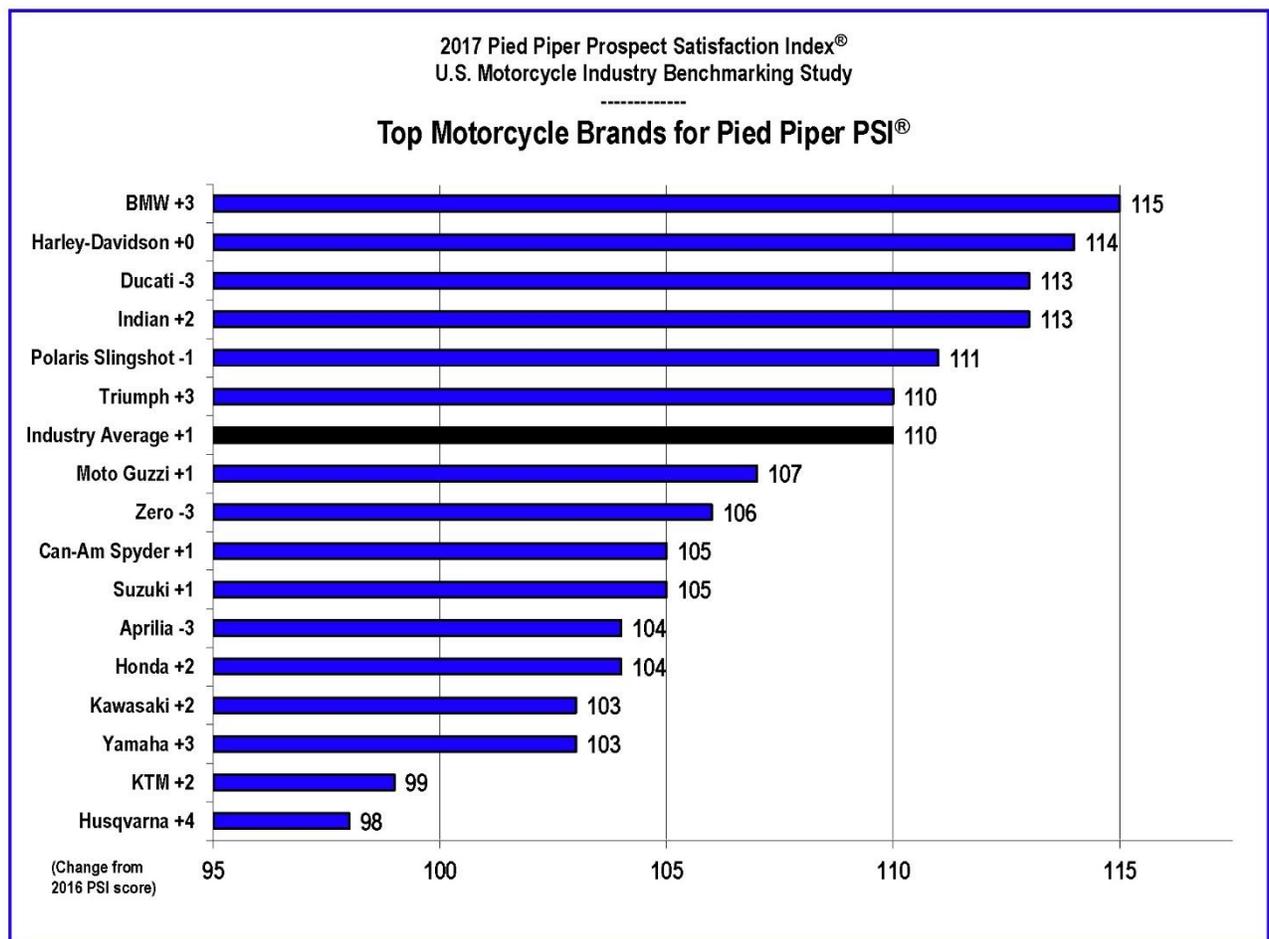




**BMW MOTORCYCLE DEALERS RANKED FIRST
BY 2017 PIED PIPER PROSPECT SATISFACTION INDEX® (PSI®)
11th annual industry benchmarking study measures
in-dealership treatment of U.S. motorcycle shoppers**

MONTEREY, CALIFORNIA, USA – May 1, 2017 – BMW motorcycle dealerships were the top ranked brand in the newly released 2017 Pied Piper Prospect Satisfaction Index® (PSI®) U.S. Motorcycle Industry Benchmarking Study. The study measured treatment of motorcycle shoppers who visited a dealership, with rankings by brand determined by the Pied Piper PSI process, which ties “mystery shopping” measurement and scoring to industry sales success.

Harley-Davidson dealers were ranked second, while Polaris Industries’ Indian brand and Audi AG’s Ducati brand finished tied for third.



Source: 2017 Pied Piper Prospect Satisfaction Index® U.S. Motorcycle Industry Benchmarking Study

www.piedpiperpsi.com

Five years ago, BMW dealerships performed below the industry average, with a PSI score of 98, but since then the BMW average PSI score has improved every year as sales behaviors have changed. For example, compared to their performance five years ago, BMW dealers in 2017 were 50% more likely to mention test rides, were 60% more likely to encourage going through the numbers or writing up a deal, and were 30% more likely to ask for contact information to allow follow-up.

Brands showing the greatest overall improvement over the past year were Husqvarna, BMW, Triumph and Yamaha. Brands with declines from 2016 to 2017 were Ducati, Aprilia, Zero and dealerships selling the Polaris Slingshot. Eleven of sixteen brands improved, which generated an industry average PSI score of 110, a one-point increase from 2016, and the highest score Pied Piper has measured for an annual motorcycle industry study.

Sales process steps with the greatest improvement over the past year included involving the shopper with visual aids; attempting to forward the sale, giving compelling reasons to buy from the dealership and going through the numbers or writing up a deal. Aspects of selling that decreased from 2016 to 2017 included asking why the shopper considered the brand, encouraging the shopper to sit on a motorcycle and offering a test ride.

Performance varied considerably from brand to brand, including the following examples:

- Sell the dealership, not just the product. Dealers selling Indian, Ducati and Harley-Davidson were most likely to provide reasons why a shopper should buy from their dealership, rather than just selling the product. Dealers selling KTM, Zero and Can-Am were least likely to provide reasons to buy from their dealership. The national average was 47% of the time.
- Ask for the sale. Dealers selling Kawasaki and Harley-Davidson were most likely to ask for the sale in any way. Dealers selling KTM, Husqvarna and Zero were least likely to ask for the sale in any way. The national average was 72% of the time.
- Ask for contact information. Dealers selling Harley-Davidson, Triumph and Polaris were most likely to ask for shopper contact information. Dealers selling Yamaha, Husqvarna and Honda were least likely to request shopper contact information. The national average was 58% of the time.

“Motorcycle shoppers today visit dealerships half as many times before buying,” said Fran O’Hagan, President & CEO of Pied Piper. Motorcycle shoppers today gather much of their information on-line before ever visiting a dealership, and the result has been a drop from an average of four or more shopper visits before buying, to an average of two visits today. “Successful motorcycle dealerships today not only respond quickly to customer web inquiries, but they also understand the increased importance of every customer visit,” said O’Hagan.

About Pied Piper PSI® and Pied Piper Management Company, LLC

The 2017 Pied Piper Prospect Satisfaction Index U.S. Motorcycle Industry Study was conducted between July 2016 and April 2017 using 1,911 hired anonymous “mystery shoppers” at dealerships located throughout the U.S. Examples of other recent Pied Piper PSI studies are the 2016 Pied Piper PSI® Internet Lead Effectiveness® (ILE®) Motorcycle Industry Study, in which the U.S. BMW and Honda dealer networks were ranked first in a tie, and the 2016 Pied Piper PSI® (In-Person) U.S. Auto Industry Study, in which Nissan’s Infiniti dealer network was ranked first.

Complete Pied Piper PSI industry study results are provided to vehicle manufacturers and national dealer groups. Manufacturers, national dealer groups and individual dealerships also order PSI “mystery shop” evaluations—in-person, internet or telephone—as tools to improve the sales effectiveness of their dealerships. For more information about the Pied Piper Prospect Satisfaction Index, and the patent-pending PSI process, go to www.piedpiperpsi.com.

Founded in 2003, Pied Piper Management Company, LLC is a Monterey, California, USA company that develops and runs sales and service programs to maximize the performance of dealer networks. Go to www.piedpipermc.com.

This press release is provided for editorial use only, and information contained in this release may not be used for advertising or otherwise promoting brands mentioned in this release without specific, written permission from Pied Piper Management Co., LLC.

###