



## POWERSPORTS UNIVERSITY GIVES THE GIFT THAT KEEPS ON GIVING **Education Is A Process, Not A One-Time Event**

**IRVINE, CA – November 8, 2011** – Just in time for the Holiday Selling Season, Powersports University has initiated a special incentive program to help dealership personnel earn while they learn. PSU's online courses were created to help employees become better and more competitive in the areas of aftermarket exhausts, wheels, controls, seats, custom accessories and more. Just think of PSU training as the gift that keeps on giving all year round.

PSU believes that education is an ongoing process rather than a one-time event, so they are rewarding dealership personnel for their ongoing learning efforts. Gifts for PSU grads include a free iPad (pre-loaded with Cycle News digital edition), shocks from Progressive Suspension, chain and sprocket kits from Renthal and other prizes. This is above and beyond the certificates of completion and the other bonuses already awarded to successful graduates.

The rules are pretty simple... Dealership personnel just need to pass any complete PSU course between November 1-December 31, 2011, and they will be eligible to win random swag. Training courses already up and running include Kuryakyn, Mustang Seats, Performance Machine, Progressive Suspension, Renthal and Vance & Hines.

"We wanted to expand our commitment to dealer education, so what better time than the holiday selling season," asks Brian Etter, President & CEO of Motorsport Aftermarket Group. "Better trained, more knowledgeable dealership personnel will ensure our customers will have happy holidays!"

Get the gift that keeps on giving by logging onto [www.PowerSportsU.com](http://www.PowerSportsU.com) and enrolling in classes that you haven't passed yet!

**PowersportsU.com is free to any user. To find out more and register, visit [www.PowersportsU.com](http://www.PowersportsU.com).**

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About Motorsport Aftermarket Group —Founded in 2000 and headquartered in Irvine, Calif., Motorsport Aftermarket Group (MAG) is a family of leading brands and businesses in the motorsport industry. MAG businesses and brands operate worldwide as independently managed business units. MAG businesses and brands work together in product design and development, marketing and advertising, and special events, and receive support from the MAG corporate office in the areas of business development, finance, sourcing, information technology, sales, marketing and administration. For more information, visit [www.maggroup.com](http://www.maggroup.com)