

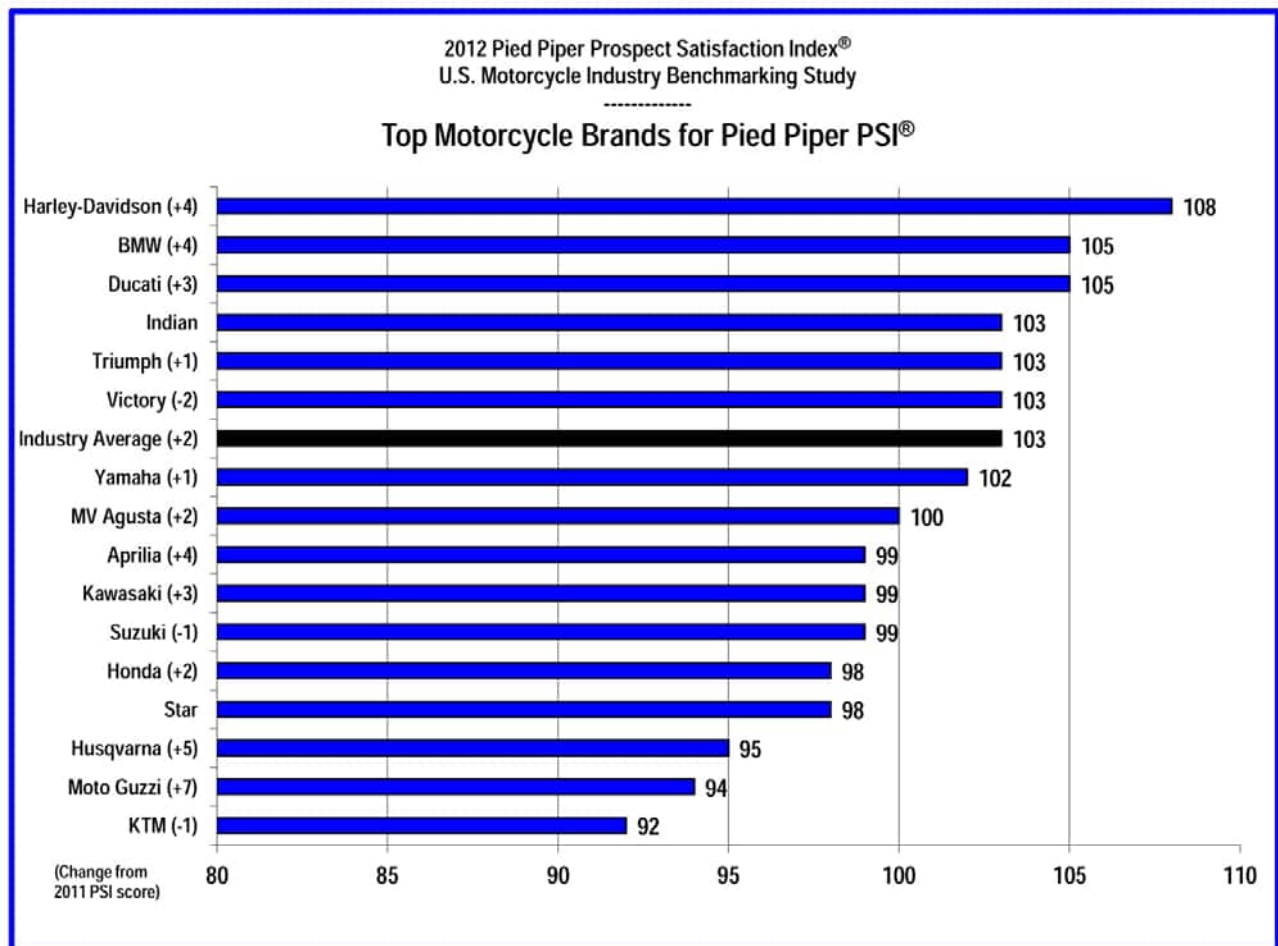


## HARLEY-DAVIDSON MOTORCYCLE DEALERS RANKED HIGHEST BY 2012 PIED PIPER PROSPECT SATISFACTION INDEX®

### Industry benchmarking study shows widespread improvement in dealership treatment of motorcycle shoppers

MONTEREY, CALIFORNIA – May 7, 2012 – Harley-Davidson dealerships returned to the top ranking in the newly released 2012 Pied Piper Prospect Satisfaction Index® (PSI®) U.S. Motorcycle Industry Benchmarking Study, which measured dealership treatment of motorcycle shoppers. Study rankings by brand were determined by the patent-pending Pied Piper PSI process, which ties “mystery shopping” measurement and scoring to industry sales success.

BMW and Ducati finished in a tie for second, followed by Triumph and the Victory and Indian brands from Polaris Industries, in a three-way tie for fourth. Industry-wide performance improved substantially from 2011 to 2012, with only three of sixteen motorcycle brands failing to achieve higher scores.



Harley-Davidson dealerships led all brands in sixteen different sales activities such as offering test rides, obtaining contact information and asking for the sale. Brand performance varied considerably from brand to brand, with twelve different brands leading at least one sales process category. For example, Ducati, Husqvarna and Triumph dealerships were twice as likely to offer a brochure to shoppers than dealerships selling Suzuki, Honda or Kawasaki. Similarly, Harley-Davidson, BMW and Ducati dealerships were twice as likely to ask for contact information than dealerships selling Husqvarna, MV Augusta or Moto Guzzi.

Industry improvement was widespread throughout the sales process, with over 80% of the individual sales process factors improving on average. Compared to the previous year's results, the 2012 study showed that motorcycle salespeople were 14% more likely to provide compelling reasons to buy from their dealership, 13% more likely to ask for the sale and 11% more likely to provide compelling reasons to buy now.

"Today's motorcycle salespeople have become much more effective at helping shoppers become buyers," said Fran O'Hagan, President and CEO of Pied Piper Management Co., LLC. "For example, five years ago, a motorcycle salesperson would introduce him or herself to a prospect only six times out of ten. Today it is nine times out of ten." Despite the progress, the study results also show that there is plenty of room for further improvement. Today motorcycle salespeople ask for contact information only 43% of the time, offer test rides only 16% of the time, and attempt to write-up the transaction only 29% of the time.

The 2012 Pied Piper Prospect Satisfaction Index U.S. Motorcycle Industry Study was conducted between July 2011 and April 2012 using 1,653 hired anonymous "mystery shoppers" at dealerships located throughout the U.S. An example of another recent Pied Piper PSI study is the 2012 Pied Piper PSI<sup>®</sup> Internet Lead Effectiveness<sup>(TM)</sup> (ILE<sup>TM</sup>) Benchmarking Study, in which the Lexus and Infiniti auto dealer networks were ranked first in a tie. Complete Pied Piper PSI industry study results are provided to vehicle manufacturers and national dealer groups. Manufacturers, national dealer groups and individual dealerships also order PSI evaluations as a tool to improve the sales effectiveness of their dealerships. For more information about the Pied Piper Prospect Satisfaction Index, and the patent-pending Pied Piper PSI process, go to [www.piedpiperpsi.com](http://www.piedpiperpsi.com).

### **About Pied Piper Management Company, LLC**

Pacific Grove, California-based Pied Piper Management Company, LLC develops and runs sales & marketing programs to maximize the performance of dealer networks. Go to [www.piedpipermc.com](http://www.piedpipermc.com).

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