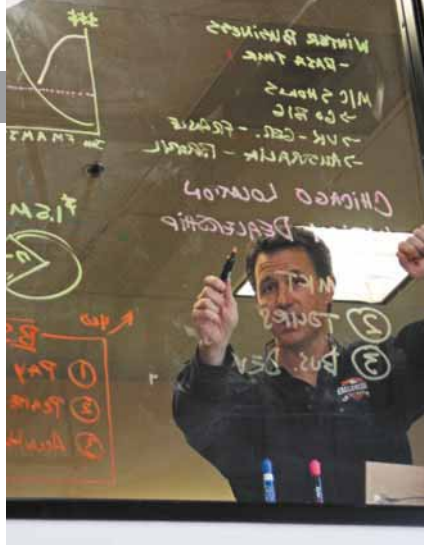
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Above: EagleRider CAO Jeff Brown, left, and COO Rich Michowski, center, pose with CEO Chris McIntyre. Other photos show McIntyre at work, top left, bikes for rent, bottom left, and a tribute to Route 66.

they want, with video tools to help them through the process. "We are moving into video content so you can see what a motorcycle vacation looks like, or a tour. You can get a 90-minute video, or dig deep and get the five-minute version with the hotels and people and the chase vehicle," McIntyre said.

"You can meet the manager of the store and see what is for sale for refurbished vehicles," he added. "Not only 21 images of every bike; you will see videos of every angle of that bike. We want to make it extremely transparent to the customer."

If all that seems like a lot to coordinate, it explains why the end-to-end experience has been growing in smaller bits over the last 18 months. The new website will tie them all up with a bow, just in time for the spring riding season.

"EagleRider has just begun. We are changing the entire recreation experience within the motorcycle industry," McIntyre said. "There are so many people that want to experience beautiful places on two wheels." **D**

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HOW DO YOU GO FROM NOTHING TO \$1.3 MILLION IN 30 MONTHS?
INVENTORY, INVENTORY, INVENTORY

By Georgia Krause (Photos courtesy Halifax Motorsports)

THE SIGN OUTSIDE Halifax Motorsports touts flotation suits, which, if you're a dealer in Phoenix, probably aren't part of your usual apparel inventory. And that's kind of a shame because a good suit retails for around \$500 and is a popular item for ATV riders and snowmobilers in Scott Redden's market.

Redden says the suits don't tend to get handed down or resold, because the winter riders in his area wear them out during their enthusiastic rallies and rides, so his replacement business is good, too.

"The suits are a safety item for riders who might find themselves on some ice that's not so thick," Redden says with Canadian understatement. "The suits have a special membrane to keep you afloat for two or three hours. That can be kind of important here."

Here is Halifax, Nova Scotia, Canada, where Halifax Motorsports has grown to impressive annual sales of \$1.3 million in less than two and a half years.

'YOU HAVE TO STOCK IT TO SELL IT'

Redden and his wife, Karli, opened Halifax Motorsports in 2011 as a continuation of their hobby. Starting in 2006, they would drive 12 to 14 hours to Maine and upper New England in search of used vehicles to bring back to Halifax for resale. They shopped auctions, dealers and private sellers found on www.Kijiji.ca — a classified site in Canada operated by eBay — for clean, low-mileage vehicles in what Redden calls 'garage condition,' and haul them back to Halifax to sell. Their hobby quickly became profitable enough to quit their day jobs and open a retail store.

Redden continues to make the drive at least once a month, because there is simply a greater supply of used bikes and ATVs that meet his criteria (fewer than 10,000 miles and under 5 years old) in Maine and surrounding areas. Scott then shepherds the vehicles through customs and negotiates the international paperwork. Once back at his store, the motorcycles are freshened up and given a standard maintenance servicing, then put on display for resale. Scott says about 60 percent of his motorcycles are cruisers, 30 percent are sport bikes, and the remaining 10 percent fall under 'miscellaneous.'

The 3,200 sq. ft. store only allows for 600



sq. ft of shop space, so Scott limits his mechanical services. "We do standard preventive maintenance like oil changes and tires, but we don't get into diagnostics," he says. A couple of OEM stores in the area take care of those repairs.

But that's fine, because what is really driving this dealer's growth is its aftermarket parts, apparel and accessories inventory. In fact, Redden estimates that 70 to 80 percent of his business is now parts and accessories.

Halifax Motorsports is packed to the rafters with a full line of aftermarket items for motorcycles, ATVs, side-by-sides and snowmobiles of every size and brand. Tires, snowplows, wheels, performance and service supplies for Honda, Yamaha, Kawasaki, Suzuki, Harley-Davidson, Arctic Cat, Can-Am, Polaris and BRP machines jockey for space with helmets, boots and apparel from brands such as Alpinestars, Icon, Scott, Arctiva, Thor and Moose.

The organized and packed displays are a reflection of Redden's take on stellar customer service. "You have to stock it to sell it," he says.

He believes great customer service starts with available inventory, especially since customers often drive up to four hours one way to his store.

"Halifax Motorsports' philosophy is to have as many sizes, configurations, styles and types of riding gear as we can fit into the 3,200 square feet," he said. "Our customers want to feel and inspect what they buy, and I have a much better opportunity to sell them something if I have it in the store when they are buying. I ask them sometimes 'Is this all

you need in town?' and they'll tell me our store is why they made the trip."

Deep inventory began as Redden's biggest challenge, and it's now his greatest asset.

"At first, distributors were hesitant to work with us, afraid that we weren't large enough and would go out of business. Parts Canada has been there for us from the start. In 2011 Halifax Motorsports was rated their No. 2 dealer in the province."

Redden says now that the other suppliers have noticed the impact his store is making in the area, he's getting more offers. He has exclusives with brands including Scott Sports for high-end wintersports and racing gear, and recently cemented a relationship with KYMCO Canada. Halifax Motorsports also carries hard-to-locate racing parts and accessories, and gets the word out by sponsoring several of racing teams each year.

Website and social media participation is mostly used to bring people into the store. Redden says less than 10 percent of his sales are from the website; the combination of his customers' desire to handle product and the Canadian import tax fees work in his favor when competing with other online retailers.

"We do get a few people who come in and then try to buy the same apparel online, but if they are shopping a non-Canadian website, the Canadian government imposes an 18 percent fee on top of the buyer's total purchase price. If the item doesn't fit or needs to be returned, the buyer rarely

gets that 18 percent back," he says. "We've also been told that often online inventory is several years behind the new technology we feature in our store items. When customers add shipping costs and the Canadian fees to their online orders, for an item that isn't even exactly what they found at our store, they find our pricing is very competitive."

Redden says his customers are often multi-vehicle riders, owning ATVs and snowmobiles for winter and cruisers and racing bikes for summer. This means he has double opportunities to sell to them.

He notes that his customer's purchasing decisions are different, depending on their ride. "When April comes, we totally re-outfit the store to reflect the motorcycle season. Say a guy is looking for a leather jacket. He'll try on every style to get the fit right, ask if it's adjustable, get kind of fussy. In November we bring out our ATV and snowmobile inventory. Then our customers have only one question: Is it warm? I'll take it!"

Several times a year, Redden packs up the store and sets up his display at the three large sports expos. He especially enjoys the annual Wharf Rat Rally in Digby (pop. 2,100) on Labor Day weekend, which brings in 50,000 riders.

When asked if anyone ever tests the buoyancy of those flotation suits when the water warms up in summer, Scott politely declines to speculate. "They do have a lot of fun here!" **D**

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November sales dip, but earnings increase

BY JOE DELMONT

STRONG MONTH BRINGS RECORD YEAR IN SIGHT

TOTAL SALES FOR NOVEMBER at Destination Powersports slumped, but earnings were up \$12,157, or 78.2 percent for the month. Total sales dropped from \$408,997 last November to \$387,882.

The strong performance came even as owner Bill Shenk and his dealership crew put the finishing touches on a new, larger facility a few blocks away in a much better location. We'll have more news on the move in our next issue.

Year-to-date earnings through November were more than double those of the same period last year: \$287,780 on total revenues of \$5,394,101, compared to earnings of \$140,225 on revenues of \$5,098,709 for the first 11 months of 2012.

Revenues from unit sales for the month were down about \$10,000 as total unit sales were about flat, dropping to 40 units from 41 in November 2012. On a year-over-year basis, unit sales also were about flat, slipping slightly from 515 units in 2012 to 509 units in 2013.

Expenses for the month were about flat, as well, but the cost of sales dropped by more than \$30,600, yielding a gross profit gain, year over year, of \$9,600.

The gross profit (GP) increase on unit sales was \$16,661 with the profit per vehicle sold climbing by \$513. GP as a percentage of sales was 21 percent, up from 15 percent in 2012.

Primarily, the increase came because the six new motorcycles

averaged \$1,783 GP/bike vs. \$1,054 per unit; there also were huge gains on used motorcycles — even though there were fewer sales. "We made some really great buys on used bikes," says Shenk.

There were 21 used bikes sold in 2012 vs 13 in 2013. But in 2013 gross profit per bike was \$2,583 (34 percent) vs \$1,139 (19 percent) in 2012. "There were some big home runs there," says Shenk. "We bought some stuff really, really right.

"A couple of big ones can make all the difference in the world," he said. "That's what saved our bacon."

The dealership also benefitted from some solid programs from OEMs, including big rebates from Kawasaki.

GP/employee in sales and PG&A also showed nice gains for the month, (Sales increased from \$10,567 to \$13,836, and PG&A climbed from \$6,141 to \$11,362) but Service GP slipped from \$2,182 to a loss of \$1,540.

"You're always looking for balance in these figures," points out Shenk. "Higher is the better for your staff, but if that number is too high, it might be a red flag that some customers might be falling through the cracks.

"If that number gets above \$30,000, you're probably losing business. We're at \$30,346 with 1.7 people in parts, down from 3.4 last November. That means we were on the verge of not being able to sell to customers; we're just administering and answering questions."

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

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	Nov-13	Dealer	Top Gun	Nov-12	Dealer	Oct-13	YTD 2012	YTD 2013	PVS	DLR
Units Sold (New & Used)	40			41		37	515	509		
Sales	294,426	75.9	73	304,103	74.4	347,294	4,020,065	4,200,021	8,252	77.9
F&I (net)	16,997	4.4	3	16,811	4.1	16,320	189,296	207,543	406	3.8
Parts	28,156	7.3	8	24,217	5.9	22,061	297,522	312,041	613	5.8
Accessories	23,433	6.0	9	32,055	7.8	36,163	325,007	326,596	642	6.1
Service	24,870	6.4	7	31,811	7.8	30,640	266,819	347,900	683	6.4
Total Sales	387,882	100*	100*	408,997	100*	452,478	5,098,709	5,394,101	10,597	100*
Total Cost of Sales	265,076	68.3	76	295,747	72.3	333,360	3,896,639	3,982,609	7,824	73.8
Gross Profit	122,806	31.7	24	113,250	27.7	119,118	1,202,070	1,411,492	2,773	26.2
EXPENSES	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	Nov-13	Dealer	Top Gun	Nov-12	Dealer	Oct-13	YTD 2012	YTD 2013	PVS	DLR
Payroll										
Total Sales (5.25/4 Empl)	26,951	33.6	43	18,518	29.2	22,830	245,467	284,464	559	33.9
Total P&A (2.2/2.5 Empl)	7,258	37.6	45	8,279	39.7	8,710	87,609	98,330	193	40.3
Total Service (4.5/5 Empl)	16,094	64.7	58	18,502	58.0	18,356	169,116	212,653	418	61.1
Flooring	8,742	10.9	17	8,313	13.1	8,199	95,917	96,231	189	11.5
Admin Payroll	7,395	6	8	7,090	6.3	8,158	78,611	81,760	161	5.8
Advertising	3,624	3	2	4,204	3.7	3,091	38,143	34,423	68	2.4
Administration	12,103	9.9	17	18,407	16.3	13,522	184,310	179,134	352	12.7
Rent	13,108	10.7	14	12,697	11.2	12,207	152,789	140,775	277	10
Co. insurance	1,517	1.2	3	1,980	1.7	1,740	22,743	32,468	64	2.3
Total Expense	96,792	78.8	100	97,990	86.5	96,813	1,074,705	1,160,238	2,279	82.2
Misc. Expense	0	0	3			0		0	0	0
Additional Income	1,680	0	1	277	0	3,365	12,860	36,527	72	0.7
Net Profit	27,694	7.1	0	15,537	3.8	25,670	140,225	287,781	565	5.3
Net Profit + Misc Exp	27,694	7.1	0.5	15,537	3.8	25,670	140,225	287,781	565	5.3

Notes: Top Gun = The top performing dealerships in the PowerHouse training group. PVS = Per Vehicle Sold.

The problem was created when a person was moved from parts to F&I, leaving parts short-handed. Sales was short-handed, too. "We fixed the sales problem, and we've since filled the position in parts," Shenk says.

The service department had basically the same number of people, but revenues were off \$7,000. "It just shows that we had plenty of people," Shenk said, "and we could have done more business, if we would have had it. "We didn't have a backlog of work; it's something I'm looking at to see why we didn't have a backlog.

"Was it us or was it the customer? Was work not there, or did we not attract people? We either have to get the revenue up or cut a person, and cutting isn't an option. We have to get the revenues up.

"I really believe in the new facility we will get more serious customers by word-of-mouth, because it's cleaner and we can store a motorcycle inside instead of outside," he adds. "I think that customer who has a really, really nice motorcycle doesn't want it sitting out overnight. We will get those people now."

One big expense saving for the month was in administration, which dropped from \$18,407 to \$12,103. "That's a catch-all expense," notes Shenk. In 2012, the dealership averaged \$16,727 per month, and in November 2012 it was \$18,407. In 2013 the average was about the same, but November was lighter than average (\$12,103).

"I don't know exactly why," says Shenk. "Maybe an invoice that didn't hit the books; we're still checking."

NEW STORE REPORT

The new Punta Gorda store held a soft opening in December and began working out the kinks in the expanded operation. The new facility, located at one of the town's main intersections on the important north/south Florida Highway 41, covers two acres and has about 21,000 sq. ft of showroom, admin and warehouse under one roof.

By comparison, the new store has 13,000 sq. ft of showroom and service space, more than double the 6,000 sq. ft. of showroom and service space in the old store.

Shenk plans a grand opening promotion after gearing up for a few months. Look for a complete report next month on the new facility and the move. The report will be complete with tips on how to make your move/expansion smoother and less painful. **D**

EDITOR'S NOTE: The Dealer LAB project is a joint effort between Dealernews and PowerHouse Dealer Services. Financial information is taken from the dealership's Composite Report supplied by Shenk and is prepared as part of the dealership's participation in the PowerHouse Dealer 20 Group. In preparing these Dealer LAB reports, Dealernews reviews the dealership's unaudited P&L statement and Balance Sheet, and its Composite Report.

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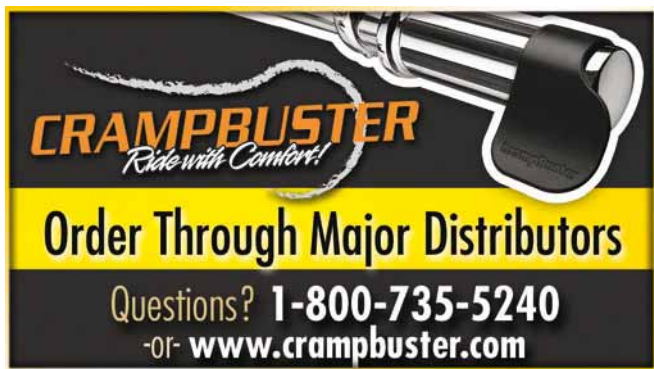
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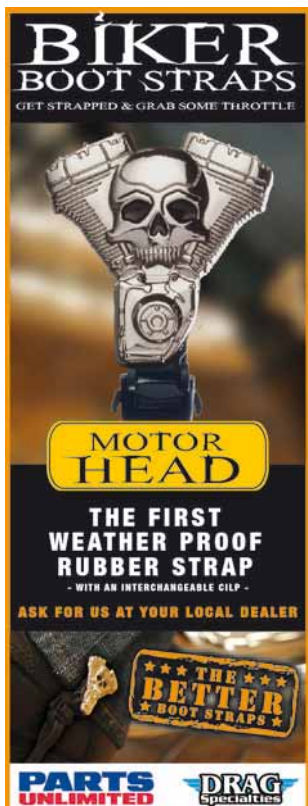
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'SELLING YOUR DEALERSHIP'

THE ROI OF WORKING AN OEM EXHIBIT



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I AM WRITING THIS in December, having just returned from the Progressive International Motorcycle Show in Long Beach. I assume most people go to see the new motorcycles, new aftermarket offerings and possibly to encounter old friends.

As usual, the OEMs were out in force. There was ample opportunity to sit on the vehicles, shake them side to side (everyone, including me, does this and I'm not sure why), pick up literature, compare models and maybe buy some gear or trick accessory that an exhibitor has on sale.

One of the best parts of the show has to do with the vendors who are there selling merchandise, helmets, gloves, riding suits, jackets, boots and all kind of gizmos to enhance your ride and yourself, either cosmetically or functionally. This year there seemed to be plenty of merchandise available.

The show, managed by Advanstar's Powersports Group, parent of *Dealernews*, drew 54,527 attendees over three days. I was told by someone who should know that most retail exhibitors were pleased with the turnout, and at least one stated that it was their best show since 2007.

WHY AREN'T DEALERS INTERESTED?

What has always perplexed me about these big consumer shows is the local dealers' lack of interest in them. I understand that dealers attend, but very few participate. When I was at Kawasaki and then Triumph, it was one of my missions to encourage, entice, lure and bribe dealers to at least come in and work the exhibit.

The response, to say the least, was usually less than enthusiastic. For a few years we were minimally successful. Some dealers would turn up, hand out business cards and spend a few hours working in the booth. We even displayed maps spotting their locations so consumers could easily locate the dealer nearest to them.

Dealers have told me that the people who attend these major market events are not their customers. I'll admit that the people drifting through an exhibit can be from far away and not really interested in your specific dealership. Other dealers balk at the expense of attending, losing time at their store, hotel rooms, food, etc.

What makes the saga all the more interesting is when some dealer wants to work the OE booth, and then other area dealers who do not want to work the booth accuse the OE of playing favorites or being unfair. *Excuse me?* Everyone has the same opportunity to participate.

But there is another side. A dealer I know attends the Long Beach show every year. He hasn't got the

world's largest dealership, but it is a successful one. It doesn't carry any major Japanese line but has a number of European and secondary Asian brands, and he's either No. 1 or No. 2 in the nation with his European brands. His business started 13 years ago as a single line store but now carries five brands and a significant amount of accessories for every one of them.

This dealer told me he had two exhibit spaces and 30 people working the show (many of the "temps" being his existing customers). One of his spaces was located alongside one of his major brands. Another exhibit was in a different area, showcasing all the brands he sells, along with the appropriate gear.

I won't get that many people through my dealership in five years.

I asked him why he does it. After all, it can't be cheap, and his location isn't exactly in the center of this great megalopolis known as Southern California. His response: "Hell, Michael, I don't expect to sell any motorcycles this weekend at the show. What I'm here for is to sell my dealership! How many people are going to walk through here this weekend, 50,000? *I won't get that many people through my dealership in five years.*"

"Think about it: These people drove to get here, paid to park, paid to get in, will probably buy something from a retail vendor and will get something to eat or drink. They're interested in motorcycles, and if I can convince even a small portion of them to buy from me when the time comes — and I think I can — then my investment's worth it."

50,000 'DOOR SWINGS'

Not every dealer needs to mount a major marketing offensive, but it seems to me that if a show like the IMS comes to town, then a dealer should take advantage of that opportunity. For franchised dealers interested in working the vehicle exhibit, the OE supplies bikes, literature, space, backup assistance and free admission.

If you're interested in moving PG&A, you may consider simply moving your retail operation to the show floor for the weekend to take advantage of the retail traffic. You're going to be exposed to thousands of people who are interested in what you're selling.

I think my friend nailed it: "I'm selling my dealership," and that's what you should be doing, selling yourself, your business, your brand. I don't take my bike to my local dealer; he's never convinced me I should trade with him. I go to a dealer 40 miles away because I like him, I like his shop and staff, and I always feel like he's interested in my needs. **D**

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PWC

*GUIDE TO PARTS,
ACCESSORIES &
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PWC dealers anticipate increase in sales

BRP MAY HAVE 'SPARKED' THE PERSONAL WATERCRAFT MARKET FOR ALL BRANDS

By Vince Guerrieri



Photo courtesy of Sea-Doo

LAST YEAR, Kurt Mechling, owner of Performance Powersports in Seneca, S.C., got a chance to ride the new Sea-Doo Spark. Mechling, whose dealership includes Can-Am but not its Sea-Doo products yet, was impressed with the Spark's performance. "It was fun to ride," he said.

The Spark is the biggest change this year in the personal watercraft market, and those in the industry said it will probably have a far-reaching effect on the state of the industry.

"It's not just a game changer," said Tom Perry of Hot Products USA. "It's an industry saver. It's the best thing to come along in the industry in 10 years."

The Spark, which starts at \$4,999 with a two-stroke 60 hp engine, fits into the low-price end of the market — valuable for an industry seeking entry-level customers.

Since 2001, the average cost of a PWC unit has increased from \$7,929 to \$12,251, according to data from the Personal Watercraft Industry Association. Perry said with the purchase of a trailer and other accessories, the cost of a PWC can get up over \$18,000 — comparable to the cost of a boat, Perry said — for something that will only be used on average five times a year.

Perry said buyers were usually people with second homes on a body of water that they visited on weekends and might use the PWC once a month during the riding season. That season is theoretically May to September but is usually bookended by the Memorial Day and Labor Day weekends.

Personal watercraft — like much of the powersports industry — took a hit during the recession, and sales dropped off. In 2005, according to data from the National Marine Manufacturers Association, 82,000 PWCs were sold, and sales figures held around the 80,000 mark until 2008, when sales dropped to 62,600. It has fallen since, to a low of 38,500 in 2012.

David Dickerson, director of the Personal Watercraft Industry Association in Washington, D.C., said after the housing bubble burst, suddenly people were no longer able to get as much home

equity for recreational purchases like PWC. A mini-boom in freeriding, which Perry called "Motocross on water," flattened out about two years ago.

But Mechling said sales and revenue have been climbing back up. "Last year was our best ever for personal watercraft," he said. "Our revenue was equal to our pre-recession totals in 2006."

Indeed, Dickerson said economic indicators are moving in the right direction, and the consumer confidence index — usually an indicator for PWC purchases — continues to rise, from 72 in November to 78 in December.

Performance Powersports, a Dealernews Top 100 Dealer, sells Yamaha and Suzuki watercraft. Mechling said Yamaha is introducing plans to keep people interested and buying, including a certification program for pre-owned watercraft.

"That will be good for trade-ups," he said.

This year, Yamaha is introducing a "three-year ownership" leasing program, which should draw interest, Mechling said.

The rumbling is being felt in the aftermarket. Hot Products usually closes down for at least a little bit during the off-season, but this winter has been such a busy one for the company that it was unable to do so, Perry said. Hot Products sells replacement and custom parts. The ratio of parts sales is about three to one in favor of replacement parts, since on the whole they're cheaper than performance upgrades, he noted.

But let's get back to the Spark. Perry said one of its advantages is that it's easy to work on. "There are 22 screws to remove to get to the engine," he said.

Mechling expects the impact of the Spark to be felt in the market for used PWCs. The price for the Spark is comparable to a pre-owned unit. But, he added, "The Spark doesn't make anything out there obsolete. They land in a price all to themselves."

Perry sees a possible ripple effect, with used unit sales dropping as the units are displaced by Spark sales, and then picking up as a rising tide lifts all models. "I think this is the year sales will go up," he said. **D**

FEBRUARY E-ZINE EXTRA

GUIDE TO PWC PARTS, ACCESSORIES & PROTECTIVE GEAR

The following companies have indicated to *Dealernews* that they manufacture and/or sell hard parts and replacement parts for the PWC market in one or more of the categories listed on these pages. Information is obtained from the 2014 Industry Sourcebook, and additional research

Dealernews endeavors to collect and include complete, correct and current information in the 2014 Sourcebook; however, because the information is provided by the listed companies themselves, either through their Sourcebook listing form, Dealer Expo listing form or website data – *Dealernews* does not assume and hereby disclaims any liability to any person or entity for any loss or damage caused by errors and/or omissions of any kind. READERS: If you notice an error, *Dealernews* would like to know about it; contact the editors at editors@dealernews.com.

Accu-Products/202 Racing Inc.

551 Morewood Parkway, Rocky River, OH 44116
P 440-356-1202/800-283-1202, F 440-356-1207

www.accu-products.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Gasket kits

Adran Tiedowns

723 S. Whitman, Suite 66, Rosalia, WA 99170
P 509-523-4431/877-443-6603, F 509-523-4430

www.adrantiedowns.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Tie downs

AMSOIL Inc.

925 Tower Ave., Superior, WI 54880
P 715-392-7101/800-956-5695, F 715-395-0908

www.amsoil.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

PRODUCTS: Oil

ASA Electronics

2602 Marina Drive, Elkhart, IN 46514
P 574-264-3135/800-688-3135, F 574-266-5979

www.asaelectronics.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

PRODUCTS: Marine electronics, marine audio

Auction123.com

2873 Executive Park Drive, Weston, FL 33331
P 888-514-0123, F 954-514-0114

www.auction123.com

DISTRIBUTION: Dealer/retailer-direct

SERVICES: Auction services for marine dealers

Automatic Distributors

22 Target Circle, Bangor, ME 04401
P 207-942-6769/800-341-1658

www.autodist.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Apparel, accessories, body parts, controls, electrical systems, driveline, engine, towables

B and H Specialties

1208 Simpson Drive, Hurst, TX 76053
P 817-280-9370/800-237-7499, F 817-268-6054

www.motorcycleseatcovers.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

PRODUCTS: Seat covers

Battery Service Corp.

410 S. Evergreen Ave., Bensenville, IL 60106
P 800-425-4071/630-595-4244, F 630-595-5631

www.batteryservice.com

DISTRIBUTION: Via distributors, consumer-direct

PRODUCTS: Batteries

Big Ear Inc.

909 Juniper Ave., Crete, NE 68333
P 719-271-9081

www.bigearinc.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Ear Plugs

BikeMaster

4900 Alliance Gateway Freeway,
Fort Worth, TX 76177
P 817-258-9223/877-848-1320, F 817-491-7191

www.bikemaster.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Tools, lubricants, cleaning supplies, batteries, shop supplies

Black Book

PO Box 758, Gainesville, GA 30503
P 770-532-4111/800-554-1026, F 800-387-0607

www.blackbookauto.com

DISTRIBUTION: Dealer/retailer-direct

SERVICES: DMS software, auctions

Boyesen

8 Rhoades Rd., Lenhartsville, PA 19534
P 610-756-6818/800-441-1177

www.boyesen.com

DISTRIBUTION: Via distributors

PRODUCTS: Reed valves, intake manifolds

ClampTite LLC

PO Box 121437, West Melbourne, FL 32912
P 903-288-5592/800-962-2901, F 321-610-7137

www.clamptitetools.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Hand tools, fasteners

CP-Carrillo

1902 Mc Gaw, Irvine, CA 92614
P 949-567-9000

www.cp-carrillo.com

DISTRIBUTION: Via distributors

PRODUCTS: Pistons, connecting rods

CrashedToys

451 E. Blackhawk Trail, Eldridge, IA 52748
P 855-595-5364

www.crashedtoys.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

SERVICES: Auctions (wholesale)

Design Engineering Inc.

604 Moore Rd., Avon Lake, OH 44012
P 800-264-9472

www.designengineering.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Heat resistant sleeves for electrical, cables, turbos

DYNomite Dynamometer by Land & Sea Inc.

25 Henniker St., Concord, NH 3301
P 603-226-3966/866-DYNOMITE, F 603-226-4329

www.land-and-sea.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Dynamometers

EarthX Inc.

PO Box 767, Windsor, CO 80550
P 970-301-6064/970-301-6064, F 970-674-9544

www.earthxmotorsports.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Batteries

EVS Sports

2130 E Gladwick St.,
Rancho Dominguez, CA 92020
P 310-637-5000/888-873-8423

www.evs-sports.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Safety gear

F4 Customs

2325 Frost Rd., Streetsboro, OH 44241
P 330-968-4644, F 330-968-4008

www.f4customs.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

PRODUCTS: Windshields

Gear/Helmets

Big Ear Inc.
www.bigearinc.com

EVS Sports
www.evs-sports.com

Guard-Dogs, Aggressive Eyewear
www.guarddogs.com

Pacific Coast Sunglasses Inc.
www.pacificcoastsunglasses.com

Sparx Helmets Inc.
www.sparxhelmets.com

Throttle Threads
www.throttletreads.com

Urban Xplorer
www.xplorerbrand.com

VP Racing Fuels
vpracingfuels.com

Yamaha Motor Corp. U.S.A.
www.yamahapartsandaccessories.com

Falicon Crankshaft Components Inc.

1115 Old Coachman Rd., Clearwater, FL 33765
P 727-797-2468, F 727-796-3132
www.faliconcranks.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Crankshafts; crankshaft rebuilding; performance; connecting rods

FIAMM Technologies LLC

23880 Industrial Park Drive
Farmington Hills, MI 48335
P 248-427-3202/612-860-2685, F 248-474-3500
www.fiamm.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Alarms/security systems/locks

Parts and Accessories

Accu-Products

www.accu-products.com

Adran Tiedowns

www.adrantiedowns.com

AMSOIL Inc.

www.amsoil.com

ASA Electronics

www.asaelectronics.com

B and H Specialties

www.motorcycleseatcovers.com

Big Ear Inc.

www.bigearinc.com

BikeMaster

www.bikemaster.com

Boyesen

www.boyesen.com

CP-Carrillo

www.cp-carrillo.com

Design Engineering Inc.

www.designengineering.com

EarthX Inc.

earthxmotorsports.com

Falicon Crankshaft Components Inc.

www.faliconcranks.com

FIAMM Technologies LLC

www.fiamm.com

Find It Now GPS Security

www.finditnowusa.com

Five Star Mfg. Inc.

www.fivestarmfginc.com

Grab On Grips

www.grabongrips.com

K&N Engineering Inc.

www.knfilters.com

Klotz Synthetic Lubricants

www.klotzlube.com

L.A. Sleeve Co.

lasleeve.com

Lazer Star Lights

www.lazerstarlights.com

LeoVince USA Specialized Products Distribution

www.leovinceusa.com

Find It Now GPS Security

10941 Rexdale Ave., Port Richey, FL 34668
P 727-862-2522, F 727-245-4060
www.finditnowusa.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Alarms/security systems/locks

Five Star Mfg. Inc.

104 Industrial Dr., Crane, MO 65633
P 417-723-5724/800-733-5720, F 417-723-5722
www.fivestarmfginc.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Trailers; workshop racks

Global Motor Sports LLC

2901 W. Coast Highway Suite 200,
Newport Beach, CA 92663
P 562-408-3700/714-955-7201, F 562-408-3703
www.gmsunlimited.com

Liquid Performance of America Inc.

liquidperformance.com

LVP Distribution

www.lvpdistribution.com

Midland Radio Corp.

midlandusa.com

Mikuni American

www.mikunipower.com

Power-Sonic Corp.

www.power-sonic.com

Pro-Tec

www.pro-tec.us

RAM Mounting Systems

www.rammount.com/

Rick's Motorsport Electrics Inc.

www.ricksmotorsportelectrics.com

Shorai Inc.

www.shoraipower.com

Slick Products

www.slickproductsusa.com

Speed-Way Shelters

www.speedwayshelters.com

Spot, LLC

www.findmespot.com

StarkPower

www.starkpower.com

TouchUpDirect

www.touchupdirect.com

TRIMAX

www.trimaxlocks.com

UClear

www.uclear-digital.com/us/

VP Racing Fuels

vpracingfuels.com

Walker Products Inc.

www.walkerproducts.com

Workshop Hero

www.workshophero.com

Wössner Pistons

www.wossnerpistons.com

Yamaha Motor Corp. U.S.A.

www.yamahapartsandaccessories.com

Yuasa Battery Inc.

www.yuasabatteries.com

PRODUCTS: Collision Repair; Custom Painting/Refinishing; Performance Powdercoating/Plating/Polishing; Auctions (wholesale); business/sales consultants; transportation/shipping

Grab On Grips

350 E. Beech Ave., Walla Walla, WA 99362
P 800-847-2266, F 509-525-9009

www.grabongrips.com

DISTRIBUTION: Via distributors

PRODUCTS: Grips

Guard-Dogs Aggressive Eyewear

4848 Colt St. #14, Ventura, CA 93003
P 805-642-0499/800-727-3647, F 805-644-7514

www.guarddogs.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Eyewear: Goggles/sunglasses

K&L Supply Co. Inc.

1040 Richard Ave., Santa Clara, CA 95050
P 408-727-6767/800-727-6767, F 408-727-4842

www.klsupply.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Watercraft dollies; lift gates; parts cleaners

K&N Engineering Inc. Powersports Division

1455 Citrus St., PO Box 1329,
Riverside, CA 92507
P 951-826-4000/800-858-3333/951-201-1015,
F 951-826-4001

www.knfilters.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Filters; flame arrestors; cleaners, polishes, protectants; point of purchase materials/displays

Klotz Synthetic Lubricants

7424 Freedom Way, Fort Wayne, IN 46818
P 260-490-0489/800-242-0489, F 260-490-0490
www.klotzlube.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Additives (gas, oil); cleaners, polishes, protectants; lubricants

L.A. Sleeve Co.

12051 Rivera Rd., Santa Fe Springs, CA 90670
P 562-945-7578/800-822-6005, F 562-698-7029

www.lasleeve.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Cylinder sleeves; cylinder rebuild kits

Lazer Star Lights

2734 Danley Ct., Paso Robles, CA 93446
P 805-226-8200/800-624-6234, F 805-226-8150

www.lazerstarlights.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Lights/signals

LeoVince USA Specialized Products Distribution

1445B S 50th St., Richmond, CA 94804
P 510-232-4040/888-610-4242, F 510-232-4141

www.leovinceusa.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Batteries; straps

Liquid Performance of America Inc.

850 State St., Rocky Mount, VA 24151
P 540-489-2066/800-217-7435
F 540-489-2070

www.liquidperformance.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Cleaners, polishes, protectants

LVP Distribution

1320 North Red Gum St., Anaheim, CA 92806
P 714-632-9500, F 714-630-3966
www.lvpdistribution.com

DISTRIBUTION: Via distributors, dealer/retailer-direct
PRODUCTS: Anchors; covers; electronics; flotation vests; fuel systems; fasteners; lights; clothing; impellers; crankshafts; cylinders; gaskets; carburetors; carburetor parts; reed valve parts; jet pump parts; controls; cables; tools

Marshall Distributing

4162 Doerr Rd., 113, Cass City, MI 48726
P 989-872-2109/800-728-7999, F 989-872-5350
www.marshalldistributing.com
DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Impellers; bearings; pistons; cylinders; performance kits; connecting rods; crankshafts; gaskets; seals; filters; reed valve parts; carburetors/fuel injection; carburetor parts; batteries; ignition; grips; tethers; safety gear; flotation vests; covers; mats; tools

Midland Radio Corp.

5900 Parretta Drive, Kansas City, MO 64120
P 816-462-0445, F 816-241-5713
www.midlandusa.com
DISTRIBUTION: Via distributors

PRODUCTS: Cameras/recorders; communications systems; helmet accessories

Mikuni American

8910 Mikuni Ave, Northridge, CA 91324
P 818-885-1242, F 818-993-7388
www.mikunipower.com

DISTRIBUTION: Via distributors
PRODUCTS: Carburetors/fuel injection; carburetor parts

Neway Manufacturing Inc.

1013 N. Shiawassee St., PO Box 188, Corunna, MI 48817
P 989-743-3458/800-248-3889, F 989-743-5764
www.newaymfg.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Valve seat cutters

Pacific Coast Sunglasses Inc.

1279 W. Stowell Rd. Suite J, Santa Maria, CA 93458
P 805-925-2530/800-845-5459, F 800-445-4962
www.pacificcoastsunglasses.com

DISTRIBUTION: Via distributors, Dealer/retailer-direct, consumer-direct
PRODUCTS: Eyewear: Goggles/sunglasses

Park Tool Co.

5115 Hadley Ave. N., St Paul, MN 55128
P 651-777-6868, F 651-777-5559
www.parktoolmotorcycle.com

DISTRIBUTION: Via distributors
PRODUCTS: Hand tools; work stands

Parts Unlimited

3501 Kennedy Rd., PO Box 5222 Janesville, WI 53545
P 608-758-1111/800-369-1000, F 800-369-1060
www.parts-unlimited.com

DISTRIBUTION: Dealer/retailer-direct
PRODUCTS: Apparel; flotation vests; gloves; eyewear: sunglasses/goggles; grips; hand tools; straps; tie-downs; cleaners, polishes, protectants; lubricants; gaskets; seals; starters; electrical; ignition; batteries; battery chargers; carburetors; carburetor parts; filters; reed valves; impellers; jet pumps; intake grates; reed plates; steering nozzles; cylinders; cylinder heads; crankshafts; connecting rods; coves; ride mats; covers; towables; tow straps

PowerSeal USA

337 Coldstream Rd., Phoenixville, PA 19460
P 484-921-5121/866-845-1531, F 484-921-5124
www.powersealusa.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct
PRODUCTS: Cylinder plating; cylinder repair; bearings, races, seals; crankshafts; pistons/rings

PowerSonic Corp. Powersport Battery Division

7550 Panasonic Way, San Diego, CA 92154
P 619-661-2030, F 619-661-3648
www.power-sonic.com

DISTRIBUTION: Via distributors
PRODUCTS: Batteries/power systems

Pro-Tec

41376 Pear St., Murrieta, CA 92562
P 951-698-8988/888-698-8990, F 951-698-6083
www.pro-tec.us

DISTRIBUTION: Dealer/retailer-direct, consumer-direct
PRODUCTS: Ride plate/intake grate/impeller kits; intake/exhaust/carburetor/valve/flare arrestor kits

RAM Mounting Systems

8410 Dallas Ave. S., Seattle, WA 98108
P 206-763-8361/800-497-7479, F 206-763-9615
www.rammount.com/

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Marine electronics mounts; waterproof cases

Rick's Motorsport Electrics Inc.

30 Owens Ct., Hampstead, NH 3841
P 603-329-9901/ 800-521-0277, F 306-329-9904
www.ricksmotorsportelectrics.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Charging systems/ignitions; starter motors; electric parts rebuilding

Ricky Sanders Racing Inc.

6043 N. Henry Blvd., Suite H, Stockbridge, GA 30281
P 770-506-0090/888-274-8679, F 770-506-0091
www.rickysandersracing.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Tool storage; work benches

RK Excel America Inc.

2645 Vista Pacific Drive, Oceanside, CA 92056
P 760-732-3161, F 760-732-3186
rkexcelamerica.com

DISTRIBUTION: Via distributors, dealer/retailer-direct
PRODUCTS: Hand tools; mirrors

Maintenance Services

Falicon Crankshaft Components Inc.
www.faliconcranks.com

K&L Supply Co. Inc.
www.klsupply.com

PowerSeal USA
www.powersealusa.com

PowerSport Institute
www.psi-now.com

Pro-Tec
www.pro-tec.us

Rick's Motorsport Electrics Inc.
www.ricksmotorsportelectrics.com

Xtremegard / Galt Enterprises
www.galtenterprises.com

Shorai Inc.

845 Stewart Dr. Suite D, Sunnyvale, CA 94085
P 408-720-8821/888-477-4848/888-477-4848,
F 408-720-1537

www.shoraipower.com
DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Batteries/power systems; charging systems/ignitions; battery chargers

Sign of the Times

1913 Oak Grove Rd., Dandridge, TN 37725
P 800-963-1961/800-963-1961, F 865-397-9978
www.jackiebluewear.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct
PRODUCTS: Cleaners, polishes, protectants

Slick Products

7522 Slater Ave. Unit 103, Huntington Beach, CA 92647
P 855-754-2501

www.slickproductsusa.com
DISTRIBUTION: Dealer/retailer-direct, consumer-direct
PRODUCTS: Cleaners, polishes, protectants

Sparx Helmets Inc.

2830 N. Ontario St., Burbank, CA 91504
P 818-748-0008, F 818-558-6340
www.sparxhelmets.com

DISTRIBUTION: Dealer/retailer-direct
PRODUCTS: Helmets

Speed-Way Shelters

953 Tower Place, Santa Cruz, CA 95062
P 831-477-9600, F 831-477-9606
www.speedwayshelters.com

DISTRIBUTION: Via distributors
PRODUCTS: Canopies

Spot LLC

300 Holiday Square Blvd., Covington, LA 70433
P 763-614-8633/866-651-7768
www.findmespot.com

DISTRIBUTION: Via distributors, dealer/retailer-direct
PRODUCTS: Alarms/security systems/locks; communications systems; GPS/navigation

StarkPower

630 Portside Dr., Davidson, NC 28036
P 704-464-6656/704-804-4464, F 704-892-5708
www.starkpower.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Batteries, battery chargers

Stevens' Dist. Inc.

3636 South Huron Rd., Bay City, MI 48706
P 989-684-9872/800-248-8212, F 989-684-5846
www.stevenscycle.com

DISTRIBUTION: Dealer/retailer-direct
PRODUCTS: Transportation: tiedowns, trailers, ramps; Eyewear: goggles/sunglasses; safety gear; vests; youth gear; batteries/power systems; bearings, races, seals; body parts; carburetors/fuel injection; crankshafts; exhausts; fasteners (nuts, bolts, etc.); filters; gaskets; gauges; handlebars/hand controls; ignitions; lever; lights/signals; mirrors; paints; pistons/rings; radiators/oil coolers; reeds/reed blocks; seats; shocks/suspensions; spark plugs; starter motors; additives (gas, oil); cleaners, polishes, protectants; lubricants; sealants; battery chargers

StrongArm Fluid Products Co.

Box 333, Dows, IA 50071
P 641-745-9360/888-271-7055, F 888-787-5101
www.strongarmbrand.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct
PRODUCTS: Additives (gas, oil); cleaners, polishes, protectants; lubricants; sealants

The Carlson Company

PO Box 80897, Rancho St. Margarita, CA 92688
P 949-768-3333/800-222-6199, F 949-768-3336
www.thecarlsoncompany.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Battery chargers; bead blasters; boring, honing, porting equipment; compressors; diagnostics; dynamometers; gas cans; hand tools; parts washers; tool storage; valve seat cutters; work benches

TouchUpDirect

7415 Reseda Blvd, Reseda, Ca 91335
P 818-600-8160
www.touchupdirect.com

DISTRIBUTION: Via distributors, dealer/retailer-direct, consumer-direct

PRODUCTS: Paints

TRIMAX

6770 S. Dawson Circle #200,
Centennial, CO 80112
P 303-796-8500/866-796-8500, F 303-796-8540
www.trimaxlocks.com

DISTRIBUTION: Via distributors

PRODUCTS: Trailer and cable locks

Tri-R Distributing Inc.

2409 Bond St., University Park, IL 60484
P 708-534-2222/800-747-6457, F 708-534-2223
www.tri-rdistributing.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Additives (gas, oil); cleaners, polishes, protectants; lubricants; battery chargers

UClear

1093 E Iron Eagle Dr. Suite 115, Eagle, ID 83616
P 208-433-9162/1-855-BIT-WAVE
www.uclear-digital.com/us/

DISTRIBUTION: Via distributors, Dealer/retailer-direct, consumer-direct

PRODUCTS: Helmet communications systems

Valco Consumer Products Inc.

411 Circle Freeway Dr., Cincinnati, OH 45246
P 513-874-6550/800-788-3865, F 513-874-1424
www.valco-cp.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Cleaners, polishes, protectants, lubricants, sealants, battery chargers, hand tools, plastic repair tools

VP Racing Fuels

7124 Richter Rd., Elmendorf, TX 78112
P 210-635-7744, F 210-399-7123
vpracingfuels.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

PRODUCTS: Racing fuels

Walker Products Inc.

525 W. Congress St., Pacific, MO 63069
P 636-257-2400, F 636-257-6211
www.walkerproducts.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: PWC carburetor tune up kits, parts

Workshop Hero

951 Jones St., Howell, MI 48843
P 517-546-1117/800-365-1117, F 517-546-6434
www.workshophero.com

DISTRIBUTION: Dealer/retailer-direct, consumer-direct

PRODUCTS: Cleaners; polishes; protectants

Wössner Pistons

15638 Graham St., Huntington Beach, CA 92649
P 714-369-8547
www.wossnerpistons.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Pistons; cylinders; connecting rods; bearings

Xtremegard / Galt Enterprises

34555 Chagrin Blvd. Suite 100,
Moreland Hills, OH 44122
P 216-245-0576/800-248-4258, F 216-464-6744
www.galtenterprises.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: DMS/computers/software; business/sales consultants; extended service contracts; F&I; legal services; gap insurance; PWC insurance

Yamaha Motor Corp.n U.S.A. Yamaha Parts and Accessories Division, Customer Support Group

1270 Chastain Rd., Kennesaw, GA 30144
P 770-420-5700
www.yamahapartsandaccessories.com

DISTRIBUTION: Dealer/retailer-direct

PRODUCTS: Anchors; bags & coolers; boating essentials; covers; electrical; miscellaneous; performance; recreation; steps; storage & consoles

Yuasa Battery Inc.

2901 Montrose Ave., Laureldale, PA 19605
P 610-929-5781/866-431-4784/610-207-2277,
F 610-929-1295

www.yuasabatteries.com

DISTRIBUTION: Via distributors, dealer/retailer-direct

PRODUCTS: Batteries, towables & tow lines

Tools and Equipment

Accu-Products

www.accu-products.com

Big Ear Inc.

www.bigearinc.com

ClampTite LLC

www.clamptite.com

DYNomite Dynamometer by Land & Sea Inc.

www.land-and-sea.com

Five Star Mfg. Inc.

www.fivestarmfginc.com

K&L Supply Co. Inc.

www.klsupply.com

LVP Distribution

www.lvpdistribution.com

Neway Manufacturing Inc.

www.newaymfg.com

Park Tool Co.

www.parktoolmotorcycle.com

Pro-Tec

www.pro-tec.us

Ricky Sanders Racing Inc.

www.rickysandersracing.com

StrongArm Fluid Products Co.

www.strongarmbrand.com

The Carlson Company

www.thecarlsoncompany.com

Valco Consumer Products Inc.

www.valco-cp.com

Yuasa Battery Inc.

www.yuasabatteries.com

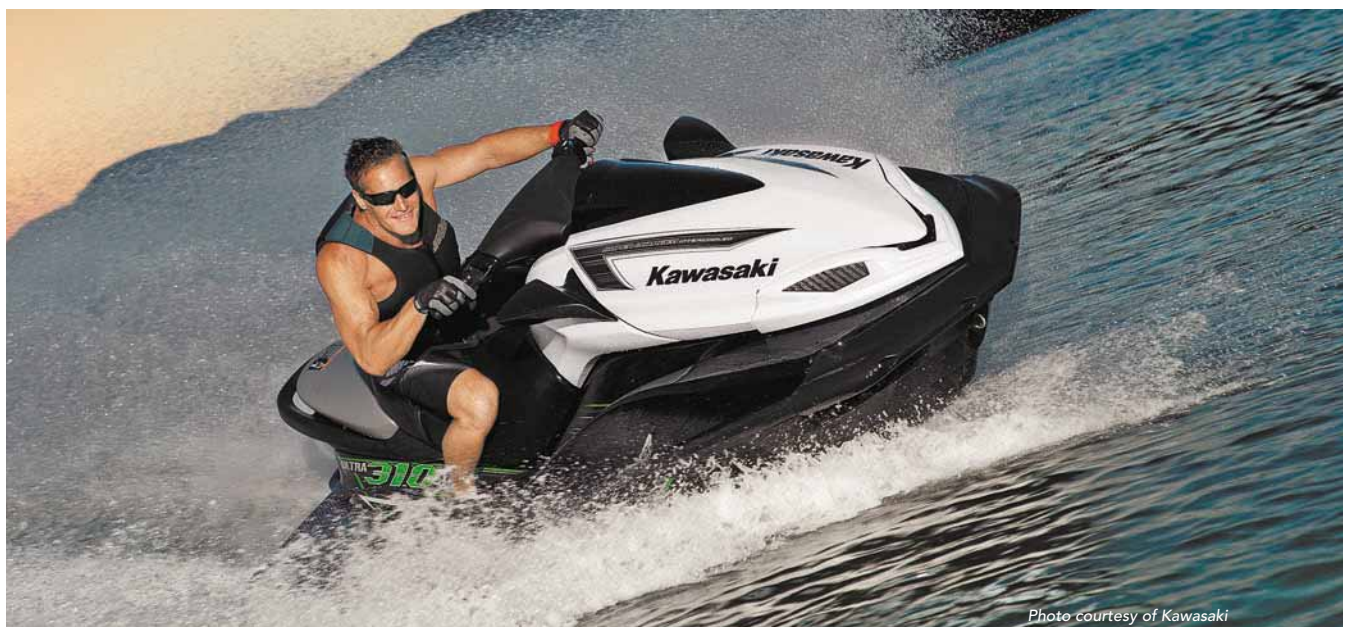


Photo courtesy of Kawasaki