



POWERSPORTS UNIVERSITY GETS SOCIAL Dealer Training Program Gains Fans

January 23, 2013 Irvine, CA — All work and no play makes Jack a dull boy, according to proverbial wisdom, so it was time to lighten up. Already having more than 5,000 successful course graduates around the world, the administration at Powersports University decided to get sociable for the holidays. PowersportsU™ conducted a “like” us Facebook campaign as a way to stay engaged with the dealership personnel and other industry professionals who have enrolled in interactive online training courses in the past.

Further proving education is a process rather than a one-time event, PowersportsU™ is proud to announce that **Jerry Ramirez**, the General Manager of **Eagles Nest Cycles** in Alhambra, CA, and **Paul Brown** who works at **H-D Ocean County** in Browns Mills, NJ, were the randomly drawn winners of the PowersportsU holiday "gift that keeps on giving" Facebook Like campaign. The criteria were pretty simple actually, you just had to pass any three PSU courses between November 1st and December 31st and then "Like" PowersportsU on Facebook. However both Jerry and Paul went above and beyond by passing all six PowersportsU e-learning programs.

The campaign worked as PowersportsU nearly doubled its Facebook following. So while we were putting together the swag for our winners, we decided to recognize the #400 fan as well. Congratulations to **Ron Boyd**, the owner/janitor of **Boyd Cycles** in Salem, MA. Although there is no more swag on the line right now, there are regular updates and insights posted to the PowersportsU™ Facebook page located here:
<http://www.facebook.com/PowersportsU>

It is never too late to "like" free interactive online training. To learn more about the free dealer education available to any qualified industry professional, visit
www.PowersportsU.com.

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About PowersportsU.com — Many aftermarket product manufacturers are posting sales courses on PowersportsU™ 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.