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The 2020 Teryx KRX 1000 was unveiled to rave reviews in October at Kawasaki's Dealer Business Meeting in Palm Springs, California. Dealers took advantage of the launch buzz by having them on their showroom floor on the day of the reveal. Photos courtesy of Kawasaki



PSB staff reporter Abby Larson took the new unit for a spin during a media test ride in Palm Springs.



The release of the Teryx KRX 1000 marks Kawasaki's entry into the sport side-by-side market.

## Teryx KRX 1000 blasts off in the desert

*Kawasaki's debut in sport side-by-side market a thrill a minute*

BY ABBY LARSON

■ STAFF REPORTER

The market has been asking, and Kawasaki has finally answered.

After months of anticipation, the industry was finally let in on Kawasaki's secret. On Monday, Oct. 7, Kawasaki's first sport side-by-side, the 2020 Teryx KRX 1000, was unveiled in front of a crowd of hundreds of dealers, and the general consensus is that it was worth the wait.

The release came during the first day of Kawasaki's weeklong dealer meeting in Palm Springs, California, where the first of two waves of dealers had an exclusive first-look at the rollout of the new machine. Those who

weren't in attendance didn't have to wait long, either; moments after the official release of the Teryx KRX 1000 and the rest of the 2020 lineup, truckloads of the new units began showing up at dealerships across the nation for immediate selling opportunities.

While dealerships around the country were busy receiving the new units, the Dealer Business Meeting was underway in Palm Springs to show dealers exactly what they're in for with the new lineup. Attendees were treated to everything from presentations (one of which included the original GPZ900R used by Tom Cruise in *Top Gun* and the H2R Carbon used in the upcoming film *Top Gun: Maverick*), showcases of the entire 2020 lineup and special appearances from notable industry names such as Kawasaki brand ambassador "Stone Cold" Steve Austin, current motocross racers Eli Tomac and Adam Cianciarulo, and former champion Jeremy McGrath.

"[The Teryx KRX 1000] has changed the game for us," Bill Jenkins, senior VP of Sales, told *Powersports Business* following a two-hour presentation in Palm Springs. "This is another branch of the side-by-side vertical that we hadn't participated in until now. Kawasaki being in this space will not only add great profit, but it will promote awareness for the brand."

Jenkins was part of an introductory presentation for each wave of dealers and media coming into Palm Springs to check out the entire 2020 lineup, along with changes and exciting updates coming from within the company.

"Having the dealers here is essential," Jenkins said. "We can show all the best videos, photos, specs and the whole nine yards, but at the end of the day you have to ride this new product to really understand what it can do. We have to

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## Indian dealership's second location already thriving

*Bison Thunder Motorcycle offering at-home service feature for its customers*

BY ABBY LARSON

■ STAFF REPORTER

If you've been keeping up with *Powersports Business* over the last few months, chances are you've seen several articles detailing just a few of the methods that dealers are using nowadays to attract customers to the storefront. From hosting unique events to attracting and maintaining high engagement across social media channels, dealers are in the know on how to bring in customers for that first handshake and keep them coming back for more.

For Bison Thunder Motorcycle in St. Paul, Minnesota, giving its Indian Motorcycle customers a unique experience is just another part of daily life at the store. The adventure began four years ago when the first Bison Thunder Motorcycle was opened in St. Michael, Minnesota, where the Indian bike business experienced steady growth from the moment they revved the engine.

"We opened the store in St. Michael about four years ago, and it was successful almost immediately," owner Doug Kauth told *Powersports Business* on-location following a tour around the St. Paul shop. "Within 18 months of opening, we were one of the top five Indian dealers in the country."

After three years of continued success, Kauth came across an opportunity to further his business by opening a second location in St. Paul. With the strong track record of the first location, Kauth knew he couldn't pass up the opportunity to capitalize on that success.

When word of the new location got out to customers and employees, the reaction was overwhelmingly positive.

"Everybody cheered when they heard we would be opening a new store. They were all excited, to say the least," he explained. "Granted, we had a lot of work to do

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Bison Thunder Motorcycles first opened in St. Michael, Minnesota four years ago before expanding to St. Paul (above). Photos by Abby Larson/Powersports Business



## CFMOTO celebrates 30th anniversary in China with 2020 ZFORCE 950 launch

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## TERYX KRX 1000

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earn our way into this space.”

If the dealer meeting is any indication, Team Green is certainly bringing its A-game into the sport side-by-side space. Perhaps the biggest perk for those in attendance was the opportunity to jump behind the wheel of the Teryx KRX 1000 for test rides.

Dealers and members of the media were bussed out to a private swath of land in the Coachella Valley to get behind the wheel and finally put this long-awaited machine to the test. Two separate tracks designed specifically for the Teryx KRX 1000 allowed drivers to test out the machine's full capabilities. Rock climbs, steep descents and straightaways were just a few of the opportunities provided to test an array of capabilities that will likely have consumers scrambling to get behind the wheel and test these units themselves.

Kawasaki's answer to the growing popularity of sport side-by-sides comes after a deep-dive into the market and discovering what customers are seeking.

“A lot of research went into creating this machine,” said Kevin Mann, product manager for Kawasaki. “We got together with customers of competitive machines and went out on group rides in different areas of the U.S. to get their feedback. They told us what they liked and what they didn't like about the machine, and what things they wished it could do that it couldn't do. We picked up on what was important to them and what the competition wasn't doing, and we kept that in mind as we built this machine. We listened to the customers about what they weren't satisfied with and put their desires into the Teryx KRX 1000.”

An important aspect of building the machine was crafting those small details to set Kawasaki apart from the competition, much of which was achieved through added capabilities.

“The lower sides of the vehicle slope in like a boat. It's not going to get hung up on a rock as you go over rocky terrain. Customers told us that they don't want to go into the dealership and spend another \$4,000 to put a new suspension on it; they want the arms to be arched already so they can have more ground clearance, so that's what we did. They wanted bigger tires so they can roll over the ruts without going in the ruts, so we did that as well,” Mann explained.

*Powersports Business* also had the chance to talk with Ken Essex, manager of Public Relations, before members of the media hit the track. In a video on the *Powersports Business* YouTube channel, Essex gives viewers a tour of the 2020 Teryx KRX



Bill Jenkins, senior VP of sales for Kawasaki, gave dealers the inside scoop on the new unit during an introductory presentation for the 2020 lineup.

1000, touching on the important aspects of the new machine that customers will be looking for.

Behind the wheel, it was impossible not to admire the look and feel of the machine, even at a standstill. The roomy interior and the ergonomic shape of the seats made the three-hour ride comfortable, even when riding over rocky terrain and climbing steep inclines. The controls are simple to understand and use, making this machine perfect for everyone, from a novice to the most experienced rider looking for a new rig to tear up the trails.

Dealers also had the chance to jump behind the wheel and put the new side-by-side to the test.

“That was the most fun I've had in a UTV in a long time,” said Jeff Schoetz, sales manager of Karl Malone Powersports in Salt Lake City, Utah. “We carry five lines, and we've been in the UTV industry since the Rhinos came out. I was really impressed with the climbing ability and the engine-breaking coming down the hill. The ground clearance was amazing; I don't think we scraped the ground once, even going over the boulder fields.”

“Compared to other vehicles, the suspension was incredible. The smoothness was unreal,” said Jordan DeValk, sales leader at Team Winnebagoland in Oshkosh, Wis-

consin. “There was a lot to learn from the presentations as well. All around it was a cool experience.”

Getting the dealers jazzed up about the launch proved to be critical for the awareness surrounding the new unit.

“Social media has been blowing up since we announced the Teryx KRX 1000. It's all over the place,” Jenkins said. “It actually

crashed our website just after the unveiling. There is an amazing amount of hype, and our goal and focus now is to have our key models that will change our business available the day of the launch.”

From the launch of Kawasaki's thrill-a-minute first sport side-by-side to its same-day delivery at dealerships, that plan was greeted with overwhelming success. **PSB**



Hundreds of dealers attended the dealer meeting to get a glimpse at Kawasaki's entire 2020 lineup.



Several bikes from Kawasaki's 2020 lineup were on display for dealers to check out following the introductory presentation.



Dealers and media had the chance to jump behind the wheel and test out Kawasaki's first sport side-by-side for themselves.