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MVP

St. Paul Harley-Davidson developed its own customer MVP program to capture loyalty.

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Indian summer

New Indian Motorcycles dealers look forward to their first full riding season selling the brand.

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Snow time

Yamaha releases its 2015 snowmobile lineup, including three SR Viper M-TX models.

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(Left) This Moto-9 helmet is used by Bell's test engineers when studying Snell, DOT and ECE impacts. (Right) Bell test lab engineer Alex Szela prepares to perform a linear impact test on a Bell Moto-9 helmet at the company's Scotts Valley, Calif., facility.



Bell focuses on safety at all speeds

Company leans heavily on R&D while also improving dealer relations

BY LIZ KEENER
MANAGING EDITOR

With a thud, a Bell Moto-9 dropped from more than 10 feet in the air onto a metal base. Everyone in the room knew it was coming, but the sound still drew a cringe from many as a Bell test lab engineer demonstrated one of the many tests that the company's helmets are subjected to before landing on dealers' shelves.

Bell recently hosted a variety of industry media at its Scotts Valley, Calif., facility affectionately known as The Dome. In addition to execu-

tive offices and colorful displays of Bell products across all of Easton-Bell's lines, The Dome houses an impressive R&D facility, complete with three linear impact machines, two rotational impact rigs, a high-speed camera, vacuum-form machines, an injection molder, a variety of 3-D printers, a woodshop, a metal shop, a paint shop, a miniature wind tunnel, the Advanced Concepts department and more.

INTENSIVE R&D

The testing demonstration and visits to other areas of The Dome were part of an effort for Bell to once again start talking about safety and the R&D that goes into developing helmets that are focused on safety first.

Since the early 1990s, helmet companies have kept relatively quiet about safety. In the '90s, the U.S. became particularly litigious,

with many bringing lawsuits against any helmet company that claimed to be the "safest" or "safer" than any other brand. Those suits — even the ones that resulted in the helmet companies' favor — hit the industry hard, as each brand had to spend massive amounts of money on lawyers, court costs and more.

But now Bell and other helmet companies are again beginning to talk about the efforts they go through to make sure the helmets they develop are going to be able to protect riders in a variety of crashes. Though its still shying away from the "-er" and "-est" qualifiers, Bell is sharing more about its testing, which puts every helmet through intense rigors during development and as each batch of each style comes out of the factory.

"Comprehensive testing has been the Bell standard for 60 years, ever since we developed

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Urban hipsters? H-D of NYC hits its mark

New Tribeca store location teeming with target audience

BY MARJORIE KLEIMAN AKA SHADOW
CONTRIBUTING WRITER

EDITOR'S NOTE: Harley-Davidson of New York City celebrated its grand opening, and Powersports Business got the inside scoop on the new store via its sister publication, Thunder Press. Thunder Press North Edition editor Shadow spent some time with John Maguire,

the general manager and parts manager, and owner/dealer principal Avi Jacobi during a VIP event at the store on the corner of Broadway and White in Tribeca the night before the New York City International Motorcycle Show. Shadow reports that H-D of NYC in Long Island City, Queens, will remain in its current location and will do all service work on bikes

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General manager/parts John Maguire, president/general manager Asaf Jacobi and service manager Jim Maguire welcome guests to Harley-Davidson of New York City's grand opening in Tribeca.



HOTNEWS

New president for Kawasaki USA

Kawasaki Motors Corp., U.S.A. (KMC) announced that Masafumi "Masa" Nakagawa will succeed Takeshi "Tak" Teranishi as president

of the company, effective April 1. Nakagawa, who spent six years at KMC's Irvine, Calif., headquarters in the late 1990s, will transition to his new position when Teranishi, who joined KMC in 2009, leaves to assume the presi-



MASAFUMI NAKAGAWA

dency of Kawasaki Motors Corporation Japan.

Nakagawa, the new KMC president, joined the parent company, Kawasaki Heavy Industries, Ltd. (KHI) in 1977, after receiving a degree in economics from Kyoto

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Husqvarana dealer meeting marks opening of new HQ

*Now owned by KTM,
Husqvarna celebrates
fresh digs*

Nearly a year ago, the sale of Husqvarna Motorcycles to Pierer Industry AG was announced, and only 10 months ago, Husqvarna Motorcycles North America came under the proprietorship of KTM North America. A lot happened during this short amount of time, including the unveiling of the all-new 2014 line of Mattighofen, Austria-built Husky models. But it was in February at the 2014 Husqvarna Motorcycles North American Dealer Meeting in Murietta, Calif., that the new keepers of the iconic brand were finally able to showcase what's been going on behind the scenes.

"We're thrilled to have the who's who of motorcycle dealers and business owners here to commemorate this landmark moment," said Husqvarna Motorcycles North America vice president Brad Hagi. "The new headquarters is really impressive. The vintage photography alongside the brand-new Husqvarna motorcycles illustrates how far this brand has come, and this all-new facility clearly shows our commitment to the future."

After a champagne toast and official ribbon cutting, more than 300 dealers, VIPs, media and industry guests received a tour of the new 15,000-square-foot facility. From there, dealers attended a dinner and presentation at Ponte Winery in Temecula, where Hagi, along with president Jon-Erik Burleson, talked about the future of the company. Topics included the reuniting of Husqvarna and Husaberg, the direction of Husqvarna Motorcycles in 2014, and how KTM and Husqvarna will complement each other in the marketplace.



The Husqvarna Motorcycles North America dealer meeting kicked off at the all-new headquarters in Murietta, Calif.

"We not only have a great opportunity with Husqvarna, but also a responsibility to uphold its core values," Burleson explained during the Sunday evening address to dealers. "Husky stands for premium components, Swedish culture, heritage and of course, racing, and we remain dedicated to these values with the rebirth of Husqvarna."

Husqvarna Motorcycles GmbH and KTM-Sportmotorcycle AG now stand together under the umbrella of KTM AG, and as such, will share a number of platforms and resources. Burleson also outlined where the companies will remain separate and distinct in the U.S. market: "We plan to have unique dealerships where possible," Burleson explained. "Husqvarna's marketing, customer service and racing

efforts will be run completely separate from KTM North America. We're excited to have two European brands to challenge the four Japanese brands with in the marketplace instead of just one, but I'm also really looking forward to going to the races and seeing Husqvarna and KTM battling each other for the win."

Burleson concluded the presentation by inviting Husqvarna legends up to the stage, which, of course, included his father, eight-time National Enduro champion and AMA Hall of Famer Dick Burleson. Also in the house were Malcolm Smith, Gunnar Lindstrom, Chuck Sun, Larry Roeseler and Mark Blackwell.

"Husqvarna would also like to extend a sincere thank you to Tom White, Kelly Owen and Malcolm Smith for use of their immaculate

vintage Husqvarna Motorcycles at the Southern California headquarters, which will remain on display," Hagi added.

With the North American facility now operational, and a healthy dealer network quickly taking shape, Husqvarna Motorcycles were expected to begin arriving on showroom floors as early as the first week of March. Model year 2014 MSRP's were also finally announced, as was the coming of a 2015 model year lineup in summer 2014.

Model year 2014 Husqvarna MSRP's are as follows: Motocross — TC 85, \$5,399; TC 125, \$6,549; TC 250, \$7,249; FC 250, \$8,049; FC 450, \$9,049; Enduro — TE 250, \$8,349; TE 300, \$8,549; FE 250, \$8,649; FE 350, \$9,549; FE 501, \$9,899. **PSB**



Husqvarna managing director Reinhold Zens (left) enjoys a champagne toast at the ribbon cutting with Jon-Erik Burleson, Brad Hagi and John Hinz.



VIPs on hand at the meeting included (from left) Mark Blackwell, Malcolm Smith, Jon-Erik Burleson, Dick Burleson and Larry Roeseler.