



## POWERSPORTSU™ GOES VIRAL PSU/EU Launches At INTERMOT Tradeshow

**October 3, 2012 — Köln, Germany** — PowersportsU™ is going viral! The big news at the INTERMOT tradeshow in Köln, Germany, is that PowersportsU is now in the EU! Powersports industry personnel in Europe can now enroll in the same free online training offered by PSU that their dealership counterparts in the U.S. and Canada have enjoyed for the past two years. European students can now experience the effectiveness of access to interactive training 24/7.

“True e-learning knows no boundaries,” explains MAG Europe’s Managing Director, Robert Brinkmark. “The same underlying distance learning technology pioneered by PowersportsU in America functions equally well in the UK and the EU.” In fact, the same self-checks and other proven retention testing elements are incorporated into the EU versions of the classes, and Brinkmark adds that languages other than English are already being rolled out.

Coursework for global brands such as Kuryakyn, Mustang Seats, Performance Machine, Progressive Suspension, Renthal and Vance & Hines is already available, and more is on the way.

“PowersportsU’s online courses were created to help dealership staff become more knowledgeable in the areas of aftermarket exhausts, wheels, controls, seats, custom accessories and more,” says Brinkmark. To further sweeten the deal, PSU has initiated a special incentive program called “Earn As U Learn” to help dealership personnel earn promotional merchandise and product credits while they learn.

“Better still, PSU/EU education is FREE,” concludes Brinkmark. “We realize that it is a competitive environment, so we are trying to offer dealers the tools they need to win in business. The single best tool we can provide is ongoing education!”

Visit MAG Europe in **Hall 9.1 Stand A031 and B032** at INTERMOT or see [www.powersportsu.com](http://www.powersportsu.com) for all the details on the PSU learning management system. Speaking of growing virally, be sure to “Like” PowersportsU on Facebook.



*It's A Brave New World: Polly Powersports is in Germany announcing the launch of PSU/EU at the INTERMOT.*

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**MAG Europe has been supplying industry-leading aftermarket parts and accessories to distributors and dealers across Europe since 2003. As part of the Motorsport Aftermarket Group, our family of companies includes some of the world's top brands, all proven sales winners to help your business grow. We're committed to supporting your business: <http://mageurope.eu/>**