

APRIL 2014  
ADVENTURE TOURING • DEALER LAB: DESTINATION POWERSPORTS • TORY HORNSEBY ON SALES TRAINING  
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# Dealernews

VOL. 50, NO. 4 APRIL 2014  
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## ADVENTURE TOURING

NEW DEMO PROGRAM ASSUMES THE RISK THAT DEALERS CAN'T

## SUPER TENERE PUSH

YAMAHA DESIGNS PILOT DEALER PROGRAM WITH PERKS

## LAUNCHES & REVIVALS

MIKE VAUGHAN ON THE MATH BEHIND THE ASSUMPTIONS

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— Bill Shenk

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Check out our 2014 Tire & Wheel Buyer's Guide in our EZINE EXTRA! section, available now in the digital edition of the April issue.



## On the cover

Photographer Edward Linsmier had visited Destination Powersports' old store, and was impressed by the new location. "It was great to see Bill's hard work pay off and to see his vision to grow and to better his business come out in the new building," Linsmier said. Our story begins on page 32.



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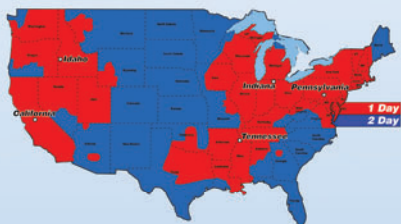
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#### Footnotes:

<sup>1</sup>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.

<sup>2</sup>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

## START YOUR ENGINES...I MEAN, ENTRIES

THE REASON I LOVE this gig is not because of the motorcycles, or the PG&A, or the racing, or the events. It's because of the dealers.

I get no bigger kick then when I visit your stores, talk to you on the phone, and read about what you're doing. Looking at photos of your stores on your website is like shoe shopping. OK, I'm gushing, but it's true. And I'm a realist: Your successes, small and large, are the reasons *Dealernews* is in business and why I have a job... so thank you for that.

About 13 years ago I attended my first Top 100 awards night. I'd been a business editor for, oh, about 20 years in a couple of other industries, but I'd never seen a reader appreciation event quite like Top 100. The pride in the room was palpable. Imagine slugging away in your shop for 51 weeks a year and then coming to Dealer Expo and the Top 100, and walking around like royalty (and deservedly so).

Then there's the networking aspect. I remember a dealer coming up to me at one Awards Gala and saying, "If you could just lock the doors so we could stay in here for two days and just share ideas and talk about what's keeping us up at night, imagine what we could accomplish." Well, two days locked in we can't do (fire marshal restrictions and all), but in December we can make the introductions.

The 2014 Top 100 Awards Gala will be held Thursday night, Dec. 4, in downtown Chicago, in conjunction with the 49th annual Dealer Expo. Our traditional dinner gala will include a full and entertaining awards program designed to make you all feel very good about what you do.

There's much more to Top 100 than an evening out. There are regional and national marketing programs, the ability to be in a "club" with other progressive retailers, and much more. Just going through the entry process is a worthwhile team exercise (see page 42).

As I write this, the 23rd annual competition is about to open at [www.dealernews.com](http://www.dealernews.com). Check your DealerNEWS ALERT newsletter for updates. Entries are due Sept. 1. The "100" will be announced in early November, and the Merit Award winners, the Top 10 Dealers and the coveted Dealer of the Year will be revealed on Dec. 4 in Chicago. I hope to see you there.

Mary Slepicka, [mslepicka@dealernews.com](mailto:mslepicka@dealernews.com)



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## 欢迎 Welcome Bem-vindo Benvenuto Bienvenue Bienvenido Vitejte Welkom Willkommen 歡迎

**IN FEBRUARY**, while we were in town for the Chicago Progressive International Motorcycle Show, we invited the members of CITCA to join us for lunch and a presentation on Dealer Expo 2014.

CITCA, the Chicago International Trade Commissioners Association, is an informal group of the top economic representatives from foreign governments based in Chicago who are responsible for building relationships and fostering the expansion of international trade and investment in the Midwest for their respective countries. In an increasingly globalized world, CITCA recognizes that international business is a two-way street and partnerships are crucial to a sustained economic success.

Not only were we fortunate to have representatives from nearly every continent, but Kristian Richardson, Senior International Trade Specialist with the U.S. Department of Commerce, was also able to join us.

Shrug if you like – not something that affects your business? With over 1 million jobs in the Midwest alone coming from foreign companies who hire local workers for their U.S.-based plants and factories, CITCA plays a vital role in keeping their countries' business communities informed about current conditions and potential new opportunities here in the States.

Trade shows are one of the more important tools CITCA uses to introduce their manufacturers to our retailers and importers – and our manufacturers to their retailers and distributors. Response from the members to our presentation about Dealer Expo – the largest, longest running trade show in North America dedicated to the powersports dealer community – was very favorable. In fact, many began talking immediately about exactly with whom and how they would be spreading the word.

That's nice for us, but what about you? Well, new products drive more business and new business. New powersports products are introduced around the globe every year. When you can personally look over a new product – hold it, stress it, pull back its 'covers' – you can determine its quality and value. When you have an opportunity to meet with the manufacturer – look them in the eye, ask complex questions and get straight answers – you build trust and confidence.

With partners like CITCA, we can bring those new products to you for your evaluation this year and at all future shows.

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## F&I Update: Banks opting for flat fees instead of variable financing

A RUN-IN WITH REGULATORS has prompted one bank to change how it compensates dealers for consumer financing, from variable rates to flat fees. If other lenders fall in line, it could change the nature of a dealer's F&I business.

Loans originated through FreedomRoad Financial are now paid on a flat percentage of the contract. The company, owned by Evergreen Bank Group of the Chicago area, is the OEM preferred lender for Husqvarna, KTM, MV Agusta, Triumph and Ural. "Most of the dealerships we do business with have been very supportive," said Darin Campbell, president and CEO of Evergreen. "We started the flat fee-only program on [March 10] with no dropoff in applications during the first three days of business. We will obviously track this closely over the next few weeks and months."

The bank's action was in response to a low rating for Community Reinvestment Act (CRA) compliance from the FDIC. Evergreen disputed the FDIC's allegation that it had violated Equal Credit Opportunity Act by offering variable pricing, but said it made the change to flat fees simply to eliminate the issue.

Campbell told *Dealernews* that "the alleged ECOA violation related to the

'disparate impact theory' — by offering dealerships the ability to mark up our rates — has been completely addressed with our new flat fee-only program. If dealerships have no ability to mark up the rates, there is no need for the regulatory bodies to test for dealer markup differentials."

Campbell said new regulations may make flat fee pricing the industry standard and soon. Indeed, in December, Ally Bank (formerly GMAC) decided to include flat fees for auto financing (for complete coverage, visit the Dealer Operations > Management section on [www.dealernews.com](http://www.dealernews.com)).

Some dealers predict dire consequences. "The amount of money we make processing loans is a huge amount of our bottom line," said Bob Althoff, owner of A.D. Farrow Co. Should more banks opt for flat fees, "dealers will be left experiencing a brain drain as talent learns that 'flats' cannot compensate them for the critical, detail-oriented work they do."

It may be inevitable. "I think it's a trend, and I think variable finance is on its way out," said F&I consultant Jan Kelly. "Canada has been on this for a long time. There is no negotiation of tiers; you get one rate and that's it." — *Holly Wagner*

## PARKING LOT SHOOTER'S ACTS WERE JUSTIFIED, COURT SAYS

A man accused of murder in a 2013 parking lot shootout at a Cycle Gear store in North Charleston, S.C., has been cleared of criminal wrongdoing, thanks to the state's Stand Your Ground Act.

A Charleston circuit court judge ruled last month that Ronald Reid acted in self-defense when he shot and killed Maurice Horry on June 29. Reid had been originally charged with first-degree murder in the case.

The court ruled that Reid was justified in believing his life was in imminent danger. Under the Stand Your Ground law in the state, Reid "had no duty to retreat and was justified in returning force with force."

Cycle Gear employees were commended at the time for helping to shield customers from the outside fracas between two rival motorcycle clubs. — *Holly Wagner*

## LIGHTSPEED DEALERS RECEIVE DEALERSHIP UNIVERSITY BENEFITS

Powersports Marketing by Dealership University will provide its full training curriculum and Million Dollar Resource Vault to all ADP Lightspeed powersports dealers at no charge, thanks to an agreement announced last month by the two companies.

Dealership University's 70 online training courses and 11 certification paths designed to help dealership personnel increase sales, profitability and customer retention will be fully integrated into Learning Connect, ADP Lightspeed's Learning Management System and offered for free to Lightspeed dealers. Subscriptions cost \$495 a month otherwise.

(Rod Stuckey and Tory Hornsby of Dealership University/Powersports Marketing are *Dealernews* columnists. See Hornsby's column on hiring and training sales teams on page 28 of this issue.)

ADP announced it would also integrate Powersports Marketing's Sharp Shooter marketing program and Web Dominator tool.

Sharp Shooter is a direct one-to-one marketing program that includes direct mail, emails, call blasts, web banners, and event signage.

Web Dominator provides search engine optimization, social media marketing and online reputation management.

## TOP 100 IDEABANK



**Renegade Harley-Davidson** in Alexandria, La., created an "UNDER \$10K" section on its website — easily accessed, as it's part of the site's top navigation bar — that offers pre-owned bikes listed at \$9,999 or less, along with suggested aftermarket products customers can add. (Read more about Renegade H-D in next month's issue.)

Check out our 2014 Tire & Wheel Buyer's Guide in our EZINE EXTRA! section, available now in the digital edition of the April issue.



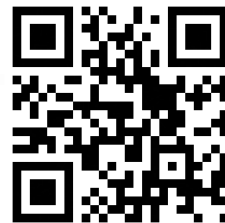
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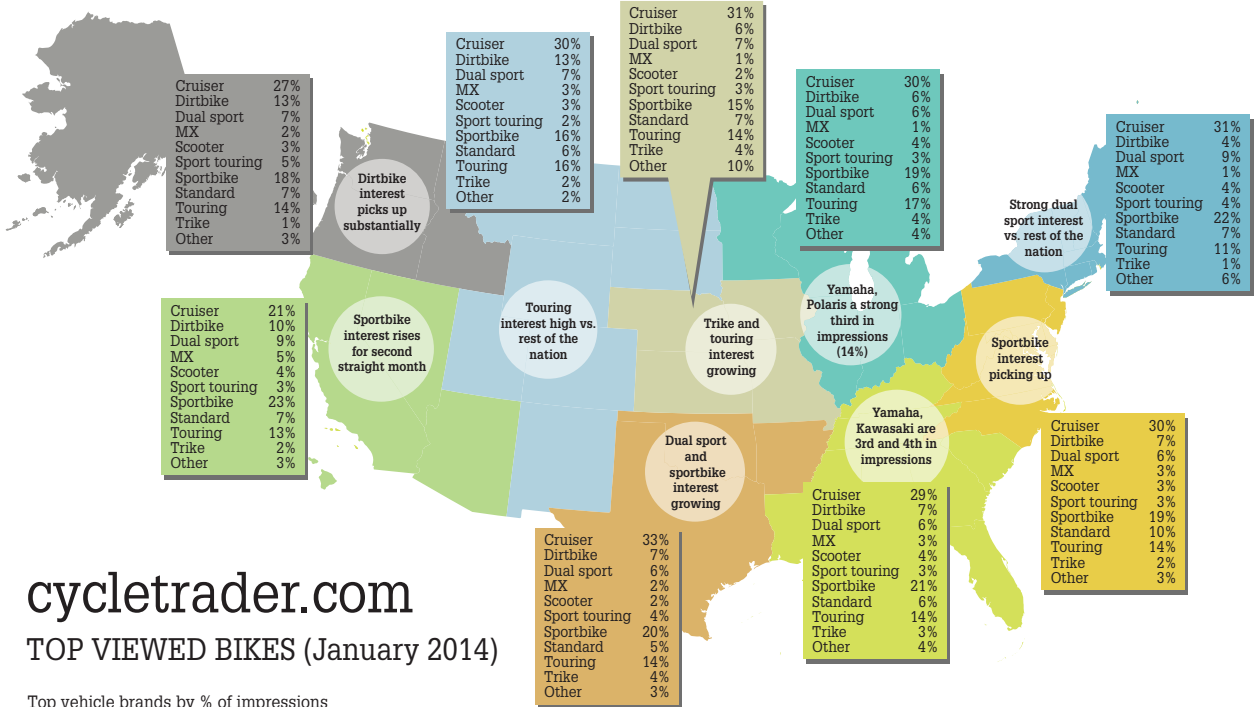
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# SPEED READ



## cycletrader.com TOP VIEWED BIKES (January 2014)

Top vehicle brands by % of impressions

- Central Plains** Harley-Davidson 25%, Honda 22%
- Northeast** Harley-Davidson 17%, Honda 14%
- Rocky Mountain** Harley-Davidson 19%, Honda, Yamaha 18%
- Great Lakes** Honda 17%, Harley-Davidson 16%
- Pacific** Honda 19%, Harley-Davidson 17%
- Southeast** Honda 20%, Harley-Davidson 16%
- Mid Atlantic** Harley-Davidson 23%, Honda, Yamaha 17%
- Pacific Alaska** Yamaha 21%, Honda, Harley-Davidson 18%
- Southwest** Honda 20%, Harley-Davidson 19%

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

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# DEALER news

**CALIFORNIA** – Authorities nabbed a suspected motorcycle thief in March when he returned to **Santa Rosa Powersports**, the scene of the November crime, to buy parts for the bike.

**COLORADO** – **HyMark Motorsports**, a Polaris and KTM dealership in Pueblo, has been sold to Chuck Goliveau, formerly with **Outdoor Motorsports** in Spearfish, S.D. HyMark's former owners are retiring.

**FLORIDA** – **Fort Myers Harley-Davidson** is preparing for a late-year move to a 54,000 sq. ft. site (10K more than where the dealership is situated now) near I-75 and Daniels Parkway. Meanwhile, in Holly Hill, Whitney Van Horn has opened the state's second **Boss Hoss** dealership (the other one is in Miami). Van Horn reportedly is the only female Boss Hoss dealer principal in the country.

**ILLINOIS** – **Watseka Suzuki Honda Kawasaki** in Inquois County, downstate from Chicago, recently took delivery on its 10,000th new motorcycle. And near the Wisconsin state line, **Moto Parts Hub** has opened in Northbrook, carrying PG&A for metric and V-twin motorcycles, ATVs, snowmobiles and scooters.

**INDIANA** – The state's largest multi-location dealer group is building another store, a U-shaped building on five acres in West Lafayette that will house **Boiler Harley-Davidson**. Owners Mark and Michael Forszt own four other Harley stores in Indiana.

**IOWA** – **Brenny's Motorcycle Clinic** in Bettendorf is putting the finishing touches on a new 20,000 sq. ft. build-

ing to showcase Victory and Indian bikes. The dealership is consolidating two other stores into the new facility.

**OHIO** – Mike and Franscene Davis, owners of Harley dealerships in Akron, Sandusky and Dover, have acquired a fourth dealership in Cleveland and renamed it **Rock-n-Roll City Harley-Davidson**.

**MICHIGAN** – The owners of **Herrera's Custom Iron Werks** repair and custom shop in Middleville lost their business and their home in late February when snow and ice from a recent winter storm collapsed their roof. The couple, who reportedly were uninsured, told local reporters they were hoping to rebuild.

**NEW MEXICO** – **Santa Fe Harley-Davidson** has been bought by David Pearson, owner of **Green Mountain Harley-Davidson**, a Top 100 dealer in Vermont.

**PENNSYLVANIA** – More than 1,000 people came to see 100 classic vintage bikes during **Martin Motorsports'** Modern Classics show. The dealership temporarily transformed its showroom to showcase bikes from 30 manufacturers. The oldest bike there: an original Scott Flying Squirrel, a water-cooled two stroke from 1936.

**TENNESSEE** – **Gary Griffith Cycle** in Chattanooga is doubling its space to bring in its newest vehicle franchise, KTM. The store also carries Arctic Cat, Beta and EBR. Meanwhile, **Harley-Davidson of Cool Springs** is planning to construct three buildings (77,000 sq. ft. total) in the Mallory Park area of Brentwood, pending approval from local authorities.

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ALAN LORENZ  
MULTILINE DEALER IN ALBERTA, CANADA

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# WHAT'S TRENDING ON DEALERNEWS.COM

## DEALER OPERATIONS > SALES

### eBay store boosting Arctic Cat sales

Arctic Cat is seeing about 10 percent of its Shopatron-powered sales in the U.S. coming from a recently activated eBay store. The Arctic Cat eBay Store, launched last September, gives shoppers direct access to a range of OEM gear and merchandise. Consumers choose from in-store pickup to ship-from-store.

## DEALER OPERATIONS > SERVICE

**Honda recalls CB500, CBR500** Rocker arm shaft retaining bolts may have been manufactured incorrectly on some 2013 models; as a result, the bolts could loosen during engine operation.

**Yamaha recalls sportbikes, adventure tourers** Overheating problem associated with the headlights prompts recall of 2009-13 YZF-R1s, 2012-13 XTZ12 Super Teneres.

### Kawasaki recalls off-road bikes

Potential fuel leak between tank and fuel tap could pose a fire hazard on 2010-12 KLX110s and 110Ls.

## DEALER OPERATIONS > MANAGEMENT

**New MSF courses.** The Motorcycle Safety Foundation has four new courses on its iTunesU app: An Adventure in Motorcycle Physics, Dr. Ray's Street Strategies, Dr. Ray's Guide to Group Riding, and Dr. Ray's Seasoned Rider. The courses also may be

accessed at the MSF website under "digital resources."

**Used prices up, barely.** The long winter took its toll on used vehicle valuations, but prices are starting to inch upward, Black Book researchers said in early March. Cruiser sales were up 1.6 percent, led by domestic V-twins which saw a 2.5 percent price increase. ATV and UTV prices were up less than a percent. PWC and jet boat prices increased more than 2 percent, according to Black Book's Rickey Beggs.

## DEALER OPERATIONS > MARKETING

**MVA launches Euro website.** MV Augusta's redesigned website for the European market includes a way for customers to reserve test rides at local dealerships. Customers enter their contact information along with which model they want to ride, and a dealer is notified for follow-up.

### Used bike retailer gets social boost.

**Classic Iron Motorcycles** in Fredericksburg, Va., is giving each motorcycle buyer a complimentary web page built by VASS Pages of Brentwood, Tenn. The customized pages enable customers to share their experiences via video testimonials. VASS will then share every customer page on major social media sites and VASS-managed blogs, and by generating and emailing "social sharing links," expanding Classic Iron's social media presence

## Truett, Jurens, Yaffe named to Sturgis Hall of Fame

The Sturgis Motorcycle Museum in late February announced that Paul Yaffe, Bonnie Truett, Jesse Jurens and other industry veterans would be named to its Hall of Fame this August. Moreover, Deb "Tiger" Chandler, Colorado Commander of the Coalition of Independent Riders, will be named to the Freedom Fighters Hall of Fame for her efforts to promote motorcycling issues in that state.

The 2014 inductees into the Hall of Fame are:

- **Clyde Fessler**, Harley-Davidson veteran who played an integral role in The Motor Co.'s financial turnaround;
- **Jesse Jurens**, founder of Legend Suspensions, which makes Aero Air Suspension systems and Revo coil suspension systems for Harleys as well as UTVs.
- **Jay "Lightnin" Bentley** – trick rider and builder of the American Motor Drome Wall of Death
- **Keith Terry**, custom builder and founder

of starter motor and battery cable company Terry Components, as well as Baggster LLC, which makes custom conversion kits. Terry is in charge of the Buffalo Chip Challenge, working with Sturgis Brown High School students to build a custom bagger that's auctioned at the Legends Ride each year.

- **Bonnie Truett**, racer who partnered with Paul Osborn to make flywheels, frames, cams, cylinders and rods under the Truett & Osborn brand. Since retiring in 1997 Truett has helped his son, Scott, to four AHDRA Pro Drag championships.
- **Paul Yaffe**, renowned custom builder who works on as many as 12 commissioned bikes a year and founder of the Bagger Nation brand of custom parts and accessories. He is also known as an advocate and fundraiser for children's charities.

The Sturgis Motorcycle Hall of Fame Induction Breakfast will be held Aug. 6 in Deadwood, S.D.



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## CFMOTO to recall, replace fuel tanks as part of EPA settlement over emissions certification

CFMOTO and its parent company in China will pay a \$725,000 fine and replace fuel tanks in about 1,000 vehicles under a settlement with the U.S. Environmental Protection Agency (EPA) that claimed the companies imported more than 12,000 ATVs and on-highway motorcycles without proper emissions certifications.

In the settlement, approved by the Agency's Environmental Appeals Board, the EPA alleged that more than 12,000 highway motorcycles and recreational vehicles imported by CFMOTO and its parent between 2007 and 2013 were not certified by EPA, in accordance with Clean Air Act emission standards. Of these, the EPA found that 993 vehicles had fuel tanks that did not operate properly to control evaporative emissions, or gasoline vapors, and that about 1,400 vehicles were imported without proper emission control information labels.

CFMOTO Powersports Inc., a successor to CFMOTO America Inc. (see below) based in Plymouth, Minn., and Zhejiang CFMOTO Power Co. Ltd. and Chunfeng Holding

Group Co. Ltd., both based in China, will pay a combined civil penalty of \$725,000, the agency said.

The companies also are required institute a recall and fuel tank replacement program to replace all uncertified fuel tanks with certified ones to prevent any excess gasoline vapors. The companies must also correct the emission control information labels for vehicles that are still within the control of the companies.

EPA discovered the alleged violations through joint inspections conducted with the U.S. Department of Homeland Security's Bureau of Customs and Border Protection and through a review of importation documents and other information provided by the companies.

CFMOTO Powersports Inc. is a Minnesota corporation that holds certificates of conformity and imports highway motorcycles and recreational vehicles manufactured by Zhejiang CFMoto Power Co., Ltd. and ChunFeng Holding Group Co. Ltd., both Chinese companies. CFMOTO America

Inc. is a now-dissolved Michigan corporation that was the predecessor to CFMOTO Powersports Inc.

EPA filed an administrative complaint against CFMOTO Powersports in April 2013 and reached agreement on the settlement through an alternative dispute resolution process. — Holly Wagner

## POWER, CONTROL, COMFORT DOMINATE POLARIS, SKI-DOO SLEDS FOR '15

Polaris and Ski-Doo each have boosted their initial 2015 sleds with greater rider control, comfort and even an extended track.

The AXYS platform is the basis of nine Polaris snowmobiles in the 2015 line. The platform, used in the Rush and Switchback models, is designed to increase rider-balanced control, acceleration and comfort. Polaris provides a new location for the rider, centralized vehicle mass and optimized suspension geometry. AXYS provides better acceleration, Polaris said, using more power and less weight (38 lbs. under previous models). The new sleds feature the 800 HQ engine with electronically controlled exhaust valves.

For comfort, Polaris introduces integrated storage, enhanced wind protection, improved controls, a redesigned seat, bigger running boards and standard LED headlights.

Right around the same time, BRP revealed its 2015 Ski-Doo lineup to dealers. The Summit X with T3 package and Renegade XRS models feature Intelligent Throttle Control, Rotax Advanced Combustion Efficiency engines and Response Angle Suspension (RAS2). All models equipped with the Rotax 600 ACE engine will include the iTC technology. Both the 900 and 600 ACE-powered sleds will have finger-operated throttles.

Ski-Doo's new Summit X with T3 package reportedly has the longest standard track and the tallest lugs offered by BRP; the 3 in. lug track comes in a 163 or 174 in. length. The SummitX 800 with 174-in. track weighs the same as the 2014 SummitX 800 with 163-in. track, thanks to a 16.1 lb. weight savings in the design, BRP noted.

For more information on the Polaris and BRP lineups, including initial pricing for the Polaris sleds, visit Dealernews.com > Dealer Operations > Sales, and click on the "Snowmobiles" tab.

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## HARLEY GOES LOW(ER)

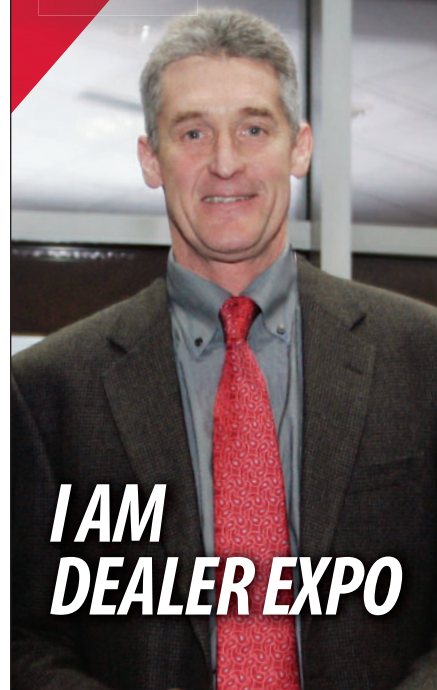
The Motor Co. in early March re-introduced the Low Rider with an updated design that includes a polished headlamp visor, wrinkle black trim and the split five-spoke aluminum wheels (a carryover from the original model that debuted in 1977). The 2014 Low Rider is built on a Dyna chassis and powered by a Twin Cam 103 with a 2-into-1 exhaust. The stock seat height lives up to the Low Rider name at just 25.4 inches high; a removable bolster moves the rider an inch and a half forward. MSRP: \$14,199-\$14,929.



The new SuperLow 1200T (starting at \$11,799 MSRP) has a new seat and ergonomics designed for long rides. It also weighs 118 lbs. less than the lightest Harley Big Twin touring model. The OEM says the SuperLow is idea for smaller-statured riders between 5'1" and 5'7" tall. This is the first time the OEM has combined the Sportster chassis with the Evolution 1200 engine.



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# RawHyde launches adventure test ride program

COMPANY ASSUMES RISKS THAT DEALERS CAN'T, SAYS JIM HYDE

By Bruce Steever

WHEN WE LAST REPORTED on RawHyde Adventures, owner Jim Hyde was unveiling his World of Adventure and the Center of Excellence dealer program. Hyde (see photo, right) is now launching what he says is an industry-first demo program, one that will allow customers — and dealers — to circumvent the obstacles that prevent even the most committed adventure bike dealer from giving real-world, in-the-dirt demonstration rides to interested consumers.

Dealers across the country will be able to participate in this new demo program to give their customers a chance to ride the bikes “the way they were meant to be” without risk to either the dealer’s units in inventory or the customer’s piece of mind.

This is a program that may appeal to many an off-road customer (and dealer) but especially to bike buyers with money to spend. We talked in early March with Jim Hyde.

**DEALERNEWS:** Why do you feel that a demo program like this is needed for the adventure-touring market?

**JIM HYDE:** I believe that, because of two specific challenges, most dealers are handcuffed and unable to provide an authentic demo experience to a person who is interested in an adventure bike, which is more than just a street bike.

No. 1: The dealer doesn’t want to assume the risks that come along with letting a guy take a \$20,000 motorcycle out to go for a dirt road ride somewhere. Typically, dealership personnel aren’t off-road-oriented guys, so they can’t shepherd the customer into the boondocks. And the inherent risk and liability falls back on the dealer if the guy takes the bike out and hurts himself. Nobody wants to assume that kind of risk. We can. We’re set up for it, we’re structured for it, and so on.

Risk element No. 2 for the dealer: The guy takes it out to the boonies, he bangs it up, he scratches it up, then he comes back and decides he doesn’t want it. “Hey, sorry, man, I dumped

your bike...so, uh, goodbye.” The dealer can’t pass that damage on to the customer.

We’ve got the tools, we have the insurance, and we have the understanding of how to manage people in a backcountry environment on brand new bikes.

**How will the demo program operate?**

**HYDE:** Fundamentally, the program we’re going to offer is ‘pay-to-play.’ The customer who is interested in buying an adventure bike is going to come to [RawHyde] and have an opportunity to test-drive any of the current popular adventure bikes. They pay us for that directly.

Since we own these bikes, we don’t really care if they get scratched up a little bit. And we’re going to control the customer’s experience so that we’re not worried about them getting into a more damaging crash. But they are definitely going to drop them and scratch them,



and that’s OK, because the bikes will be completely armored with protective components, thanks to our partners in the World of Adventure. They’ll have crash bars, skid plates and bark busters; they’ll have all the necessary

*“I am pretty damn confident that I can convince our partner dealers to rebate the whole thousand bucks on the price of the bike.” — Jim Hyde*

protection to prevent any real damage from occurring. Besides, a few scratches in this world are a badge of honor.

The customer registers for an all-day or two-day experience. The one-day program will typically be where a participating dealer prefers that the customer comes to us to get the opportunity to

*continued on page 24*

## Yamaha enlists RawHyde, Touratech for dealer marketing

SUPER TÉNÉRÉ GETS PRESENTATIONS, DISPLAYS, FLOORING, EVEN TRAINING RIDES

YAMAHA’S Super Ténéré will be getting a big marketing push for the coming year due to deal the OEM has secured with RawHyde Adventures and Touratech.

Select Yamaha dealers in California and Oregon, in a pilot program, will be provided with presentations, displays, flooring, aftermarket packages and even training rides.

Michael Okano, Yamaha’s national sales manager for motorsports, and Jim Hyde, owner of RawHyde Adventures, detailed the program.

**DEALERNEWS:** How did Yamaha and RawHyde come together?

**MICHAEL OKANO:** Jim and I met a couple years ago. We hooked up when we originally had the vision of the Super Ténéré coming to this country.

There were a number of challenges for us. One of them was the [BMW] GS series. It had been in the market in the U.S. for quite some time and had established quite a footprint. We knew we were coming in with a unit that was going to be completely unknown to the general motorcycling public in the U.S.

**What makes the Ténéré unique in the Yamaha lineup, and how will that translate into marketing efforts?**

**OKANO:** I am passionate about the whole adventure genre. I want to expose our potential customers to the actual use of the unit. That’s when Jim and I hooked up on ‘how can we do this?’ How can we take this unit, in the significant numbers coming to the U.S., and engage not only the consumers but engage our dealers, too?

*continued on page 22*

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## SALES

We need to promote the Ténéré and create some kind of aura for the customer to give them a reason to come in and kick tires and look at the bike. Jim and I have the same vision: let's get these guys out riding them and dropping them, making stories, having fun and, of course, replacing some parts while they actually are using the units as intended. That's what drives the business, and that's what drives the industry.

**JIM HYDE:** So we brainstormed about how we can connect, starting with a pilot project and [about] 10 selected area dealers. We're going to put on a three-way presentation that has RawHyde, Touratech and Yamaha involved.

I will personally be conducting the first few presentations that we do at Yamaha dealerships. We will take control of a group of customers coming in for an evening to view our presentation about adventure riding. We'll have some calls to action. We'll be able to have dealers attract customers with our movie and presentation. While we're there, we'll be able to connect with owners, dealership managers and salespeople, and help them understand what this is really all about.

We've also brainstormed about bringing the Yamaha area managers to RawHyde to indoctrinate them a little bit more and help them understand what this marketplace is all about, so that they can, in turn, communicate a little bit more effectively with their dealers. It's absolutely a grassroots attempt to develop the lifestyle within the Yamaha dealership.

### What can dealers expect beyond the presentation?

**OKANO:** The first order of business was to create a focal point within the dealership. So we came up with a rider display that will tout the benefits of this program.

Touratech is highly visible, as is RawHyde, Yamaha and all of our supporting sponsors. But I wanted it to be a little bit different. The consumer comes in, they see the riser, they see the bike, and it will all come together to draw them over. But unlike most displays, we actually wanted the consumer to sit on the bike and take ownership of the bike in the way it's configured — as a proper adventure bike with all the Touratech gear. This riser affixes the bike permanently and encourages the customer to get on it and feel the bike, to experience the fantasy, if you will, of taking this to the next level.

We've created a brochure that touts the benefits of the Ténéré, the benefits of Touratech, and the benefits of RawHyde as be-

ing the gateway of learning this genre. We want to expose that in bite-sized chunks. That's where Jim comes in with the training. We get the dealerships up to speed. We get the ambassador within the dealership to RawHyde's training so that they can understand what the genre's all about. I get my district managers up there. Everybody gets up to speed, then we engage the consumer with these adventure bike nights.

We assume that guys coming to these bike nights will have some sort of idea of what adventure riding and bike camping is about, but that's likely the extent of it. The idea of putting knobby tires on a Ténéré with 100 lbs. of gear and heading off-road is probably somewhat foreign to these guys. We want to first engage that enthusiasm and fantasy, then take them to the next level.



### What incentives will you offer customers directly?

**OKANO:** We're going to make purchasing a new Ténéré easier, along with the Touratech gear, then we're going to give you somewhere to go. We are trying to sell both the virtues and values of the unit without getting into [heavily] discounting the Ténéré with additional customer or dealer cash.

Touratech has also jumped in with a plan to offer dealers six months free flooring on their most popular off-road package for the Ténéré. If the dealer agrees to put the bike on display, I'm going to offer them 120 days free flooring to put that bike on display on my riser which will be provided to the dealer to use.

Touratech will send them the kit with luggage, skidplate, engine bars, headlight protector and brush guards. These parts will benefit from the six-month dating program. The bike will also have knobby tires equipped, which furthers the visual aspect of the off-road fantasy.

Finally, Yamaha will reference the \$500 customer cash, we'll reference the discount they will have on Touratech accessories, and Jim is offering a tire promotion when the customer signs up for training to best utilize the bike.



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PROTECTING DREAMS

## RawHyde, from page 20

ride a specific motorcycle in an off-road environment.

Say a customer is at the dealer but he wants to test the bike in the dirt. The dealer says, 'Hey, I can't do that, but go up to RawHyde. You'll get a half-day riding clinic, you'll get lunch, you'll get a technical overview of all aspects of the bike, then you'll get a four-hour trail ride on the bike of your choice.'

The customer comes to us, paying \$500 for the day. This includes the clinic, lunch, the trail ride, and the use of the equipment tested. Our conventional training and tour programs all run about \$500 per day. If the person decides that they want to buy that bike, we're going to give them a stamped certificate of participation. They'll take that certificate back to the dealership and receive a rebate on the purchase of the new bike equal to the demo cost, as long as they do so within somewhere between 30 and 90 days. But if they pull the trigger and buy a bike, they get their \$500 back.

### Do you already have dealers signed up?

**HYDE:** From each brand, BMW, Triumph, KTM and Yamaha, I've already got dealers willing to comply with the deal. The key point

is that these certificates will be redeemable only by a participating dealership, of course.

At the moment, we're going to tie the program to our Centers of Excellence, which will not only continue to advance the growth of the Center for Excellence program, but tie everything together with the World of Adventure. But any dealer looking to maximize adventure-touring motorcycle sales is welcome to contact us.

### Is this demo program part of your existing training?

**HYDE:** Our demo program is going to be a completely separate program operated independently from our school. It's going to be a system where a customer calls and registers, with my plan to offer most demo rides mid-week, with the occasional weekend.

### You had also mentioned a two-day demo option?

**HYDE:** There are a lot of people trying to decide if they want to get into the adventure riding segment. Some of these are new riders, some of these are guys that had dirt-bikes as kids, and now the family has grown up. We'll have a two-day program where,

based upon our own advertising efforts and the efforts of our partners in the World of Adventure, a customer can come to us and test-ride four different bikes over two days, with the goal of making a brand decision. This compares to the one-day demo program, which assumes a direct referral from a participating dealer.

The two-day program will let them test all the bikes, and will cost the consumer \$995. At this moment, I am pretty damn confident that I can convince our partner dealers to rebate the whole thousand bucks on the price of the bike — but I haven't confirmed dealer commitments yet.

At the very least, customers can look forward to a \$500 rebate and two days of awesome riding. I figure that a salesman, when presented with a guy he's never talked to before that says, "I just finished the RawHyde demo and I want to buy a Super Ténéré right now," will definitely be able to find a thousand dollars of value in a deal that he didn't have to work for. I believe that most dealers, when presented with a customer that has done his homework and is ready to buy that day, will buy into the two-day demo program deal. **D**



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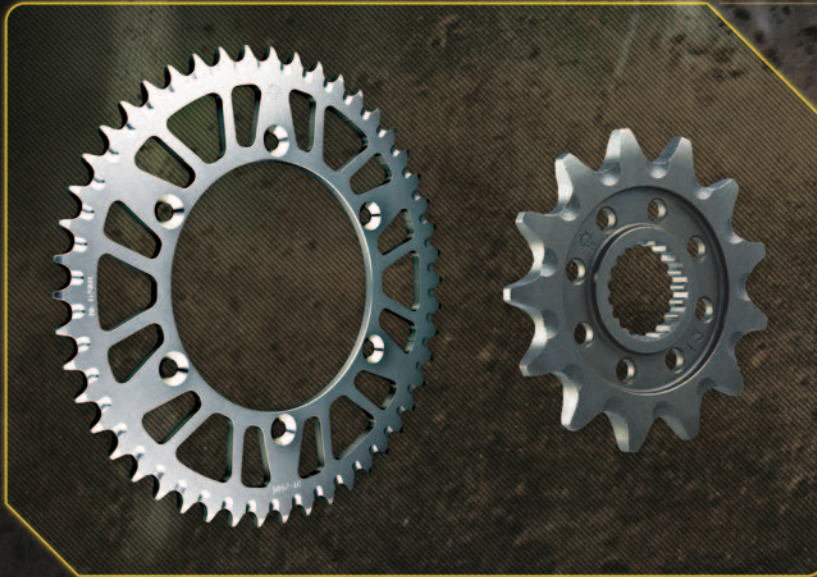
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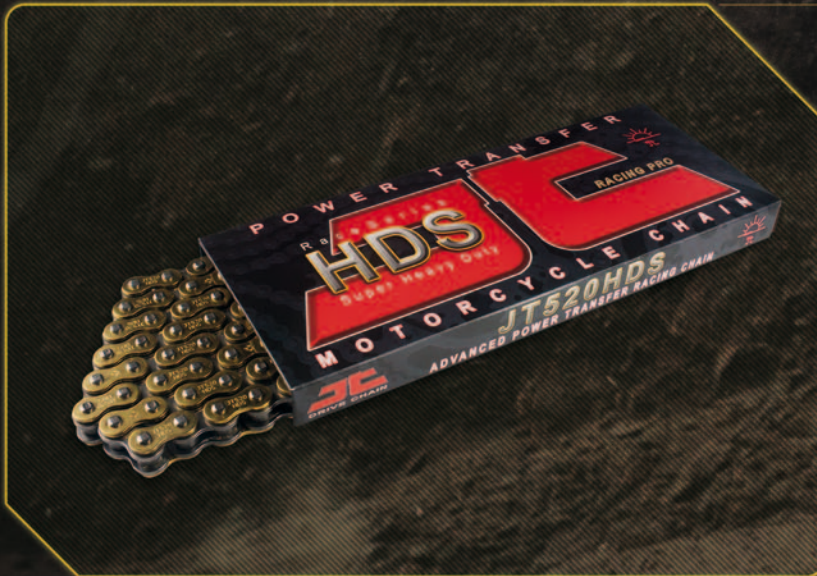
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# Are you REALLY ready for spring?

MAYBE NOT. HERE'S HOW TO HIRE AND TRAIN GREAT SALES STAFF



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

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**SPRING IS HERE!** Can you smell it in the air? It's been a cold winter and everyone's ready for the warmer weather and the riding season that comes with it. Let me ask you though: Are you really ready for spring?

For many dealers, spring means bulking up inventory levels and hiring additional staff. It also means training your staff to offer the best customer service and salesmanship they possibly can — especially the new hires.

Whenever I hire an account executive or inside sales rep for Powersports Marketing, they spend at least a full week in training before they're ever allowed to talk to a prospect or client dealership. I start by leading my staff through *The 7 Habits of Highly Effective People* by Steven Covey, and through what we call "Selling by Tory," and more. Every staff member is given a job description and a daily training checklist used for two weeks to ensure they fulfill the duties in the job description.

We cover the five core values and the three core responsibilities of our business (see box, left). We train on the technologies we use. We PDR (practice, drill, rehearse) our scripts. (My staff "PDRs" to the point of absurdity. Really.) Then, they pick up the phone and PDR some more with another staff member before they're ever allowed to speak with a dealer. Then, every morning we have a "Start Your Engines" meeting where we inspect yesterday's performance, talk about the plan for today, and PDR some more. We end this meeting with a Sales Strategy of the Day.

As an industry, we have to stop throwing new hires into the shark tank to see whether they make it out. My hiring and training process has evolved over the past 10 years, and you must evolve yours as well. There's never a good time to hire and train the right way. You and I are both unbelievably busy (and I'm also frequently out of the office), but we have to have great people to create a great business that doesn't solely depend on us. Your business is worth much more when good people are operating it with systems and processes.

## SAMPLE SALES JOB DESCRIPTION

*Put your hiring and training process in writing. Here is a salesperson job description to help get you started:*

Sales associates are responsible for the sale of new and used units. The initial impression created by the sales associate is the impression the customer has of the entire dealership. The position requires an individual with excellent personal relation skills, product knowledge, and sales ability in following the dealership sales system. An outgoing, pleasant demeanor is a fundamental element for success as well.

You must interact in the most professional and honest manner possible with both customers and fellow

employees. Seek first to understand, then to be understood. You will be motivated by a desire to excel and not merely be seeking to "get by." This position will require you to be very organized, as many of your day-to-day responsibilities are time-sensitive. Procrastinators, poor time managers and the unorganized will be unable to perform to acceptable standards for any length of time.

Everything done in the department is done to create sales and put money in the register while putting smiles on the faces of our customers. You must be friendly, honest and knowledgeable about the products sold. You must participate in the "Sales Culture" of our dealership.

Following are some of the specific duties of the sales associate:

- Acquire and maintain product knowledge of all vehicles sold at the dealership and have the ability to explain all features, functions and benefits to customers.
- Acquire and maintain product knowledge of competition's features and functions, and be able to explain why they come up short.
- Ensure proper and timely greeting of customers entering the dealership.
- Complete all paperwork in a timely manner as defined by dealership policy.
- Accurately fill out the daily traffic log.
- Effectively follow up with "be back" customers from the traffic log.
- Fill out and mail thank-you cards for each customer who purchases a unit.
- Fill out buyers' orders for all desked deals; they must be accounted for at the end of the day.
- Ensure that the showroom is neat and all units are cleaned. Units should be wiped down whenever there is a lull in activity.
- Ensure that all vehicles on the showroom floor have drive-out tags installed on them.
- Keep the customer lounge area neat and the brochure area neat and well-stocked.
- Understand all steps of the sales process and ensure its use with prospects.
- Maintain a professional appearance by adhering to the dealership dress code and being well groomed.
- Arrange delivery of sales with the service department and make delivery to the customer personally. As part of the delivery process, you should introduce the customer to service department personnel.
- Place a follow-up call with the customer a few days to a week after delivery to find out how they are doing and ask if they have any friends who may be interested in making a purchase. **D**

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# Why common ground is golden

FOCUS ON THE PEOPLE, NOT JUST THE TASKS, TO RETAIN THEIR BUSINESS



## FUEL FOR THOUGHT

Dave Koshollek teaches sales and service classes for dealers. Contact him at [dakoenterprises@cs.com](mailto:dakoenterprises@cs.com), or via [editors@dealernews.com](mailto:editors@dealernews.com).

## On the Web:

Visit [www.dealernews.com/dealernews/dynotips](http://www.dealernews.com/dealernews/dynotips) for Dave's 10 tips on attaining consistent dynamometer test results.

**IT'S GETTING BUSY** now, and that's when we're more likely to slip into robot mode — when we focus too much on the task and not enough on the person. We get the vehicle checked in, complete the work, collect payment and deliver the vehicle back to the owner, all without even learning the owner's first name. That's OK, but it isn't great. We live in a business of passionate interests. Few people purchase a motorcycle out of necessity. We do it for fun, for an escape from the real world, and to enjoy the company of like-minded others.

Customers want to feel appreciated when they visit. They want a little personal attention and to feel we have their best interests in mind. They want to know and trust that we are the right people to take care of their "baby." If we don't make a personal connection, customers can lose trust and are more likely to consider getting their bikes serviced elsewhere. That can result in an immediate loss of business, lowered customer satisfaction scores and reduced customer retention.

Retention of new motorcycle buyers is not nearly as good as it should be. I've seen numbers that show less than 50 percent retention of new buyers at the 12-month point of ownership. That's

pretty sad when you consider most motorcycles come with a 24-month warranty. You'd think the owner would at least stick around until the warranty ended.

When you consider that the dealership spent a bundle attracting these customers to the store to buy the new vehicle and possibly gave up margin to close the deal, it's depressing to realize so many customers leave the flock so soon. But buyers aren't obligated to return for maintenance, customization and repair, so why wouldn't they look for options when they don't feel appreciated? They could be doing the work themselves, have a friend do it or take the bike to an independent shop or another dealer. That leaves the selling dealership's service department with the warranty work and safety recalls, which is the hard road to earning a living.

Even in a busy environment, service advisors and technicians need to invest a little time to develop personal connections with their customers. It only takes a few minutes and it's as simple as smiling when they arrive, shaking their hand, learning and using the customer's first name and establishing the common ground you and the customer share.

Common ground is golden because customers want to do business with people like themselves. You're no different, admit it. You prefer the company

of your best friends — people with whom you have a common interest.

Examples of common ground are similar age, same gender, kids and/or pets, same birth town or schools, careers, favorite sports, music, travel destinations, hobbies, and especially current or past military, police or firefighter service. When your job causes you to put your life on the line it creates a deep and lasting bond with others who have experienced the same.

The cool thing is, when you develop common ground with your customers, the job feels more like a



Can you identify three interests of this customer based on visual observation? (Answer: pets, country music, motorcycles/sidecars/Harleys)

social event, and a lot of the issues disappear. Customers are more understanding when they like and trust the people they do business with.

Creating that personal connection is the foundation of a fabulous business that grows your dollars per RO average, increases customer retention and initiates referral business.

If you haven't put any real attention into establishing common ground in the past, I suggest taking a self-assessment. Simply ask yourself, "What in life matters most to me and what are my favorite personal pastimes?" Next, look for these things in your customers. Clues can be found in what the customer is wearing. For example, camo gear may indicate an interest in hunting, while concert and destination T-shirts indicate music and travel preferences.

If your observation leaves you blank, just ask questions. "Do you live around here? Grow up here? What kind of work do you do? Married, have kids?" The objective is to engage in a little light conversation and make an attempt to know your customers at a more personal level. The bonus is, the next time they come in and you forget their name, chances are you'll remember the common interests you have, and that's where the conversation will start back up. Just like it would with a good friend. **D**



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# GETTING READY TO MOVE?

HERE ARE 10 THINGS YOU NEED TO KNOW — NOW

By Joe Delmont • Photography by Edward Linsmier



**IT IS ALWAYS EXCITING** to move into a new house, but it's not always easy. If it is a new home for your dealership, the move can cost a lot of money, if you're not careful.

Just ask Bill Shenk, co-owner of the **Destination Powersports Dealer LAB** dealership in Punta Gorda, Fla., and owner of the 20 Group consultancy, PowerHouse Dealer Services.

In December Shenk and his crew of 15 employees moved Destination Powersports to a new facility on a corner lot with 400 feet of frontage on U.S. 41, a main route through Florida. The 13,000-sq. ft. building is 130 feet wide in the front (see photo, facing page).

The new location provides better visibility, a better outside display area, a more efficient and attractive service center and customer lounge, and a more effective layout for marketing parts, accessories and units.

About 6,000 vehicles drive past the new building each day. At the former facility, a 6,250 sq. ft. building on a half-acre on a dead-end street one block off U.S. 41, about 20 cars drove past daily.



Bill Shenk oversaw every detail for Destination Powersports' move to its new location as it opened in December. The new location (shown below) is about a third of a mile north of the old location (shown above) and provides a larger showroom in a higher-traffic area.



The old facility had outside display space for about 30 vehicles, and accommodated eight customer parking spaces.

"We have 20 spaces marked, but could park 100 customer cars and still have our display units out if need be," Shenk said.

It was a long ramp-up. Shenk started working on the deal in the fall of 2010, made his first offer in 2011 and closed Aug. 30. Remodeling began Sept. 3 and the first day of business was Dec. 4.

"Negotiating the purchase took longer than we expected, as did the city permits and selecting contractors," he said, "so we didn't get moved until December, during our holiday sales season, and that hurt our December sales. Initially, we had expected to move during September."

Shenk estimates the new location should boost the dealership's

2014 revenues by about 25 percent, to about \$8 million, everything else being equal. Gross profit and net income are expected to grow proportionally.

So having worked through this move — and several other dealership expansions — what has Shenk learned? "You have to remain flexible. Realize that surprises are going to happen and be prepared to deal with them as they occur."

### **WHAT EVERY DEALER SHOULD KNOW**

Shenk lists 10 potential problems and ways to deal with them when you expand or relocate your dealership.

**CONTROL YOUR TEAM** and keep them focused on the main task: keeping your customers happy. Your team will be enthusiastic and ▶

excited about their new home; as a result, your employees will want to share their ideas and, as a result, will naturally take their eye off the ball. Moving takes a tremendous amount of time. Employees must understand that it's not their move, and you may not have the time or the energy to listen to their suggestions, Shenk said.

"I didn't even show them the plan," he noted. "The most important thing they could do was stay focused on the daily business and work as hard as they can. That's the key."

**MANUFACTURERS WILL BE INVOLVED.** OEMs will ask more of you, Shenk said, so be prepared for the extra work. The OEMs will want you to order product — not just motorcycles, but also parts and accessories. "They'll see the store move/expansion as a great oppor-

tunity and will want to ship the stuff right away," he said. "But that's the last thing you want: more clutter to deal with and take care of."

There will be lots of paperwork from each of your OEM partners, and they'll want lots of details on the new facility. "The paperwork isn't hard, it's very easy to do, but it takes time and that's something you don't have during a move," Shenk noted. "One OEM held up approval one month, and it cost us \$18,000 because of costs [running] two sites. We also lost about \$10,000 in gross profit because we couldn't sell vehicles. That stuff can get real expensive, real fast."

**DON'T BURN OUT THE TEAM.** There will be lots of extra dealership-specific work to do, and you can't really bring in extra help. From the outside it might look like fun, but there are hundreds of thousands



The new dealership is more than twice as big as the previous location. Top left: Employees keep their eye on the ball (i.e. sales) even during a move. Middle top: Finance Manager Jeremy DeFelice shows customer Krystal Coelho some of the attire and accessories available at Destination Powersports.

of dollars in computer systems, and machines and parts that have to be moved and accounted for. And you have to continue to do business. "There's nobody you can hire to move these items, because no moving service I'm aware of knows what to do with or how to safely move units, PAC, special tools etc. You have to depend on your existing team," Shenk said.

Staff will want to put in the extra hours but can get tired as a result; pretty soon their focus on the customer will slip. Pace them and watch for signs that customer service is slipping, then make adjustments, Shenk noted.

**MAINTAIN CUSTOMER CONTACT.** During a relocation it is easy to stop doing the proactive things that make you successful, like follow-up phone calls, emails and other customer contact processes. Place a premium on continuing these processes without a drop in quality.

**NOTIFY YOUR SUPPLIERS.** "It's amazing how many suppliers you have, and you have to deal with each one individually so your supplies go to the new location and the billing goes there, too," Shenk said. "We have more than 30 suppliers, and we had to sit down and call each one and then FAX the changes. It's not difficult, but you have to recognize the problem and plan to deal with it in a systematic way."

**REMEMBER YOU'RE RUNNING TWO LOCATIONS, TEMPORARILY.**

In reality you won't be running two operations — you'll be running one operation scattered across two locations for a month or more, Shenk noted. It can be more difficult to get simple things done in this scenario.

"One of the biggest problems is dealing with your best customers who drop in to talk about the new store. They don't come to buy, they come because they're excited and it's a new toy store and they want to talk about it, and they'll tell you about other dealerships they've seen," Shenk said. "You don't want to alienate them, but you can burn 15 minutes in a heartbeat. It's especially bad when they come in during construction and just want to talk. If you're in a retirement community, like we are, it's even worse. So be prepared for it.

"One of our good customers dropped off a vehicle for service at one location, and it got worked on at the other location. We got the work done but we didn't keep him informed; it was not the level of service he expected from us. He's stayed with us, but we could have lost a good customer."

**NORMAL STAFF PROBLEMS BECOME EXAGGERATED.** When everyone's tired, it causes more friction between departments and people. A store move "really highlights the work ethic of the team," ▶

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The staff includes, from left, technician Brad Rogers (working on a SxS); parts assistant Shane Federici (talking with Bill Shenk), and salesmen Jonathon Bierlein and Tim Malesick.

Shenk said. "We had a push on to move 100 vehicles one evening, and then service wanted to know why nobody was helping them. Like who could help move all the manuals and tools and parts?"

**OUTSIDE EVENTS GET IN THE WAY.** Shenk, as an owner, actually closed on a second dealership in another state on Oct. 1. "It was exhausting to do the two things at once, but you can't schedule opportunity — you take it when it comes," he said. "At the same time, our DMS went down and we had to replace our server. That's traumatic under normal circumstances. We were down a full day." The best-laid plans don't always work, so be prepared to develop and go to a Plan B.

**CONSTRUCTION PROBLEMS WILL OCCUR.** OEMs, for example, may want concessions from the city for signage and other components. You can get caught in the middle. "One OEM wanted a bigger

sign than our maximum sign allocation would allow if we gave every one of our OEM partners the same amount of signage, and it continues to be a problem," Shenk said. A new challenge is a municipal prohibition on storing crates outside. "That totally changes how much storage we have," he added.

**NEGOTIATION AND PURCHASING DELAYS WILL HAPPEN.** "This was a huge problem for us because delays pushed the deal into our busy season," Shenk noted. "We started diligently in the spring but it took several extra months to get the deal at a price that would work for us. Then, the proper use approval from the city took more time. And it took another 90 days to get funding for the project after we signed the purchase contract. That put us into our busy season and made the move doubly difficult." Shenk reminds dealers to remain flexible and be prepared to adjust.

D

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BY JOE DELMONT

**PUNTA GORDA, FLA.** — Bill Shenk's **Destination Powersports** finished the year ended Dec. 31 on a flat note, but overall the dealership posted a strong performance for 2013, with earnings up 76.5 percent over 2012.

A big part of the year-end decline was caused by the dealership's move to a new, location several blocks away from the old store. (See cover story, page 32.) The business was run from two locations simultaneously for a time, cutting into the dealership's bottom line, according to Shenk.

### JANUARY PERFORMANCE

The causes of December's monthly slide continued through January when the dealership lost \$6,609 on total revenues of \$342,073. In January 2013 the operation earned \$42,339 on total revenues of \$571,815. Moving was part of the problem, but business also was hurt by bad weather. January in Florida was colder, wetter and windier than normal, and this bad weather continued well into February, Shenk said.

Revenues across the board, except for parts, were off as well. Unit sales were down (30 compared to 53 last January), and F&I, accessories and service were off sharply. Parts improved, however, climbing to \$34,646 from \$30,163.

In January 2013 the dealership sold 20 used motorcycles, nearly

double the 11 units sold in January of this year. New bike sales were better this January, however, climbing to 11 units from seven last year. Again, bad weather was cited as a major factor.

Logged guest traffic was down year-over-year, to 112 people from 132, a drop of about 15 percent. This was a related effect of the move to a new facility, Shenk said.

"A lot of people initially went to our old location," he said. We didn't make much of an effort to promote the change because we didn't want to bring in lots of traffic to the new store before we were ready to handle it. That may have been a bit of a mistake in the short run, but I think it will work to our advantage in the long run because we've got a lot of happy customers in our new store."

The good news for January, strictly from a numbers point of view, was that total expenses were down \$26,013, or nearly 21 percent. Large gains were made in payroll: \$38,029, down almost 45 percent from last January. But outside of the numbers, it's bad news, Shenk said.

"Our team is paid on commission, so if payroll is down \$20,000, gross profit generated is going to be down a whole lot more than that," Shenk noted. "That's not good for the team or the dealership; both need to make money. Lower sales mean lower profits and a lower payroll for our performance-based team. I would like to see payroll double."

### Month-Over-Month Comparisons and YTD Totals: January 2014

SALES	% of Total Dollars			% of Total Dollars			% of Total Dollars			
	Jan-14	Dealer	Top Gun	Jan-13	Dealer	Dec-13	YTD 2013	YTD 2014	PVS	DLR
<b>Units Sold (New &amp; Used)</b>	<b>30</b>			<b>53</b>		<b>37</b>	<b>53</b>	<b>30</b>		
Sales	245,403	71.7	68	444,008	77.6	304,011	444,008	245,403	8,180	71.7
F&I (net)	10,532	3.1	4	19,043	3.3	15,426	19,043	10,532	351	3.1
Parts	34,646	10.1	10	30,163	5.3	22,533	30,163	34,646	1,155	10.1
Accessories	25,807	7.5	12	34,757	6.1	26,625	34,757	25,807	860	7.5
Service	25,685	7.5	6	43,844	7.7	30,924	43,844	25,685	856	7.5
<b>Total Sales</b>	<b>342,073</b>	<b>100*</b>	<b>100*</b>	<b>571,815</b>	<b>100*</b>	<b>399,519</b>	<b>571,815</b>	<b>342,073</b>	<b>11,402</b>	<b>100*</b>
<b>Total Cost of Sales</b>	<b>247,896</b>	<b>72.5</b>	<b>76</b>	<b>412,777</b>	<b>72.2</b>	<b>292,914</b>	<b>412,777</b>	<b>247,896</b>	<b>8,263</b>	<b>72.5</b>
<b>Gross Profit</b>	<b>94,177</b>	<b>27.5</b>	<b>24</b>	<b>159,038</b>	<b>27.8</b>	<b>106,605</b>	<b>159,038</b>	<b>94,177</b>	<b>3,139</b>	<b>27.5</b>
<b>EXPENSES</b>	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
	Jan-14	Dealer	Top Gun	Jan-13	Dealer	Dec-13	YTD 2013	YTD 2014	PVS	DLR
<b>Payroll</b>										
Total Sales (5.25/4.0 Empl)	14,944	30.6	44	33,467	36.4	17,242	33,467	14,944	498	30.6
Total P&A (2.20/2.5 Empl)	8,365	40.4	40	10,175	38.6	7,888	10,175	8,365	279	40.4
Total Service (4.50/5.00 Empl)	14,720	57.3	61	25,467	58.0	18,540	25,467	14,720	491	57.3
Flooring	9,412	19.3	15	8,394	9.1	8,897	8,394	9,412	314	19.3
	% of Dept. Gross Profit			% of Dept. Gross Profit			% of Dept. Gross Profit			
Admin Payroll	8,374	8.9	8	8,028	5	8,384	8,028	8,374	279	8.9
Advertising	1,637	1.7	3	3,263	2.1	3,700	3,263	1,637	55	1.7
Administration	14,162	15.0	14	21,390	13.4	16,939	21,390	14,162	472	15.0
Rent	21,097	22.4	11	12,797	8	11,803	12,797	21,097	703	22.4
Co. insurance	6,355	6.7	3	2,098	1.3	1,597	2,098	6,355	212	6.7
<b>Total Expense</b>	<b>99,066</b>	<b>105.2</b>	<b>95</b>	<b>125,079</b>	<b>78.6</b>	<b>94,990</b>	<b>125,079</b>	<b>99,066</b>	<b>3,302</b>	<b>105.2</b>
Misc. Expense	0	0	2			30,426		0	0	0
	% of Total Dollars			% of Total Dollars			% of Total Dollars			
Additional Income	-1,720	-1	1	8,380	1	-411	8,380	-1,720	-57	-0.5
<b>Net Profit</b>	<b>-6,609</b>	<b>-1.9</b>	<b>1</b>	<b>42,339</b>	<b>7.4</b>	<b>-19,223</b>	<b>42,339</b>	<b>-6,609</b>	<b>-220</b>	<b>-1.9</b>
<b>Net Profit + Misc Exp</b>	<b>-6,609</b>	<b>-1.9</b>	<b>2.1</b>	<b>42,339</b>	<b>7.4</b>	<b>11,204</b>	<b>42,339</b>	<b>-6,609</b>	<b>-220</b>	<b>-1.9</b>

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



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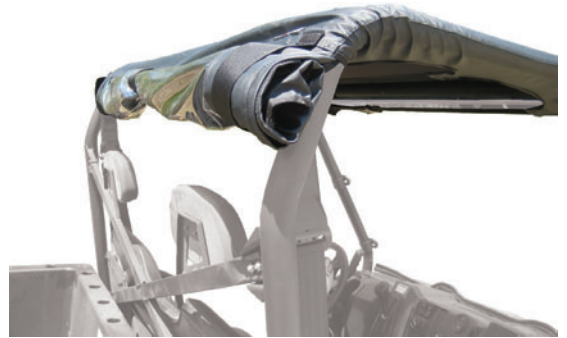
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“Our team is paid on commission, so if payroll is down \$20,000, gross profit generated is going to be down a whole lot more than that. That’s not good for the team or the dealership; both need to make money. Lower sales mean lower profits and a lower payroll for our performance-based team.”

— Bill Shenk

#### ‘NEED TO STEP UP’

Administrative costs at Destination Powersports also dropped sharply, to \$14,162 from \$21,390, but occupancy costs for the new facility jumped to \$21,097 from \$12,797. “Occupancy will be higher; just our wind insurance add-on is currently at \$4,000 per month. But I expect this to drop a bit in coming months,” Shenk said.

One other big difference year-on-year was a non-operating loss of \$1,720 posted in January 2014, compared to a gain last January of \$8,380, when the dealership recorded profit from some wholesaled trade-in units.

This year the non-operating loss pertained to some moving expenses not capitalized, Shenk noted.

Finally, inventories were lower this January than last as the dealership cleaned out old product prior to the move. This year, the dealership held 242 units, valued at \$2.35 million, down from 277 units last year, valued at \$2.47 million.

“The team is struggling to get the little maintenance things complete,” Shenk added. “They will need to step up and get it done, or we will make whatever changes necessary to accomplish this.

“Here’s the good news,” Shenk added. “We are seeing new faces every day and getting excellent responses from our visitors.” **D**

*EDITOR’S NOTE: The Dealer LAB project is a joint effort between Dealernews and PowerHouse Dealer Services, a consulting firm run by former dealer Bill Shenk, detailing his efforts to return a Florida powersports dealership to profitability.*

*The dealership has several lines, including Yamaha (MC, ATV, UTV and PWC), Kawasaki (MC, ATV, UTV, and PWC), Suzuki (MC and ATV), and Polaris (ATV, UTV and Victory).*

*The financial information in this report is taken from the dealership’s Composite Report supplied by Shenk and is prepared as part of the dealership’s participation in the PowerHouse Dealer 20-Group. The Composite Report is produced from the store’s monthly financial report. In preparing these Dealer Lab reports, Dealernews reviews the dealership’s unaudited P&L statement and Balance Sheet and its Composite Report.*

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**THE INDUSTRY'S LARGEST**, longest-running and most prestigious retail competition opens in April as the entry process begins for the 23rd Annual Dealernews Top 100 Dealer Awards.

The 2014 Dealernews Top 100 Dealers will be announced Nov. 1 and will be feted at a formal awards gala Dec. 4 in Chicago, where Dealernews will reveal the winners of the Merit Awards (see box), the Top 10 Dealers and, finally, the prestigious Dealer of the Year for 2014.

To qualify for the Top 100, a dealer has to enter. In addition to certain business information (location, hours of operation, number of employees, brands represented, etc.), entrants must provide examples of operational excellence by answering a few essay questions and by submitting supporting documents and images. The Top 100 competition is open to franchised new vehicle dealers, and nonfranchised retailers who sell pre-owned vehicles.

Once you establish a secure account on the entry website, you can start your entry, save your work and return to it at your leisure throughout the spring and summer. Then, when you are ready, click the Submit button, and you're done. Entries will be evaluated by dozens of expert judges nationwide — secured from the powersports industry and the general retail sector — in September and October.

Questions? Contact Dealernews at [editors@dealernews.com](mailto:editors@dealernews.com). And watch the DealerNEWS ALERT newsletters as well as Dealernews.com for instructions on how to access the 2014 entry form and begin your journey to excellence. **D**

**IT'S WORTHWHILE.** Information a dealer generates for an entry can be repurposed for business planning, marketing calendars and employee training programs. "The entry process is designed to provide business benefits beyond the competition itself," says Mary Slepicka, content director for Dealernews and competition director for Top 100.

**IT'S NOT A SALES CONTEST.** The Top 100 recognizes achievements for all the steps leading up to the sale: customer service, marketing, merchandising and display, employee training and engagement, community outreach, promotional programs, even the cleanliness of your parking lot. The "qualitative" aspect of the competition provides an equal footing for entrants, regardless of how big their stores are or how many units they may sell.

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# Startups and revivals

FUTURE DEMAND VS. MODEL MIX — IT'S A DELICATE BALANCE FOR EVERY MOTORCYCLE MANUFACTURER



**Mike Vaughan** can be reached at [editors@dealernews.com](mailto:editors@dealernews.com).

I HAD THE PLEASURE of attending a Triumph Motorcycles North America event earlier this year, and it reminded me that 2014 marks the 20th anniversary of the brand's re-entry into the U.S. market.

It caused me to wonder about other startups and revivals during roughly the same period that didn't make it. Why do some succeed, like Triumph, Victory and KTM, and others don't, like Excelsior-Henderson and the previous two Indian attempts in Gilroy and South Carolina?

Most start out with pretty good ideas. Take MotoCzysz: its design, when it launched and probably even now, was one of the most advanced ever put forward, with radically creative suspension and chassis solutions. Excelsior-Henderson could possibly have made it; the cruiser market at the time was accelerating like a Saturn rocket.

The Gilroy Indian may have had the most potential of any of pre-Polaris versions, but developing a distinctive Indian didn't happen quickly enough and eventually those investors backed away. I didn't follow the second attempt too closely, but I don't think that the owners had a real grasp of the motorcycle market or what they needed to do to make Indian successful, things I don't think will happen under Polaris ownership.

## TOO MANY, OR TOO FEW

Over the years I've been asked to consult on several revivals and planned startups, sometimes on a board, sometimes just to review marketing and sales plans, and sometimes just an extended conversation. I didn't consult on Triumph, but I got a real education from observing John Bloor. He definitely knows how to build a company. (Read Mike's review of the new *Triumph Commander* on [Dealernews.com](http://Dealernews.com).)

Most of the folks I've dealt with have good ideas about product, and most brands could be viable if the assumptions in the marketing plans were correct. Where things seem to go askew, in my view, are in forecasting sales and the costs involved in generating them.

I know from my experience with Kawasaki and Triumph\* that it's not an exact science, and even well-established companies like Kawasaki and undoubtedly the rest of the industry have difficulties getting future demand and model mix right. It's a difficult and complicated process that hinges on an endless list of factors that includes the nation's economic climate, dealer makeup, geographic distribution, financing, model mix, competitors' model mix, etc. Some of these factors are out of the OE's control.

It seems like no matter what you do, you're going to have too many vehicles, or too few. Unfortunately for everyone, the "too many bikes" are ones you wish

you didn't have, and the "too few" are the bikes you wish you had more of.

Most plans that I've reviewed underestimate the amount of cash and time it will take to establish or re-establish the brand, and overestimate their ability to build a dealer organization and generate demand for their products. In the early days of Kawasaki, as an example, there was a belief among many of the Japanese that all Kawasaki had to do was build product, ship it to the United States, and people would buy everything they made. Why? Because Kawasaki was known, at least in Japan, for building a great product. In reality, it doesn't work that way.

## HIGH HOPES

One company I worked with concluded that they could sell 4,000 units worldwide the first year. Maybe they could have, but they hadn't built enough time into their plan to set up the number of dealers that might be required to sell 4,000 units in the United States, let alone overseas. As far as I could tell, they'd based their entire distribution plan on the soaring demand for a similar product and conversations with that brand's dealers who, at the time, were being overwhelmed with orders they couldn't fill.

What the company failed to realize was not only the incredible strength of the competitive brand, but the fact that a single customer might call three, four or even five dealers looking for the motorcycle he or she wanted, thereby inflating demand. Sure, demand was high, but probably inflated by a factor of two or three. The other misunderstanding was that their potential customers would accept a similar motorcycle as a substitute.

I noted all these factors, and several more. Whether they got communicated to the company who developed the plan, I don't know; I had been engaged by a third party and didn't have direct contact. In any case, the product launched amid great fanfare, and promptly went bust — not necessarily due to ignoring my great wisdom. (They had other problems as well.)

Starting or reviving a motorcycle brand is a big job. It requires big money, good business instincts, perseverance, knowledge, good long-range planning, and possibly most important, commitment. My hat's off to those who've made it, like KTM, Victory and especially Triumph. To those still struggling, hang in there, and good luck.

*\*Editor's Note: Mike Vaughan has been in the power-sports industry for more than 40 years. Among other roles, he was CEO of Triumph North America and director of marketing at Kawasaki.* **D**

## On the Web:

Visit Mike Vaughan's column on the [Dealernews.com](http://Dealernews.com) home page to read more about the Triumph Commander introduction and his test ride.



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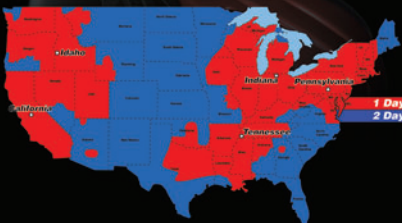
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# How far off-road?

## WHERE YOUR CUSTOMERS RIDE THEIR ADVENTURE-TOURERS CAN DETERMINE WHAT TIRE IS RIGHT

By Bruce Steever

**MORE SO THAN ANY OTHER** class of motorcycle, adventure-touring machines are defined by their wheel and tire configurations. Two similar machines might possess hugely differing performance envelopes and attract vastly different customers simply because of the respective manufacturers' choice in wheel sizes. And while the engine and chassis of an adventure bike are certainly important to its broadband abilities, the bike's tires are what allow the rider to make full use of the machine.

Aggressive adventure wheel and tire combinations are part of the allure of adventure-tourers, promising the ability to go anywhere the rider could dream of. "Knobby tires further the visual aspect of the off-road fantasy," said Michael Okano, Yamaha Motorsports' national sales manager. "It's just another bike without them."

Big adventure bikes put severe demands on their tires, thanks to heavy loaded weights (especially after being decked out in adventure accessories and luggage) and high power outputs. To get the most



BMW R-GS with Woodys Wheels and TKC 80s

from a modern adventure-tourer, rider and dealer need to be cognizant of the limitations of each of type of tire.

Nearly every adventure bike on the market comes from the factory with street-biased tires. While claimed percentages of on- and off-road use vary, each of these tires is basically a sport-touring road tire with additional tread voids engineered to find slightly better traction on loose surfaces and help clean the tread of packed dirt and mud. These include Bridgestone's ubiquitous TW101/TW152 Trail Wings found on Suzuki's V-Strom series, to newer options such as the Bridgestone Battle Wing, Michelin's Anakee 3, Dunlop's TR91 Trailmax, Pirelli's Scorpion Trail, Metzeler's Tourance Next or Continental's Trail Attack 2, the latter two of which were chosen as OEM fitment on BMW's water-cooled R1200GS and KTM's 1190 Adventure, respectively. In each case, these tires are street tires capable enough to find their way down hard-packed dirt and gravel roads, but not fit for real adventure riding far from pavement.

For customers looking to explore more serious adventure riding, a proper 50/50 street and dirt tire is needed, one capable of providing enough grip during hardcore trail riding while still being able to handle the weight and power of the bigger machines in the class. The go-to tire for many riders is the Continental TKC 80 Twinduro, but the Metzeler Karoo series and Heidenau K60 Scout also have ardent fans. Each of these features huge tread blocks designed to find traction in loose conditions but uses rubber, chassis and tread designs to maintain a safe margin of cornering feedback as well as wet and dry grip on tarmac for long-distance road riding. But like any compromise, the road performance of these tires is far from ideal for aggressive lean angles, and depending on the tire, mileage can suffer compared to pure road tires.

Some riders just prefer to use their adventure machines for the road, so tire manufacturers have created adventure-touring sizes and profiles for some of their most popular sport-touring tires. These include advanced new tires such as Michelin's Pilot Road 3, Metzeler's Roadtec Z8, Dunlop's Roadsmart II, Continental's Road Attack 2, Pirelli's Angel GT and Avon's Storm 2. While these tires will provide minimal traction away from asphalt, they are often the sportiest tires available for adventure-touring bikes, making them the obvious choice for customers taking their adventure bikes to a track day or a long trip carving canyon roads.

Adventure bikes often feature unusual wheel and tire sizes compared to conventional street bikes. Compared to fat, high-profile tires found on most cruisers or wide, low-profile tires on most sportbikes, adventure bikes use relatively narrow tires that dig into loose surfaces, provide better large impact compliance, and improve turn-in agility. Rims are typically 17 inches at the rear, but fronts can vary from 19 to



KTM 1190 Adv - Mounts Trail Attack 2s



Suzuki DL1000 - Mounts Battle Wings

21 inches to provide more neutral cornering performance as well as improved steering in the dirt.

The good news is that nearly every bike in the class runs this common 19-inch/17-inch combination, with Yamaha's Super Ténéré, Suzuki's DL650 and DL1000 V-Stroms, Triumph's Tiger Explorer, Moto Guzzi's Stelvio and the majority of BMW R1200GSs using 110/90-19 front and 150/70-17 tires.

This certainly makes stocking and ordering adventure tires easier, but be aware that this may be changing. Both the new R1200GS and 1190 Adventure have adopted wider, low-profile tires to better handle their powerful motors on the street. The new sizing, a 120/70-19 front and 170/60-17 rear, still provide adequate dirt grip but create a larger footprint on asphalt. As power outputs continue to increase in the adventure-touring class, expect these rim sizes to spread to other machines.

Finally, hard-core dirt riders can (and will) quickly destroy a typical cast alloy wheel, so durable spoked rims are required for aggressive

**FOR STREET:**

## AVON COBRA WHITEWALLS: OE FITMENT FOR THUNDERBIRD LT

In creating the 2014 Thunderbird LT, Triumph wanted something unique that would come to represent the new Thunderbird model. While the new LT comes with a classic appearance that all but demands the stylistic choice of whitewall tires, Triumph engineers said they were not willing to compromise on using more modern rubber to maintain the bike's accurate handling and steering feel.

So Triumph partnered with Avon Tyres to develop a unique radial whitewall motorcycle rubber that delivers performance that is far superior to bias-ply tires. The whitewall design adds to the classic styling of the Triumph Thunderbird LT without the many compromises less-advanced tire technology usually entails.

According to Avon, the quiet-running Cobra whitewall incorporates sport tire technology for nimble handling, good stability and long life making it an ideal fit for a classic light-touring cruiser. "We've been working with Triumph to develop the first ever radial whitewall OEM motorcycle tire for quite some time now, so it's fantastic to see it come to fruition," stated Doug Ross, head of Global Motorcycle Tire Sales for Avon.

The Cobras mounted to the Triumph Thunderbird LT are available in 150/80R16 WW front and 180/70R16 WW rear sizes. — *Bruce Steever*

**FOR DIRT:**

## MAXXIS GETS DIRT RIDERS RACE-READY

Maxxis has been making large strides in supporting motorsports by creating race-ready tires that real riders can afford.

For motocross, Maxxis introduced its latest Maxxcross MX IT tire late last year. As the name suggests, the MX IT is an intermediate terrain tire, specifically designed for outdoor MX environments. The Maxxcross excels in these conditions thanks to two primary factors. First, dual-compound technology allows the MX IT to tune rubber compounds for specific goals. The front tire uses a firmer compound for stability with a "cap" of softer rubber for peak braking and cornering traction. The rear tire uses the harder rubber along the shoulder knobs for cornering stability with a full soft-center compound for maximum upright traction, boosting acceleration and helping the rider go for the holeshot. And despite featuring a lightweight construction ideal for racing, the MX IT uses a reinforced sidewall to maintain the tire's profile and eliminate the rolling sensation of a too-soft tire, while still being able to absorb larger hits. The Maxxcross is available in the common 80/100-21 front and 110/90-19 rear sizes to fit all the common MX bikes.

On the ATV circuit, Maxxis also offers a bespoke racing tire, the RAZR XM. Designed for ATV motocross, the XM uses a soft compound construction for maximum traction, feedback, and handling. The tread pattern spacing is further optimized for intermediate to loamy conditions, and the lightweight two-ply carcass reduces overall weight. Available in a range of sizes for 8-, 9- and 10-inch rims, the RZR XM is a match for focused MX racing ATV set-ups.



# APRIL E-ZINE EXTRA TIRE & WHEEL BUYERS GUIDE

The following companies have indicated to *Dealernews* that they manufacture and/or sell tires, wheels, related parts and equipment sold to powersports dealerships, service shops and affiliated retailers. Information is obtained from the 2014 Industry Sourcebook. Full contact information for these companies follows the category listings. *Dealernews* thanks **Maxxis** for its sponsorship of the Tire & Wheel Buyer's Guide.

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](mailto:editors@dealernews.com).

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Toll free 800-283-1202  
[www.accu-products.com](http://www.accu-products.com)

## Achieva Rubber Corp.

1800 Border Ave., Torrance, Calif. 90501  
P: 877-328-8868 F: 310-328-5768  
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## A&J Parts

129 Betha Road, Suite 405  
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## American Sportworks

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P: 800-643-7332 F: 800-399-1399  
[www.amsportworks.com](http://www.amsportworks.com)

## APO Tool International Inc.

No. 38 Pin An St., Changhua 50055, Taiwan  
P: +886-4-7514888 F: +886-4-7524888  
[apotool.imb2b.com](http://apotool.imb2b.com)

## Automatic Distributors

22 Target Circle Bangor, Maine 04401  
P: 800-341-1658 F: 207-941-0247  
[www.autodist.com](http://www.autodist.com)

## Avon Motorcycle Tyres

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[www.avonmoto.com](http://www.avonmoto.com)

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Philadelphia, Pa. 19146  
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[www.beadbuster.com](http://www.beadbuster.com)



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P: 877-848-1320  
[www.bikemaster.com](http://www.bikemaster.com)

## Bridgestone Americas

535 Marriott Dr., Nashville, Tenn. 37214  
P: 615-937-1000  
[www.bridgestonemotorcycltyres.com](http://www.bridgestonemotorcycltyres.com)

## Brock's Performance

4064 E. Patterson Road, Dayton, Ohio 45430  
P: 937-912-0054  
[www.brocksperformance.com](http://www.brocksperformance.com)

## The Carlson Company

P.O. Box 80897  
Rancho Santa Margarita, Calif. 92688  
949-768-3333, F 949-768-3336  
Toll-free 800-222-6199  
[www.thecarlsoncompany.com](http://www.thecarlsoncompany.com)



## Choppers Cycle DBA Bagger Werx

565 Rossi Court, Gilroy, Calif. 95020  
P: 408-623-0050 F: 408-848-8443  
[www.baggerwerx.com](http://www.baggerwerx.com)

## Continental Tire

Buttnerstrasse 25, D-30165 Hanover, Germany  
P: 49-511-938-01 F: 49-5631-58-2240  
[www.conti-moto.com](http://www.conti-moto.com)

## David Silver Spares US, LLC.

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[www.davidsilverspares.com](http://www.davidsilverspares.com)

## Dominus Corp.

410 E. Walnut St. Unit 2, Perkasi, Pa. 18944  
P: 800-749-2890 F: 215-258-5126  
[www.twinair.com](http://www.twinair.com)

## Drag Specialties

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P: 608-758-1111  
[www.dragspecialties.com](http://www.dragspecialties.com)

## Dubya USA

2175 N. Batavia St., Orange, Calif. 92865  
P: 714-279-0200 F: 714-279-0220  
[www.dubyausa.com](http://www.dubyausa.com)

## RK Excel America

2645 Vista Pacific Drive, Oceanside, Calif. 92056  
P: 760-732-3161 F: 760-732-3186  
[www.rkexcelamerica.com](http://www.rkexcelamerica.com)

## Flanders Accessories

859 Meridian St., Duarte, Calif. 91010-3588  
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[www.flandersco.com](http://www.flandersco.com)

## GBC Motorsports

222 Harbor Blvd. Suite 700  
Anaheim, Calif. 92805  
P: 714-782-3060 F: 310-694-9109  
[www.gbcmotorsports.com](http://www.gbcmotorsports.com)

## Get 2 It Sales

117 Southwest Drive, Spartanburg, S.C. 29303  
P: 800-582-1858 F: 864-595-9571  
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Winona, Minn. 55987-0847  
P: 800-533-8010 F: 888-466-3909  
[www.goodson.com](http://www.goodson.com)

## Gorilla Axle

1289 Highway 594, Monroe, La. 71203  
P: 318-345-8186 F: 318-343-5678  
[www.gorilla-axle.com](http://www.gorilla-axle.com)

## GTC Manufacturing

2442 Estand Way, Pleasant Hill, Calif. 94523  
P/F: 925-691-0334  
[gtcmanufacturing.com](http://gtcmanufacturing.com)

## Heads 1st

255 Main St., Westville, Ind.  
P: 219-785-4100 F: 219-785-2999  
[www.heads1st.com](http://www.heads1st.com)

## Hi-Lift Jack

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[www.hi-lift.com](http://www.hi-lift.com)

## HiPer Technology

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[www.hiper-technology.com](http://www.hiper-technology.com)

## Innova Tires

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[www.innovatires.com](http://www.innovatires.com)

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## J&P Cycles

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[www.jpccycles.com](http://www.jpccycles.com)

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Reynoldsburg, Ohio 43068  
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P: 800-526-9223 F: 937-222-9387  
[www.kkcycle.com](http://www.kkcycle.com)

## K&L Supply Co.

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P: 408-727-6767 F: 408-727-4842  
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### Pro-Wheel Racing Components

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 Huay-Kwang, Bangkok 10310, Thailand  
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[veerubberusa.com/contact.php](http://veerubberusa.com/contact.php)

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