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INSPIRING SUCCESS THROUGH MARKET INTELLIGENCE

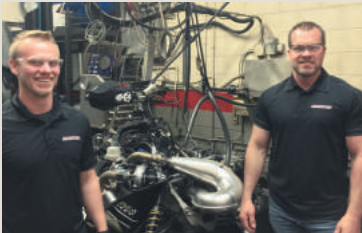


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Bintelli's first-ever dealer meeting was held on a Carnival cruise from Charleston, South Carolina, to the Bahamas.

All aboard! Ship-shape dealer meeting an ideal mix

First annual event offers education, relaxation

BY LIZ KEENER
■ SENIOR EDITOR

Dealers can always benefit from more education to help them improve their businesses, and dealers also need time to relax. Knowing this, Bintelli combined those two needs into one event — a dealer meeting aboard a cruise to the Bahamas.

The event marked Bintelli's first-ever dealer meeting. Bintelli, a scooter, go-kart and electric vehicle company, wanted to base its meeting near its Charleston, South Carolina, headquarters. After researching hotel room prices in the area, the company discovered it would be less expensive to take dealers on a five-day cruise than it would be to put them up at a Charleston-area resort hotel for three nights. Plus, the cruise added time for dealers to relax.

The six-day dealer meeting began in Charleston, where Bintelli staff welcomed 75-80 dealers to the company's headquarters. There, dealers were able to see where Bintelli's citEcar electric vehicles are manufactured, view the company's inventory of scooters and go-karts, and tour the 15,000-square-foot parts warehouse. After that, they were treated to two hours of



John Phillips of Rock Road Scooters in St. Louis, Missouri, entertained fellow dealers with his harmonica while aboard the Bintelli dealer meeting cruise.

demos aboard all of Bintelli's vehicles.

After lunch, the 60 dealers who signed up for the cruise were bussed to the Carnival Ecstasy ship. Once aboard, Bintelli hosted a one-hour private party with drinks, hors d'oeuvres and socializing for the dealers.

Between departure and arrival back in Charleston, the cruise included two days at sea, a day in Nassau, Bahamas, and one in Half Moon Cay, Bahamas.

EDUCATION

Though dealers participated in a variety of fun activities, including swimming, sunbathing, swimming with dolphins, horseback riding and

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1981-2017

Industry mourns loss of Hayden

2006 MotoGP champ dies following bicycle crash

Nicky Hayden, the 2006 MotoGP World Champion, died Monday, May 22, five days after a crash in which a bicycle he was riding was hit by a car in Italy. He was 35.

Hayden had been riding a bicycle near Rimini, Italy, on Wednesday, May 17, when he collided with a car. After the accident, he was transferred to the intensive care unit at Maurizio Bufalini Hospital in Cesena, Italy, where he died five days later. His fiancée Jacqueline "Jackie" Marin, mother Rose and brother Tommy were at his side when he passed away the evening of the 22nd.



NICKY HAYDEN

Tommy Hayden said, "On behalf of the whole Hayden family and Nicky's fiancée Jackie, I would like to thank everyone for their messages of support — it has been a great comfort to us all knowing that Nicky has touched so many people's lives in such a positive way."

"Although this is obviously a sad time, we would like everyone to remember Nicky at his happiest — riding a motorcycle. He dreamed as a kid of being a pro rider and not only achieved that but also managed to reach the pinnacle of his chosen sport in becoming world champion. We are all so proud of that."

"Apart from these 'public' memories, we will also have many great and happy memories of Nicky at home in Kentucky, in the heart of the family. We will all miss him terribly."

"It is also important for us to thank all the hospital staff for their incredible support —

See **Hayden**, Page 6

Taipei show: Reputable products, global scale

Taiwan Motorcycle Show sees rise in booths, visitors

BY KATE SWANSON
■ ASSISTANT EDITOR

The exhibit hall at the Taiwan World Trade Center was brimming with enthusiasts and industry members alike during this year's Taiwan International Motorcycle Show. The show, now in its

12th year, has continued to grow, with this year's exhibitor list nearly hitting 400.

The 2017 Taiwan show, which ran April 20-23, saw exhibitors from several countries, including Taiwan, Mainland China, Hong Kong, Japan, Malaysia and Russia. While the number of international exhibitors declined from 2016, from 31 to 28, the number of domestic exhibitors increased by more than 70 booths, reaching 394 exhibitors.

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BMW's presence helped grow attendance in Taipei.

HOTNEWS

From no Harley-Davidson stores to two in one year

Performance Brokerage Services, Inc., announced the sale of **Blue Ridge Harley-Davidson** in Hickory, North Carolina, previously owned by **Scott Fischer Enterprises**. The new owner

is **Josh Rossum**, owner of **Redstone Harley-Davidson** in Huntsville, Alabama. Rossum purchased Redstone from Fischer in May 2016.

Rossum, a graduate of **Auburn University**, and business partner **Andrew Campbell** now own two **Harley-Davidson** dealerships.

The new owners are recent college graduates, both married with young children. Campbell, a graduate of the **University of Wisconsin-Milwaukee**, had worked for Harley-Davidson for 10 years in such roles as development purchasing analyst, field

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HOT NEWS

The BMW Motorrad Concept Link was designed with urban mobility in mind.



BMW MOTORRAD UNVEILS CONCEPT LINK

The **BMW Group** in May presented its vision of zero-emission urban mobility on two wheels: the BMW Motorrad Concept Link. Inspired by the BMW Motorrad Vision Next 100, the design study unites digital connectivity with the demands of urban mobility on two wheels. It treads new paths and moves beyond established conventions both with regard to design and technology.

"The BMW Motorrad Concept Link stands for a new understanding of urban mobility. It links the digital and analog world and places the focus on the rider and his mobility needs. In the way it links functionality and digitalization, it performs both as a means of transport as well as a communication device. For me, the BMW Motorrad Concept Link, with its timeless and reduced style, is more than a concept — it is rather a symbol for a new era," said **Edgar Heinrich**, head of design at **BMW Motorrad**.

The special character of the concept vehicle becomes clear right away thanks to the completely new design language.

"The BMW Motorrad Concept Link is not based on today's concepts, but rather meets the basic functionality needs, the technical architecture and the digital reality of today's users. The technical realities of electric drive — such as the flat energy packs in the underfloor and the compact drive on the rear wheel — allowed us to create a highly distinctive design which shapes a new segment. The resulting expressive power of the vehicle is absolutely new for BMW Motorrad and breaks with all conventional viewing patterns," said **Alexander Buckan**, head of vehicle design at BMW Motorrad.

operations program analyst and district manager of Alabama and the Florida pan-handle before moving on to become a dealership owner.

Fischer had purchased Blue Ridge Harley-Davidson in 2012 and now will focus on his dealerships in Florida, New Mexico and California.

Blue Ridge Harley-Davidson will keep its name and location at 2002 13th Avenue Drive SE in Hickory, North Carolina.

WISCONSIN DEALERSHIP MOVES INTO FORMER WALMART

Action Power Sports in Waukesha, Wisconsin, moved into its new location, which was formerly a **Walmart**.

Action Power Sports purchased the building in February and opened in the new facility Monday, May 22. The property, which includes a 42,000-square-foot building on 15 acres, was vacant for a year. It sits 4 miles north of the dealership's previous location.

Action Power Sports carries motorcycles, ATVs, side-by-sides, PWC, scooters and snowmobiles from **Can-Am**, **Honda**, **Polaris**, **Sea-Doo**, **Ski-Doo**, **Suzuki** and **Yamaha**, in addition to **Karavan** and **Triton** trailers.

DRAG SPECIALTIES ADDS CENTRAL REGION SALES REP

Drag Specialties has named **Nick Zander** as Central Region road rep.

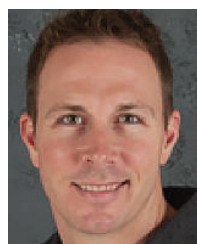
Zander was previously a **Parts Unlimited** rep in Indiana. From dirt bikes to ATVs to a Softail Night Train, Zander has plenty of powersports miles to his credit. He's also proud to be the identical twin brother to reputable Parts Unlimited rep **Neil Zander**.



NICK ZANDER

KAWASAKI NAMES NEW MARKETING MANAGERS **Kawasaki Motors Corp., U.S.A. (KMC)** announced the promotion of **Bob O'Brien** to senior marketing manager and **Ken Essex** to the role of public relations manager.

"Bob and Ken are great members of our marketing team, and I know



BOB O'BRIEN

Indian, Slingshot, BRP latest to join 2017 AIMExpo

The **American International Motorcycle Expo** presented by **Nationwide** (AIMExpo) will welcome the **Polaris Motorcycle Division** for the first time to its show floor as the company plans to showcase its 2018 lineup from its Indian and Polaris Slingshot brands.

In addition, AIMExpo has announced that **BRP** will be showcasing its **Can-Am**, **Sea-Doo** and **Ski-Doo** lineup at the annual industry gathering, set for Sept. 21-24 at its all-new location: at the **Greater Columbus Convention Center** in Columbus, Ohio.

"The show's platform was created to shine a spotlight on American industry as well as the world's largest recreational powersports market, and we're ecstatic to welcome America's first motorcycle company, Indian, along with the uniquely American Slingshot product line from the Polaris Motorcycle Division," said **Larry Little**, vice president and general manager, **MIC Events**.

"The broad spectrum of American ingenuity will be on full display from the modern homage to a heritage brand to the pure performance of a product that's created its own category and will be appreciated by visitors from the media, trade and consumer audiences."

"The Polaris Motorcycle Division is pleased to join the **Motorcycle Industry Council** event that has created a world stage for American produced products," said **Steve Menneto**, president, Polaris Motorcycle Division. "We're looking forward to hosting dealers and consumers in Columbus this September."

BRP, meanwhile, returns to AIMExpo for the third year in a row. Although the company's **Club BRP** dealer meeting will be held simultaneously at a different location, prospective dealers will be able to take advantage of the brand's attendance and view the newest 2018 models. BRP will also unveil products that will make their public debut in Columbus.

"AIMExpo's move to Columbus for 2017 was one of the deciding factors for us returning for a third year," said **Delton Bohlman**, director, Global Business and Dealer Development, BRP. "Columbus' proximity to a high concentration of U.S. dealerships and a significant amount of the American population is important as we work to connect the BRP family of brands with powersports enthusiasts."

Headlining BRP's presence in Columbus will be flagship models like the Can-Am Maverick X3 and the successful, three-wheeled Can-Am Spyder. These 2018 models, as well as personal watercraft from Sea-Doo and snowmobiles from Ski-Doo, will be on full display on the show floor.

"The return of BRP and its array of innovative brands and products contributes significantly to the vibrancy of the show, and is reflective of our retailer attendee's broad scope of showroom offerings and the diverse interests of powersports consumers," said **Cinnamon Kernes**, show director, AIMExpo presented by Nationwide. "The event platform is designed to create energy and enthusiasm around new products, and we welcome the opportunity to showcase a number of new BRP models to the public as AIMExpo presented by Nationwide shines a spotlight on the powersports industry this September in Columbus."

they will excel in their new roles," said **Chris Brull**, Kawasaki vice president of Marketing and Racing. "Both of these guys have a strong passion for powersports and have worked hard to differentiate Kawasaki in the industry."

O'Brien is a graduate of **Central Michigan University** with a B.S. in business administration, marketing and has worked with KMC for the last seven years. His first experience with KMC came with **Trisect** on the agency side, and for the last two years, he has served as the Western Region

marketing manager, creating and administering retail-marketing programs at the regional level. In his new role, O'Brien will oversee KMC's advertising and public relations and will report to Brull. Essex has six years of KMC experience, including four years handling the public relations



KEN ESSEX



The Indian Motorcycles and Polaris Slingshot brands will make their AIMExpo debuts in 2017.

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New VP position for ex-DX1 director

LotVantage has named Dave Yeargin vice president of strategic initiatives. Yeargin will assist in the growth of LotVantage's Brand Manager customer footprint, with a particular focus in powersports, where he has participated for the past 20 years. Brand Manager is a complete digital marketing solution that helps OEMs seamlessly market their promotions and advertisements to consumers through their dealers' social media channels.

"LotVantage is excited to bring on a veteran in the industry with Yeargin. As our OEM Brand Manager continues to grow, Yeargin will play a vital role in our strategic partnerships," said president/CEO Matthew Brown.

Prior to joining LotVantage, Yeargin served as director of strategic initiatives at DX1, a dealership management software division of Dominion Enterprises. He also was co-founder of ZiiOS, LLC, the industry's first cloud-based dealership management solution that was subsequently acquired by Dominion Enterprises in 2010.

Additional accomplishments within the powersports industry include creating channel partnerships and integrations with major OEMs, financial institutions and aftermarket vendors.

"I'm passionate about delivering solutions to the industry to improve profitability using advances in technology," Yeargin said. **PSB**

POWERSPORTS BUSINESS

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CALENDAR OF EVENTS

JUNE 2017

- 2-4:** Can-Am Spyder 10th Anniversary Homecoming, Valcourt, Quebec
- 2-4:** Street Vibrations Spring Rally, Reno, NV
- 3:** Lucas Oil Pro Motocross True Valley Thunder Valley National, Thunder Valley Motocross Park, Lakewood, CO
- 3:** AMA Pro Flat Track Red Mile, Lexington, KY
- 3:** Gas Gas Test Ride Tour, National Enduro, Greensboro, GA
- 3:** Spyder Demo Days, Enns Brothers, Portage La Prairie, AB
- 3:** Spyder Demo Days, Enns Brothers, Winnipeg, MB
- 3:** Spyder Demo Days, Banner Recreation, Kelowna, BC
- 3-4:** Jet Jam, Sparks Marina, Sparks, NV
- 4:** Brewtown Rumble, Pabst Brewery, Milwaukee, WI
- 5:** Yamaha "Journey Further" Model Unveil, Americade, Lake George, NY
- 5-10:** Americade, Lake George, NY
- 6:** Parts Unlimited/Drag Specialties Street & Off-Road Tour, Springfield, MA
- 8:** Parts Unlimited/Drag Specialties Street & Off-Road Tour, Buffalo/Syracuse, NY
- 8-11:** ROT Biker Rally, Travis County Expo Center, Austin, TX
- 9:** Spyder Demo Days, Notre Dame Agencies, Lewisporte, NL
- 9-10:** ULTRA4s MetalCloak Stampede, Prairie City SVRA, Rancho Cordova, CA
- 9-10:** Spyder Demo Days, Rapid Power Sports, Little Rapids, NL
- 9-11:** 40th Annual Redwood Run, Piercy, CA
- 10:** Spyder Demo Days, Performance NC, Nantes, QC
- 10-11:** Pro Watercross Tour, Lewisville, TX
- 10-11:** TORC Twin Cities Takedown, ERX Motor Park, Elk River, MN
- 10-11:** AMSOIL Grand National Cross Country Series, Seneca Highland, Odessa, NY
- 10-11:** Western New York Off-Road Association Championship Series, Seneca Highland, Odessa, NY
- 10-11:** ASRA National Sprint Series, Virginia International Raceway, Alton, VA
- 10-11:** Gas Gas Test Ride Tour, Durty Dabbers Dual Sport, Lockhaven, PA
- 10-11:** Spyder Demo Days, Enns Brothers, Portage La Prairie, AB
- 10-11:** Spyder Demo Days, Enns Brothers, Winnipeg, MB
- 10-18:** Laconia Motorcycle Week, Lanonia, NH
- 11-15:** Motorcycle Sport Touring Association (STAR) Rally, Colorado Springs, CO
- 12-16:** Concours Owners Group National Rally, Lake of the Ozarks, MO
- 13:** Parts Unlimited/Drag Specialties Street & Off-Road Tour, St. Louis, MO
- 14-18:** Wheels and Waves, Biarritz, France
- 14-25:** Mother Road Ride Rally, Chicago to Los Angeles
- 15:** Parts Unlimited/Drag Specialties Street & Off-Road Tour, Louisville, KY
- 17:** Lucas Oil Pro Motocross Red Bull High Point National, High Point Raceway, Mt. Morris, PA
- 17:** AMA Pro Flat Track OKC Mile, Oklahoma City, OK
- 17:** Blowsion Northeast John Dady Memorial PWC Rally, Mayfield, NY
- 17:** Spyder Demo Days, Banner Recreation, Kelowna, BC
- 17:** Spyder Demo Days, Performance NC, Sherbrooke, QC
- 17:** 4th Annual Kurt Caselli Foundation Benefit, Doffo Winery, Temecula, CA
- 17:** Carlton Harley-Davidson 40th Anniversary, Carlton Harley-Davidson, Manutau, OH
- 17:** Brickyard Invitational Celebration of Vintage Motorcycles, Indianapolis Motor Speedway, Indianapolis, IN
- 17-18:** Pro Watercross, Sparks/Reno, NV
- 18:** Western New York Off-Road Association Championship Series, Full Action Cycles, Colesville, NY

Email dmcmahon@powersportsbusiness.com to get your industry event added to the calendar.



TGB had several units on display at the show, including the Blade 600 EFI ATV and Bellavita scooter.

TAIWAN

■ CONTINUED FROM THE COVER

"In terms of the number of overseas visitors, we had a growth of 8.3 percent," said Mario Tsai, exhibition manager of the Exhibition Department of Taiwan External Trade Development Council (TAITRA). "With BMW and KYMCO exhibiting, it created a rise in interest for the show."

The Motorcycle Taiwan show was held in conjunction with three other auto industry shows in the Taiwan World Trade Center, including an electric vehicle section. Overall, attendance grew from just over 35,000 in 2016 to 38,187 visitors in 2017. By the numbers, Japan led the international visitor majority with 1,657 visitors in attendance, while Mainland China (1,218) and the United States (541) rounded out the top three, combined for all four shows.

The increase in attendance and exhibitors comes as welcomed news to TAITRA, the Taiwanese trade company that organizes the annual show. After the financial crisis of 2008, the show faced a difficult time getting back to its pre-crisis exhibitor and visitor numbers.

Tsai said that the exhibition space also increased by 20 percent in 2017. "To participate in trade shows overseas, such as in Europe or the United States, the cost is very high. We have established this platform. We provide an economical booth rate for all the exhibitors, not just for those from Taiwan, but all the exhibitors overseas as well," Tsai added. "The show is one way that we help the Taiwanese companies to promote their products to the overseas countries."

Japan, Mainland China, the United States and Hong Kong make up the major export market of Taiwanese-made motorcycle parts, which puts the exhibiting companies in a good position to raise brand awareness, as those countries also were the countries of origin for most of the show's visitors.

"In 2015, we visited many Taiwanese companies to discuss with them on how to promote these exhibitions and how to establish the image of the Taiwanese product," said Tsai. "We chose some features to describe the Taiwanese show: custom-made, quality and prestigious visitors."

Products manufactured in Taiwan continue to have a strong reputation on a global scale, Tsai explained, and those quality products are a large draw for international visitors from countries like Japan and Germany. "There's a reason that many Japanese buyers buy prod-

ucts from Taiwan. We offer a good price and quality," he added.

Many exhibitors approached the Taiwan show to not only promote their products on both a local and international level, but as an outlet to seek business opportunities and to support the domestic business in Taiwan.

ADIVA

ADIVA, the Taiwanese company behind a scooter with a convertible roof, returned to the show once again as a way to promote its brand domestically. "We want to increase our domestic market, and it's also to increase awareness," said ADIVA's Eugene Chong, who manages the company's export department. "It's a way to increase exposure as well as to engage participants. A lot of motorcycle dealers will come, and they will look for interesting products to sell, and foreigners also attend and may find it suitable for their market."

While ADIVA has had a manufacturing facility in Taiwan since 2008, it only began selling domestically in 2016. Chong said the main aim for exhibiting is to first generate awareness and increase exposure of ADIVA models and to look for business opportunities. The company has an international patent for its retractable roof and its main market is Europe.

"At ADIVA we foresee the future, and because of the pollution and congestion in the major cities, we decided to launch a motorcycle that combines the function of a vehicle and a car. We believe that this urban vehicle will actually replace motorcycles in the world as overpopulation continues in major cities," said Chong.

ADIVA exhibited three models during the Taiwan Show. The AD3 is a three-wheeled scooter available in a 300cc and 400cc version. The 300cc engine in the AD3 is manufactured by KYMCO, while the 400cc is a Peugeot engine. Chong said the company plans to develop its own engine in the future, but would like to solidify its position in the market first.

With the increase in consumers modifying vehicles for work and outdoor activities, Chong said ADIVA sees this as a chance to grow its presence in different markets with its unique design and capabilities. The company plans to build a more solid foundation outside of its European market before launching business in the U.S. ADIVA has plans to enter the Latin and Central American markets in the next year and hopes to gain more perspective from that venture.

KOSO

Tong Yah Electronic Technology Co., other-
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TAIWAN

■ CONTINUED FROM PAGE 4

wise known as Koso, agrees that the Taiwan show helps its business. “A lot of our customers will come visit the show. This show helps our domestic market because we already have a lot of authorized dealers in different market areas, so if a customer wants to purchase a product, we can refer them to one of our local authorized dealers,” said Juan Hou, sales department at Koso. “The main reason for us to attend these shows is to represent our product in front of the whole world.”

Koso has developed and manufactured parts and accessories for motorcycles and scooters for more than 20 years. It provides a wide range of product lines, including electronic meters, mirrors, lamps, wheels, grips, weight rollers, handle levers, carburetors, accessories and light gauges.

Koso divided its booth into two sections, one for decoration and tuning parts, and the other side for its electronic offerings, such as LED lights, dashboard speedometers and gauges. “Our main market is the aftermarket, but recently we are trying to integrate into the OEM, due to the higher sales volume, and it’s more consistent,” Hou said.

With parts manufactured at its Taiwan factory, Koso’s target market is Europe, which makes up 40 percent of its sales. Approximately 10 percent of Koso’s sales are from the U.S., but Hou said regulations on products in the U.S. market have posed a challenge to the company. For example, the company’s indicator lights need to be made bigger in the United States to comply with DOT standards, but this size is not particularly favorable in the European market. “We want to present our customers a fully prepared and legal homologated product, so they can safely install the product on their bikes and ride on roads safely without any problems,” he added.

However, Hou said the brand hopes to continue sales in the U.S. market and is beginning to work on developing products for Harley-Davidson models. “People who own Harleys like to invest in them,” he said. “They want their bike to look unique and different than all the rest.”

Koso will focus on its digital products in the U.S. market, since there is a lot of competition with China when it comes to decorative or customized parts. “Our decoration parts, although unique and good quality, the price is still higher than China. The competition is still there, so instead of having a price competition, we’ve chosen to produce something that others cannot simply mimic,” said Hou.

KYMCO

New exhibitors like KYMCO helped draw in a larger crowd of local Taiwan participants as it released its Noodoe interactive scooter app. Fresh off of its January release at the Consumer Electronics Show (CES) in Las Vegas, the Noodoe app has continued to grow in popularity. During the release in Taiwan, KYMCO’s booth was packed with interested attendants, and several app demos were offered.

KYMCO CEO Ke Jun-bin said during the opening presentation of the 2017 Taiwan Motorcycle Show that he believes the trade show enhances the sales prospects for KYMCO motorcycles. In 2016, KYMCO’s motorcycle and scooter sales made up 36.9 percent of the Taiwan market, and the company hopes to hit 40 percent of the market in 2017.

“We exhibit at this show, which is mainly B2B, to support the domestic market,” said Leon Wu, vice president of KYMCO’s Overseas Development Center. “This is an opportunity to educate others on our new products like Noodoe and to support the Taiwanese government programs like TAITRA.”

While the U.S. still remains a motorcycle-

dominated market, Wu is hopeful that powerful scooters like the new KYMCO AK 550 will gain interest. In the next three years, Wu explained that the company plans to equip all of its models with Noodoe technology. The first deliveries of Noodoe-equipped scooters began in May in Taiwan and Europe. In the U.S., Noodoe will be available in 2018 on the Like 150i scooter, and the AK 550 is estimated for early 2019.

NCY

Chian-Yie Industrial Co., Ltd., or the NCY Motor Sports brand, also had a large presence at the Taiwan show. The scooter parts company recently launched a High Performance (HP) brand in 2016, which it heavily promoted during the show. Rather than design universal items, NCY has made the choice to research

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HAYDEN

■ CONTINUED FROM THE COVER

they have been very kind.”

In addition to his MotoGP title, Hayden is known for his success throughout motorcycle racing. In 1999, he won the AMA Supersport title and was named the AMA Flat Track Rookie of the Year, after which he joined Honda's factory AMA Superbike team. In 2002, Hayden won the Daytona 200 and concluded the AMA Superbike season as the youngest-ever champion in that series.

Hayden joined the factory Repsol Honda MotoGP team in 2003 and continued with the brand for two seasons following his 2006 MotoGP championship before joining the factory Ducati team for five years. In 2014, he returned to Honda with the Aspar satellite squad. Last year he moved to the World Superbike series with the Red Bull Honda team.

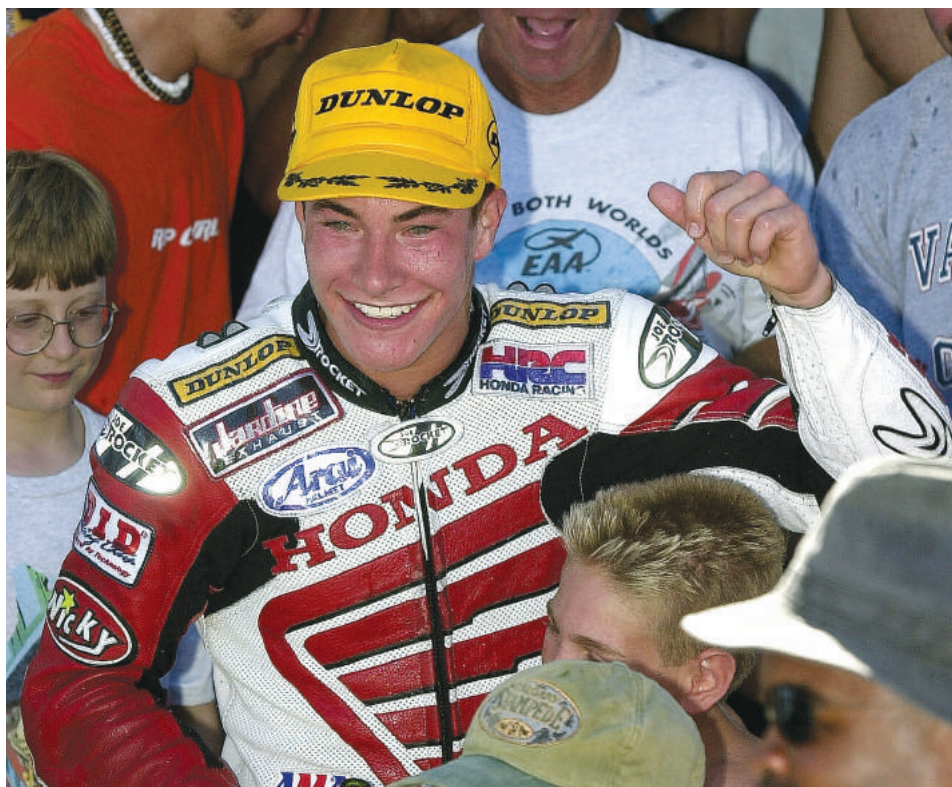
Hayden is survived by his parents Earl and Rose Hayden, his siblings Tommy, Jenny, Roger and Kathleen, and his fiancée Jacqueline “Jackie” Marin.

Thoughts, memories and photos poured in from those across the powersports industry after the news of Hayden's death was released. The following are some of those comments:

Red Bull Honda World Superbike Team: “Throughout his career Nicky's professionalism and fighting spirit was greatly valued and carried him to numerous successes, including his childhood dream of being crowned MotoGP World Champion with Honda in 2006. As well as being a true champion on the track, Nicky was a fan favourite off it due to his kind nature, relaxed demeanour and the huge smile he invariably carried everywhere. Nothing says more about Nicky's character than the overwhelming response expressed by fellow racers and his legions of fans over the past few days. Jackie and his family are truly grateful for the countless prayers and well wishes for Nicky. The ‘Kentucky Kid’ will be sorely missed by all that ever had the pleasure of meeting him or the privilege to see him race a motorcycle around a track, be it dirt or asphalt. The racing world says goodbye to one of its dearest sons. Rest in peace Nicholas ‘Nicky’ Patrick Hayden.”

Marco Chini, WorldSBK operations manager, Honda Motor Europe: “It seems impossible that Nicky is no longer with us. Nicky was not only an outstanding rider, but also a shining example of sporting ethos and professionalism. The ‘Kentucky Kid’ perfectly represented the values of the sport and the American school of motorcycling. The level of affection and support that the global sports community has shown Nicky demonstrates how much his kind persona and his genuine passion for motorcycling have left a mark in the hearts of motorsport enthusiasts and insiders, and his incredible legion of fans around the world. It is such a shame we only had 18 months working together, but we have many happy memories during this time. Seeing Nicky return to the top step of the podium in Sepang last year was very special and also his podium at Laguna Seca was a real proud moment as Nicky was always so passionate when racing in front of his home fans. Thank you for everything Nicky; we will always remember you fondly, and you will be sorely missed.”

Ronald Ten Kate, team manager, Red Bull Honda World Superbike Team: “This is a huge shock to me, the whole team, the World Superbike paddock and actually the entire racing world. We only had the pleasure to work with Nicky for one-and-a-half years, but we came to know him like all his previous teams spoke about him: fanatical about bikes, hard-working, charismatic, but above all, he was pure and genuine. He was Nicky! He will be missed by all of us, and



Dunlop provided this photo of Nicky Hayden, a well-known MotoGP, AMA Supersport, AMA Flat Track, AMA Superbike and World Superbike racer, who died May 22 at the age of 35.

I hope he will be an example for any young talent trying to reach the top as Nicky did himself. We wish the Hayden family and his fiancée Jackie all the strength they will need. Rest in peace, Nicky Hayden.”

AMA president and CEO Rob Dingman: “The loss of Nicky Hayden will be felt across the racing world, on the track and off. Our thoughts and prayers are with the Hayden family during this difficult time.”

FIM World Superbike Championship: “Hayden will be deeply missed by the paddocks he has graced throughout an incredible career, his millions of fans around the world and by all those closest to him. We wish to pass on our sincerest condolences to his family, friends, team and colleagues as we sadly bid farewell to the ‘Kentucky Kid’ far too soon — a true legend of the sport and to all those who knew him.”

American Flat Track: “The American Flat Track community is left in mourning following the tragic passing of American motorcycle racing legend Nicky Hayden and sends heartfelt condolences to the Hayden family.”

Ray Blank, the vice president of American Honda during Hayden's AMA career: “The whole Honda family and Hayden family pretty much grew up together, so this is a crushing blow for all of us. Nicky was always the perfect one to have on the team. One time after he came into the official team, he'd had a bad day at the track, and I went over to him and said, ‘Hey, don't feel so bad. There's always tomorrow.’ He turned to me and said, ‘No. I've got to feel this way. That's what's going to make me a champion. I've always got to do my best.’ Even with me trying to lift the burden off of him, he kept putting it back on himself, and I think that's just who he was.”

Miguel Duhamel, Hayden's teammate at Team Honda: “It's so great to be around that quality of people. He was so witty, and I genuinely enjoyed my time with him, talking in the team room or whatever. We'd always share information about stuff that worked or didn't work, and there are things you make notes of when you're dicing together. But sometimes people assume too much that guys know what to do off the track, and the PR effect that has on Honda or people in management. You're not just being paid to race the bike; you've also got to represent the company and even yourself a little bit. That doesn't mean you can't have any fun and you just have to be a robot out there, and Nicky definitely didn't miss out on life; he just made sure he had the right

people around him. Honestly, Nicky may have already had that down, but maybe I confirmed it for him. He was an awesome person and a world champion, and I'm very proud if I played a small part in that.”

Kerry Graeber, Suzuki Motor of America's vice president of Sales & Marketing: “We extend our deepest sympathies to the Hayden family. And our thoughts of hope and comfort go out to Nicky's brother Roger, who is a part of the Suzuki family. Nicky was not only a great racer, but also a wonderful human being and a true ambassador of motorcycling. He will be missed terribly.”

MotoAmerica president Wayne Rainey: “I've known Nicky and his family since they started taking road racing seriously. His natural dirt tracking talent made his transition to road racing seamless. Nicky worked hard, but his passion and desire to be the best was as strong as his work ethic. Being crowned MotoGP World Champion in 2006 was the reward for years of hard work. I believe Nicky loved the challenge, and it's what he was born to do. What really stands out for me was his character and the way he treated others with respect and kindness. I am very sad, and Nicky will be missed by all of us.”

Mike Buckley, Dunlop's vice president of sales and marketing: “When I remember Nicky, I will think about him as a person grounded in family values with a heart as big as the state of Kentucky. The family values learned from Earl and Rose over the years helped make him the most humble world champion the world may ever know. In spite of the lofty status Nicky rose to, I could always rely on a handshake and genuine catch-up conversation every time I saw him — that's a person who was not only taught to be respectful but never forgot where he came from. Class personified for sure. He will be sorely missed.”

Jim Allen, who headed up Dunlop's U.S. racing program during the years Nicky was racing in the U.S.: “Even when things didn't go exactly right with the tires, it never got personal with Nicky. He'd just talk about the situation, listen to what I might say and ask if ‘we’ could do better. You always wanted to do better for Nicky because you always knew he was giving it 100 percent. He and his amazing siblings were raised in a great family by wonderful parents. Nicky was taught to respect everyone — those of us who were lucky enough to work with him and those of us who watched him from a distance. We were happy to give it back.” **PSB**

HOT NEWS

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duties with the **Monster Energy Kawasaki** racing program through **Next Level Sports Management**, before moving on to KMC and working as the Central Region marketing manager. Essex, who will oversee KMC's Public Relations department, has a master's degree in sport management from the **University of Ottawa** and will report to O'Brien.

Kawasaki is in the process of filling the vacant regional marketing manager positions.

100K TRANSACTIONS IN APRIL FOR PARTS RETAILER

While dealerships that use the **CDK Light-speed DMS** reported parts sales decreases of 4.3 percent based on same stores sales data in April compared to April 2016, there are certainly powersports enthusiasts buying parts.

J&P Cycles achieved record-setting growth in April with more than 100,000 customer transactions online, via phone and at retail locations. Here's how the **MAG**-owned company laid it out in a press release:

“While retailers in the U.S. motorcycle industry search for solutions to curb declining sales, J&P Cycles is achieving record-setting retail growth through their knowledgeable product staff members and improved customer experiences across all of their retail touchpoints.

“J&P Cycles set a company record in April 2017 with over 100,000 customer transactions occurring online, via phone and at retail locations. During the same time period, J&P Cycles received a **Bizrate** customer rating of 9.2 (out of 10) in ‘likelihood to recommend’ J&P Cycles to others. Bizrate is the leading source of online retail customer satisfaction data.”

“Customers tell us every day in our stores, at rallies, over the phone and in email that they appreciate our knowledgeable staff, unrivaled selection, and our focus on their riding needs,” said **Kevin Strawbridge**, president of **MAG Retail Group**. “In 2016, J&P Cycles invested in and optimized the customer experience across our channels, all of it geared toward putting customers first. Last month's figures are proof that we've made the right changes.”

They'll be expecting to sell more at the **J&P Cycles Iowa Rally**, June 24-25 in Anamosa.

CYCLETRADER.COM PARENT GETS ACQUIRED

Dominion Web Solutions, the leading online classifieds marketplace and marketing software solutions provider for commercial and recreational dealers, announced that it has entered into a definitive agreement to be acquired by **West Street Capital Partners VII**, a fund managed by the **Goldman Sachs Merchant Banking Division** (“GSMBD”), and **Eurazeo**, a leading global investment company listed in Paris.

The **Dominion Web Solutions** brand portfolio includes the business to consumer websites **Cycle Trader**, **RV Trader**, **ATV Trader**, **PWC Trader**, **Snowmobile Trader** and **Aero Trader**, as well as the business-to-business brands **Commercial Truck Trader**, **Commercial Web Services**, **Equipment Trader** and **RV Web Services**.

CHOPPEREXCHANGE ACQUIRED BY FORMER EMPLOYEES

Florida-based **ChopperExchange**, billed as the largest V-twin motorcycle classifieds website in the U.S., was recently acquired by **Kapok Marketing**, an agency co-founded by **Jake Braun** and **Mirela Setkic**.

Both were previously employed by **Marco Polo Publications**, the former parent company of **ChopperExchange**. **PSB**

TAIWAN

■ CONTINUED FROM PAGE 5

and develop products for targeted models in order to make the products “more integrated, attractive and value-added.”

NCY showcased a variety of scooter parts, including side mirrors, genuine leather grips, high-end forged wheels, brake systems, performance front and rear shock absorbers, around-body steel tube bumpers, cargo boxes, mufflers and engine performance upgrading systems. Its brake systems and forged aluminum rims are among the most popular products for the brand. NCY's dedication to quality checks ensures that each product undergoes quality control before shipping.

NCY's research & development, testing and assembly take place in its factory in Tainan, just south of Taipei. While some companies need longer lead time for molds and machinery, NCY has the capability to streamline the process with its own equipment and supplier.

For 2017, NCY is seeking an exclusive distributor in Europe that it can use for sales of NCY's Vespa parts. NCY exports approximately 95 percent of its output to major markets, including Japan, the U.S. and Southeast Asia. NCY is exclusively distributed in the U.S. by Scooterworks USA out of Chicago.

TGB

Taiwan Golden Bee Co. Ltd. (TGB) also views the Taiwan Motorcycle Show as a chance to promote future business. “We think this kind of motor show is a platform to get the supplier and the buyer together where they can share opinions and pursue business opportunities. We always participate and do our best to support it,” said George Lin, president of TGB.

The ATV and side-by-side manufacturer has continued to grow in popularity after more than 35 years of business. TGB's Blade 1000 V-Twin ATV, which is currently the most powerful of its kind in Taiwan, received quite a bit of attention during the 2017 show. With a power output of up to 83 hp, TGB is one of only a handful of companies that have the capability to develop a 1000cc ATV with more than 80 hp in the worldwide market.

Part of TGB's dedication to the quality of its product comes from its extensive testing before a model is released. “In the powersports industry, North America holds about 70 percent of the world market. We believe that will keep growing. Many people want our engine in their side-by-side, and our engine's performance is similar to Polaris and Can-Am,” Lin said.

TGB is currently in the process of finding an exclusive U.S. distributor for its products and promises to provide the same dedication to its U.S. customers as it does in the rest of the world.

E-GIN

Another company with a long history in Taiwan is Yih Jing Traffic Industrial Co. Ltd. (E-GIN), which manufactures motorcycle plastic spare parts, ATV plastic parts and machine injection products. The company supplies high quality replacement and performance body parts that fit a majority of OEMs from around the world.

“We always want to promote our products, but we also want to support our country,” said Ting Yu Yeh of E-GIN's sales department. “We have been at this show since the beginning, and it's the second-biggest motorcycle show in Asia. It is an investment to promote our products and exhibit.”

Yeh said that the company uses premium quality plastic materials in a state-of-the-art injection system that ensures precise installation, durability and the longevity of its products. Each mold takes about three months to develop, so every year E-GIN adds full sets for two or three new models, which are

determined by the most popular models on the market.

E-GIN also has the ability to customize the color of each part, according to what the consumer wants. “We will offer more colors than traditional OEMs. We have OEM colors too, but we also have the technology to develop the molds, so if customers have an idea they want to develop their own products, then we can customize to meet their requests,” said Yeh.

While the company does not yet have a U.S. distributor, Yeh said she plans to attend the 2017 American International Motorcycle Expo (AIMExpo) in Columbus, Ohio, to learn more about the U.S. market. Yih Jing Traffic Industrial hopes to enter the U.S. market with a new line of motocross parts, aiming mainly for the enthusiasts who would like to customize the bikes.



PSB assistant editor Kate Swanson, center in black, was asked to guest judge the Custom Bike Mega Contest, featuring 38 customized scooters and motorcycles.

“If you want to look for suppliers, especially a supplier that can customize your design and your products, here is the best place,” said Tsai, of the Taiwan External Trade Development

Council. “Although our exhibition is small, you will meet many suppliers who will offer you products with great quality at a reasonable, competitive price.” **PSB**

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