

Press Release**FOR IMMEDIATE RELEASE**

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**Sky Powersports of Lake Wales, featured
in March issue of Dealernews Magazine**

Sky Powersports, Lake Wales, in business since 1981, was featured as the cover story of Dealernews Magazine in March 2015.

Dealernews – the motorcycle and Powersports industry's most prestigious magazine and website – is also the premier business information resource for North American Powersports retailers,

The theme of the story: **Welcome Young Riders**, focuses on how customers who have been coming to Sky Powersports of Lake Wales since its inception in 1981, are now bringing in the next wave of riders. "The 30-year-olds from 30 years ago now bring their kids and grandkids in," says owner Roc Northey.

Surprisingly, there has been a significant shift among the tastes of Sky's younger, sport bike-oriented customers who are buying Powersports Vehicles including larger bikes and cruisers including the Indian Scout and the Bolt.

Customers have changed over the years as well. "The bikes have gotten bigger and the people have gotten older" Northey said. We're seeing a wide range of customers from young guys who like sportbikes, the off road breed who like the dirtbikes and SxS, and then we've still got the guys I sold to 30 years ago who are riding the cruisers. It seems like this market changes drastically every five years."

Customer service is of the highest standard here. Sky Powersports of Lake Wales employs about two dozen people, many who have been here over 12 years. Roc says the most important factor in employee / owner relationships is to remain personally involved as well as "Communicating to your employees what's going on in the world and in the motorcycle world." Daily / Weekly staff meeting ensures that everyone is aware of current trends in the Powersports industry and the economy as well.

Over the years, Sky Powersports has opened four stores in Lakeland, Port Richey and Orlando. A sure sign of success in the Powersports Industry!

Story Ideas

Local Florida Business Does Good!

Roc Northey was 22 years in 1981 when he heard that a Suzuki dealership in Lake Wales, Florida, was for sale. At the time, he was living with his parents and competing in off road and motocross races.

To this day he is surprised that Suzuki Motorcycles was willing to take a chance on someone of his age. As the business grew over the last three decades, Sky Powersports sells not only Suzuki, Kawasaki, Polaris and Yamaha products, but used powersports vehicles as well.

The Secrets To GREAT Customer Service

In todays society, good customer service is a rarity! With a proven record of GREAT customer service at Sky Powersports, customers who have been coming here for over 30 years now bring in their kids and grandkids. Proven strategies and employee education are all part of this process. Ask us the **Secrets Of Customer Service**, your readers will be inspired.

Customers Drive Over 4+ Hours to Sky Powersports of Lake Wales

That's right! Because of our excellent reputation in the Powersports industry, we have many customers who drive from all over Florida (Georgia and South Carolina too!) because they know they will be treated squarely and given a good deal.

Too often, people will call a business from far away, get a quote, and travel many miles for the best price. Once they get there, the price and / or product availability has changed (Bait and Switch). Not so at Sky Powersports of Lake Wales. We stand behind our word! We are proud to have a customer base in Central Florida, Miami, Tampa Orlando, Daytona and more...

Sky Powersports Opens Two New Stores

With three store locations already in Lake Wales, Lakeland and Port Richey, we are proud to announce the opening of two new stores in Orlando and Lakeland. Both feature quality Powersports vehicles including motorcycles, ATVs and Side by Sides, as well as accessories and vehicle service. The second store in Lakeland features Indian Motorcycles products exclusively.

About Sky Powersports of Lake Wales, FL

In business since 1981, Sky Powersports is the most progressive multi-line Powersports dealer in Florida! Our goal is to provide customers with the finest products and service available.

Our belief system is simple: Personal service, product knowledge and experience are the keys to a successful business and we strive every day to be a friendly and helpful resource to our valued customers.

As an authorized dealer for Yamaha, Kawasaki, Suzuki & Polaris, Sky Powersports has the largest selection of motorcycles, ATVs, personal watercrafts, OEM parts, apparel and accessories in Central Florida.

Our parts and service department are considered to be the best in the area and we offer a quick turn-around for even the biggest repair jobs. All of our skilled technicians are certified by the manufacturers.

To sum it all up: *You can count on us for all your Powersports needs.*

THE VOICE OF POWERSPORTS RETAILERS

Dealernews



MARK RODGERS NEED FOR SPEED

Move fast when a customer says 'yes'

→ ON STREET YAMAHA'S NEXT BIG SELLER: FJ-09

PLUS: Metzeler Sportec M7 RR, a better Pirelli program, and Dunlop gets MotoAmerica nod

→ OFF-ROAD THE 'EXECUTIVE' SXS: WOLVERINE

PLUS: WPS adds Douglas Wheel, Vision debuts 551



Welcome, young customers

VETERAN RIDERS BRING IN NEW ONES AT ROC NORTHEY'S SKY POWERSPORTS



UBM



CLOSING THE GENERATION GAP

VETERAN CUSTOMERS NOW BRING IN THEIR KIDS AND GRANDKIDS, THANKS TO SKY POWERSPORTS' TIES TO ITS COMMUNITY



Left to right: Jill Swan, Roc Northey, Rodney Rittenhouse, Vince Crane, Daran Chapman, Quinten Britt, Kiman Sylvester, Samantha Prunier, Adam Pearce, Dave Farina, Chris McGoff, and Joe Starling (missing: Aaron Strohmaier).

If there is one thing Roc Northey has come to expect, it is change. What he sells and who is buying at **Sky Powersports** has changed a lot since he took over ownership of the Lake Wales, Fla., dealership in 1981. What has not changed is the sense of loyalty that Northey builds in his customers and employees.

Roc Northey was just 22 years old when he heard that a Suzuki dealership in Lake Wales, a rural town in Central Florida, was up for sale. He was living with his parents in South Florida and competing in offroad and motocross races.

Northey still sounds incredulous that Suzuki was willing to take a chance on someone of his age. More than three decades later, Sky Powersports still sells Suzuki as well as Kawasaki, Polaris and Yamaha.

“communicating to your employees what’s going on in the world and in the motorcycle world.” Northey stresses the need to be aware of trends in both the economy and the powersports industry.

Most recently, those factors have resulted in a significant shift among Sky’s younger, sportbike-oriented customers. Financing has become harder to secure, and that has resulted in reduced sportbike sales. But, Northey noted, tastes are changing, too. “We’re seeing that a lot of the young people are buying the new cruisers, certainly with the Indian Scout and the Yamaha Bolt.”

Even though all of the dealerships are within a couple of hours of each other, the markets they serve are different. “Lake Wales is more of your country store with lots of offroad: SxS and ATV is the majority



“We’re seeing a lot of the young people buying new cruisers, certainly with the Indian Scout and the Yamaha Bolt.” — Roc Northey

Sky, on U.S. Hwy. 27 about an hour east of Tampa and an hour west of Orlando, sells roughly 500 new vehicles and 250 pre-owned units per year.

New vehicles account for roughly 30 percent of the dealership’s gross revenue, followed by parts and accessories (20 percent), F&I/warranty (15 percent), service (15 percent), apparel and gear (10 percent) and used vehicles (10 percent). It is one of five stores in Northey’s group, the others being in Lakeland, Port Richey and Orlando.

In the past three-plus decades, Northey has learned the value of getting and keeping the right workers. Sky PS in Lake Wales employs about two dozen, and the average length of service is more than 12 years. The key, Northey says, is to remain personally involved.

“Over the years I’ve stayed active with the people and the business on a daily basis,” Northey said. “If you get good employees, you have to keep them and you have to make them feel welcome. The more they feel the dealer principals are in touch, the more comfortable they are and the longer they’ll stay with you. They know someone at the top cares about them.”

Employee training is a daily routine. Service and sales staff go through the requisite manufacturer and new product training, and senior staff attend yearly 20 Group meetings hosted by MICS/Lemco. But it’s also about

of their business. With the Lakeland store, with Indian and Victory and Slingshot, we sell a lot of street bikes,” he said.

Customers have changed over the years as well. “The bikes have gotten bigger and the people have gotten older,” Northey said. “We’re seeing a wide range of customers from young guys who like sportbikes, the offroad breed who like the dirtbikes and SxS, and then we’ve still got the guys I sold to 30 years ago who are riding the cruisers. It seems like this market changes drastically every five years.”

The Lake Wales showroom features five widescreen monitors that show sports and news programs. In July 2014 they removed an older, elevated wooden floor display and replaced it with the black-and-white tile that allowed them to add more than 20 new and pre-owned bikes; the wood from the floor display was then used to create an outdoor deck featuring ATVs and SxS. Lake Wales also has a dedicated Kawasaki sportbike showroom and a special display of James Stewart’s 2000 KX90 and other racebikes.

Last year Lake Wales built a “secondary showroom” adjacent to Parts and Service. This area was anchored by a 2014 Ranger surrounded by motorcycles, ATVs, SxS and a host of accessories. “Sales of accessories have increased hundred-fold since we set up this display, while the motorcycles and ATVs stand out to the point that people will mill



Top left: Owner Roc Northey (c) meets with parts manager Rodney Rittenhouse (left) and general manager Dave Farina (right). Bottom right: Kiman Sylvester (left) assists Tate Roberts in the service department.

around and analyze every nook and cranny of the machines, and eventually buy one,” the dealership noted in its Top 100 winning entry.

Northey is excited about the new models released in the last two years after what he calls a period of stagnation, so this three-decade dealer is cautiously optimistic on the future.

“It’s been a long struggle. Like everyone in the motorcycle business, we’ve had some really good years and some really bad years,” he said. “We’re not selling as much, but what we

are selling is really good product. Things are good in the business right now, and we’ll see how long that lasts.”

The good news is that his early customers are now bringing in the next wave of riders. “The 30-year-olds from 30 years ago now bring their kids and grandkids in,” he said. “Being here and being active in a small community is a lot easier to maintain and keep up with because everyone knows who you are. Of course, the downside is that everyone knows everything!”

MORE ABOUT SKY POWERSPORTS-LAKE WALES

TOP HOSTED EVENT:

The Summer Blowout Sale was designed to stimulate mid-summer business. Primary promotions involved a mix of eblasts (70 percent), local newspaper ads (20 percent) and Facebook campaigns (10 percent). “With an investment of about \$500, an amazing amount of motorcycles, ATVs, SxS and watercraft were sold on Saturday, July 19. Plus our Parts and Service departments... sold in excess of \$10,000.”

TOP PROMOTION:

The dealership delivers completely new email campaigns each week. “Over 1,600 people open these emails every week,” with a claimed clickthrough rate of more than 40 percent.

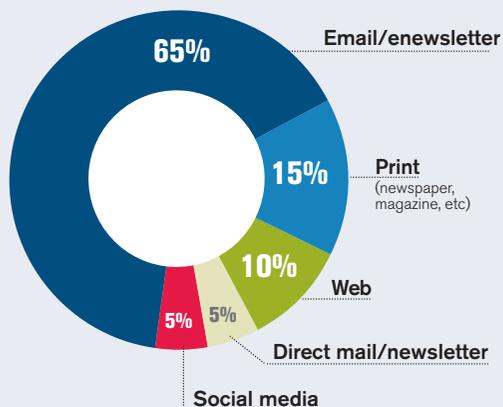
MAJOR BRANDS CARRIED:

Gear/Apparel/Helmets: Alpinestars, FLY, Fox, Fulmer, HJC, Icon, Scorpion, Tourmaster, Z1R

Parts and Accessories: Akropovic, Cobra, FMF, Kuryakyn, Two Brothers, Yoshimura, and OEM P&A

Distributors: Helmet House, Parts Unlimited/Drag Specialties, Tucker Rocky/Biker’s Choice, WPS/HardDrive

MEDIA SPEND 2014:



Source: Sky PS Lake Wales Top 100 Entry, 2014