

TO: Powersports Trade Press
FOR IMMEDIATE RELEASE

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LEADING POWERSPORTS DEALER GROUP ACHIEVES “NATIONAL” STATUS

Non-Profit Association now has members in 50 States & Puerto Rico

Falls Church, VA (January 19, 2024) — To quote one of the greatest Powersports rock & roll bands ever, ZZ Top, *“we bad, we’re nationwide.”*

That’s right – the National Powersports Dealer Association, representing an industry of almost \$55 Billion, has more than 400 Members from all 50 States, plus Puerto Rico.

Looking for more impact from these membership numbers? We have Dealer Members in more than half of the 435 U.S. Congressional Districts, and are gaining “seats” all the time.

“We would be remiss if we didn’t thank our new friends at Cycle City Hawaii for signing up as our newest member, pushing us to 50-State status,” said Darris Blackford Organizational Director of the NPDA. “We certainly have our sights set on getting thousands of Dealers to join us, but it feels good to have truly attained ‘national’ honors.”

The NPDA is heading into 2024 having amassed a variety of wins last year in its efforts to serve the needs and interests of U.S. Powersports Dealers, including:

- Growing membership by 40 percent in 2023;
- 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;
- Great strides toward dynamic Dealer educational programming, including plans to form alliances to create an industry-leading platform.

Information about the NPDA’s Education platform, along with plans for growing the Powersports Industry, will be part of meetings the group will hold during the AIMExpo 2024 next month in Las Vegas. AIMExpo, taking place at the Las Vegas Convention Center February 6-8, is the largest Powersports industry trade show.

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NPDA's plans during AIMExpo will include:

- **Tuesday, February 6 –**
 - **7:30 to 9 a.m.** – NPDA Annual Update Meeting - Open to ALL Dealers!
 - **11 a.m. to 1 p.m.** - **Harley Dealers ONLY!**
Lunch & Roundtable Sessions

- **Wednesday, Feb. 7 –**
 - **7:30 to 9 a.m.** - NPDA Dealer Members' Only, Partner Presentations
 - **11 a.m. to 1 p.m.** - **Harley Dealers ONLY!**
Lunch & Special Speaker Presentations
 - 11 a.m. to Noon - Erik Pritchard & Cinnamon Kernes, Motorcycle Industry Council
 - Noon to 1 p.m. – Luke Mansfield, Vice President of Motorcycle Management, Harley-Davidson Motor Company

All NPDA meetings will take place in the Las Vegas Convention Center South Hall, Room S-231.

Dealers can still register to attend the AIMExpo 2024 for free at www.aimexpousa.com

"The NPDA was created by Dealers and the Board is made up solely of Dealers," said NPDA Chairman Bob Althoff. "Visionary Dealers who work hard to grow their businesses and care about the Powersports industry – we want you as an NPDA Board member."

While the organization seeks top candidates from around the country, it would especially welcome ones from the *Northwest, Southwest/California and Southeast*. Dealer Principals from any NPDA-member Dealership can apply by December 22 at this link:

And as we always say, there is strength in numbers, so if you are a Dealer and haven't yet joined – what in the heck are you waiting for? Visit www.npda.org and sign up for \$395 for a single rooftop, and only \$195 for additional ones.

For more information or to join the NPDA, please visit www.npda.org

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