



## MUSTANG'S "SEATS 101" COURSE GOES LIVE

### Dealers Sitting Pretty And Earning While They Learn At Powersports U

**IRVINE, CA – June 26, 2011** – Mustang Motorcycle Seats is the latest leading brand to go live with an interactive online training program at Powersports University ([www.PowersportsU.com](http://www.PowersportsU.com)). Unlike conventional sales seminars and training programs that require employees to leave the dealership, Powersports U enables staff to earn as they learn without missing work.

"We call this Motorcycle Seats 101," explains Mustang's marketing manager Marilyn Simmons. "Dealership personnel can now learn what it takes to sell the Mustang difference. Once you have an idea of what is involved in designing and building a motorcycle seat, you have a better appreciation of the importance of quality materials and the workmanship involved in creating a new seat for a bike."

Mustang's Seats 101 is divided into three distinct training sessions. Starting with "Birth Of A Brand" the first course provides a little history and the basics behind these world-class saddles. The second course elaborates on the features and benefits, highlighting the three pillars of seat building, starting with the seatpan, moving through the custom-molded foam and concluding with the cover. Course 3 answers the essential "why they buy" question.

"I'll let you in on a secret," says Marilyn. "Customers buy a Mustang seat because they sat on one! Our job is to get more butts on seats!" Of course, that is where the Powersport U program comes into play.

In addition to the three new Mustang modules, Powersports U's roster of training courses currently includes Performance Machine, Progressive Suspension, Renthal and Vance & Hines. These programs also dovetail brand-specific, technically-oriented field training, conducted by Mustang at major events and rallies across the country.

**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 PowersportsU.com — Many aftermarket products manufacturers are posting sales courses on Powersports University to enable wholesale and retail sales personnel to improve their skills and product knowledge. Initial courses cover the basics of "The Brand," "Technical Features & Benefits" and "How to Display & Sell." Knowledge is power and in these days of increasing competitive pressures, it has never been more important to become totally familiar with what you sell. Powersports University is here to help with product knowledge and selling skills, tips and techniques delivered to you via the Internet 24 hours a day... at your convenience. Enroll now and be on your way to better success in the actively changing powersports industry.

About Mustang — Since 1980, Mustang has been proud of making the highest quality, most comfortable seats available and offering them at reasonable prices. Mustang motorcycle seats are designed for all-day riding comfort for both the driver and the passenger. Every Mustang seat is made in the United States by true craftsmen who take pride in transforming the highest quality raw materials into a finished product — all under one roof in our New England facility. We recognize that every person's "bottom line" is different — literally, figuratively and economically. Mustang seats are preferred by motorcycle riders who want comfort, quality and style from a company that stands firmly behind their products.

[www.mustangdealer.com](http://www.mustangdealer.com)