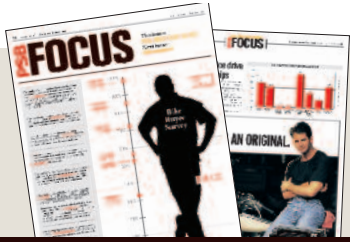


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PSB: FOCUS Bike buyer survey
SEE PAGE 14



T-shirts only

RideNow retail store in Arizona focuses on selling T-shirts to tourists.
SEE PAGE 5



Jolly promotion

A Pennsylvania dealer draws customers and wins a contest with his Christmas display.
SEE PAGE 11



That's Nifty!

Powersports Business announces the first 25 winners of its 13th annual Nifty 50 contest.
SEE PAGE 28

INSIDE POWERSPORTS

NEWS:
A dealer finds success in side-by-sides . . . PAGE 4

FINANCIAL:
Arctic Cat buys back shares PAGE 8

ATV:
A UTV dealer opens a new store PAGE 12

PROFITX:
E-commerce sales rise in 2011 PAGE 30



Nearly three out of four new bike buyers in 2011 traded in a bike to make their purchase.

Trade-ins grow in popularity

Economy, dealer excitement for used appear to drive exchange

BY LIZ HOCHSTEDLER
ASSOCIATE EDITOR

It became common practice this past year for customers to give up an old motorcycle before stepping into a new purchase, with nearly 75 percent of new bike buyers in 2011 reporting they traded in an old unit when buying their new ride.

Some dealers say they've seen this trend emerge in their own stores, and they believe the economy, retail financing changes, OEM pricing and dealer excitement for carrying pre-owned have all led to the turnover.

The trade-in trend appears to be a recent movement. In 2010, only 57 percent of riders reported that they traded in an old unit for their new one, and five years ago, only 39 percent reported the same, according to the 2011 J.D. Power and Associates Motorcycle Competitive Info Study. Powersports Business annually receives exclusive data from the only consumer survey of its kind by J.D. Power and Associates.

"In our area, we are one of the only franchised dealers who aggressively takes trades, as it fuels our pre-owned business, and we see an increase each year on the number of trade-ins we take," reported Joey Belmont, general

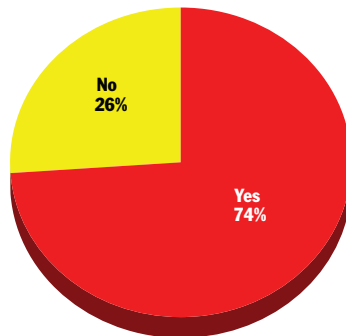
manager of Big #1 in Birmingham, Ala.

He and other dealers believe the down economy has played a big factor in riders being unable to hang on to an old motorcycle while still being able to afford a new one.

"In the past, greater discretionary income — or liberal financing — may have allowed buyers to have more than one bike at a time. If that was indeed true, it seems no longer to

TRADE-IN TREND

Did you trade-in a unit when purchasing a motorcycle?



Source: J.D. Power and Associates

be the case," said Curtis Sloan, general manager of Sloan's Motorcycle & ATV in Murfreesboro, Tenn.

As the economy crumbled, financing changed, and once-accepted buyers are now being turned down for loans, preventing some new purchases. However, trade-ins often give buyers the opportunity to cut

See **Trade-ins** on Page 4

TREND OVER 10 YEARS (2002-11)

HARLEY-DAVIDSON MOTORCYCLES COUNT OF UNITS SOLD IN BOTH V-TWIN AND METRIC STORES, PERCENT NEW V. PERCENT USED

732,000 units New and Used sold in 210 V-twin dealers and 820 Metric Dealers

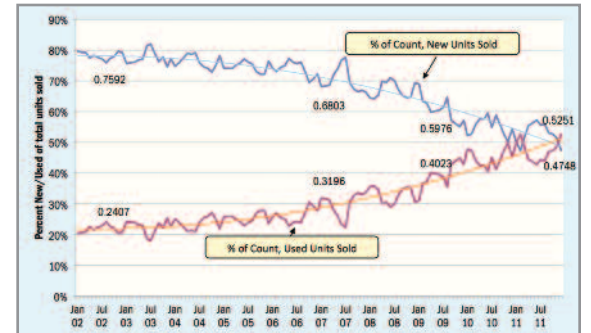


Chart A

Source: ADP Lightspeed

VICTORY MOTORCYCLES COUNT OF NEW/USED UNITS SOLD, PERCENT NEW V. PERCENT USED

12,000 units New and Used sold

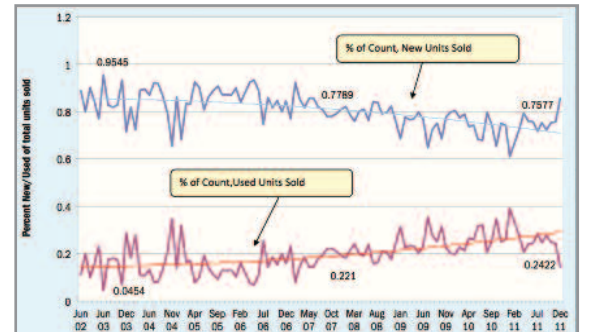


Chart D

Source: ADP Lightspeed

V-twin data shows shift from new to pre-owned

Market has seen move to used over past 10 years

BY DAVE MCMAHON
SENIOR EDITOR

An ADP Lightspeed study of new and pre-owned V-twin unit sales during the past decade shows that market share has shifted 30 points from new to used (Charts A and D).

As the ADP Lightspeed data provided exclusively to Powersports Business details, the shift was gradual but steady and sustained from 2002-04. In 2005, the rate of change increased, but in 2009 sales began dramatically moving from new to used, resulting in a complete 30 point shift by November of 2011. The change in market was most apparent for Harley-Davidson units — a full-30-point shift — while Victory saw a much smaller change of 10 points.

In Chart A, a survey of 732,000 Harley units shows a confluence of new v. pre-owned in November 2011.

See **V-twin** on Page 6

HOTNEWS

State dealer associations relaunch NCMDA

The **National Council of Motorcycle Dealer Associations**, the brainchild of the late **Ed Lemco** upon its original for-

mation in 2006, has officially relaunched as the "voice of motorcycle dealers in America."

Pending economic matters curtailed the group's initial launch, but key state dealer association executives are honoring Lemco and his support of state dealer associations by moving forward

with the NCMDA.

John Paliwoda, the longtime executive director of the **California Motorcycle Dealers Association**, is executive director and treasurer of the NCMDA. Officers include chairman **Jim Boltz**, director of the **Washington State**

See **Hot News** on Page 3

BIKEMASTER

Product: BikeMaster Magnetic Spark Plug Socket Set
Booth No.: 107
Contact: 877/848-1320; www.bikemaster.com
Product specifications: The sockets in the Magnetic Spark Plug Socket Set are magnetic, so spark plugs are attracted to them, making removing or installing plugs easier.
Unique features: The sockets are designed to not wear or fail to hold spark plugs like rubber-style sockets can. The set includes three sizes of spark plugs — 16mm, 18mm and 21mm.
MSRP: \$19.95



BLINGSTAR

Product: UTV Vertical Doors with Wireless Remote
Contact: 866/412-5464; www.blingstar.com
Product specifications: Blingstar's UTV Vertical Doors are made of 6061 aircraft grade aluminum with laser cut door skins that include a lower sight window. The doors follow the lines of the stock plastic for a contoured fit.
Unique features: These patent-pending doors open vertically, rather than horizontally, as other doors do. The wireless remote works from up to 400 feet away from the vehicle.
MSRP: \$1,243.95



SHORAI

Product: LFX eXtreme-Rate Batteries
Booth No.: 5233
Contact: 888/477-4848; www.shorai.com
Product specifications: Shorai's LFX eXtreme-Rate Batteries have lithium-ion cells that don't degrade while unattended. The batteries are 70-80 percent lighter than lead-acid batteries, but have the same charge requirements as AGM lead-acid batteries, so all modern vehicle charging systems work with the LFX batteries.
Unique features: Shorai's LFX batteries deliver more energy fast with less weight and less wear on the battery. If the LFX is slightly smaller than the original battery, high-density, adhesive-backed foam sheets that can be trimmed and applied in minutes are included in the package. **MSRP:** \$99.95-\$349.95



HOUSER RACING

Product: Pro-Bounce Heel Guard
Booth No.: 2515
Contact: 740/382-8100; www.houser-racing.com
Product specifications: The Houser Pro-Bounce Heel Guard features a netted heel guard to keep mud from collecting, and it's riveted, preventing net fray. An aluminum tube mounts to the foot peg, preventing aluminum cracks caused by frame flexing.
Unique features: The foot peg of the heel guard has built-in suspension with 5/8 inches of travel to save legs from hard landings. The guard fits the Honda 450, Kawasaki 450 and 525, Suzuki LTR450 and the Yamaha YFZ450 and YFZ450R/X.
MSRP: \$295



ARI

Product: FootSteps Essentials
Booth No.: 4861
Contact: www.arinet.com
Product specifications: Based on ARI's FootSteps comes FootSteps Essentials, packed with new features and functionality. FootSteps Essentials allows dealers to execute a consistent, professional communication strategy with prospects and customers; deliver responses while automating the lead distribution process; and track, manage and report leads.
Unique features: FootSteps Essentials offers an industry-tailored solution designed for powersports dealers, an intuitive interface and friendly navigation, scheduled follow-up activities and continuous lead status monitoring. **MSRP:** \$35 per month



AXO AMERICA, INC.

Product: Aragon Boot
Contact: 661/257-0916; www.axo.com
Product specifications: AXO America's Aragon is a high-end road racing boot with an ankle support hinge system, replaceable shin and toe sliders and a back anti-torsion brace.
Unique features: The Aragon boot doesn't have any zipper closures, instead it is sealed by one (rather than two or three) micrometric BOA Closure System reel. This system offers maximum comfort and safety, according to AXO America.
MSRP: \$325



CYCLE COUNTRY BY KOLPIN

Product: DIX-C Drive-In X-Change System
Booth No.: 2227
Contact: 877/9-KOLPIN www.cyclecountry.com
Product specifications: The DIX-C is a complete "drive-in" plow system. It features a male-female interface that lets the user drive into and back out of a blade with ease. The blade can easily be detached for storage between uses. The DIX-C secures to most ATV frames from 2002-11.
Unique features: The DIX-C system includes a forward ATV plow mount, the DIX-C forward all-season push frame, a rugged 52-inch by 16-inch RibCore plow blade, a double-sided wear bar that can be turned over, dual tip springs and height-adjustable HD skid shoes to protect the plow and ATV, and a five-position right-left blade angle. **MSRP:** \$329.99



KURYAKYN

Product: Lighted Bat Lashes
Contact: 866/277-9598; www.kuryakyn.com
Product specifications: Kuryakyn's Lighted Bat Lashes add depth and character to batwing fairings. They feature bright white LED lights wrapped in a chrome housing for contrast.
Unique features: The Lighted Bat Lashes add accent lighting to an often overlooked part of the bike. Because the lashes are designed with chrome, they complement a bike of any color.
MSRP: \$139.99

MARSHALL DISTRIBUTING

Product: Zoan Route 66
Booth No.: 951
Contact: 989/872-2109 www.marshalldistributing.com
Product specifications: Marshall's Zoan Route 66 half helmet features two high-tech injected thermal plastic shells, multi-density foam EPS, a removable and breathable washable lining and inner "quick-change" sun and clear shields.
Unique features: The DOT FMVSS-218 approved helmet is a lightweight half helmet that avoids neck fatigue while offering an excellent fit. **MSRP:** \$89.95



ICON MOTOSPORTS

Product: Justice Touchscreen Glove
Booth No.: 1532
Contact: www.rideicon.com
Product specifications: Icon's Justice Touch Screen Glove features leather finger gussets, a pre-curved palm and finger design, an injected thermoplastic knuckle and Pittards Microvent Goatskin on the fingers, back of the hand and the thumb.
Unique features: The glove's Touchtec leather palm allows riders to use their touchscreen devices while still wearing the glove.
MSRP: \$100



WHEEL JOCKEY INC.

Product: Wheel Jockey Big Boy
Contact: 704/256-4049; www.wheeljockey.com
Product specifications: Wheel Jockey's Big Boy is used to assist riders with tire inspection, cleaning and checking tire pressure. It measures 8 inches by 5-1/2 inches by 1-1/2 inches and weighs three pounds.
Unique features: The Big Boy is compact but is designed for use with cruisers and large touring motorcycles. It's capable of handling bikes that weigh up to 950 pounds. **MSRP:** \$89



BIG BIKE PARTS

Product: Handlebar Mount Wireless Tire Pressure Monitoring System
Booth No.: 943
Contact: 800/826-2411; www.bigbikeparts.com
Product specifications: The Wireless Tire Pressure Monitoring System for touring and cruiser motorcycles allows riders to check their tire pressure from the handlebars of their bike. The design includes a 1-5/8-inch by 1-1/8-inch LCD screen mounted in a 2-7/16-inch by 2-5/8-inch by 3/4-inch handlebar mounted monitor.
Unique features: The system features water-resistant 1/3-ounce sensors that each come with a patented anti-theft ring that prevents theft or loss from improper installation. **MSRP:** \$259.95



50 BELOW

Product: Customer 1st Web Platform
Booth No.: 5061
Contact: 218/740-1802; www.50below.com
Product specifications: Customer 1st is an e-retail platform that maximizes customer usability for four conversion funnels on a dealer website: e-commerce transactions, vehicle quotes, company branding with integrated social media and mobile.
Unique features: The e-commerce updates include improved search results, product detail, view cart and secure checkout pages. The vehicle and equipment quotes function includes more robust vehicle pages and an easier-to-manage editor.
MSRP: \$5,400 annually or \$450 monthly (base pricing)



VEE RUBBER

Product: Quattro Solo
Booth No.: 747
Contact: 540/894-4361; www.veerubber.co.th
Product specifications: The Quattro Solo is Vee Rubber's newest addition to its ATV/UTV lineup. It features six-ply puncture proof technology throughout the entire tire.
Unique features: The Quattro Solo is directional for more precise steering. It comes in 25x9x12 and 25x11x12 sizing, along with unique 26x9x15 and 26x11x15 sizes.
MSRP: \$110-\$130



PRO-TEC

Product: 2012 YFZ450R Moflow Airbox Lid
Contact: 951/698-8988; www.pro-tec.us
Product specifications: This high-performance, high-flow airbox lid is manufactured from laser cut aluminum and is anodized black. It includes a water repellant filter element, and no tools are required for installation.
Unique features: The lid, which is designed for the 2012 Yamaha YFZ450R, improves intake airflow and increases horsepower in the ATV. It provides air filter protection while increasing airflow and mounts using stock airbox lid locks. **MSRP:** \$85.95

