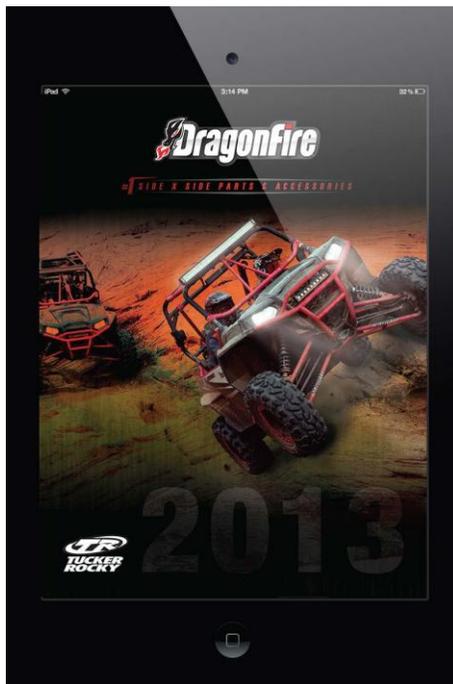


Notes From The Prof:

Big Weekend In Big D



DragonFire's New Digital Catalog

A number of the Powersports University players will be in the Dallas/Ft. Worth suburb of Frisco for Tucker Rocky's National Sales Meeting this week. Plans call for the brands to meet with the TR reps and educate them on the latest developments, then the doors open to dealers for the weekend. In addition to learning more about the new product lines and how to sell them, dealers can also get tangible benefits of show-only specials.

Among the PowersportsU crowd on hand, Mustang Seats is sitting on some big news in Booth #306. So far this year, Mustang has already rolled out a new big rig in Daytona, added the past 10 years worth of Gold Wing fitments to their offerings, tripled the number of Victory seat applications... and this is just a hint of things to come! We can't say more, but if you are at the TR meeting stop by the booth and ask for some hints at what is coming.

The DragonFire Racing display in Booth #1009 will feature a decked out RacePace RZR, but the real action will be in cyberspace as they introduce a 2013½ digital catalog exclusively for Tucker Rocky dealers (complete with TR part numbers) and take the wraps off their totally revamped website. Both Brice Ginn and Chris Moore will be manning the booth to talk UTVs with interested dealers, so take them up on the opportunity.

In addition to DragonFire and Mustang, recent Performance Machine acquisition Xtreme Machine will be rolling out a custom wheel program for TR dealers in Booth #205. You can also come to grips with Renthal in Booth #808, check out the chrome from Kuryakyn in Booth #800 and the shocking details at Progressive Suspension in Booth #315. Like the old credit card commercial claims, a chance to learn straight from the source is “priceless!”

Speaking of free, as a previous PowersportsU™ enrollee, you know the true value of our “free” courses and what it means to expanding your knowledge base better than anyone. Even if you can’t make it to the Big D this weekend, be sure to “Like” PSU on the Facebook page at: <https://www.facebook.com/PowersportsU> to see some updates from the Tucker Rocky sales meetings and the latest posts from all the participating brands.

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