

**TO: Powersports Trade Press**  
**FOR IMMEDIATE RELEASE**

**CONTACT: Bob Althoff, Chairman:**  
**614-477-4311; [bob@bobalthoff.com](mailto:bob@bobalthoff.com)**



**NATIONAL  
POWERSPORTS  
DEALER  
ASSOCIATION**

## **NPDA CELEBRATES TWO-YEAR ANNIVERSARY WITH NOTABLE SUCCESSES**

### **Charging Into Year Three, Group's Strong Agenda Focuses On Dealer Empowerment**

**Falls Church, VA** — The National Powersports Dealers Association (NPDA) continues the favorable trajectory it has enjoyed since its launch in May 2021 of serving the needs and interests of Dealers, and enters its third year with a notable record of achievements.

The NPDA set out to represent all Powersports retailers; membership, which numbered less than 200 a little over a year ago, now sits at more than 300, including Harley-Davidson and metric Dealers and independent (non-franchised) shops. The Board of Directors of seven men and three women are Dealers from Alaska to Virginia, Ohio to Texas.

"When we first huddled up with great leaders in our industry and ones from associated ones, including Marine, RV and Automotive, we set out to promote retail excellence in Powersports, and have been successful in our effort," said NPDA Chairman Bob Althoff. "This work is by no means complete, of course, but are doing our best to serve the needs of our Dealer members and partners."

Year Two successes as of "Anniversary Day May 24" include:

- 334 members and 21 partners, both up 50 percent from a year ago;
- Successful annual gathering at February's AIMExpo, including key meetings for Harley-Davidson Dealers;
- Robust educational outreach featuring multiple, heavily attended webinars on key industry topics, and Position Papers calling for the end to OEM Surcharges and a 12-month Moratorium on OEM Facilities Upgrade Mandates;
- Teamed with Tucker Powersports to provide its highest-volume customers with free or reduced fee membership in the NPDA.
- Forming of a Foundation to meet Dealer needs and support charities;
- Launching the Powersports Industry Growth Initiative, which will include visual campaigns to help "mainstream" the industry on various media platforms.

One area in particular that will receive attention from the group's leadership throughout the coming year is Education. The group's Education Committee will further its efforts to arm Dealers with valuable, pertinent information and lessons that can help them grow their businesses and improve profitability. Other agenda items include establishing a lobbying presence in Washington D.C., improving connectivity between Partners and Dealer members, and launching in-person gatherings to promote Dealer-to-Dealer engagement.

“The momentum we are experiencing is not due to luck, but by the hard work and insight from our Directors and Advisors, and the support of Dealers and Partners,” said Bob Kee, NPDA Vice-Chairman. “We are here to serve Dealers and providing them with tools to run their businesses better and more profitably.”

For more information or to join the NPDA, please visit [www.npda.org](http://www.npda.org)

END