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**NATIONAL
POWERSPORTS
DEALER
ASSOCIATION**

NPDA EMBARKING ON AMBITIOUS PLANS FOR AIMEXPO 2023 IN LAS VEGAS

Plans include “Summit” for NPDA’s Harley-Davidson Dealer Council and sponsoring *Dealernews* Top 100

Falls Church, VA — The National Powersports Dealers Association (NPDA) will make its presence known at the AIMExpo 2023 in Las Vegas in February with an extensive line-up of activities.

The NPDA, founded in May 2021, currently has 220 franchise and independent dealer members, including 130 Harley-Davidson dealers. The Board of Directors of six men and three women are dealers of various brands with businesses from Alaska to Virginia, Ohio to Texas.

While the NPDA’s first year included a booth at AIMExpo 2022 in February, the association’s “footprint” at February 15-17, 2023 show will be sizable, said Chairman Bob Althoff.

“We work hard for hard-working dealers, and our members are going to get some of our best work at AIMExpo 2023,” Althoff said. “If 2022 is any indication, next year is going to start strong and be outstanding in our efforts to promote retail excellence in our industry.”

Along with its presence at AIMExpo 2022, other successes by the NPDA this year include:

- Membership level increased to more than 200 members, along with 15 partners;
- Hiring of Organizational Director to help lead efforts;
- Revamped, user-friendly website and newsletter;
- Membership survey and webinar series launched;
- State franchise laws study commissioned, published;
- Opposition statement with Auto, Marine & RV dealers on proposed FTC rules;
- Harley-Davidson Dealer Council created.

The NPDA's plans for the 2023 AIMExpo will include meetings and gatherings planned by its Harley-Davidson Dealer Council specifically for its H-D dealer members. This will include specific programming and guest speakers, along with the opportunity for Harley-Davidson dealer members to connect and socialize.

“The overwhelming request from H-D dealers we've surveyed is a dealer gathering,” said George Gatto, Chairman of the NPDA H-D Dealer Council and Dealer Principal of Three Rivers Harley-Davidson in Pittsburgh, Pa. “The AIMExpo is our best opportunity for Powersports dealers from around the country to learn about new products and services and gain valuable insight from experts, and the NPDA's gatherings for Harley-Davidson dealers will provide much-needed connectivity among the ‘Bar & Shield’ crowd.”

The NPDA is also looking to sponsor the return of the *Dealernews* “Top 100” program honoring Powersports dealers.

Details are still in the works, but could include unveiling the “Dealer of the Year” at the AIMExpo.

“Nothing epitomizes retail excellence in our industry like the Top 100 Dealer program,” Althoff said. “Your Dealership may be one of the best in our business – we look forward to learning more about what makes it great!”

Added Darris Blackford, NPDA Organizational Director: “As a former winner of honors when I wore my ‘Marketing Director’ hat for a Dealership, I can attest that the Top 100 is a big deal in our industry. The NPDA is proud to have a role in the return of this distinguished program.”

For more information or to join the NPDA, please visit www.npda.org For information about the AIMExpo 2023, please visit <https://aimexpousa.com/>

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