



AIMExpo 2024 – Big Wins In Vegas For NPDA

New Initiatives To Serve Dealers, Industry Growth

The National Powersports Dealers Association is pursuing an aggressive path in 2024 to drive the Powersports Industry to greater success.

The NPDA had a very active presence at the February 6-8 AIMExpo in Las Vegas. We were an exhibitor, held meetings for Harley-Davidson Dealers, Board members were honored and Advisors and Partners served as featured show speakers.

The NPDA also held its second Annual Update Meeting, which featured association leadership, as well as representatives from many of the 24 Partner companies that provide financial and intellectual support to the organization.

During the meeting the NPDA announced progress on two major initiatives:

- “Education Initiative” - an education strategy that will mesh programming and coursework from a variety of sources to create an Industry-leading platform;
- The “Powersports Industry Growth Initiative” - a multi-media effort which will include visual campaigns to help “mainstream” the industry on various platforms. The following video was released to build excitement about the Growth project.

Along with updates on these two initiatives, the NPDA reviewed key wins in 2023:

- Membership growth of 40 percent;
- A successful campaign urging OEMs to drop shipping surcharges imposed during the COVID-19 pandemic and a push for a moratorium on facility upgrade mandates;
- Numerous, well-attended webinars on key industry topics;
- The hiring of industry veteran Tigra Tsujikawa as Membership Marketing Manager; the team grew again last month when the NPDA hired well-known Powersports journalist, marketing and training expert Dave McMahon as Education Director.

“The hard work of our Directors, Advisors and Team is leading to real progress by our organization,” said Bob Althoff, NPDA Chairman. “Together with our Partners, we are positioning the NPDA to best serve Dealer members and help them become more profitable, while advancing the entire Powersports industry for greater success.”

In addition to the headline-grabbing initiatives promoted at AIMExpo, the NPDA continues to work at improving membership offerings to Dealers and increase connectivity between Partners and members. A new Member Portal discussed during the Update Meeting will be the newest effort; this will be available before the end of the first quarter of 2024.

“We will continue to provide Dealers with information and opportunities to run their businesses better,” said Bob Kee, Vice Chairman. “We have enjoyed favorable growth so far, and as we continue to add new Members our critical mass will allow us to make an even greater difference in the Industry.”