

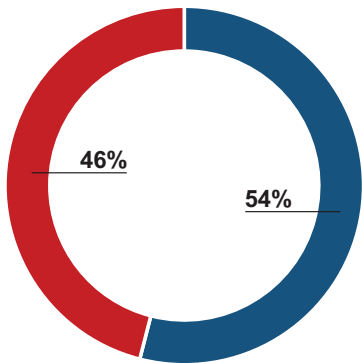
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PERCENT OF NEW ADV BIKES SOLD WITH ATTACHED ACCESSORY



■ With Accessory ■ No Accessory Sold
Source: CDK Global Recreation

Sales of P&A for dual sport bikes strong

New dual sport bike buyers include P&A on PO at a rate of 54 percent

A study exclusively for readers of *Powersports Business* provided by CDK Global Recreation shows dual sport motorcycles are more often than not leaving the store with parts and accessories attached at the time of purchase.

The data, taken from accessory sales on 41,000 new adventure touring (ADV) motorcycle purchase orders at dealerships that use the Lightspeed DMS, shows that more than half the customers who buy new ADV bikes are leaving the store with an accessory attached at the time of purchase. For ADV models sold in 2018, 54 percent of them had an accessory attached at the time of the unit purchase (above). On the other hand, 46 percent of new ADV bikes sold left the shop as stock models, with no accessory sale added to the bike's purchase order.

The study only includes units where the VIN number can be decoded to identify the exact make, model, product line and segment. OEMs that do not provide specific VIN decoding were not included. Among the bikes that fit the ADV category are the BMW R1200 GS Adventure, KTM 1290 Super Adventure R, Yamaha XT1200Z Super Tenere and Triumph

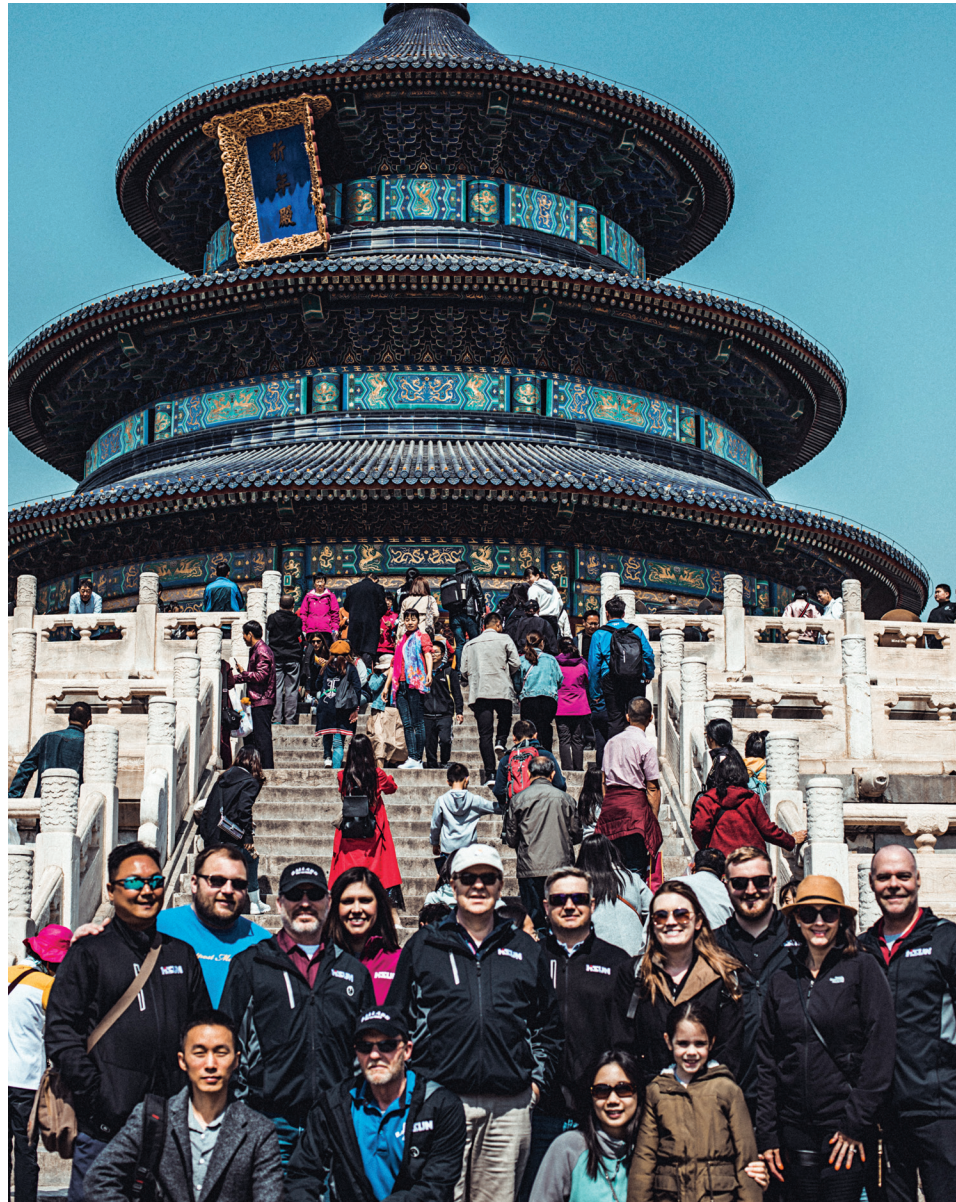
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Diamond club, golden trip

Inaugural Hisun USA Diamond Dealers Club excursion to China showcases country, brand's products, people

BY ABBY LARSON

■ STAFF REPORTER



Dealers and Hisun employees enjoyed tours of historic Chinese monuments, including the Temple of Heaven in Beijing, during the inaugural Hisun USA Diamond Dealers Club. Photos courtesy of Hisun

Not all adventures start at the dealership level, although at times it feels an adventure awaits every time the key turns to open the doors.

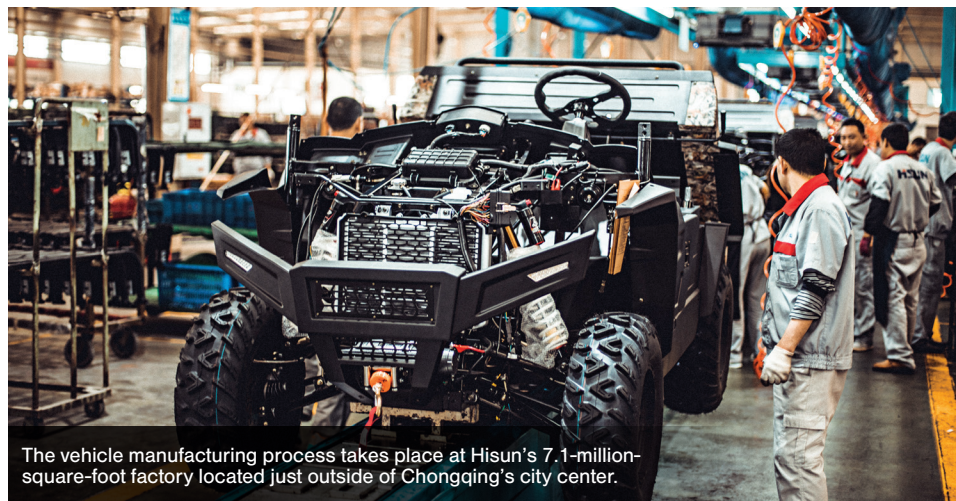
Since it began offering an incentive trip to its top-performing dealers in 2014 as a reward for their diligence and promoting the brand, McKinney, Texas-based Hisun Motors USA has watched its year-over-year sales growth climb a steady path. This year, Hisun took its celebratory trip one step further and founded the inaugural Diamond Dealers Club, an exclusive grouping of Hisun's top dealers for an all-inclusive adventure to Hisun's home city of Chongqing, China.

After nearly 24 hours of travel time, dealers and the entire entourage — staff, dealership owners and their spouses, co-workers, a girlfriend-who-turned-into-a-fiancee by the trip's end — landed in Chongqing at 6 a.m. local time. And while *Powersports Business* was informed that the industry's lone VIP media invitation would entail plenty of sights to be seen, we had to see it to believe it. And do we ever believe it after having experienced it.

From wheels down, we hit the ground running. The next week emulated what dealership life can be like on any given day: delightful and rewarding, but moving at neck-breaking speeds with little room for rest.

Upon arrival in Chongqing, dealers were

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The vehicle manufacturing process takes place at Hisun's 7.1-million-square-foot factory located just outside of Chongqing's city center.



Congratulations were in order when Doug Brucher of Northern Powersports popped the question to girlfriend-turned-fiancee Lisa atop the Great Wall of China.



Harley-Davidson dealership owners growing with expanded vehicle lineup

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'Hard work, commitment, and a really incredible team'

Colorado dealership owners make their mark on motorcycle community

BY ABBY LARSON

STAFF REPORTER

For two Colorado dealers, pushing the boundaries from dawn to dusk has been their primary goal since day one. Trevor and Catie Bird, owners of Durango Harley-Davidson, hit the ground running when they bought the dealership in June 2017. Whether by hosting events, acquiring new lines or providing high-quality customer service at the dealership, the Birds have made it their mission to keep themselves, their employees and their customers happy and ready for the next big thing.

The new owners have recently been busy on the OEM side with the addition of Mahindra's Roxor Off Road brand last summer and Royal Enfield earlier this year.

"We've seen a lot of interest in both Roxor and Royal Enfield," Trevor Bird told *Powersports Business*. "We've had a lot of success selling them in this area. We also worked out a deal this year with a group called Octane Trails up in Silverton, Colorado that will be renting some of our Roxors out to customers who want to explore the Alpine Loop in the backcountry of the San Juan Mountains, which is one of the most travelled routes in the country with the off-road only, ATV/UTV vehicles. That makes a really cool off-road alternative for the Four Corners (shared meeting point of Arizona, Colorado, New Mexico and Utah) market."

As for the Royal Enfield line, Bird says that excitement is already buzzing around the recently picked-up line, especially due to the low price point.

"We're really excited about having Royal Enfield in our store," he said. "We've got the full line up, including the Himalayan. It's a true dual sport adventure bike. The starting cost is \$4,499, so that really lowers the barriers that people encounter when they want to get into the sport of motorcycling. The price of the bike is definitely a big consideration for customers, and having a dual-sport bike for under \$4,500 is really exciting."

Taking on new lines isn't the only cause for buzz around the dealership; since the beginning, Trevor and Catie have been passionate about getting new riders on motorcycles and simply driving more interest to riding in the Four Corners area. Last June, they took over the local MSF riding program to continue building ridership in southwest Colorado and expanding the Harley-Davidson brand.

"We trained six instructors last year and, by the end of April 22, we will have 12 more candidates who will be going through instructor training in the state of Colorado and MSF," Trevor said. "We had about 100 students that we trained last year between June and October, and now we're hoping to train over 200 new students in the MSF New Rider Course in 2019. It has been really exciting for us to bring new riders in and have the ability to offer MSF New Rider Courses. We will also start offering the advanced rider course this year."

The dealership also offers a rental program for those who are already established riders. EagleRider is an exclusive rental service for Harley-Davidson dealerships and is a great option for anyone who simply wants to rent a bike for a quick ride or is planning a once-in-a-lifetime ride across the country.

Perhaps the biggest drawing point to the dealership has been the resurgence of an iconic motorcycle event — the Four Corners Motorcycle Rally. After a series of events in 2017 that led to the cancellation of the 25th anniversary of the rally, Trevor and Catie, at the time new owners of Durango Harley-Davidson, stepped in to take over the iconic event. They partnered with John Oakes, who manages LA Bike Week, High Tide Car Show and more, and purchased the trademark, media assets, and website for the rally to make it all happen.

"We wanted to get Four Corners Motorcycle Rally back on the map as fast as possible," Trevor told PSB.

"We threw together an impromptu rally Labor Day weekend in 2017, and in 2018 we brought out all the stops with a flat track, concerts, a big parade down Main Street, and a ton of other cool activities. This year we'll be adding the Rusty Butcher Hill-Climb Race at Purgatory Ski Resort, and we've got both the Indian and Harley-Davidson demos on site along with old 80's bands that will be playing. We've worked



Since purchasing Durango Harley-Davidson in 2017, Trevor and Catie Bird have made their mark on the motorcycle community through their efforts to build ridership in southwest Colorado. Photo courtesy of Durango Harley-Davidson



Getting more riders on the road has been a priority for the Birds since they first purchased the dealership in 2017. Photos (3) by Justin George



Rental programs, riding courses and dealership events are just a few reasons for customers to get involved at Durango Harley-Davidson.

really hard to make it happen, and this year should be great."

Despite having only owned Durango Harley-Davidson for just less than two years, the Birds have certainly made their mark on the motorcycle community through their contribution to local events. The best part? Every event is family-friendly.

"We're truly family out here. Catie and I have a 6-year-old son and an 8-year-old

daughter, and when they're not in school they're at the dealership folding t-shirts and helping wash bikes, or wherever they can help," Bird said. "The events that we get behind are events you can take your family to. Here, we have quality events that anyone can come to whether or not you ride or have kids. We want them to be fun and welcoming to anyone who wants to attend."

With numbers continuing to climb at the increasingly successful dealership, both Trevor and Catie believe that their success is attributed to their hard work, dedication and love for riding.

"In addition to bringing on all the new products and bringing in new programs, giving people a reason to come visit the Four Corners over Labor Day weekend at the Four Corners Motorcycle Rally is, to me, the icing on the cake," Trevor said. "When you buy a dealership, you can look at the financials all day long, but the big unknown is the people. You don't know what you're getting when you first come on, but Catie and I have been so blessed with the team here. Everyone shows up every day to grind it out and make sure that we're moving in the direction that we want to go. Our success really comes down to hard work, commitment, and a really incredible team. I've got a partner in my wife, and we have a team behind us who understands the vision and has stood behind us since day one." PSB



New lines and dealership events ensure that the parking lot of Durango Harley-Davidson is always bustling with customers.