

POWERSPORTS *U* NIVERSITY

DEALER EDUCATION:
Education is a process,
not an event.

BENTHAL Kuryakyn Progressive Suspension Mustang Seats VANCE & HINES

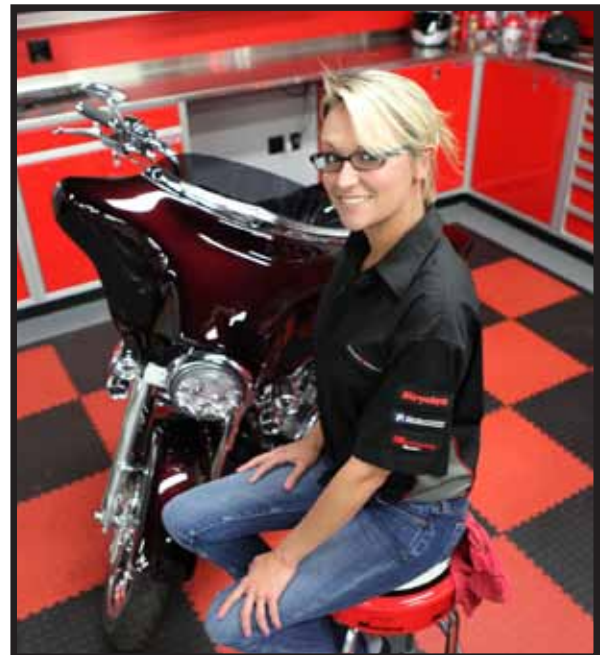
YOU EARNED YOUR STRIPES

Wear Them With Pride!

IRVINE, CA – June 14, 2012 – June is time for Dads and Grads so it was the perfect opportunity for the Team at PowersportsU™ to announce its new “patch” program for all PSU graduates. Although there are no diplomas awarded by the school of hard knocks, at least now there is a way to show your certification as a Powersports University-trained brand professional. Any PSU graduate is entitled to wear these high-quality embroidered badges on their shop shirt.

“Think of them as a badge of honor,” says PowersportsU’s “Dean” Eric Anderson. “Since you can’t hang a ‘sheepskin’ on your shirt or display a diploma on the showroom floor, wearing your stripes demonstrates to the customer that you are an expert in the brand anywhere you happen to be in the dealership,” adds Anderson. “Plus it serves as a subtle reminder to your boss that you are actively engaged in expanding your expertise!”

To learn more about the free dealer education available to any qualified powersports industry professional, just click on www.PowersportsU.com. Also be sure to “Like” us on Facebook (www.facebook.com/PowersportsU) if you are serious about continuing your Powersports education.



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About PowersportsU.com — Many aftermarket products 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. Be sure to “Like” us on Facebook (www.facebook.com/PowersportsU) and check back with the PowersportsU website as new courses from DragonFire, Roland Sands and Vance & Hines are all coming soon!