



## *Notes From The Prof:*

Are you planning to attend the American International Expo in Orlando next week? If so, be sure to take advantage of the extensive dealer education program being put on as part of the PowerSports Business Institute. There are four tracks and 40 sessions to choose from! PowersportsU will be participating in a panel discussion featuring GE, Sheffield, KTM and NPA... see the press release below:

## **THE STATE OF THE POWERSPORTS MARKET Dealers Have Unprecedented Access To Industry Leaders At AIME**

**October 11, 2013, Poway, CA** — Do you know who Sameer Gaur, Matt Lekawa, Jim Woodruff and Brad Hagi are? If you don't, you should. With these uncertain times, many dealers are looking for a road map and these gentlemen know where the powersports industry has been, where it currently stands, and where it is going in the next five years! A chance to pick their brains is being offered exclusively to dealers at the forthcoming American International Motorcycle Expo in Orlando, Florida next week.

“This is not a talking-heads slide show,” explains Ryan Keefe, Media Manager for National Powersport Auctions. “Instead we want to give dealers an opportunity to hear insights live from leading experts.” To that end, a roundtable discussion with the leading inventory finance company in the world, the leading retail finance provider in powersports, the #1 mover of pre-owned inventory in the world, and the fastest growing OEM in North America has been assembled.

The names you should know? Gaur, president of the motorsports group at GE Capital Commercial Distribution Finance; Lekawa, VP of client development for Sheffield Financial; Woodruff, COO of National Powersport Auctions; and Hagi, VP of Sales for KTM, are being brought together to offer a macroeconomic perspective on the past, present and future of our industry. Included in the all-star ensemble of powersports experts is one of the largest pre-owned dealers in the country. Dallas-based dealer Mark Peterson from Southwest Superbikes will bring 30+ years of dealership operation and expertise to the table. The panel offers a unique outlook on the powersports industry, delivering perspectives from the 30,000-foot view down to the grassroots level. The session will be moderated by PowersportsU's Robin Hartfiel.

Part of the “Powering Profits” track of the Powersports Business Institute @AIMExpo, this eye-opening industry roundtable will be held Wednesday, October 16, at 4:00P ET in room W203C of the Orange County Convention Center in Orlando, Florida. If you are planning to attend the inaugural AIME Expo be sure to register on site early since this session promises to fill up quickly!

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#### **About American International Motorcycle Expo:**

The American International Motorcycle Expo’s ([www.aimexpousa.com](http://www.aimexpousa.com)) purpose is to serve as the catalyst to bring together industry, press, dealers and consumers in a single arena that creates a grand stage for motorcycling in the U.S. and North America, and delivers an efficient and energetic market-timed expo platform for B2B and B2C in the motorcycle industry. AIMExpo is the single most important show of its type in the North American market and will have international impact within the motorcycling community.

#### **About National Powersport Auctions (NPA):**

Headquartered near San Diego in Poway, California, National Powersport Auctions ([www.npauctions.com](http://www.npauctions.com)) is the industry leader of powersports-related auction and remarketing services. Founded over 20 years ago and offering world-class live auction, Internet and technology solutions, NPA serves lenders and dealers throughout the nation by maximizing the value, turn times and supply of powersports inventory.

#### **About GE Capital Commercial Distribution Finance**

GE Capital, Commercial Distribution Finance provided nearly \$31 billion in financing for more than 33,000 dealers and 2,000 distributors and manufacturers in the U.S. and Canada in 2012. Customers have access to exclusive online tools and analytics to manage their accounts and inventory. For more information, visit <http://www.gecdf.com>/or follow company news via Twitter (<https://twitter.com/GEInventoryFin>).

#### **About KTM North America Inc.**

KTM North America Inc., is a subsidiary of KTM Sportmotorcycles AG, a premium manufacturer of high-performance, race-ready vehicles for off-road and street use. KTM NA currently serves over 400 dealers in Canada and the USA. To inquire about becoming a KTM dealer, visit <http://www.ktm.com/us/dealer-service/become-a-ktm-dealer.html>

#### **About PowersportsU.com:**

Powersports University courses enable wholesale and retail sales personnel to improve their skills and product knowledge. Courses cover the basics of “The Brand,” “Technical Features & Benefits” and “How to Display & Sell.” Enroll now and be on your way to better success in the actively changing powersports industry.



GE Capital



[Sent 10/11/13]