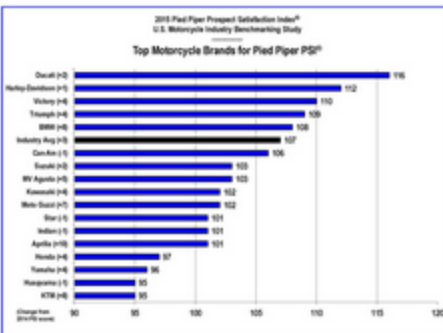




Publish Date: May 4, 2015

The study measures dealership treatment of motorcycle shoppers, with rankings by brand determined by Pied Piper's PSI process that ties "mystery shopping" measurements and scoring to industry sales success.

This is the ninth consecutive year that Ducati and Harley-Davidson dealers were ranked either first, second or third by customers. All of the top five brands for 2015—Ducati, Harley-Davidson, Victory, Triumph and BMW—improved their scores from the 2014 study.



Editor's Note: Find links to PSI Studies, 2009-2014, at bottom of this article.

In fact, 13 of 17 brands surveyed improved their performance, resulting in the highest industry average PSI score in the nine years that Pied Piper has been benchmarking this performance. Brands showing the greatest overall improvement between the 2014 and 2015 studies were Aprilia, KTM and BMW. Brands declining during this same period were Can-Am, Indian and Yamaha STAR (see rankings below).

On average, dealerships in the top quarter of the Pied Piper Index sell 22 percent more motorcycles than dealerships in the bottom quarter, Pied Piper noted. "So much about the motorcycle business is difficult for a dealership to control," said Fran O'Hagan, president and CEO of Pied Piper Management Co. "Are the products desirable? Is financing available? Is floor traffic slow? In contrast, dealerships can control the sales process used by their sales team, and the results are clearly worth the effort."

Industry-wide improvement was made, for example, in an increase in test ride availability. Five years ago, an immediate test ride was offered to shoppers only 15 percent of the time and the possibility of a future test ride was mentioned 19



LATEST VIDEOS

Mark Rodgers at Deale...



DXPO Overview



CONSUMER NEWS

POWERED BY:



- [AMA launches Get Women Riding campaign](#)
- [AMA announces U.S. World Trophy Teams](#)
- [Riders Insurance supports Motorcycle Safety Month](#)
- [AMA honors 'Hero' legislators](#)
- [Corinthian Colleges closes its last 28 campuses](#)

[More News](#)

percent of the time. In the 2015 study, mystery shoppers reported that immediate test rides were offered 35 percent of the time and future test rides 28 percent of the time.

Other examples of market-wide improvement include:

- **Salespeople requesting customer contact information:** 57 percent of the time vs. 46 percent five years ago
- **Salespeople asking about trade-ins:** 39 percent of the time vs. 27 percent five years ago; and
- **Salespeople encouraging customers to sit on a bike:** 81 percent of the time vs. 70 percent five years ago.

But performance varied considerably by brand. Pied Piper cited the following examples:

- **Suggesting writing up a deal:** Industrywide, salespeople attempted to write a deal 41 percent of the time, shoppers said, compared to 33 percent of the time five years ago. Dealers selling Triumph, Honda, Harley-Davidson, Suzuki and Aprilia were most likely to suggest going through the numbers and writing up a deal, while Indian, Husqvarna, Can-Am, Yamaha and Yamaha STAR were least likely.
- **Evangelizing the dealership:** Industrywide, salespeople provided compelling reasons to buy from their particular dealership 45 percent of the time, compared to 41 percent three years ago. Dealers most likely to "sell" the benefits of their store were Ducati, Harley-Davidson, Indian, Yamaha STAR and Can-Am. Dealers lest likely to tout the benefits of their store were Honda, Yamaha, Suzuki, KTM, Moto Guzzi and Husqvarna.

Rankings and links to past PSI findings, next page