



## PRESS RELEASE

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## TUNE IN TODAY! Cash In Tomorrow

**December 11, 2024** — National Powersports Dealer Association dealers say join us for the ride! NPDA launched *Powersports World TV* — a free digital TV channel devoted exclusively to powersports content of all types — its own network at the recent DealerConnect National Conference. The FAST (free, ad supported TV) channel is continuing to accelerate as more viewers discover the future of streaming. Powered by cutting-edge technology *Powersports World* is racing for 50 million households in the US and worldwide!

"Understanding what the new *Powersports World TV* can do for us... looking at the opportunities to get people who have never been exposed to these types of on-road/off-road sports can really be special," explains NPDA Board Member Brett Tekavec. "It can ignite something! We all have that story of a father, uncle, cousin, brother, sister, aunt whoever it may be that did ride... that did something that exposed us to this world. *Powersports World TV* opens the doors to so many more of us."

There is no more active, engaged and compelling community than the powersports world. Street, track and trail, snow and water. Rallies, races, collections, history, competitions... it's all here! "We have a place to invite; to inform and inspire the powersports world to join us for the ride," adds NPDA Chair Bob Althoff. "As Dealers, there's never been such a growth-oriented mechanism to drive customers into our stores. With the support of OEMs, aftermarket brands and other companies affiliated with our industry, we're confident that *Powersports World* will be yet another tool that will help Dealers become sustainably profitable."

A subsidiary of NPDA *Powersports World TV* is produced in partnership with Triple-B Media and Chet Burks Productions. Triple-B Media was founded by former executives at ESPN and has launched numerous other FAST channels. With the partnership in place, *Powersports World* will be able to stream live events related to motorcycles, side-by-sides, ATVs, scooters, personal watercraft (PWC), snowmobiles, industry events and more. Viewers can find *Powersports World* on a variety of platforms, including Roku TV, Sling, Sportstribal, Chromecast, Localnow, Distro TV and more.

Miss the world premiere of PSW at DealerConnect? Join NPDA at AIMExpo for an exclusive look at the new network owned by dealers broadcasting for dealers! Click here for more details:

<https://pswtv.com/new-home-2024/>



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