

Pied Piper Management Company LLC appoints Mark Mooney as Director, Retail Performance

MONTEREY, CALIFORNIA – *August 10, 2012* – Powersports industry veteran Mark Mooney has joined Pied Piper Management Company, LLC as Director, Retail Performance.

Pied Piper counts as clients most of the auto and motorcycle manufacturers operating in North America, as well as dealer groups and individual dealerships. These clients hire Pied Piper to help them improve the performance of their dealer networks.

In his role as Director, Retail Performance, Mark will manage Pied Piper Consulting[®] for the powersports industry. Pied Piper's unique approach to retail performance consulting combines a foundation of facts evaluating dealership performance, with the practical wisdom of Pied Piper consultants, which comes from years of experience owning and running successful dealerships.

Prior to joining Pied Piper, Mark spent four years running Mohala Motorsports Consulting, where he provided solution-oriented assessments and training for motorcycle dealerships. For the ten years prior to that, Mark owned and ran a successful \$10 million multiline motorcycle dealership. Mark sold Santa Cruz, California, based, All American Honda, Kawasaki, Suzuki, in 2008. Mark's motorcycle industry experience began before that in the late 1980s and early 1990s, when he spent seven years working as General Manager for two different dealerships.

“We are pleased to add Mark to the Pied Piper team,” said Fran O’Hagan, President and CEO of Pied Piper Management Company, LLC. “Those dealer principals who have already worked with Mark describe how much they value his wisdom and guidance, but just as importantly how easy it is to work with him.”

About Pied Piper Management Company, LLC

Pied Piper Management Company, LLC is a nine year old Monterey, California company that develops and runs sales and service programs to maximize the performance of dealer networks. Go to www.piedpipermc.com.