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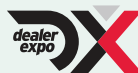
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Group Content Director

'Do me a favor...'

WE TALK A LOT about how we're going to attract new, younger buyers into the lifestyle/sport. Changes in marketing, advertising, even new vehicle and product development are underway to get the attention and eventual loyalty of the 18-34 customer.

Last December I was told something that surprised me and some OEM reps nearby. We were told, by college grad students majoring in retail merchandising, that they don't want to be bothered when they walk into a store. Their contention was that a millennial customer is making an active decision to visit your business based on information he or she has already obtained by researching the desired purchase online. They're more informed than you think they are, so leave them alone; they'll yell for you if they need you.

What do you do with a statement like "don't bother me until I tell you"


from a desired customer group? More importantly, how on earth are you going to help this younger customer make a wise purchase if you're not personally working with them on things like seating posture and the proper way a helmet should fit? How will you engage them on the merits of your business compared to others? Buying a bike, a helmet, a jacket requires more effort than going to Tilly's and rummaging through the racks.

This means your website, social media and all other online activities can't be just a catalog—they are your first line of sales. If the millennial is doing most of his or her research online, then you'd better get some share-of-eyesight.

McHenry Harley-Davidson in Illinois, for example, conducted an entertaining Facebook campaign last fall—a murder mystery where an associate was "killed" and each co-worker was introduced as a "suspect." Facebook visitors had to play

a game similar to Clue to find the faux felon, and the team was put front-and-center on social for weeks.

Every customer is different. Some people will want acknowledgment immediately, others, maybe a "hello" and "shout when you need help" to let them decompress. If a customer remains aloof, remember Mark Rodgers' engagement tips: pique their interest ("Wanna see something cool?") and then show them something cool) or enlist them (per Mark: "Do me a favor...grab those doors, I have to take this one outside to fire it up." "Do me a favor...what do you think about this paint color in natural light?").

Your customer base is getting more diverse, so your engagement approach has to be as well. 

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History of the Brand Saddlemen

Saddlemen is a well-known name but it was not the first one for the company regarded for its gel seats and luggage. These days it is one of four brands under the direction of David Echert and Tom Seymour: Saddlemen seats, luggage, tank dividers, gel pads, LED lights and other products; All American Rider bags; American Kargo bags; and Phantom Pads.

Many will remember that Saddlemen was once called Travelcade. Seymour started Travelcade in 1987 to serve the touring bike market, especially Goldwings. When Seymour and Echert, who joined the company in 1993, wanted to expand into the Harley market, Travelcade wouldn't suffice: "Back in those days if you were in the Harley business and

the metric business, you had to have two different brand names. So we created the Saddlemen division for the Harley

segment. Then as the industry developed, the need to maintain that separation became less significant," Seymour said. Travelcade was eventually dropped in favor of Saddlemen.

Before Echert and Seymour joined up, Echert and then-partner Dennis Lambert operated a motorcycle product design studio in Florida. Lambert knew Seymour and made the introductions. "Early on, we went to Tom with one of our first designs, and it was then that Tom said, 'Hey, these guys can do a lot for us, and we should combine our forces.' And that was ... the birth of Saddlemen," Echert said.

Lambert had been working on a gel seat design with Echert, who had experience in both the marine and bicycle industries. "And the idea just came to me one night," Echert said. "We were sitting around the pool and drinking beer and, you know, 'who's doing gel?' Well, no one's doing it! We started ... cutting bicycle seats apart and changing the shape of the [motorcycle] seats to support the riders better."

Molds and modeling. Echert partnered with Seymour after Lambert passed away

from leukemia. Saddlemen soon developed a proprietary gel and expanded into model-specific luggage.

Back then, designing bags meant pushing a bike onto its side and plaster-casting the shape so that the bags could be perfectly contoured. Seats were developed from molds put together in a similar fashion. "Back when we started the company, there was no school of how to make molds," Echert said. "There was no school of how you make motorcycle seats. I got out in the garage and just started cutting stuff up and trying to create ways to build the products."

Saddlemen hired an employee who knew 3D modeling techniques, and their new capability piqued OEM interest in private label seats and bags that could be made with precision. From there, Saddlemen added rapid prototyping and the ability to create designs in Illustrator and other programs.

"I've always liked to think that Saddlemen has been an innovator of styles and features," Seymour said. "We were the first to put gel in a motorcycle seat. We put heat in a motorcycle seat back around '97. We also pioneered the channel in the center of the seat. Going forward we are working on several [projects] and we're redoing our gel technology now, which will come out in about a year. It takes a lot of R&D to get it done.

Race support. Seymour (see photo, above right) back in the day competed in local amateur offroad races, enduros and hare scrambles, as well as some national enduros. Saddlemen today is the official racing seat of AMA Pro Road Racing and Flat Track.

"I think it's important for a company to do something that supports the sport—you have a responsibility to make the industry grow," Seymour said. "When you're involved in racing, being 'good enough' isn't. No. 2 at the racetrack is often called the 'first loser.' To be on national championship bikes year after year filters down into your products and the work ethic you expect."

"I mean, if it's got wheels on it, we're sponsoring it," Echert said, "and we feel that's a way of giving back to the industry."

— Beth Dolgner



REARVIEW

... from the Dealernews archives

Top news from the July 1965 issue:

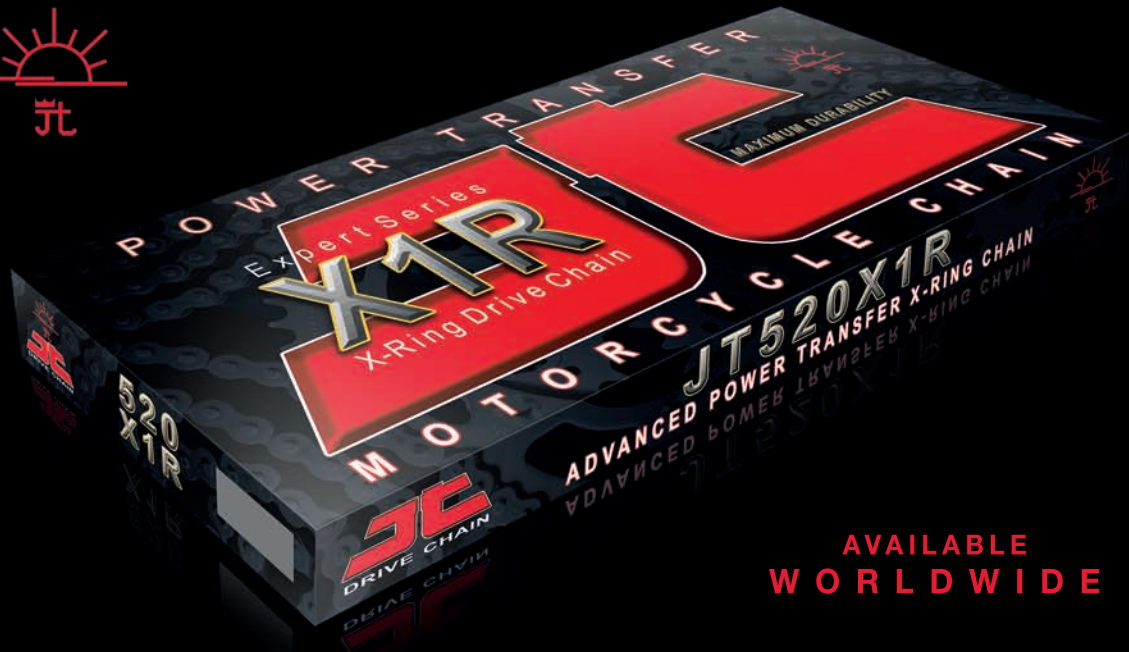
Joe Ward joins Hap Jones as general manager, and Frank Record is named assistant manager in charge of purchasing.

Harley-Davidson appoints three new district managers: Bill Scott, Carl Williams and Jack Ryckman.

Cal Brown is named service manager of Johnson Motors Inc.

And finally, Elvis doesn't ask for a discount: "Bill Robertson and Sons handled a 'nice little deal' the other day. Elvis Presley, who has about a half-dozen of his cronies accompany him almost everywhere, phoned Robertson and wanted to buy eight new Triumph Bonneville and two Hondas that afternoon. Another nice thing about the deal was that it was all in cash and at list price. Bill later confessed that he did toss in 10 rear-view mirrors on the deal."

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The need for speed

HOW TO ACCSELLERATE IN THE 'MOMENT OF YES'

"I'LL TAKE IT!"

There are moments of opportunity in customer interactions. One is when the buyer says, "No." Another is when he or she says, "Thank you." And yet another is when a customer says exactly what you want to hear: "Yes."

We plan for objections and we plan for resistance, but we often don't plan for success. That's a big mistake.

What follows are five do's and five don'ts regarding how to respond in significant moments of 'yes.' Let's start with what not to do.

Don't do this...

1. Don't immediately reply with an incredulous "Really?!" A response like that erodes any confidence you've already built with your customer and can lead to second-guessing. So how do you avoid appearing gob-smacked that someone actually took you up on your offer? Say something like this "Excellent." "Fantastic." "Smart move." Even silence is better than a dumbfounded "Really?!"

2. Don't keep trying to make your case. Just stop. My first car was a 1967 Dodge Dart, three on a tree (for you Millennials that means a manual three-speed shifter on the steering column). It was far from a new vehicle when I was driving it, and in those days dynamic digital fuel injection was unheard of, so this vehicle was carbureted. If everything wasn't just right, the engine would sputter and run (and then sputter and run some more) when I attempted to turn off the car. Like a cockroach, the Dart wouldn't stop—especially if I was with my high school buddies or on a date. During those times, I remember cringing with embarrassment and pleading with my damsel from Detroit, "Please, just stop." That's what your persuaded target will be thinking, too.

3. Don't review your target's concerns. Occasionally, you might feel a need for one final summation, and

you'll be tempted to say something like this: "OK, so your payment will be higher than you want, we won't be able to get the pipes on right away and we can't deliver it by next Friday." Yikes! Now, all of a sudden, your point-by-point review has made your customer rethink things. The customer already knows about those concerns—he may still even have them—but he said "yes" anyway. So move forward.

4. Don't be unprepared. You can't anticipate every eventuality, but you can plan for some. If, for example, a purchase order needs to be signed, have it with you and ready to go. If you need to call someone to issue a verbal authorization, have the contact's name and number programmed into your phone. And for Heaven's sake, always have a decent pen with you in case you need to write something down. Lack of preparation in the 'moment of yes' could lead your target to question your credibility and change his mind.

5. Don't bask in the glow of your success. When I played baseball as a kid, I was pretty good with the bat. I still vividly remember hitting the ball solidly on the sweet spot and then standing with pride as that ball sailed into the outfield and over the fence. I did this frequently enough that my coach would announce, "It doesn't mean anything if you don't run." After your target says "yes," hit the bases. Simply say, "Excellent. We better get to it." And then start running!

Now that you know what to avoid, here's what you should do when you hear "yes."

...but do this!

1. Immediately shake hands. I know, it seems obvious. But you'd be shocked how many people miss this important moment. For many cultures, dating back to ancient Greece, shaking hands remains customary for everything from meeting and greeting to saying thanks and congrats. A

handshake also signals the completion of an agreement.

2. Offer a reinforcing comment. While shaking hands, it's critical to reinforce the customer's decision: "Excellent choice!" "You're going to love this motorcycle." "Your life just got a lot better." The objective here is to fill your customer with confidence and protect against buyer's remorse.

3. Give a "next steps" overview: Be absolutely clear on what will happen next: "We'll get the paperwork started with our business manager, and then I'll introduce you to our performance experts, our gear specialists and service manager. So if you've got your driver's license ready, let's get started."

4. Make sure your customer takes action. You want your customer to be committed to the decision, and the only way that will happen is if he takes some sort of action. Ask him to write his name on a "sold" tag, and hang it on his new motorcycle. That's a terrific way for the customer to take ownership and affirm his commitment.

5. Go public. No one wants to be considered a hypocrite. The majority of people prefer to perform consistently with their publicly stated ideas and positions. The above example of having the customer hang the "sold" tag not only allows him to take ownership but proclaim to the world his intention to purchase that motorcycle.

You want to start letting people know, too, even if it's just commenting to your coworkers or other customers nearby: "Hey, Steve, I'd like you to meet Corey Williamson. He's the newest member of the dealership family. He's just purchased this great new motorcycle." It will take a lot to change this customer's mind now.

If you want to sell more, faster, it's imperative to understand moments of power in sales exchanges. Follow the guidelines above, and you'll learn to quickly accsellerate in the 'moment of yes.' **D**



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CLOSING THE GENERATION GAP

VETERAN CUSTOMERS NOW BRING IN THEIR KIDS AND GRANDKIDS, THANKS TO SKY POWERSPORTS' TIES TO ITS COMMUNITY



Left to right: Jill Swan, Roc Northey, Rodney Rittenhouse, Vince Crane, Daran Chapman, Quinten Britt, Kiman Sylvester, Samantha Prunier, Adam Pearce, Dave Farina, Chris McGoff, and Joe Starling (missing: Aaron Strohmaier).

If there is one thing Roc Northey has come to expect, it is change. What he sells and who is buying at **Sky Powersports** has changed a lot since he took over ownership of the Lake Wales, Fla., dealership in 1981. What has not changed is the sense of loyalty that Northey builds in his customers and employees.

Roc Northey was just 22 years old when he heard that a Suzuki dealership in Lake Wales, a rural town in Central Florida, was up for sale. He was living with his parents in South Florida and competing in offroad and motocross races.

Northey still sounds incredulous that Suzuki was willing to take a chance on someone of his age. More than three decades later, Sky Powersports still sells Suzuki as well as Kawasaki, Polaris and Yamaha.

“communicating to your employees what’s going on in the world and in the motorcycle world.” Northey stresses the need to be aware of trends in both the economy and the powersports industry.

Most recently, those factors have resulted in a significant shift among Sky’s younger, sportbike-oriented customers. Financing has become harder to secure, and that has resulted in reduced sportbike sales. But, Northey noted, tastes are changing, too. “We’re seeing that a lot of the young people are buying the new cruisers, certainly with the Indian Scout and the Yamaha Bolt.”

Even though all of the dealerships are within a couple of hours of each other, the markets they serve are different. “Lake Wales is more of your country store with lots of offroad: SxS and ATV is the majority



“We’re seeing a lot of the young people buying new cruisers, certainly with the Indian Scout and the Yamaha Bolt.” — Roc Northey

Sky, on U.S. Hwy. 27 about an hour east of Tampa and an hour west of Orlando, sells roughly 500 new vehicles and 250 pre-owned units per year.

New vehicles account for roughly 30 percent of the dealership’s gross revenue, followed by parts and accessories (20 percent), F&I/warranty (15 percent), service (15 percent), apparel and gear (10 percent) and used vehicles (10 percent). It is one of five stores in Northey’s group, the others being in Lakeland, Port Richey and Orlando.

In the past three-plus decades, Northey has learned the value of getting and keeping the right workers. Sky PS in Lake Wales employs about two dozen, and the average length of service is more than 12 years. The key, Northey says, is to remain personally involved.

“Over the years I’ve stayed active with the people and the business on a daily basis,” Northey said. “If you get good employees, you have to keep them and you have to make them feel welcome. The more they feel the dealer principals are in touch, the more comfortable they are and the longer they’ll stay with you. They know someone at the top cares about them.”

Employee training is a daily routine. Service and sales staff go through the requisite manufacturer and new product training, and senior staff attend yearly 20 Group meetings hosted by MICS/Lemco. But it’s also about

of their business. With the Lakeland store, with Indian and Victory and Slingshot, we sell a lot of street bikes,” he said.

Customers have changed over the years as well. “The bikes have gotten bigger and the people have gotten older,” Northey said. “We’re seeing a wide range of customers from young guys who like sportbikes, the offroad breed who like the dirtbikes and SxS, and then we’ve still got the guys I sold to 30 years ago who are riding the cruisers. It seems like this market changes drastically every five years.”

The Lake Wales showroom features five widescreen monitors that show sports and news programs. In July 2014 they removed an older, elevated wooden floor display and replaced it with the black-and-white tile that allowed them to add more than 20 new and pre-owned bikes; the wood from the floor display was then used to create an outdoor deck featuring ATVs and SxS. Lake Wales also has a dedicated Kawasaki sportbike showroom and a special display of James Stewart’s 2000 KX90 and other racebikes.

Last year Lake Wales built a “secondary showroom” adjacent to Parts and Service. This area was anchored by a 2014 Ranger surrounded by motorcycles, ATVs, SxS and a host of accessories. “Sales of accessories have increased hundred-fold since we set up this display, while the motorcycles and ATVs stand out to the point that people will mill



Top left: Owner Roc Northey (c) meets with parts manager Rodney Rittenhouse (left) and general manager Dave Farina (right). Bottom right: Kiman Sylvester (left) assists Tate Roberts in the service department.

around and analyze every nook and cranny of the machines, and eventually buy one,” the dealership noted in its Top 100 winning entry.

Northey is excited about the new models released in the last two years after what he calls a period of stagnation, so this three-decade dealer is cautiously optimistic on the future.

“It’s been a long struggle. Like everyone in the motorcycle business, we’ve had some really good years and some really bad years,” he said. “We’re not selling as much, but what we

are selling is really good product. Things are good in the business right now, and we’ll see how long that lasts.”

The good news is that his early customers are now bringing in the next wave of riders. “The 30-year-olds from 30 years ago now bring their kids and grandkids in,” he said. “Being here and being active in a small community is a lot easier to maintain and keep up with because everyone knows who you are. Of course, the downside is that everyone knows everything!”

MORE ABOUT SKY POWERSPORTS-LAKE WALES

TOP HOSTED EVENT:

The Summer Blowout Sale was designed to stimulate mid-summer business. Primary promotions involved a mix of eblasts (70 percent), local newspaper ads (20 percent) and Facebook campaigns (10 percent). “With an investment of about \$500, an amazing amount of motorcycles, ATVs, SxS and watercraft were sold on Saturday, July 19. Plus our Parts and Service departments... sold in excess of \$10,000.”

TOP PROMOTION: The dealership delivers completely new email campaigns each week. “Over 1,600 people open these emails every week,” with a claimed clickthrough rate of more than 40 percent.

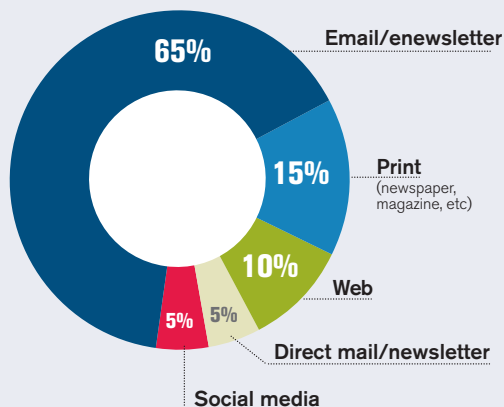
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Tory Hornsby is the executive vice president of Dealership University and Powersports Marketing.

blog.dealernews.com/ToryHornsby

How *not* to waste money

YOUR MARKETING MESSAGE MUST ANSWER ONE CRITICAL QUESTION

WE SPEND A LOT of time talking with dealers about their buying base—a two-part data strategy that's made up from 1) your past customers and 2) your conquest prospects.

- **Past customers** – The person who is most likely to give you a dollar in the future is the person who already has in the past. But that doesn't mean you are entitled to a customer's future business. Just because they've bought something from you before doesn't mean you'll automatically get their future business. You have to build loyalty through great marketing and providing excellent customer service when customers respond to your marketing. (Side note: past customers are also more likely to respond to your marketing than anyone else.)
- **Conquest prospects** – This is the list of everyone that live in your market area who use what you sell, buy the stuff that you sell, but have never purchased anything from you. (You could consider this a list of your competitor's customers.)

When you combine your past customers with conquest prospects, you have a list of people who are going to make up the majority of all of your sales for the year. That's a big deal. So what do you do with this list?

Frequency and familiarity

Once you have your buying base list in place, it's all about staying in front of them with multiple marketing touches throughout the year. Marketing to them once isn't good enough—that would be like declaring yourself uber-healthy because you worked out once. More touches increases their frequency of visits and purchases at your dealership.

Just having that list isn't enough, though. Decide *how* you are going to reach them. What media will you use?

Don't make the mistake of trying to target everyone through mass media. Utilizing direct "one-to-one" media enables you to target your buying base, increase your response rate and improve your return on marketing dollars invested each month.

If you view your marketing budget as an expense on your P&L, you'll waste a lot of money. You'll assume that you're supposed to spend it and it doesn't

"image enhancing," "brand building," "get your name out there," watered down message; it only serves the OEM's agenda and is not what's best for your dealership. *I repeat, it's not what's best for your dealership.*

You message must help the customer answer this critical question: "Why should I choose your business/product/service versus any and every other competitive option available to me?"

An ad with a picture of a vehicle, a tagline phrase and your dealership's name, address, phone and URL on it has ZERO call to action.

matter whether you get a return, because it's just another expense. Stop it. It doesn't have to be that way.

I've seen dealer after dealer grow their business by dropping mass media and focusing on marketing directly to their buying base, instead of marketing their brick-and-mortar store to everyone. People buy from people they know, like and trust, and you can use that fact to your advantage in your advertising.

What message is best?

So now that you're marketing to the right group of people with a variety of direct media that will reach them, it's time to choose your message. What are you going to say to them? Back in my dealership days I was taught early on that my logo was the most important part of my advertising creative. But no one has ever purchased from you because of your logo.

The OEMs want you to use your co-op dollars to build their brand instead of building your business. Don't let them dictate to you. Stop doing the

If your marketing doesn't answer that question, at least in part, you are wasting your money. When you determine the answer to the above question, you'll have your unique selling proposition.

Your message also must have a call to action, telling the person reading it what you want them to do. How do you want them to respond? If you don't clearly communicate this, you'll get dismal results. An ad with a picture of a motorcycle, ATV or UTV with a tagline phrase above it and your dealership's logo, name, address, website and phone number listed on it has ZERO call to action. It doesn't tell anyone what you want them to do and why they should respond. So it is a waste of time and money.

Target the people who are most likely to buy something from you—your buying base. Then, pick a good mix of multiple direct media to reach them. Finally, formulate a message that tells them how you want them to respond... and why they should. ①



Have a question about direct response marketing? Send it to Hornsby at thornsby@powersportsmarketing.com or via editors@dealernews.com And read all of Hornsby's blogs at blog.dealernews.com/ToryHornsby.

FINISH STRONG



Photo: Harlan Foley | Driver: Sappington



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Stone in love?

IT'S COOL LOOKING AND KIND OF CUSHY, DEALERS SAY. HERE'S HOW QUARTZ CAN CUSTOMIZE YOUR SHOWROOM FLOOR, HOW MUCH IT COSTS AND WHAT YOU NEED TO DO TO MAINTAIN IT



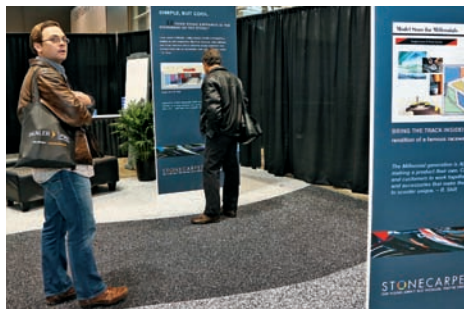
DES PLAINES, Ill. – Welcome to the Stone Age. Not the one with cavemen, the one with man caves. People think a lot about what's in a man cave, but not so much about what's under it.

That's all the people at Stonecarpet think about: providing custom flooring made from small chips of quartz suspended in epoxy resin, in any color the customer wants. The floors are durable, relatively low maintenance, completely scalable and customizable, ADA compliant, and made in the USA, they contend.

Stonecarpet is the sole U.S. and Mexico licensee for the product, which was invented in Europe. When the company started in 1992, even the quartz was shipped here from overseas. But that was costly and time consuming, so the business, formerly known as Specifier Products, sourced a mine in Ohio to provide the quartz for North American floors.

About 32 Harley-Davidson dealerships and another 50 or so dealers of other marques have Stonecarpet floors, said Mike Sexton, vice president of sales. "We've done millions of square feet in dealerships so far. In this country, the first motorcycle dealership we installed was 1998."

Sexton was on hand at Dealer Expo in Chicago to talk to people as they walked on the 1,200 sq. ft. of Stonecarpet floor for the Model Store for Millennials exhibit. While the floor at Expo was done in black and gray



renovation work so our guys can install 6,000 to 8,000 sq. ft. per day. There is a speed to the installation which is unlike other floors." Stonecarpet is ready to walk on in 24 hours and fully cured in a week.

Although the company hasn't won pre-approval from any vehicle manufacturers yet, it's working with them to get a spec authorized. Yamaha is closest to approving it as a recommended flooring, Sexton said.

Maintenance

The flooring weighs 3 lbs. per square foot, so it's suitable for upper as well as lower floors, Sexton said. And for a dealer, it can reduce the hours put into daily maintenance. "Tile has to be swept and mopped daily, depending on what kind of tile they put in," Sexton said. Stonecarpet should be vacuumed daily and steam-cleaned once a year, and then resealed with epoxy every five years, which costs about \$0.70 per square foot.

"Our ratio of epoxy to stone is much higher than competitors. That's what gives it the viscosity to hold up long term," Sexton explained.

Cost

Stonecarpet costs about \$7.50 per sq. ft. installed, which may sound a little steep at first.


"The initial charge is a shocker. But you amortize it over 10 years and it's the cheapest product out there because there's low maintenance," said Dile Brown, owner of **Knoxville Harley-Davidson**, who has had 7,600 sq. ft. of Stonecarpet installed there since 2005 and is planning to lay down another 8,000 to 15,000 sq. ft. at his new Honda of Knoxville store in May. Besides the low maintenance, Brown likes the fact that it's easy to match Stonecarpet if a repair is needed, although he says he's never needed one.

"The customers like the looks of it," Brown

said. "My employees really like it because usually when you are standing on concrete or carpet or tiles, you have to have those rubber mats to stand on to make them comfortable. Not with Stonecarpet."

Brown didn't consult the OEM before installing Stonecarpet. "I just did it. I haven't gotten any flak back, in fact, they all like it. It's better than carpet and tile. Tile shows too much dirt and it too easily shows wear and tear. Carpet wears out, plus it takes constant maintenance," he said. "With the Stonecarpet all you do is run a broom across the surface, once a month take a vacuum and get the dirt up, and once a year steam-clean it. Crews do that overnight."

"We've had it in here since 2002, and again in early 2006 for a remodel," said Mike La Resche, dealer principal at **Superstition Harley-Davidson** in Apache Junction, Ariz. "Just like the motorcycles, it's very customizable and you can do whatever you want to do."

Lynn Nathan had the **Powersports East** logo set into her Stonecarpet. She also loves the sound-dampening effect. "We put it down in 2006. It's the quietest thing. It's like a carpet. It's really wonderful," she said. "If I could afford to put it in another building, I would. It just brings the dealership to a whole other level. It's like going from a used car dealership to a Lexus showroom." 

Thinking of 'getting stoned'? More client tips at <http://www.dealernews.com/dealernews/article/stonecarpet>

 **Model Store for Millennials exhibit**
<http://bit.ly/1xBGFIW>

(see photo), Stonecarpet can be designed to the Model Store concept: creating a lifestyle environment inside a store to help retailers sell the powersports experience—a rocky trail for ATVs, azure blue waves under a PWC, or even a faux blacktop leading through a street model lineup.

Popular with dealers is the ability to cast custom logos matched to dealer and OEM specifications for color and design. Not only do customers at shops like **Crossroads Powersports** and **Liberty Harley-Davidson** see the store name in neon over the door, it's right under their feet as they walk in.

"All the logos are pre-ordered so they come onsite, per order, in metal outlines, then we 'stone in' the colors," Sexton said. Reportedly, installation is a speedy process but the material takes time to cure. "We do a lot of



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DEALER NEWS

CALIFORNIA – A federal judge ruled that Michael Moffett's lawsuit against Harley-Davidson can proceed despite the OEM's contentions that he had run out of time to sue and that his dealer contract prevented him from doing so, anyway.

Moffett, owner of Van Nuys Cycle which then became **Old Road Harley-Davidson** in Santa Clarita, alleges H-D forced him to move his dealership from a busy metro area to a sleepy bedroom community, then skirted state law to summarily cut his Dealer Assigned Territory by 60 percent.

Harley-Davidson asked for the case to be dismissed, contending that the dealer had waited too long to file his complaint and that he could not support a claim of breach of contract because the dealer contract allows the OEM to unilaterally change a DAT. Moffett brought the suit in federal court in California but under a Wisconsin law that specifies a six-year statute of limitations.

Judge Manual Real on Jan. 20 denied the motion to dismiss Moffett's claims as time-barred and then rejected Harley-Davidson's argument that Moffett had agreed to Harley's actions by signing the dealer and purchase contracts. "Defendant argues that the terms of the 2004 contract itself undermine [Moffett's] theory of a breach by allowing [H-D] to unilaterally change [Moffett's] 'Dealer Territory,'" Real wrote. "However, because [Moffett's] complaint stems from [H-D's] unilateral change of its 'dealer location,' [H-D] fails to show that it is entitled to dismissal of the claims on this ground."

Harley-Davidson attorneys also asked the judge to strike Moffett's request for attorney fees, but Real denied the request. — *Holly Wagner*

ARIZONA – **Harley-Davidson of Tucson** owners Tyler Steimel, William Nash and William Coulter will open a second dealership, Old Pueblo Harley-Davidson.

FLORIDA – The former Heritage Cycles H-D in Fort Walton Beach has reopened as **Emerald Coast Harley-Davidson**, with new owners Greg Cooke and Bob Rubin, who also own **New Orleans Harley-Davidson** in Louisiana, **Harley-Davidson of Cool Springs** in Tennessee and **Smokin' Harley-Davidson** in North Carolina. In the Orlando area, city officials have given the green light to the country's first Ace Café motorcycle and auto destination. Owners told local media that Daytona Beach-based **Magic City Cycles** will have a satellite store selling Ducati, Triumph and BMW; and Tampa's **Dime City Cycle** custom shop will be a sub-tenant.

LOUISIANA – Former Top 100 Dealer **Renegade Harley-Davidson** has left Revolution and is heading for Hideout. Partners Kate Ribar and Eddy Soberon, formerly allied with **Revolution Motorsports**, are splitting to partner the dealership with

Marc and Stratton Murphy, co-owners of **Hideout Harley-Davidson** in Joplin, Mo. The Murphys also co-own **Desperado Harley-Davidson** in McAllen, Texas with separate partner Eric Sternberg.

MICHIGAN – **Wolverine Harley-Davidson** of Clinton Township won Powersports Marketing's Voice of Customer National Dealer of the Year award for 2014, a competition based on dealers' repeat and referral scores (RSSs). Powersports Marketing is a branch of Dealership University.

NEW YORK – NYC's first Indian dealership, at least in the 21st century, will continue as a family tradition. Mark Crescitelli's **Gotham Motorcycles** is slated to open in March in Tompkinsville on Staten Island, in the Downtown Plaza complex. Crescitelli's great-grandfather, Frank Lombardi, sold Indian motorcycles from a storefront in Bulls Head back in 1914.

SOUTH DAKOTA – **Black Hills Harley-Davidson** in Rapid City is undergoing a 25,000 sq. ft. expansion, which should be finished in time for this year's Sturgis rally, the owners said.

Brunswick Marine executive is new CEO at MAG



INDIANAPOLIS, Ind. - The Brian Etter era at MAG is over and the Andrew Graves era is in. Motorsport Aftermarket Group announced the hiring of Graves, former president of the Brunswick Boat Group, as MAG's new chief executive officer.

"Graves will lead the next phase of integration following the 2014 merger of Tucker Rocky/Biker's Choice and MAG, and drive the long-term strategy of the combined company," MAG announced. The new CEO will be based in Texas.

Etter is no longer part of MAG Brands. "Brian played a key role in building the legacy MAG organization," said J.A. Lacy, chairman. "I am highly appreciative of his leadership in helping guide the business through the first phase of integration. I wish him well as he pursues new opportunities."

As president of the Brunswick Co.'s boat group, Graves (pictured) led the Sea Ray, Boston Whaler, Lund and other brands. He has more than 30 years of experience in industrial sales and manufacturing, international, financial services and brand management, MAG stated.

➔ For more dealer/retailer updates, visit the **RETAIL** tab on the Dealernews.com home page

“The millennial generation wants brands to address them as mature adults and with language that reflects who they are.” — Mike Vaughan on how marketing and messaging needs to change



➔ Read more 'Out of My Mind' musings at Mike's blog: blog.dealernews.com/MikeVaughan

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Yamaha's next best-selling bike?

COMMON sense would dictate that a modern, high-performance do-it-all machine should be a cornerstone of every OEM's lineup. Adventure-touring bikes seem to hit the mark, but for the most part these bikes are large, premium machines, intimidating in mass and price.

Soon an OEM is going to make a bike that offers enough performance to keep experienced riders engaged without the mass of a big engine and daunting physical size. It will have modern rider aids to boost confidence. It will offer weather protection, comfort and practicality. And most importantly, it won't break the average buyer's bank account.

It looks like Yamaha already built the bike in the form of the FJ-09. The FJ-09 builds upon the FZ-09—reusing the same engine, frame, brakes, suspension and swingarm—but heavily upgrades the bike for sport-touring duty. The engine's rough YCC-T ride-by-wire throttle is refined for more predictable response. Suspension gets significantly more damping front and rear to stabilize the chassis and provide a more stable touring ride, without becoming too starchy for rider comfort. ABS and traction control are standard.

A larger fuel tank is fitted for more range.

A new subframe includes a pair of plusher saddles for rider (adjustable) and passenger along with integrated luggage mounts for accessory saddlebags.

The FJ-09 features a laundry list of everything a rider would look for in converting an FZ-09 for touring duty. More impressively, the FJ maintains the full performance of the FZ-09 powerplant and doesn't pack on the pounds despite the extra components, weighing in at 456 lbs. wet.

The FJ-09 is a lighter, more nimble, more manageable, much more affordable version of open-class sport-touring machines like Yamaha's own FJR1300A. Yamaha's research showed more riders were using its machines for practical purposes like commuting, so the FJ-09 should easily serve as a daily driver, too. The FJ-09 also offers significant benefits for the average performance-minded street riding customer. It's got more engine than Honda's VFR800E, BMW's F800 parallel twins or Triumph's Tiger 800s. It's more practical than any naked bike. It's got significantly more performance and technical features than twins like the Kawasaki Versys 650 or



Suzuki DL650. In a very real way, it combines the all-purpose, high-value every-rider nature of the Universal Japanese Motorcycle with the technical sophistication of some of the most cutting-edge European machinery, such as Ducati's clever but pricey Multistrada 1200.

Despite what Yamaha may suggest, the new FJ-09 is not a sport-touring bike. Instead, it might be one of the best all-purpose street bikes Japan has ever built. And for 2015, it will likely surpass the FZ-09 as Yamaha's best-selling motorcycle. — Bruce Steever **D**

› SPEED READ

Dunlop is MotoAmerica spec tire for AMA Superbike, support classes. Racers competing in Superbike, Superstock 1000 and Supersport classes will use Dunlop's KR448 and KR449 racing slicks while the Superstock 600 racers will use Dunlop's GPA-Pro DOT tires. KTM 390 Cup machines will run on Dunlop Alpha 13s, MotoAmerica announced.

Mitas eyes U.S. expansion. Prague-based brand has hired Jamie Nicely as its sales manager for North America. "Our goal is to establish the Mitas motorcycle tire line in the U.S. market. Jamie Nicely's experiences will help us to confirm our commitment to ex-

cellence in the tire market worldwide," said Ksenija Bitenc, managing director for Mitas Moto.



Pirelli upgrades dealer program. Says Chet Plewacki, director of marketing: "We know dealers don't have a lot of time to worry about which tire gets them what, or manage tons of paperwork with lean staffing, so we made it simpler to earn, and simpler to sign up. We've enhanced payouts as well, where all tires earn the same, giving more profitability back to the dealer and again, making things easier to understand."



CONVERTING THE MASSES. Kawasaki's 2015 Vulcan S is a humble \$6,999 cruiser intended to be a big deal for Team Green, aiming squarely at riders that are already interested in riding but, for whatever reason, haven't found the right motorcycle to match their needs or fit them physically. It features a rider-friendly 27.8-inch seat height and a stretched-out 62-inch wheelbase. But at its heart is a retuned version of the same 649cc parallel twin that powers the Ninja and Versys 650. Compared to most cruiser engines, it is significantly lighter and more compact, and offers greater specific output thanks to its ability to rev higher with minimal vibration. — Bruce Steever



Read Bruce Steever's reviews of the Yamaha FJ-09 and Kawasaki Vulcan S, including specifics on Kawi's Ergo-Fit program for dealers, on Dealernews.com (Dealer Operations > Sales > Motorcycles)

METZELER LAUNCHES ALL-PURPOSE SPORTS TIRE: THE SPORTEC M7 RR

METZELER says its new Sportec M7 RR offers better durability and improved grip in any condition. But it is aimed firmly at sporting road riders who face imperfect tarmac conditions, debris, mixed weather and all the usual hazards that make a ride “interesting.”

Compared to the Sportec M5 Interact, the new M7 RR uses more grooves on the front tire, with a land/sea ratio raised from 12.6 percent to 14.7 percent, to better clear water from the motorcycle’s track. Meanwhile, the rear tire is actually slightly more “slick,” with a land/sea ratio decreased from 12.6 percent to 11.1 percent, to provide better grip in the wake of the improved front tire.

The tires’ compounds also feature all-new high silica mixes designed to give excellent feel in dry, ideal conditions without losing the ability to find grip when hitting a wet patch of road or dirty apex. The front tire uses a single compound built from a super-sport-derived 100 percent silica content rubber. And the rear

tire uses a dual-compound layering with 20 percent of the centerline of the tire featuring a hard-wearing 70-percent silica compound, while each shoulder uses another 100 percent silica mix. The goal is to provide extra highway mileage without compromise in either cornering grip or performance in poor road conditions.

Another major change compared to the older M5 is a new profile that matches what has been found to work under racing conditions. The M7 RR now uses a taller effective profile with wider and steeper shoulders, sitting atop a 3mm taller sidewall. These changes combine to create a quicker-steering tire, increasing agility, but once leaned over, the extra surface area on the shoulders of the tire should also improve steering and grip at high lean angles. Finally, underlying all these changes is a stiffer new carcass that is designed to flex less under strain, but with



five zones of varying damping capability to give linear response to load and lean angle.

On paper, the new M7 RR promises to be a significantly sportier tire in terms of feel and steering response, yet offers improved mileage and all-weather performance.

— Bruce Steever



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WPS adds house leathers brand for HardDrive

BOISE, Idaho – Western Power Sports in January unveiled its new “house” brand, Highway 21, with a line of black leather gloves and boots, and promises for additional products in the near future.

By our press time Highway 21 was expected to have seven varieties of gloves and three boot styles, two of which will come in tall and short designs. By the end of 2015, the brand will have 13 different glove styles, WPS said.

On deck for 2016: two vests, chaps and four jackets.

For the customer that wants something dark and non-affiliated, Highway 21 may be

the choice. All of the choices are in black leather with minimal branding.

Highway 21 will use the tagline, “Cruise the Highway.” The brand itself is named after a scenic highway in WPS’ home state of Idaho.

At press time, seven goatskin gloves were available for dealer ordering, including the gauntleted Hook (MSRP \$59.95), the waterproof and Thinsulate-lined Granite (\$49.95) and the Pitt (\$34.95) which is touchscreen-compatible. In January, there was only one ladies’ option: the Black Ivy short glove for \$49.95.

Then there’s the Jab glove (\$44.95) which features memory foam on the palm and a Kevlar knuckle panel and comes in two variations: the Jab Perf (\$39.95) featuring perforated leather and the Jab Half (\$29.95).

As for the footwear, initial offerings

include the Spark harness boots (\$149.95) in tall and short styles, the Primary engineer boots (\$169.95), also in tall and short, and the RPM combat-style (\$129.95). — *Beth Dolgner*



➔ **Product news from CV Performance, Crusher, Burly, Sticky Throttle, EBC and the latest from the 2015 V-Twin Expo**
– click on the “V-Twin Update” component on the Dealernews.com home page.

> SPEED READ

Exit strategy. Levatich era begins in May. Harley veteran, president and COO Matt Levatich will become Harley-Davidson Motor Co. CEO and a board of directors member when current CEO Keith Wandell retires May 1.

MAP update. Progressive Suspension announced in early February a renewed effort to enforce its MAP policy. The policy went into effect in January 2013.

Patriot pact. WPS’ Hard Drive American V-Twin arm sealed a deal for dealers to offer Patriot Suspension’s direct replacement fork spring and lowering kits.

Uncluttered customs. Kuryakyn in February unveiled its Bahn brand, a line of streamlined accessories for Harley and Victory.

Victory at NHRA. Victory Motorcycles said it is partnering with two-time champion Matt Smith to form Victory Factory Racing to compete in NHRA Pro Stock. Smith will ride along with his wife, Angie, beginning March 13 at the Gatornationals in Gainesville, Fla.

NUMBERS ↕

26,957

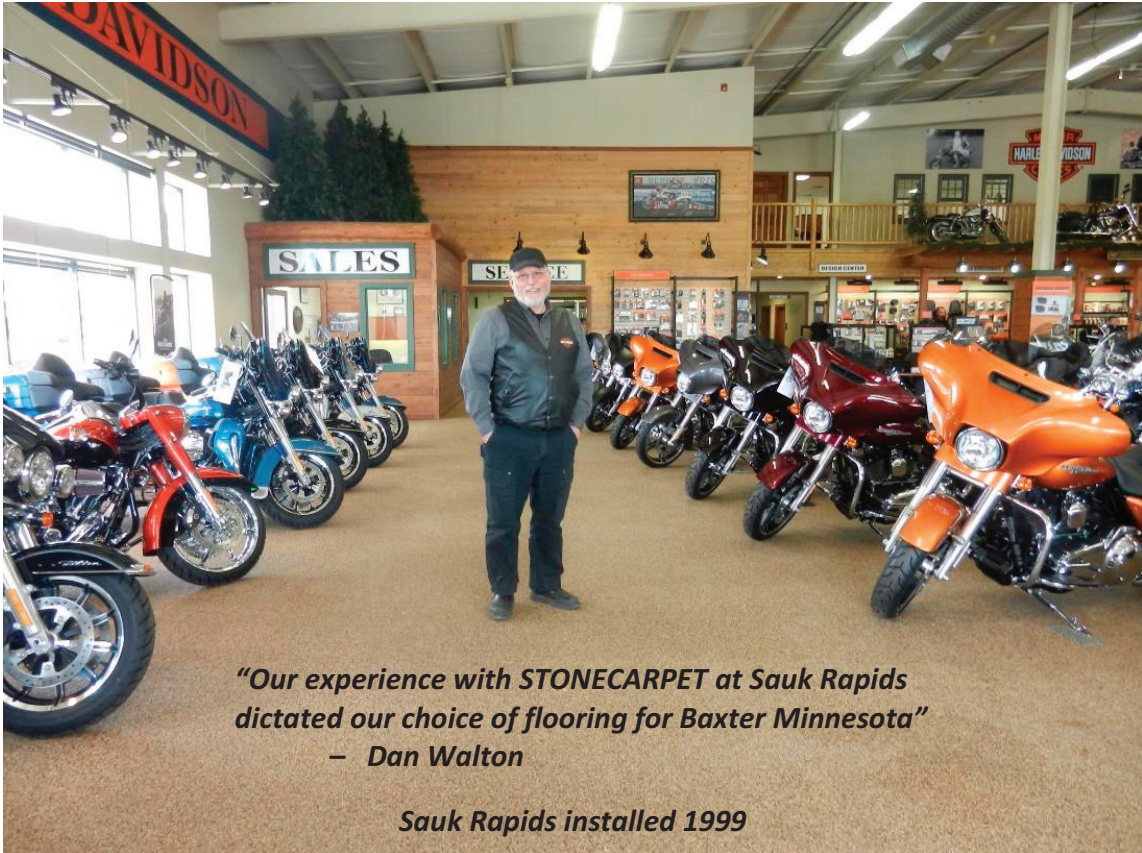
Units sold by Harley-Davidson dealers in United States in fourth quarter 2014, a decrease of 1.6 percent over Q4 2013.

20,192

Units sold by non-U.S. Harley dealers in Q4, a 9.2 percent increase over fourth quarter 2013.

“We’ve said for several years that we expect international sales to grow faster than U.S. sales, and in 2014 that came into play,” said CEO Keith Wandell.

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– Dan Walton

Sauk Rapids installed 1999



"We were impressed by the ease of maintenance"
– Keith Morrison

Tifton Harley Davidson



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The 'executive' side-by-side

YAMAHA'S WOLVERINE SUITED FOR THE TRAIL RIDER LOOKING FOR THRILLS WITHOUT THE SPILLS

NEWNAN, Ga. - The 2016 Wolverine R Spec is targeted at riders who want the feel of adventure with increased comfort and security and more nimble handling.

Wolverine extends Yamaha's SxS line in the recreation segment, something that had been requested by Yamaha dealers. The model line is set to go into production in March, with first dealer deliveries scheduled for April, Yamaha officials said. Standard models, all of which include a hard sun top, will be available in Steel Blue, Hunter Green and (for the first time, says Yamaha) Realtree Xtra Camo. MSRP for non-EPS models will start at \$12,199, and EPS models will start at \$13,199.

The R-Spec was designed for enthusiasts, hunters and multipurpose users, and gives them the ability to navigate tight trails and extreme off-road terrain to straightaway landscapes. Indeed, on Yamaha's invitation list for the Jan. 16 press event were a number of reporters from the agriculture, landscape and hunting fields in addition to powersports, so Yamaha is definitely targeting the owner, foreman or even the guy bringing lunch out to the field in addition to the hunter and recreational rider. Think former ATV rider who still wants to handle extreme terrain but at a more comfortable pace.

At the heart of the new line is a sport-class suspension. The vehicle's long-travel suspension with standard KYB piggyback shocks offers 9.7 inches of travel in front and 10.6 in back, "and more suspension customization than any other model in its class, with high- and low-speed compression damping, rebound damping and sprint preload adjustability," Yamaha noted. The suspension can be tuned based on personal preference and terrain, giving riders a "planted" feeling in a variety of off-road conditions. This increases comfort and confidence, Yamaha noted, especially for older trail riders.

At four inches shorter than the Viking, the new Wolverine has a "compact feeling" chassis—it has an 81.3-inch wheelbase, 11.4 inches of ground clearance and a wide-arc A-arm design. Rear wheel protectors extend from the bottom of the frame to prevent the vehicle from getting hung up on branches or other obstacles. And Yamaha upswept the undercarriage so that the sides are two inches

higher than the bottom of the frame, again to reduce obstacle contact. Full coverage skid plates—front to back and side to side—eliminate catch points and increase glide. Finally, Yamaha added front A-arm-mounted CV boot protectors and rear A-arm built-in skid plate protectors as standard.

The engine has been placed farther forward to centralize weight and enhance maneuverability.

The vehicle features 12x6 (front) and 12x8 (back) steel wheels and brand-new 26-inch Maxxis Bighorn 2.0 tires, exclusive to Yamaha.

Customers climbing into the vehicle will immediately notice two things: high-back, supportive bucket seats with seating positions that are 70mm more inboard than the Viking (returning to that "planted" feeling), and the Wolverine's low hood, which slopes down and cuts in, and deep windshield, providing a substantially increased direct line of sight. The passenger gets a three-point, adjustable dash-mounted handhold.

The On-Command four-wheel-drive system features 2WD, 4WD and 4WD with diff-lock, providing maximum traction. "The driver-controlled system eliminates hesitation or slipping while waiting for a computer to engage, which is common in some competitive models," the OEM noted.

"Yamaha Ultramatic automatic transmission that has been proven to have the industry's most durable CVT system. The centrifugal clutch with integrated cooling fan maintains constant belt tension. This eliminates any potential slipping and slamming of the belt when at idle or engaged, ultimately reducing belt wear and heat," Yamaha said. Consistent and "natural feeling" engine braking eliminates free-wheeling when riding extreme terrain.

In contrast to the Viking's single cam engine, the Wolverine R-Spec double overhead cam 708cc engine offers optimized torque, power delivery and engine character, providing smooth power delivery and claimed ac-



celeration over the Kawasaki Teryx 800, considered the closest competitive model for the Wolverine, Yamaha officials said. "The fuel injected, four-valve engine packs a 10.1:1 compression ratio and 103mm bore by 85mm stroke," Yamaha added. Due to the integrity of the chassis and suspension, however, this fast machine doesn't feel as fast—Yamaha executives called this phenomenon "less obvious fast."

The high-volume air intake has been elevated to keep it out of the elements and optimize power character. For the dealer, the unit promises easy serviceability: the oversized dual foam filter with reusable design has been placed under a removable center console and requires no tools to clean. Coolant, engine oil and gear oil drain holes are built into the skid plates, and the battery and marine-grade electrical components are under the removable hood panel. ⓘ

READ MORE about the 2016 Wolverine, including the more than 30 OEM accessories, on Dealernews.com (searchterm=Wolverine).



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*Came from Polaris

BETA TITLES AMA DUAL SPORT SERIES

Beta USA is title sponsor of the AMA National Dual Sport Series for the next three years, the organization announced.

“In recent years Beta USA has become a major player in all aspects of off-road racing and recreational riding in the United States,” said AMA Chief Operations Officer Jeff Massey. “From the cutting-edge technology that they are engineering into their motorcycles to their expanded dealer network to signing some of today’s best off-road racers, Beta’s commitment is impressive.”

As part of the title sponsorship, Beta will bestow a 2015 430 or 500 RS to one rider at the end of the series.

VISION WHEEL MAKES ATVs MORE COLORFUL

DECATUR, Ala. – Vision Wheel’s new 551 one-piece ATV and UTV wheels give vehicles the rugged styling of a bead lock with colorful protector rings at a more affordable price than true bead locks, the company announced. Pricing for the 12-inch wheels is \$109.95, \$10 more for the 14-inch wheels, according to Alex Litrov, company spokesperson. The red lip is standard and a green lip can be ordered as an add-on accessory.



Spring Tire & Wheel Update



The matte black painted wheels feature 4-110 and 4-156 fittings. The 4-110 has a covered lug cap and the 4-156 has exposed lugs with corrosion-resistant cap. Front wheel sizes are 12x7 and 14x7 with 4-inch backspacing, and are load-rated at 900 lbs. Rear wheels come in 12x8 and 14x8 with 4-inch backspacing and are load-rated at 1,300 lbs.

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Mentoring makes the man

SO COMPENSATE THE MENTOR ACCORDINGLY

JANUARY 15 WAS National Mentor Day in National Mentoring Month, according to a recent proclamation by President Barack Obama. The importance of recognizing, rewarding and cultivating mentors for entry-level parts and service personnel cannot be overstated. My mentors were largely responsible for the personal character and business skills I exhibit today.

If you read my column you know I was fortunate to work for a service manager back in the 1980s who taught me a very important principle: Take care of me and I'll take care of you. That was a cornerstone of John's management style, which encouraged the most work from his techs and cultivated a symbiotic relationship with other departments. I use that principle and it improves results every time.

Another mentor of mine was Mark Rodgers (a fellow columnist here at Dealernews). When I first began contracting with Harley-Davidson University to teach parts and service business classes, I had a strong technical trainer background, but no practical experience in motivating others to excel in customer service and sales. Mark took me under his wing, showed me how to do it well, critiqued my performance and answered my many questions. Without Mark's mentoring I wouldn't be the successful business skills trainer I am today.

My heartfelt thanks goes to both John and Mark for their devotion to my personal growth. (By the way, thanks is the only reward they received.)

My mentor back at the Oldsmobile dealership fared a little better. Before starting my career in the motorcycle industry I worked alongside Chuck, an automotive technician with 18 years of experience and the knowledge and temperament to mentor young wiseguys like me.

I worked with Chuck for six months. The first three were a significant drain

on his time and focus. Fortunately, the dealership paid him 25 percent of my billable labor for his efforts. With the extra attention I needed as a green tech, Chuck was in the hole until about the fourth month when my lights switched on and started burning brightly. I was immensely proud when I finished my first day where I didn't need Chuck's assistance, and soon after managed to complete a week without nursing—like a grungy young bird taking first flight out of a petroleum-soaked nest. Now

without Chuck's guidance.

Thinking back, I may have been infected by another overzealous tech working at the dealership who was a short-cutting fool. He was constantly telling me what to do, which contradicted what I had learned in my technical courses at the General Motors Training Institute and was often 180 degrees from Chuck's guiding principles. I could have turned out worse had I followed in the footsteps of technicians that lacked the discipline to do it right.

Create the desire to be a mentor with monetary compensation for those duties.

Chuck was making money off me (as he should) and I was on the fast track to becoming a competent automotive technician.

A rare breed

Unfortunately for the young men and women starting their career in the powersports business, mentors are few and far between, perhaps due to the demanding requirements that mentors have a strong knowledge of their craft, the desire and ability to teach others and a personality the dealership wants to duplicate in others. There are fantastic technicians working in dealerships across the country, but some of them don't have great people skills. The last thing a dealership needs is to breed grumpy prima-donna know-it-alls. One per store is plenty.

So, who has the power to change status quo, the individual or the business? Both. For the rare times I've encountered a mentorship program in the dealership, rarer still is that mentors receive compensation for the extra work they put forth. I don't know if Chuck would have mentored myself and others if he hadn't been paid for his efforts. My life course might have been different

In the world of Harley-Davidson dealerships, the ideal mentor for a new tech would be a master level technician, which denotes they have worked at least 60 months as a dealership technician and have completed more than 70 courses of Harley-Davidson PHD online and instructor-led training. Then they must have personality requirements that are somewhat subjective, but simply realized by answering this question: "Do you want to duplicate the work habits, personality and attitude of this individual?"

My thinking is simple. If you agree that mentors can and will improve parts and service department performance, then consider this: Dealerships need to create the desire to be a mentor with monetary compensation for those duties. Individuals who want to be mentors need to groom their work habits and attitude to be the personality the dealership wants to cultivate in others.

In a perfect world every experienced technician would have the personal desire to nurture others to enjoy a fulfilling career in the powersports business—and they would be rewarded for those efforts. **1**

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50CC 2-STROKES GET SOME VP RACING LOVE

SAN ANTONIO, Texas – VP Racing Fuels in late January introduced C50 racing fuel designed for 50cc two-stroke motorcycles. “With this fuel, the same winning technology that powers the top factory Supercross riders is now available to young amateur riders,” said Steve Burns, VP founder and director of R&D.



C50 is unleaded and pre-mixed with JASO FD-rated, certified premium oil at a 50:1 ratio, so no measuring or mixing is needed. It's also ethanol free, the company reported. The fuel was tested with Cobra Moto vehicles. “In a stock 50, C50 race fuel exceeded expectations,” said Phil McDowell, chief engineer at Cobra Moto.

Burns said the C50 showed measurable improvement in all performance parameters—more horsepower and torque, and better throttle response. “It also enabled us to achieve a consistent, reliable tune,” he added.

For more information, contact VP's Tech Support staff at motorcycletech@vp racingfuels.com

2014 Tire & Wheel Buyers Guide
From the April 2014 issue – an ezine exclusive
at <http://bit.ly/1zgsa7V>



Rubber sold. The 2015 tire catalog from Parts Unlimited and Drag Specialties includes all tires for street, V-twin, off-road and ATVs and UTVs. Size application guides feature a page number reference for easier cross-checking, and there are sections for tire and wheel tools and accessories.

THE 50TH ANNIVERSARY COMMEMORATIVE ISSUE JUNE 2015



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Performance gear update

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SPIDI'S SPRING LINEUP INCLUDES PREMIUM TRACKWEAR

Spidi has an impressive 36 new products for 2015, and as one would expect, many of them are focused on racers and track riders. The Warrior Pro leather jacket (\$749.95) is the first Spidi jacket to have replaceable, adjustable elbow sliders. The 1.2mm leather has elasticized stretch areas, high-tech Warrior armor reinforcements on the shoulders and a pant-attachment zipper. The jacket can also accommodate Warrior chest and back protectors.

Riders who want full protection can opt for Spidi's Warrior Wind Pro race suit (\$1,599.95), which also has Warrior elbow protection, elbow sliders and compatibility with Warrior chest and back armor. Hip sliders are part of the package, too, and the cowhide chassis is as thick as 1.3mm in some areas. The aero hump doubles as a cubby for a hydration system.



SPEED AND STRENGTH'S SPRING COLLECTION GOES FOR VERSATILITY

Speed and Strength launched a variety of gear for the spring season, ranging from dual-sport to V-twin options. Sportbikes were not left out, as proven by the SS1200 full-face helmet (\$129.95 and up).

Graphics are meant to coordinate with several Speed and Strength collections: Rust and Redemption (black/brown only), We, The Fast (white, red, gray or green) and United By Speed (white, red, gray or purple).

Meanwhile, the textile Lock and Load jacket (\$299.95) is a two-in-one piece of gear: the removable liner can be worn alone as a mesh jacket. There is also a removable insulated vest. Color options are black, red, blue, high-visibility yellow and orange, and sizing goes to 3XL.



SCORPION GOES PREMIUM WITH RAVIN SET

Scorpion has upped its game with the introduction of the Black Emperor collection of premium quality, high-tech gear. The Ravin jacket (\$614.95) and pants (\$414.95) are, according to the company, the most protective two-piece garment it has ever produced. Falling into the "aggressive speed touring" category, the Ravin set is made of 1.2-1.4mm leather with perforated panels and adjustable vents. Both pieces are available in S to 3XL.

On the jacket, anodized aluminum on the shoulders and elbows adds flair and protection, and there is Sas-Tec CE armor in the elbows, shoulders, back and chest. The insulated liner is removable and washable, and reflective panels make the black leather stand out at night.

The Ravin pants can connect to the jacket via a full circumference zipper. Armor is in the hips and knees, and external aluminum plates on the knees complement the Ravin jacket's elbows and shoulders.

In the helmet category, Scorpion's R-710 joins the R Series as a fiberglass/Aramid shell option hovering around a \$200 price point. The Snell-certified R-710 has a dual-density EPS liner, KwikFit cheekpads that accommodate eyewear, emergency release cheekpads, speaker pockets and aero-tuned ventilation. Options include three graphics (\$209.95), each in several color choices, and four solid colors (\$199.95). Sizing goes from XS to 3XL.



TEAM MERC JACKET IS OLD-SCHOOL ICON

The old name gets a new look with Icon's Team Merc jacket (\$175). The textile chassis has nylon paneling and D3O armor, and there is a stowable hood for off-bike wearing.

A relaxed fit and kangaroo pockets give the Merc a hoody feel. Sizing goes up to 4XL, and there are seven color options.

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Powersports dealers may contact Powersports Marketing at 877-242-4472 to inquire about PDL Certification, the Powersports Dealer Locator website, the Repeat and Referral Score, or how to compete in the 2015 'Voice of Customer' Excellence Award program.



www.PowersportsMarketing.com



FLY RUNS CASUAL WITH M16 RIDING SHOE

FLY Street Gear is going for casual but crashproof with the M16 canvas riding shoe (\$99.95). The M16 has dual-density ankle protectors, and the toe and heel box are reinforced, too. Colors are black and gray, and sizes are 8 to 13. flystreetgear.com

GMAX FF49 IS A BUDGET-MINDED FULL-FACE HELMET

The latest full-face helmet from GMAX manages to slide in with a sub-\$100 price point (\$94.95 for solids and \$99.95 for graphics). Weighing in at 3.1 lbs., the FF49 has a chin curtain and removable cheek pads with a built-in speaker pocket. Sizes are XS to 3XL.



DAINESE OFFERS FULL LINEUP OF RIDING JEANS

Dainese has come out with a range of riding jeans for 2015, with eight models in various fits and washes. The Bonneville and ladies Belleville jeans (\$229.95) are reinforced with an interior Kevlar jersey and adjustable Pro-Shape knee protectors. There is room for side protectors. Reflective inserts sit on top of two finish options: medium or dark denim. The Bonneville comes in slim or regular fit, while the Belleville is slim only.



SHOEI HORNET X2 IS READY FOR STREET OR SAFARI

Intrepid Senior Editor Bruce Steever took a safari (of sorts) to try out the new Shoei Hornet X2 adventure helmet (\$594.99-715.99). As a replacement for the Hornet DS, the X2 has a fiberglass shell, improved aerodynamics and ventilation, Shoei's 3-D liner and quick-release cheekpads.



Read the 'first wear' review www.dealernews.com (searchterm=Shoei)

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from THE ARCHIVES



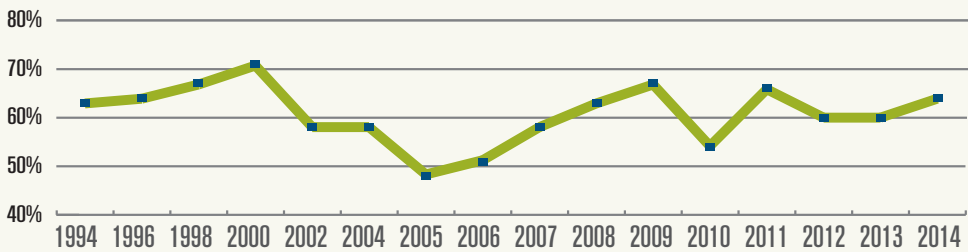
Fifty years ago, when many companies were trying to squeeze in as many product images as possible into their trade advertising, JAWA's campaign focused on one image and a successful accompanying tagline. From the December 1965 issue.

HELMET USE INCREASES...IN CERTAIN CONDITIONS

64% SIXTY-FOUR PERCENT of riders and passengers wore DOT-compliant helmets in 2014, up slightly from the previous year. But helmet use increased sharply in two areas: when riding on expressways (84 percent vs. 64 percent in 2013) and for passengers accompanying a rider wearing a non-compliant helmet (up 40 percentage points). Helmets were seen more often in 2014 in southern states (78 percent) than in 2013 (65 percent). So says NHTSA's National Occupant Protection Use Survey, an annual report of nationwide probability-based observed data on motorcycle helmet use in the United States.

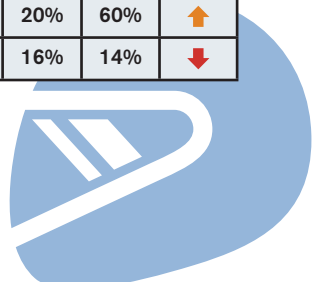
Motorcycle riders wearing non-DOT compliant helmets dropped to 5 percent from 7 percent in 2013. Helmet use among riders was significantly higher (96 percent) in the 20 states* with universal helmet laws vs. states with partial or no helmet requirements, where only 51 percent of riders wear helmets, according to NOPUS.

*Actually, 19 states and District of Columbia. States: AL, CA, GA, LA, MD, MA, MS, MO, NE, NV, NJ, NY, NC, OR, TN, VT, VA, WA, WV.



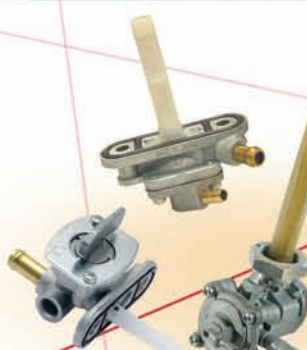
Helmet use by group, riding conditions	2013	2014	
All motorcyclists	60%	64%	↑
Riders	62%	67%	↑
Passengers	50%	51%	↔
U.S. Region			
Northeast	52%	56%	↑
Midwest	42%	47%	↑
South	65%	78%	↑
West	92%	85%	↓
Riding on expressways	64%	81%	↑
Riding on surface streets	57%	58%	↔
Traveling in fast traffic	62%	72%	↑
Traveling in medium-speed traffic	59%	57%	↓
Traveling in slow traffic	52%	62%	↑
Heavy traffic	60%	63%	↑
Moderately dense traffic	60%	73%	↑
Light traffic	54%	49%	↓
Weather: Light precipitation	62%	55%	↓
Weather: Clear conditions	59%	65%	↑

Helmet use by group, riding conditions	2013	2014	
Riding in urban areas	51%	50%	↔
Riding in suburban areas	63%	68%	↑
Riding in rural areas	58%	66%	↑
During weekday rush hours	65%	59%	↓
during weekday non-rush hours	61%	70%	↑
Motorcycle riders who are:			
Riding alone	66%	70%	↑
With passenger wearing DOT-compliant helmet	84%	85%	↔
With passenger wearing non-compliant helmet	52%	82%	↑
With unhelmeted passenger	11%	10%	↔
Passengers who are accompanying:			
Rider wearing DOT-compliant helmet	83%	80%	↓
Rider wearing non-compliant helmet	20%	60%	↑
Unhelmeted rider	16%	14%	↓



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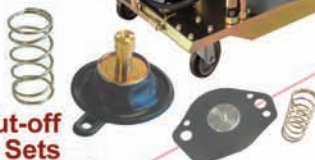


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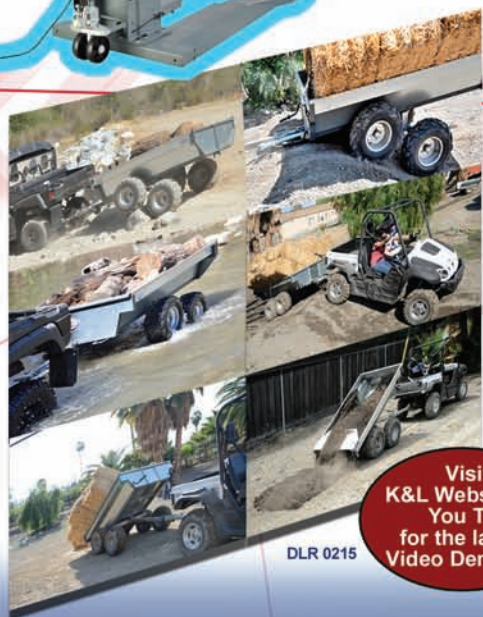
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