



## **Tucker Partners With NPDA, Will Pay Membership Fees for Most Tucker Dealers**

Fort Worth TX – February 13, 2023 - **Tucker Powersports** announced on Monday a dealer support program which will pay the dealer's National Powersports Dealer Association (NPDA) membership fees for Tucker dealers. This program will offer support for hundreds of dealers who may be interested in being part of the NPDA.

Tucker will pay 100% of the annual membership fee for dealers who meet a certain annual purchase level and 50% of membership fees for dealers at a reduced purchase level. Tucker is sending an email message to dealers which will introduce the program and provide instructions on how to join using the support from Tucker.

"Customers benefit from having great dealerships and the industry is stronger when dealerships thrive," said Tucker President Marc McAllister. "We believe that the NPDA can fill an important role in improving dealer operations and the experience of motorsports consumers."

"Tucker Powersports has stepped up to support dealers unlike anyone else in the industry, " said Bob Althoff, chairman of the NPDA. "The NPDA and its members are tremendously grateful for this program. It's clear to our members that Tucker supports our business and we will support them as well."

Dealers who have questions about this offer are advised to contact their Tucker rep with questions about signup or eligibility.

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### **ABOUT TUCKER POWERSPORTS**

Featuring the most powerful portfolio of parts, accessories and apparel brands in the powersports industry, **Tucker** distributes top brands and offers its own brands, including Answer, Biker's Choice, BikeMaster, Bully Locks, CoverMax, DragonFire Racing, FirstGear, Kuryakyn, ProTaper/ProTaper Sport, QuadBoss, Speed and Strength, and TwinPower.

### **ABOUT THE NATIONAL POWERSPORTS DEALER ASSOCIATION**

Founded in 2021, the National Powersports Dealer Association (**NPDA**) empowers franchised and independent Powersports Dealers through special services, products, programs, education, and advocacy of Dealer views and concerns to create a professional, successful, and profitable industry.