



POWERSPORTSU™ OFFERS DEALERS ADDITIONAL INCENTIVES

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IRVINE, CA – November 1, 2012 – Dealers, if you like free education, or just like free swag, be sure to “Like” Powersports University on Facebook. “The gift of online, interactive powersports education just became better,” says PowersportsU™ “Professor” Eric Anderson. “Just pass any three courses between November 1 and December 31, 2012 and we will give you the shirt off our back!”

Okay, not literally. However random dealership personnel will be eligible to win new shirts from the likes of Renthal and *Cycle News* (including the old school Motocross Cat retro design). These shirts are above and beyond the normal “Earn As U Learn” swag already awarded to PowersportsU graduates. Just click on www.PowersportsU.com to enroll in the courses and “Like” PSU at www.facebook.com/PowersportsU .

“Education is the gift that keeps on giving,” adds Anderson. “PSU’s online courses were created to help employees more knowledgeable about leading brands and better representatives of both the brands and your dealership.” Training courses include Kuryakyn, Mustang Seats, Performance Machine, Progressive Suspension, Renthal and Vance & Hines... not to mention dozens of elective videos.

“We are committed to dealer education as an ongoing process rather than a one-time event,” concludes Professor Anderson. “And we really ‘Like’ better trained, more knowledgeable and professional dealership persone!”

PowersportsU.com is free to any user. To find out more and register, visit www.PowersportsU.com.

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About PowersportsU.com - Many aftermarket manufacturers 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.

[Sent 11/1/12]