



Gearing Up

We got a call from the MIC about our coverage of Textile Street Apparel this month. They told us that they will be offering free Gear Up University online courses that will teach you how quality motorcycling gear can not only save a life, but enhance your customers' riding experiences so they can ride through all sorts of road and weather conditions while staying safe and comfortable.

"We are excited to deliver the next generation of Rider Gear Training for retailers," said Eric Anderson, MIC Rider Safety Subcommittee Chair and CEO of VROOM Network, "We're confident this online training will offer powersports retailers the ability to more efficiently and easily train an entire workforce as well as new hires. The members of the Rider Safety subcommittee are always looking for better ways to help dealers and powersports apparel professionals succeed in their careers. This educational curriculum is good for retailers and good for the increased safety and comfort of our enthusiasts."

Gear has never been as safe or fashionable than it is today. MIC says that students will learn about the newest safety technology and can earn a "Certified Apparel Specialist" certificate upon completing all four core courses. Gear Up University delivers a flexible and interactive learning experience. Students who successfully complete the four core courses can also be rewarded with incentives and/or spiffs from members of the MIC Rider Safety Subcommittee.

Hurrying to Help Harvey Victims

Hurricane Harvey caused catastrophic damage when it made landfall in Houston and surrounding areas last month. Many areas received more

than 40 inches of rain as the system meandered over eastern Texas, causing major flooding. We talked to Rick Fairless of Stokers Dallas who has family in Houston. He and some other dealers jumped in to help.

"It's really bad down there," said Fairless. "My brother and his family as well as my youngest daughter are in Houston – it's unbelievable devastation. We are collecting all kinds of supplies that victims can use while displaced by Harvey. If anyone wants to make a monetary donation please do that through the Red Cross. We will be making several trips down there starting late this week and back again early next week. We'll keep going as long as people are donating and we can help!"

Internet Lead Effectiveness

Fran O'Hagan of Pied Piper says they have been publishing "In-Dealership" PSI studies for the motorcycle industry more than 10 years, but 2017 is only the second year for PSI-ILE (Internet Lead Effectiveness) for the motorcycle industry, where they measure dealer response to customer inquiries to a dealer's website. He says this part of the business is a BIG DEAL, and becoming bigger every day, but it's a challenge to get right. Dealers say that today between 20% and 40% of their new customers first contact them through their website. For younger customers that percentage is even higher. Today motorcycle industry performance leaves plenty of room for improvement... O'Hagan says the good news is that it IS POSSIBLE to do at least an acceptable job handling customer web inquiries by following a few basic steps. ↙

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BMW Top Ranked for Response to Motorcycle Customer Internet Inquiries, Reports Pied Piper PSI Survey

BMW motorcycle dealerships ranked highest in the 2017 Pied Piper PSI Internet Lead Effectiveness (ILE) Motorcycle Industry Study, which measured how dealerships responded to customer inquiries received through dealership websites. Study rankings by brand were determined by the Pied Piper PSI process, which ties “mystery shopping” measurement and scoring to dealership sales success.

Pied Piper sent customer inquiries through the individual websites of 2,197 motorcycle dealerships, asking a question about a vehicle in inventory, and providing a contact name, email address and local telephone number. Responses were evaluated over the next 24 hours. Nineteen different measurements generated a dealership’s PSI-ILE score.

Although the motorcycle industry average PSI-ILE scores were similar in 2016 and 2017, behind the scenes there were substantial changes in behavior. Industrywide, dealerships were more likely in 2017 to respond in any way, which climbed to 91% of the time on average, up from 89% in 2016. Personal responses (disregarding automated responses) on average occurred 46% of the time, up from 41% in 2016. Salespeople

were also more likely to answer a customer’s question, which increased from 27% of the time in 2016 to 37% of the time in 2017, and were more likely to attempt to contact a customer by telephone, which increased from 45% of the time in 2016 to 48% of the time in 2017.

However, the motorcycle industry remains heavily reliant on “auto responder” messages sent by customer relationship management (CRM) software, and, on average, the quality of automated responses deteriorated from 2016 to 2017. Simple, generic automated text responses were more common in 2017, often unchanged from the CRM system’s sample template, such as, “Thank you for contacting our dealership, a salesperson will be back in touch soon.” In 2017, 28% of these automated dealer emails failed to identify the name of the dealership (vs 9% in 2016), and 60% failed to identify the dealership’s physical address (vs 49% in 2016).

These “auto responder” messages are important to the motorcycle industry since 45% of the time on average, an automated response is the only reply a motorcycle shopper receives. Use of CRM software that generates automated



The advertisement features a vintage-style background with a textured, brownish-gold surface. On the left, a can of Yamalube 4-Cycle Motor Oil is prominently displayed. The can is yellow with black and red text, including 'YAMALUBE', '4-CYCLE MOTOR OIL', and 'YAMAHA'. Above the can is a circular logo celebrating 50 years, with '1967' and '2017' at the bottom and '50 Years' in the center. The logo also includes the words 'Dependable', 'Reliable', and 'Durable'. To the right of the can, the Yamalube logo is displayed in a black box with white text. Below the logo, the text 'THANK YOU FOR 50 YEARS' is written in large, bold, black letters. At the bottom of the advertisement, there is a black bar with social media icons for Instagram, Facebook, and Twitter, followed by the website 'YAMALUBE.COM'.

YAMALUBE®

**THANK YOU
— FOR —
50 YEARS**

NET CONTENTS 1 U.S. QUART

YAMALUBE
4-CYCLE MOTOR OIL

YAMAHA
Specifically formulated
for Yamaha Sportcycles
For both engine and transmission

1967 50 Years 2017

Dependable
Reliable
Durable

Instagram Facebook Twitter | YAMALUBE.COM

responses has substantially improved motorcycle industry response to web inquiries compared to five or 10 years ago. In 2008, the typical online motorcycle shopper received any kind of reply within 24 hours only 30% of the time, compared to 72% of the time in 2013, and 91% of the time in 2017.

Even sending an email message does not ensure that a customer will receive it. In 2017, more than one-third of motorcycle dealer email responses on average were flagged as "spam" by customer email providers, and placed into the customer's junk mail folder. Pied Piper has found two solutions to avoid getting lost in junk mail: first, many dealers phone the customer as soon as they send an email, leaving a voicemail message stating that they have responded to the customer's inquiry. Secondly, dealers who mystery shop their own web response process can report junk mail problems to their CRM provider, or take their own steps to improve email content to avoid getting categorized as junk mail.



Those involved with the motorcycle industry 20 years ago remember a time when shoppers visited four or five times before buying, and customers needed to visit a dealership if they were interested in learning about a new motorcycle. In those days, salespeople would often conclude, "He's not ready to buy, so I'll just let him look around since he will be back again." Today,

motorcycle shoppers can access as much product information as they wish online without ever visiting a dealership, and as a result shoppers visit only one or two dealerships before buying.

Fran O'Hagan, president and CEO of Pied Piper said, "Regardless of whether today's customer contacts a dealership by web, by phone or in person, a dealership today must assume that it's their only chance to meet

a shopper, encourage them to visit the dealership, and help them become an owner of a new motorcycle."

For more information about the Pied Piper Prospect Satisfaction Index, and the patent-pending PSI process, go to www.piedpiperpsi.com. ↵

A Yamaha advertisement for Yamalube Advantage. The background shows a man and a woman on a Yamaha Star Venture motorcycle parked by a river with a bridge in the background. The text "JOURNEY Further" is in the top right. The main headline is "ENROLL. ENSURE. ENABLE." in large, bold, white letters. Below it are three bullet points: "• ENROLL YOUR CUSTOMERS IN YAMALUBE ADVANTAGE FOR FREE", "• ENSURE THEY ARE COMING BACK FOR SCHEDULED MAINTENANCE", and "• ENABLE YOUR DEALERSHIP TO INCREASE PROFITABILITY". Below the bullet points is the text "BE SURE TO SIGN UP WHEN YOU BUY A NEW 2018 STAR VENTURE!". In the bottom left is the "YAMALUBE" logo and the website "YAMALUBEADVANTAGE.COM". In the bottom center is a circular "YAMALUBE ADVANTAGE" logo with a checkered flag and the text "Yamaha", "Husqvarna", and "Kawasaki".