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Motorcycle dealers respond to website leads as quickly as car dealers: Pied Piper

Pied Piper internet lead study shows Harley-Davidson dealership are top responders

Harley-Davidson dealerships ranked highest in the 2022 Pied Piper PSI Internet Lead Effectiveness (ILE) Motorcycle/UTV Industry Study, which measured responsiveness to internet leads coming through dealership websites – behaviors tied directly to retail sales success. Dealers selling Indian motorcycles were ranked second, followed by Polaris side-by-side dealers.

"Quick response to web customers is critical to selling, placing an order, or building the foundation for future sales," said Fran O'Hagan, CEO of Pied Piper. "Dealers who respond quickly, personally and completely to website customer inquiries on average sell 50% more vehicles to their web customers as opposed to dealers who fail to respond."

Dealers for four of the top scoring brands - Harley-Davidson, Indian, Polaris and Can-Am - not only scored well in 2022, but also have dramatically improved their web response behaviors over time. Over the past

five years, dealers for those four brands have on average more than doubled how often they answer web customer questions by email or text, from 27% of the time in 2018 to 59% of the time in 2022.

Industry average ILE performance increased three points to 43, the industry's highest average score to date. This year for the first time, dealers for two brands - Harley-Davidson and Indian - performed better, on average, than typical car dealers, who in general began focusing on web customers years before powersports dealers.

On the other hand, the study also shows that many powersports brands are still not paying enough attention to poor dealer web response, or aren't doing anything effective to fix it. The performance for 11 brands declined over the past year.

"Poor performance of declining dealers can be partly attributed to the complacency that comes from recent low inventories," said O'Hagan. "However, slacking off – compared to responding and building relationships with customers, especially local customers – could result in multiple lost sales for years to come, especially once inventory levels improve."

Pied Piper Prospect Satisfaction Index® (PSI®)

Motorcycle & UTV Brands

Internet Lead Effectiveness® (ILE®) Scores 2018 through 2022

Brand	ILE Score						
	2022	2021	2020	2019	2018	Change 2021 to 2022	Change 2018 to 2022
Harley-Davidson	60	56	56	43	31	7%	94%
Indian	58	55	54	36	39	5%	49%
Polaris	51	46	43	32	27	11%	89%
Can-Am (BRP)	45	40	41	32	26	13%	73%
BMW	45	46	45	40	42	-2%	7%
Triumph	44	40	43	33	36	10%	22%
Royal Enfield	44	39	N/A	N/A	N/A	13%	
Husqvarna	42	38	37	31	36	11%	17%
Ducati	41	43	46	40	37	-5%	11%
Moto Guzzi	40	40	36	29	25	0%	60%
KTM	40	37	39	32	31	8%	29%
Honda	39	32	38	33	34	22%	15%
Yamaha	38	37	42	31	26	3%	46%
Suzuki	37	36	41	33	28	3%	32%
Kioti	37	36	25	N/A	N/A	3%	
Kawasaki	37	35	42	35	35	6%	6%
Aprilia	37	40	37	29	27	-8%	37%
Zero	36	42	37	28	29	-14%	24%
CFMoto	33	40	31	23	18	-18%	83%
Arctic Cat	33	32	31	32	30	3%	10%
HiSun	31	33	28	21	18	-6%	72%
Cub Cadet	31	31	25	28	29	0%	7%
John Deere	30	33	37	29	26	-9%	15%
Club Car	30	38	30	30	26	-21%	15%
Yanmar	26	25	30	31	35	4%	-26%
Kymco	26	26	34	25	24	0%	8%
Kubota	24	26	30	22	27	-8%	-11%
Tracker (Bass Pro Shops)	14	17	11	N/A	N/A	-18%	
Bobcat	12	22	19	16	23	-45%	-48%
INDUSTRY AVERAGE	43	40	42	33	30	8%	43%

Memo: Auto Industry Avg 55 55 57 52 57 0% -4%

Source: 2018-2022 Pied Piper PSI® Internet Lead Effectiveness® Studies (USA) - Scale 0 to 100 www.piedpiperpsi.com

Pied Piper submitted customer inquiries through the individual websites of 8,859 dealerships, asking a specific question about a vehicle in inventory, and providing a customer name, email address and local telephone number. Pied Piper then evaluated how the dealerships responded by email, telephone, and text message over the next 24 hours. ILE evaluation of a dealership aggregates 20 different measurements to create a total score, between 0 and 100.

To be clear, each brand's industry study ILE score is an average, including top-performing dealers as well as poor performers. In a traditional bell curve of performance, 22% of all dealerships industrywide scored above 70 (providing a quick and thorough personal response), while 42% of dealerships scored below 30 (failing to personally respond to their website customers). By comparison, for the top scoring Harley-Davidson brand, 45% of their dealers scored above 70, while only 19% scored below 30.

OTHER NOTABLE INDUSTRY-WIDE TRENDS IN BEHAVIOR OVER THE PAST YEAR:

- Dealerships were more likely to email an answer to a website customer's inquiry – 48% of the time, compared to 39% of the time by phone and 17% by text. But texting is on the rise: Two years ago, dealers responded by text a mere 3% of the time.
- Customer spam filters are a dealership's enemy. Emails landed in a customer's junk mail folder more than 25% of the time for Zero, CFMoto, Moto Guzzi, Royal Enfield, BMW, Aprilia, Honda, Husqvarna and Yanmar dealers. Dealers representing brands that fared the best in avoiding spam filters: Polaris, Can-Am, Indian and Harley-Davidson – all less than 10% of the time.
- One in ten of all dealerships contacted failed to respond in any way to the study's website customer inquiries. In an era when powersports shoppers largely use the Internet to initiate first contact with a dealer, a non-response is equivalent to a lost sale.

RESPONSE TO CUSTOMER WEB INQUIRIES VARIED BY BRAND AND DEALERSHIP:

How often did the brand's dealerships email or text an answer to a website customer's question within 30 minutes?

- More than 25% of the time on average: Harley-Davidson, Indian, KTM, Polaris
- Less than 15% of the time on average: Tracker, Bobcat, Kubota, Zero, Kymco, John Deere, Cub Cadet, CFMoto

How often did the brand's dealerships use a text message to answer a website customer's inquiry?

- More than 30% of the time on average: Harley-Davidson, Indian
- Less than 1% of the time on average: Tracker, Yanmar, Bobcat, Cub Cadet, Kubota

How often did the brand's dealerships respond by phone to a website customer's inquiry?

- More than 35% of the time on average: Harley-Davidson, Indian, Suzuki, Triumph, Polaris, Royal Enfield, KTM, Can-Am, BMW
- Less than 10% of the time on average: Kioti, Cub Cadet, Yanmar, Club Car

Although not part of ILE scoring, Pied Piper also measured dealer-website responsiveness to a site's chat function (if offered). How often did a "human" respond to a customer question within 30 seconds?

- More than 55% of the time on average: Honda, Kawasaki, Yamaha, Bobcat, Suzuki
- Less than 25% of the time on average: John Deere, Royal Enfield, CFMoto, Club Car, HiSun, Triumph **PSB**

HOT NEWS

■ CONTINUED FROM PAGE 7

munity. This \$22 million investment will enable increased capacity, capability and quality while improving energy and waste efficiencies at the Roseau facility.

"Roseau is the hometown of Polaris and we are thrilled to be expanding again, adding 28,000 square feet and a new liquid paint system that will increase our painting capacity and capabilities," Menneto said. "From snowmobiles to ATVs, what we manufacture in Roseau is enjoyed across Minnesota – and beyond – by customers who work, play and create memorable experiences outdoors."

SUNRISE CYCLES OWNER, 40 UNDER 40 DEALER LITTMAN HONORED

Aaron Littman, owner of Sunrise Cycles in Norfolk, Virginia, is going to need to create some space on the dealership wall for his latest award. Following his selection as a member of the inaugural class of the Powersports Business 40 Under 40 in 2021, Littman has been selected for the Old Dominion University Alumni Association 40 Under 40 Alumni Recognition Program.

Littman was chosen by the college "because you demonstrate the very best in achievement and service. The selection committee deliberated for hours, giving careful



Aaron Littman was recently honored by the Old Dominion University Alumni Association's 40 Under 40 program. He was a 2021 PSB 40 Under 40 Dealer winner also.

consideration to all nominees. Among the 40 alumni being honorees are outstanding business leaders and developers, caregivers, educators, communicators, and problem solvers." **PSB**

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