



Pull Up A Seat!

Mustang Posts A Video Elective Course To PowersportsU™

September 6, 2012 Irvine, CA — In addition to their existing seat installation video, Mustang has posted a new elective course up at PowersportsU™ to augment their existing “Seats 101” training modules. PowersportsU curriculum is continuously being updated, including the addition of its own YouTube channel to accommodate elective courses, such as the latest from Mustang, a series of installation how-tos from Renthal and upgrading shifters from DragonFire.

The latest update invites you to pull up a seat and get a gander at what’s inside that makes Mustang Seats superior... or as they say, discover “what a difference comfort makes.” The

new video provides an insider’s view of the historic facilities in Three Rivers, Massachusetts, and additional insight from Mustang founder Al Simmons, including the background on the company name.

TheMustangSeats uploaded a video 2 weeks ago



Our Founder Tells How it is Done, 2012
342 views
Al Simmons, who founded Mustang in 1980, tells a brief history of Mustang and how our high quality comfortable seats are made in

The video is now live on PowersportsU’s YouTube channel <http://www.youtube.com/user/PowersportsU>, or click here for the direct link: <http://www.youtube.com/watch?v=yAEtiEVjkqo&feature=plcp>

In another bit of news from the folks at Mustang, they are hiring. Do you have what it takes to build the world’s best seat? Check out Mustang’s website to see their “help wanted” postings for some talented powersports industry professionals.

To learn more about the free dealer education available to any qualified industry professional, visit 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 Mustang Seats — Since 1980, Mustang has handcrafted the most comfortable seats in the world, all under one roof in their state-of-the-art facility in Three Rivers, Massachusetts. With an unwavering focus on quality and customer satisfaction, Mustang has grown to be the leader in the design and construction of aftermarket motorcycle seats. No one is more dedicated to building a comfortable seat for both riders and passengers than Mustang because, when it hurts to ride, it’s not fun anymore.

About PowersportsU.com — Mustang is one of the many aftermarket product manufacturers that are posting 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.