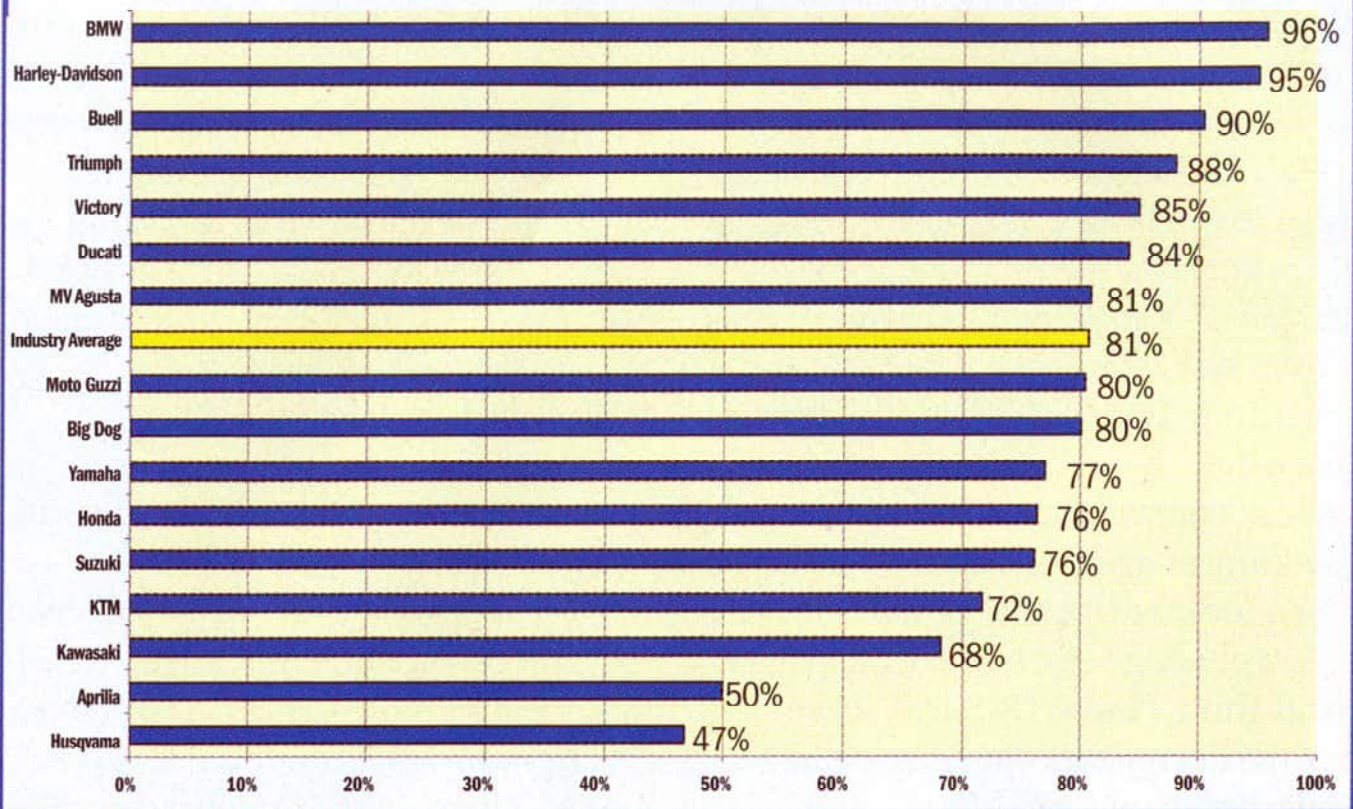


## HOW OFTEN CONSUMERS BUY THE BRAND THEY CAME IN FOR



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## How often are consumers pushed off brands?

Motorcycle salespeople move their customers from one brand to another more than their counterparts in the RV and auto industries do.

And the brand can make a big difference in whether a salesperson will direct the consumer's attention to the product that they originally asked about or direct them to an entirely different model and line.

Those are the conclusions from a unique comparison of motorcycle, auto and RV dealerships recently completed by the company behind

the 2007 Pied Piper Prospect Satisfaction Index, which examines the retail experience at motorcycle stores around the nation.

According to the Pied Piper Management Company, motorcycle salespeople shift their consumers' interest in brands 19 percent of the time, slightly more than than RV counterparts (17 percent) but much more than auto salespeople (6 percent).

And the difference between brands can be substantial.

Not surprisingly, brands common to single-line dealerships —

Harley-Davidson and BMW — are rarely switched while metric brands, often in multiline stores, are more prone to lose out to competitors.

Among the major Japanese brands, Kawasaki fares the worst, according to the survey. Thirty-two percent of the time, consumers asking for Kawasaki products are directed to another brand by dealership sales staff. Yamaha (23 percent), Honda (24 percent) and Suzuki (24 percent) are all closer to the industry average of 19 percent.

— Neil Pascale