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## Victory A Victor In Pied Piper Bike Brand Study

by [Karl Greenberg](#), Monday, May 2, 2011, 2:00 PM

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American and European motorcycle brands are very good at something the import brands are still struggling with: creating a strong brand affinity and satisfaction at the retail level.

For the second year in a row, Polaris' Victory Motorcycle brand is the top-ranking motorcycle maker in prospect satisfaction in the new Pied Piper Prospect Satisfaction Index (PSI). Victory led the pack in areas such as providing a product walk-around demonstration, mentioning the availability of financing options, mentioning the availability of accessories, and pointing out features that are unique from the competition.

Second place went to Harley-Davidson, followed by Ducati and Triumph, which tied for third. In fourth place is BMW, followed by Yamaha.

Pied Piper says that since motorcycle sales took a huge hit in the recessions (as consumers held off making discretionary purchases), the dealership experience has become more important, since the experience of a motorcycle drives a sale far better than an ad. The firm says that from 2010 to 2011, as dealership profitability and employment dropped, many improvements in retail spaces and sales experience were lost.

Among the sales processes that suffered were the salesperson asking for the sale, providing compelling reasons to buy now, and offering a test ride. Sales processes that have improved include encouraging shoppers to sit on a motorcycle, salespeople introducing themselves to shoppers, and explaining service and maintenance programs.

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