



PowersportsU Participants Picked For Top Honors Two Trade Publications Name Nifty New Products

Two of the top dealer-only magazines have recognized several of the PowersportsU supporters for their innovative new products. Roland Sands Design and DragonFire have won "Best Of The Web" honors from *Motorcycle & Powersports News*, while DragonFire, Kuryakyn, Mustang, Renthal and Vance & Hines were all editor's choices for the Top 50 new products of 2013 announced in the latest issue of *PowerSports Business*.



Since starting 15 years ago, *PowerSports Business*' Nifty 50 contest has recognized the industry's leading innovations each spring. The trade journal's February 17th issue, which actually arrived at most dealerships on February 14th, gave DragonFire's new XL HighBack seats, Kuryakyn's LED Saddlebag Extensions, Mustang's Tripper Fastback seats for the Bolt, Renthal's "Intellilevers" for sportbikes and Vance & Hines Super Radius pipes a little Valentine's Day love. "The Nifty 50 contest names the best products and services to help dealers succeed in 2014," explains *PSB* Editor in Chief Dave McMahon.

The top 50 products from aftermarket suppliers, distributors and service providers are then determined by a group of editors from publications such as *Rider*, *SnowGoer* and *Thunder Press*. "The top 50 products are chosen by the *PSB* editors, along with editors from our sister consumer

publications at EPG Media, LLC," adds McMahon. "The list helps dealers know what products and services they should be considering in the coming year."

Speaking of dealers, last month *Motorcycle & Powersports News* noted that DragonFire's Locked & Secured LoBoy Doors and Roland Sands Design's Barfly jackets were in the 25 most popular new products with the dealers who check out the publication's website. Rather than having editors pick the winning products, *MPN* used Google analytics to determine which products had the highest click-through rate from the website during the course of the entire year. This number is based on total readership... in other words, these are the products the dealers want to know more about themselves rather than what the magazine staff thinks they might want to know more about.



Either editor's choice or dealer's choice, the common denominator is that these are all PowersportsU supporters... and they are all winners!

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