



## Notes From The Professor:

### Revive Your Business When Customers Take Advantage Of REVIVE YOUR RIDE

Running from November 1 - December 31, 2012 the Revive Your Ride program is designed to build excitement for two-wheeling and to bring customers into your dealership. Better yet, the promotion is free! In a nutshell, the RYR program provides “cash” prizes (including the \$2,500 grand prize) just for people coming into your shop. This baker’s dozen worth of prizes will be awarded in the form of gift certificates, which can be redeemed for gear, parts, accessories or service — whatever the customer wants.

New this year, dealers can also win. Participating retailers are eligible to win one of two Revive Your Ride Party-Packages for staff and customers. The dealer of the grand prize winner and one other retailer picked at random will win a Revive Your Ride Party-Package that includes catering up to \$1,000, \$200 for a DJ and decorations and eight \$100 debit cards as door prizes for guests, courtesy of the MIC Aftermarket members.

“This is a great way to get riders into your store and get them thinking about bikes, gear, service and the open road,” says PowersportsU Professor Eric Anderson. “Use the RYR giveaway to increase floor traffic, help move old inventory, encourage customers to come in for end-of-season service, holiday shopping... you name it!” Dealers can sign up at

[www.mic.org/reviveyourride](http://www.mic.org/reviveyourride) for free to receive two promotional posters and have unlimited

access to online downloadable flyers, postcards, web content and other digital assets. In addition, each retailer is issued a unique dealer code and is listed on the **dealer locator** on the public Revive your Ride website at [www.reviveyourride.org](http://www.reviveyourride.org).



Click here to learn more details from PowersportsU Professor Eric Anderson:

<http://www.youtube.com/watch?v=jQNpStfyYU4&feature=plcp>

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