

devices, how they
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UP: To
Colleen
Millsaps, for
keeping a flow
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motocrossers in
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Millsaps Training
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Davi Millsaps—
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The facility is
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provided by mtfm.com.

UP: To customer service, for showing us that dealers care in the Pied Piper Prospect Satisfaction Index (PSI) U.S. Motorcycle Industry Study. The independent study sent more than 2000 anonymous "mystery shoppers" into motorcycle dealerships across the U.S. to observe and determine how customers are treated when shopping for a motorcycle. "For the motorcycle industry as a whole, the 2009 PSI results showed widespread improvement in the way salespeople interact with motorcycle buyers," Pied Piper President Fran O'Hagan said. For 2009, Ducati dealerships topped the list, with Harley-Davidson (number one in 2007 and 2008) ranked second.

