



"NOTES" FROM THE PROF

December 2012

PSU Supports MIC's "Revive Your Ride" Dealer Program



In order to broaden the scope and awareness of PowersportsU while also aiding brick-and-mortar dealers with incentives during the holidays, a video was broadcast as part of MIC's industry-wide PR campaign. along with being posted to PSU's own YouTube Channel. Have you checked out PSU's YouTube channel yet? If not, it is high time to tune in! Also check out www.reviveyourride.org for free dealer programs and prizes specifically designed to increase your floor traffic.

PSU Plans New Website in 2013

PSU's going to have a new website next year. The new project is coded "PSU 2.0" and will become iPad-friendly. Curriculum development remains a high priority this winter with "The Professor" Eric Anderson putting together updated courses for 2013.

Facebook Campaign Builds Industry Community of Brand Ambassadors

"Like" PowersportsU on Facebook so you too can be a part of the retailing community which ultimately sells products to end users. Listen, learn and participate in the conversation. There is also quite a "news feed" on PSU's Facebook page of industry events and new product announcements. Be there!

<http://www.facebook.com/#!/PowersportsU?fref=ts>



Teaming Up With MIJ



Furthering one's education is usually linked to career progress and personal growth, so PSU's partnership with MIJ is obvious. Building up the professional level of current people inside our industry's retail sector makes room for "new blood" entering into the training realms. Let's keep this industry moving forward with a larger pool of educated talent to select from.

www.motorcycleindustryjobs.com

Current and future PowersportsU topics...

- PSU courses now available in Europe and rest of the Eastern Hemisphere
- Dealer and sales rep testimonials keep rolling in. Send yours to eric@vroomnetwork.com

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