



ShopTalk

STUDY GUIDE

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« Actor Jay Chou, as Kato in the “The Green Hornet™”, astride the custom V-Rod Muscle® motorcycle designed especially for the film.

ShopTalk Wants Your Input

What interests you? Let us know and
your idea could be published in ShopTalk.
Send your requests to Chris Tribbey,
Manager – Service Marketing
& Retail Capabilities, at
chris.tribbey@harley-davidson.com.



Quarter 2 2011

Please call ShopTalk Programme Headquarters at (800) 842-0347 with any questions regarding ShopTalk or the Quick Quizzes.
Please do NOT call HDU.

HARLEY-DAVIDSON

» WHAT'S NEW?



“We have taken an extremely popular H.O.G. benefit and made it even better. The programme now offers online reservations and a wide selection of motorcycles.”

— Steve Piehl, Director of Customer Experience

As the 2011 riding season gets under way, the Motor Company has news for you from near and far. Topics this quarter include the expansion of the Fly & Ride programme, the new H-D national advertising campaign *Harley in Hollywood*, new Service templates designed to create greater efficiency in the Service department, a report from the start of the 2011 racing season and more. There's a lot to learn about, so stay tuned!

FLY & RIDE GROWS WINGS

The Harley Owners Group® (H.O.G.®) motorcycle club Fly & Ride programme, which allows members to fly to a destination and rent a Harley-Davidson® motorcycle, has recently expanded from 37 locations to more than 300 worldwide by integrating with the Motor Company's Authorized Rentals programme. To date, nearly a quarter of the company's 1300 dealerships are members of the programme. “We have taken an extremely popular H.O.G. benefit and made it even better,” said Steve Piehl, Director of Customer Experience. “The programme now offers online reservations and a wide selection of motorcycles.” Originally created for members of H.O.G., Fly & Ride is now part of the H-D Authorized Rentals programme but offers additional benefits that are delivered by Authorized Rentals dealers.

Although Authorized Rentals are often found at tourist destinations, any dealership may benefit from the programme. One example is Kutter Harley-Davidson in Janesville, Wisconsin, which claims to have one of the busiest motorcycle rental fleets in the nation, with between 2000 and 2500 rental days a year. “The rental season for Kutter H-D runs from April 1 to October 31. In spite of our shorter season, our numbers are competitive with dealerships located at major tourist destinations in the Sun Belt,” said Lloyd Wellen, the Kutter H-D Rental Manager. “We maintain a fleet of 30 to 35 motorcycles, which makes it possible for riders to find the bike they want.” Wellen also noted that the dealership does a considerable amount of business with visitors from Europe who come to the area for work and then take a motorcycling holiday. Rockford, Illinois, and Madison, Wisconsin, have a number of European-owned businesses that bring in workers who stay for several months at a time. Now that's multitasking at its best!

STREAMLINING SERVICE TASKS

The following are several new additions to the Service section of the Dealer Marketing Engine (DME) specifically designed to help service personnel with their daily chores.

- **Multi-Point Vehicle Inspection Report:** Designed for use during maintenance service, this form provides technicians a place to record observations regarding the condition of every bike they service. It creates a greater degree of accountability because the technician who completes the service must sign the report. Also, the report can be used to discuss future service needs with customers.
- **Service Job Templates:** These easy-to-use templates help you to advertise pricing, including installation costs, for specific Genuine Motor Parts and Accessories (P&A). Determine your package price (P&A and labour) when you customise the ad. Then, promote these jobs on your website, in e-mail blasts and on handouts or in-dealership signage with confidence knowing that they meet the P&A and MotorClothes® apparel Minimum Advertised Price policy.
- **Customer Service Invoice Template:** This new template allows you to customise and personalise your service invoices. With it, you can access drop-down tools quickly and easily to create your custom offer on any TALON® service invoice. Simply print your new service stationery from your computer, and then place it in your printer tray or the manual feeder and you're ready to go.
- **Spring Retail Optimisation:** Spring is an important time for motorcycle service, and these materials will help to promote that activity by reminding customers to schedule their spring service appointments today!

SPRECHEN SIE DEUTSCH?

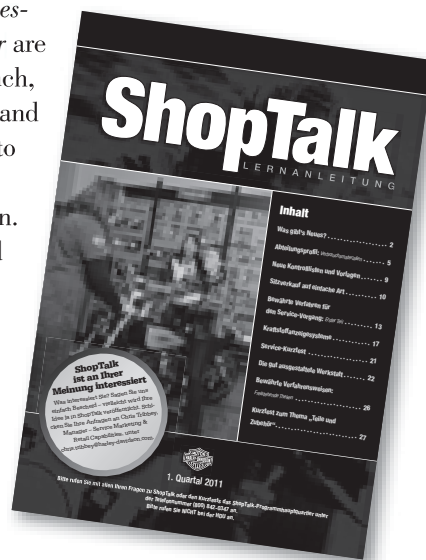
We are pleased to announce that the *ShopTalk Study Guide* and *ShopTalk Service and Parts and Accessories Employee Newsletter* are being translated into French, German, Spanish, Italian and Japanese for distribution to dealerships in Canada, Western Europe and Japan. There are plans to expand to other sections of the globe in the near future. As the publications go global, ShopTalk will incorporate news from overseas, which should prove beneficial to U.S. dealerships as well.

If you are wondering how this is possible, please reread the Fly & Ride section of this article to see how Kutter Harley-Davidson in Janesville, Wisconsin, the heart of the Midwest, is benefiting from international business.

EXPRESS LANE™ SERVICE AND SERVICE MEDIA CENTRES WORLDWIDE

In recent months, Express Lane Service and the Service Media Centre have been introduced to dealerships in Western Europe, Canada and Australia. Express Lane Service now is available at the following locations:

- Harley-Davidson Bonn, Bonn, Germany
- Harley-Davidson Monza, Milan, Italy
- Trev Deeley Motorcycles, Vancouver, Canada
- Steve Drane Harley-Davidson, Victoria, Canada



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*– Chris Tribbey,
Manager – Service
Marketing & Retail
Capabilities*

- The Service Media Centre is now available at the following locations:
- West Coast H-D, Glasgow, Scotland
- Espacio H-D BCN, Barcelona, Spain
- Dutch Hills H-D, Kerkrade, Netherlands
- H-D Ringwood, Ringwood, Victoria, Australia
- Mount Isa H-D, Mount Isa, Queensland, Australia
- H-D Dandenong, Dandenong, Victoria, Australia
- Fraser H-D, Concord, New South Wales, Australia
- H-D Adelaide, Adelaide, South Australia
- Capital H-D, Orange, New South Wales, Australia

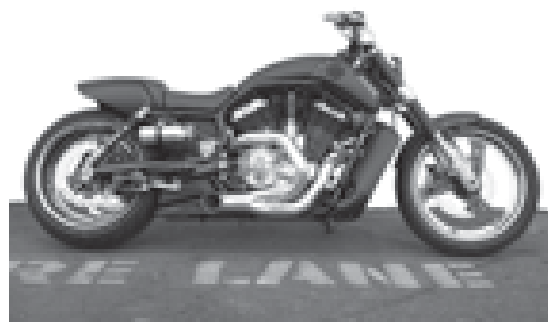
“It’s exciting to see these programmes make the transition from the U.S. to different areas of the world,” said Chris Tribbey, Manager – Service Marketing & Retail Capabilities. “They demonstrate how a really good idea has universal appeal that transcends geographic and cultural boundaries. In this case, what’s good for Service departments in the U.S. is proving to be very good for European dealerships, as well.”

THE LEGEND ON TOUR IN ITALIA

The big news from Italy this spring is the start of the seventh annual Harley-Davidson The Legend on Tour event. This event brings the world of Harley-Davidson to cities throughout Italy and includes a display of current model bikes, the opportunity to test-ride various models and a shop where the public can purchase clothing and other Harley-Davidson® merchandise. Each city on the tour features its own programme, but the demo rides remain the feature attraction at each location. At various times throughout the tour, The Legend on Tour will join with other motorcycling festivities as it did last year in Rome for Motodays. For further information regarding dates and locations, please consult the calendar at www.harley-davidson.it.

HARLEY IN HOLLYWOOD

The Harley-Davidson Entertainment team and H-D Styling worked with film producers and the director of the Columbia Pictures film “The Green Hornet™” to create the custom V-Rod Muscle® ridden by the Hornet’s super sidekick, Kato, in the recently released film. The pictures here and on the front cover show the finished product.



H-D1™ BIKE BUILDER

Live on www.h-d.com, the new H-D1 Bike Builder tool supports factory customisation and dealer-installed P&A packages for the XL 1200C Sportster® 1200 Custom. In addition, a redesigned site for the Dark Custom™ line of motorcycles, www.darkcustom.com, starring the hot new Blackline™ model, creates a renewed sense of focus for Dark Custom bikes with an updated look and new imagery.

READY, SET, ROCKET!

The 2011 racing season kicked off with the return of Harley-Davidson to the Daytona International Speedway on March 10-11. One of the Speedway's legendary stars, Scott "Mr. Daytona" Russell, a record five-time winner of the Daytona 200 race, rode a H.O.G.®-sponsored XR1200™ in his first AMA Pro motorcycle race at the Speedway since retiring from the series in 2002. Apart from Russell, the Vance & Hines XR1200 class featured a large grid of riders with a vast range of talent and experience, from veteran stars such as:

- 2007 Daytona 200 winner Steve Rapp (Parts Unlimited)
- Former AMA Flat Track Grand National Champion Joe Kopp (Latus Racing)

- Young guns such as Michael Beck (J&P Cycles®) and brothers Kyle Wyman (RMR/Bruce Rossmeier's Daytona Racing) and Travis Wyman (Harv's Harley-Davidson)

Based mainly on stock Harley-Davidson XR1200 motorcycles equipped with a race-preparation kit provided by series sponsor Vance & Hines, the series brought the rumble of Harley-Davidson V-Twin engines back to AMA Pro Road Racing at Daytona for the first time since the end of the VR1000 Superbike programme in 2001. Check out www.h-dnet.com for racing information throughout the season. 🏁

The Vance & Hines

XR1200 series

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of Harley-Davidson

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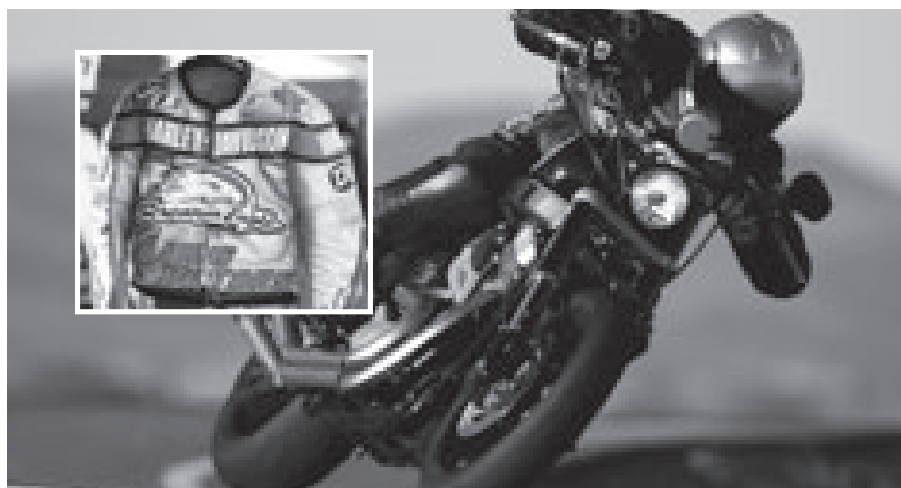
Racing at Daytona

for the first time

since the end of the

VR1000 Superbike

programme in 2001.



HARLEY-DAVIDSON

» Two New Michelin Tyres Recently Released

Of special note is that the new 2011 Sportster XL1200C should be fitted with the Michelin tyres identified in the 2011.5 Sportster Parts Catalogue.

They are a front and rear Michelin Scorchers™ 31 Series tyre featuring:

- 16" diameter
- Bias ply construction
- Exclusive Harley-Davidson sidewall script
- Exceptional durability, comfort and handling

P/N 55035-11 130/90B16

- Scorchers Front Blackwall.
Fits '11 XL1200C, '10-later XL1200X and '81-later FLSTC models

P/N 40878-11 150/80B16

- Scorchers Rear Blackwall.
Fits '04-later XL and '06-later FLSTC models

Let's start off with the big tyre news from the Winter Dealer Meeting (WDM) this past February: With effect from January 2011, all 2011 XL Sportster® models (excluding the XR1200™) will be fitted with Michelin® tyres. With this change, a 2011.5 Sportster Parts Catalogue was released at the WDM listing replacement tyre part numbers and specific model fitment for both Michelin and Dunlop tyres.

Looking back, Harley-Davidson decided to offer Michelin tyres as an option to the Dunlop brand on selected Harley-Davidson® models starting in July 2007. The goal then, as it is now, was to satisfy a greater range of customer preferences in riding style, vehicle feel and visual taste. "Feel" is subjective, so I suggest that dealership staff with a motorcycle licence ride motorcycles fitted with both brands of tyres, so they can provide personal feedback to customers. Regarding wear, customers can expect Michelin tyres to deliver similar tyre wear to the Dunlop brand when operated in identical circumstances. If both brands have been approved by Harley-Davidson for their particular model, customers can decide between a set of Dunlop or Michelin tyres. If only one tyre brand has been approved, only those tyres should be fitted.

Regarding approval, both Dunlop and Michelin tyres must pass specific full-vehicle Harley-Davidson tyre tests. In fact, it can take as long as 24 months for Harley-Davidson to qualify

a new tyre for fitment on Harley-Davidson motorcycles. This can include tens of thousands of track miles and laboratory testing that subjects motorcycle tyres to strength and durability tests. For more information on Harley-Davidson tyre testing, refer to the Quarter 2 2009 *ShopTalk Study Guide* article "Where Rubber Meets the Road." Additionally, the Quarter 1 2009 *ShopTalk Study Guide* article "Reading the Rubber: Deciphering the Codes on Tyre Sidewalls" provides basic information all dealership professionals should know.

While it's important for a dealership professional to know and understand the extremes of motorcycle tyre testing and how to decode the tyre sidewall markings, it cannot be overstated that the tyre and wheel services performed by your dealership are crucial to ensuring your customers' safety and the enjoyment of their motorcycle. Few components affect the dynamics of a two- or three-wheeled motorcycle as greatly as wheels and tyres. For that reason, Harley-Davidson® motorcycle

DUNLOP HARLEY-DAVIDSON TYRE SERIES



Dunlop and Michelin share a similar history in that they started manufacturing tyres in the late 1800s for the booming automotive industry. Today, both brands are known internationally and manufacture tyres for a broad range of uses from motorcycles and cars to aircraft and huge industrial vehicles.

dealership personnel must follow strict guidelines. Your customers need to know they can rely on this “circle of trust” to ensure their motorcycle wheels and tyres are ready for the road.

The following is provided to help technicians, service consultants and parts professionals. Besides this article, refer to the model-specific Harley-Davidson Service Manual and go to the Dunlop Motorcycle Tyre website for their expert advice on tyre service and repair. Visit www.dunlopmotorcycle.com → Info Centre → Tyre Tips.

MOTORCYCLE TYRE SELECTION

For confidence-inspiring performance in every regard and the circle of trust your customers deserve, only fit tyres specified by Harley-Davidson.

- Only fit the tyres listed in the latest *Harley-Davidson Genuine Motor Parts & Accessories* catalogue or in the “Shop for Your Bike” section of www.h-d.com for the appropriate model. This will ensure that the tyre brand, design, size, load-carrying capacity and speed rating are appropriate for that motorcycle.

Your customers need to know they can rely on this “circle of trust” to ensure their motorcycle wheels and tyres are ready for the road.

Download the Dunlop Motorcycle Tyre Tips for six pages of valuable technical, safety information and service advisories.

TECHNICAL INFORMATION

DUNLOP MOTORCYCLE STREET TIRE SIZE EXPRESSION CHART

TYRE SIZE	APPROX. WIDTH	APPROX. RIM DIA.
120/70	120mm	17"
130/70	130mm	17"
140/70	140mm	17"
150/70	150mm	17"
160/70	160mm	17"
170/70	170mm	17"
180/70	180mm	17"
190/70	190mm	17"
200/70	200mm	17"
210/70	210mm	17"
220/70	220mm	17"
240/70	240mm	17"
260/70	260mm	17"
280/70	280mm	17"
300/70	300mm	17"
320/70	320mm	17"
340/70	340mm	17"
360/70	360mm	17"
380/70	380mm	17"
400/70	400mm	17"
420/70	420mm	17"
440/70	440mm	17"
460/70	460mm	17"
480/70	480mm	17"
500/70	500mm	17"
520/70	520mm	17"
540/70	540mm	17"
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2180/70	2180mm	17"
2200/70	2200mm	17"
2220/70	2220mm	17"
2240/70	2240mm	17"
2260/70	2260mm	17"
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3160/70	3160mm	17"
3180/70	3180mm	17"
3200/70	3200mm	17"
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5740/70	5740mm	17"
5760/70	5760mm	17"
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5800/70	5800mm	17"
5820/70	5820mm	17"
5840/70	5840mm	17"
5860/70	5860mm	17"
5880/70	5880mm	17"
5900/70	5900mm	17"
5920/70	5920mm	17"
5940/70	5940mm	17"
5960/70	5960mm	17"
5980/70	5980mm	17"
6000/70	6000mm	17"
6020/70	6020mm	17"
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6280/70	6280mm	17"
6300/70	6300mm	17"
6320/70	6320mm	17"
6340/70	6340mm	17"
6360/70	6360mm	17"
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6580/70	6580mm	17"
6600/70	6600mm	17"
6620/70	6620mm	17"
6640/70	6640mm	17"
6660/70	6660mm	17"
6680/70	6680mm	17"
6700/70	6700mm	17"
6720/70	6720mm	17"
6740/70	6740mm	17"
6760/70	6760mm	17"
6780/70	6780mm	17"
6800/70	6800mm	17"
6820/70	6820mm	17"
6840/70	6840mm	17"
6860/70	6860mm	17"

Tyres Require a Circle of Trust



**NEVER install
a new, unworn
tyre on a
motorcycle
with a worn tyre
on the other
wheel. Install
new tyres in sets
for a circle
of trust.**

- Install tyres in matched sets. NEVER mismatch tyre brands or designs.
- Do not mismatch radial and crossply tyres unless this is specifically recommended by Harley-Davidson. Certain Softail® models use a radial rear tyre and a crossply front tyre, but this is not the norm.
- Install tyres marked FRONT on front wheels and tyres marked REAR on rear wheels.
- NEVER install tube-type tyres on tubeless wheels.
- NEVER install a new, unworn tyre on a motorcycle with a worn tyre on the other wheel. Install new tyres in sets for a circle of trust.
- Install only specified inner tubes in laced wheels along with the approved rim band.

MOTORCYCLE TYRE INSTALLATION

- Wear approved eye protection when dismantling or mounting tyres.
- Install only tyres specified by Harley-Davidson®. This applies for tyre brand, design, size, load and speed rating.
- Install tyres in their correct rotation (see sidewalls for rotational arrows).
- When mounting, position the lightest area of the tyre, identified by a painted balance dot, in line with the valve stem.
- Follow the instructions in the tyre machine operator's manual to prevent injury and/or damage.
- Warm cold tyres in the sun to ease tyre mounting and to reduce the chance of tyre damage.
- Do not exceed tyre manufacturer's recommended tyre pressure for seating tyre beads.
- When mounting new tyres, install new tyre valves on solid wheels and new inner tubes and new rim strips on laced wheels.
- Balance the wheel and tyre assembly with the brake rotors and sprocket installed, following the directions of the Harley-Davidson Service Manual and your wheel balancing machine.
- Do not add more than 99.2 grams (3.5 ounces) of weight to balance a wheel and tyre assembly.
- Do not use liquid sealants or liquid balance products in motorcycle tyres.
- Fill tyres to the tyre pressure specified by Harley-Davidson as noted in the Service Manual and/or Owner's Manual for the appropriate model.

MOTORCYCLE TYRE INSPECTION

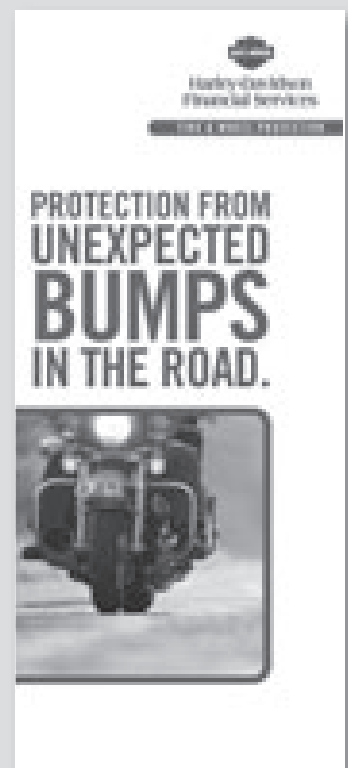
Perform a complete wheel and tyre inspection every time a motorcycle is checked in for service of any kind. Failure to perform a thorough wheel and tyre inspection can threaten your customers' safety. You can also educate your customers to recognise the following items when inspecting their tyres, which will further strengthen the circle of trust.

- Check that tyre air pressure is set to the Harley-Davidson specification using a reliable tyre pressure gauge.
- Verify the tyre brand, design, size, load and speed rating are correct for the motorcycle year and model.
- Check that the tyres match, that front- and rear-specified tyres are in their correct locations and mounted in their correct rotational direction.
- Inspect 100 percent of tyre and wheel surfaces by elevating the motorcycle so the wheels can be rotated.
- Start tyre inspection at the valve and rotate slowly all the way around, checking for:
 - Punctures, gouges, repairs or foreign objects imbedded in the tyre. Replace tyres that are damaged. In exceptional situations and according to the Harley-Davidson Service Manual, a tread-area puncture no larger than 6.4 mm (1/4") on a tubeless tyre may be repaired from inside the dismantled tyre using only a patch and plug combination. Inform customers about the new maximum speed limits for riding on a repaired tyre (see Service Manual). Note that some governments prohibit motorcycle tyre repairs of any kind. The best rule to follow is, if you are not 100 percent sure of a tyre repair, replace the tyre.
 - Surface cracking in the tread or sidewall area, which can be caused

by chemical contamination, ozone effect, age and/or operation with low tyre air pressure. Replace the tyre if cracks are observed.

- Tread wear. Most motorcycle tyres are ready for replacement before they reach the minimum 0.8 mm (1/32") tread depth or wear bar indicators. Most motorcycle tyres tend to wear into irregular patterns, such as a squaring of the tread profile, excessive tread wear on the inside or outside due to overinflation and underinflation or a scalloping of the tread surface. Any of these are reason to replace the tyre because any of them can cause extremely negative handling issues. Remind customers that the best way to enjoy longer tyre service is to maintain their tyre pressure at the setting specified by Harley-Davidson.
- Tyre runout, which can be caused by a tyre bead seated incorrectly on the rim or a wheel problem. Maximum tyre runout is 2.29 mm (0.090") lateral and radial on the wheel assembly. Rectify tyre or wheel runout issues before riding or delivering motorcycles to customers.
- Tyre bulging, which can be an indication of internal tread separation. Any motorcycle tyre that exhibits a bulge in any area of the tyre must be replaced immediately.
- Tyre chunking, which is an indication of severe heat that can be caused by extended dynamometer testing or tyre burnouts. Chunking is when tyre material rolls into small balls that can be rubbed off by hand. Replace tyres that show signs of tyre chunking because the excessive heat and loads that caused chunking may have caused internal tyre damage that can lead to catastrophic tread separation. Look for tyre dust under the rear fender for evidence of tyre abuse.

Replacing a low-mileage tyre that has been punctured is a negative customer experience. During the new motorcycle purchase, offer an Extended Service Plan and Tyre & Wheel Protection for maximum peace of mind.



**Technicians must
take the time to
ensure that any and
all tyre or wheel
issues are identified
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properly before they
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and certainly
before delivering
motorcycles
back to customers.**

- Inspect wheels for issues requiring service or replacement, such as:
 - Loose, damaged or missing spokes on laced wheels. Repair or replace problem wheels in accordance with the instructions in the Harley-Davidson Service Manual.
 - Punctures, gouges, bends and cracks of any kind. Replace the wheel or rim if damaged; never attempt to repair a damaged wheel.
 - Loose, damaged or rusted wheel bearings. Spin each wheel and listen for a grinding noise or feel for a rough vibration that could indicate a failed bearing. Check bearing end play and replace in accordance with Harley-Davidson Service Manual recommendations.
 - Worn or damaged wheel bearing seals. Inspect for tears, damage and grease leakage that could indicate a failed seal. Replace damaged seals and consider wheel bearing replacement as a precaution because a failed seal may have caused bearing damage.
- As you can see, there are dozens of issues that can be cause for concern when it comes to tyres or wheels. Consequently, technicians must take the time to ensure that any and all tyre or wheel issues are identified and properly rectified before they test-ride vehicles and certainly before delivering motorcycles back to customers. The circle of trust must be high on our list, for the sake of our customers and ourselves. 





HARLEY-DAVIDSON

It seems that the more advanced technology gets, the more interconnected it becomes. In the past few years, TV, Internet, mobile phones and even video games have become more closely linked. And now there's a new way to transmit data between various forms of media. In recent months, you may have noticed an odd little box with what appears to be a misshapen pattern of black markings at the end of a magazine article or on someone's business card. The thing that looks like a Martian postage stamp is called a two-dimensional (2D) code. It represents the

Davidson and on the pages of ShopTalk, you're getting a heads up on what they are and how they work.

WHY USE 2D CODES?

2D codes are more useful than standard bar codes because they can store and digitally present larger amounts of data. They can also be used in a greater variety of applications than standard bar codes, and an ordinary smartphone can be used to retrieve the information.

Conventional bar codes were a big innovation when they came into popular use about 40 years ago, offering a quick,



Scan Quick Response (QR) codes on your smartphone.

logical progression from standard bar codes to a code that can relay data by linking to a variety of media.

Today, companies all over the world transmit information through 2D codes. They are used in a wide variety of applications including logistics and transportation, retailing, health care, government, identification and manufacturing. For example, UPS® has used 2D codes for a number of years to sort and track packages, while magazines as varied as *Cycle World*, *Wired* and *Forbes* use them to direct their readers to additional information on products or article topics. Because these tiny wonders soon will be in use at Harley-

accurate way to read data on everything from manufactured goods to groceries. As their popularity increased, businesses saw a need to increase the amount of information stored in the code. In Japan in 1994, a company called Denso-Wave created the Quick Response (QR) code, now one of the most popular versions of 2D code available and the one chosen for use by Harley-Davidson.

To read the information relayed by a QR code, all you need is a smartphone equipped with a QR reader (to locate one, search the Web for "QR reader" or "QR scanner app"). The QR readers are free and can be installed quickly. Once

To read the information relayed by a QR code, all you need is a smartphone equipped with a QR reader. The QR readers are free and can be installed quickly.



At present, there are approximately 35 videos that readers can connect to via QR codes, and there will be lots of opportunities to use them in the future.

the QR reader is installed, point the device's camera at a code, scan or take a picture of the code to display encoded content such as text, images, contact information or even a Web page. Also, you can generate and print your own QR code by visiting one of several free QR code-generating sites.

CURRENT USES OF QR CODES

Originally used for tracking parts in vehicle manufacturing, QR codes can be seen in magazines, on signs, buses, business cards and even T-shirts. They've been used on movie posters, billboard ads and in-store displays, for event ticketing and tracking, trade-show management, contests, direct mail campaigns, websites and e-mail marketing. QR codes have even been used as art, with functional codes constructed from all sorts of materials. They can provide information about a business, display a website or a trailer for a movie or give users a coupon. When added to a business card, a QR code makes it easy to add contact information to a mobile phone address book. You also can use a code to create a link to your Twitter or Facebook profiles.

HOW YOUR DEALERSHIP CAN USE QR CODES

The Motor Company recently launched marketing materials that incorporate QR codes. Now it's time to implement them in your showroom. Signs using QR codes are available on the Dealer Marketing Engine (DME). From the DME home page, go to Dealer Tools → Online Signage Programme – Sign Shop → 8.5 x 11 Promo Signs (99418-05REG) → Select a Promotion → Parts & Accessories.

In addition, dealerships can develop their own QR codes and use them to direct customers to the dealership website. You can add them to print advertising such as flyers or posters containing product or contact info; use them to announce special offers and events or generate coupons. Creating QR codes isn't difficult. Just do a quick Internet search for the appropriate applications and you'll be on your way to accessing a great new marketing tool.

QR CODES @ H-D

QR codes will soon be appearing in ShopTalk, directing our readers to more extensive information on products and training materials. Currently, there are approximately 35 videos that readers can connect to via QR codes, and there will be lots of opportunities to use them in the future. In addition, the Motor Company is including QR codes in signs that will appear in the Online Signage Programme and in various brochures. Although QR codes are in their infancy, we hope you'll take advantage of this new, easy-to-use technology and extend your knowledge of all things Harley-Davidson! 



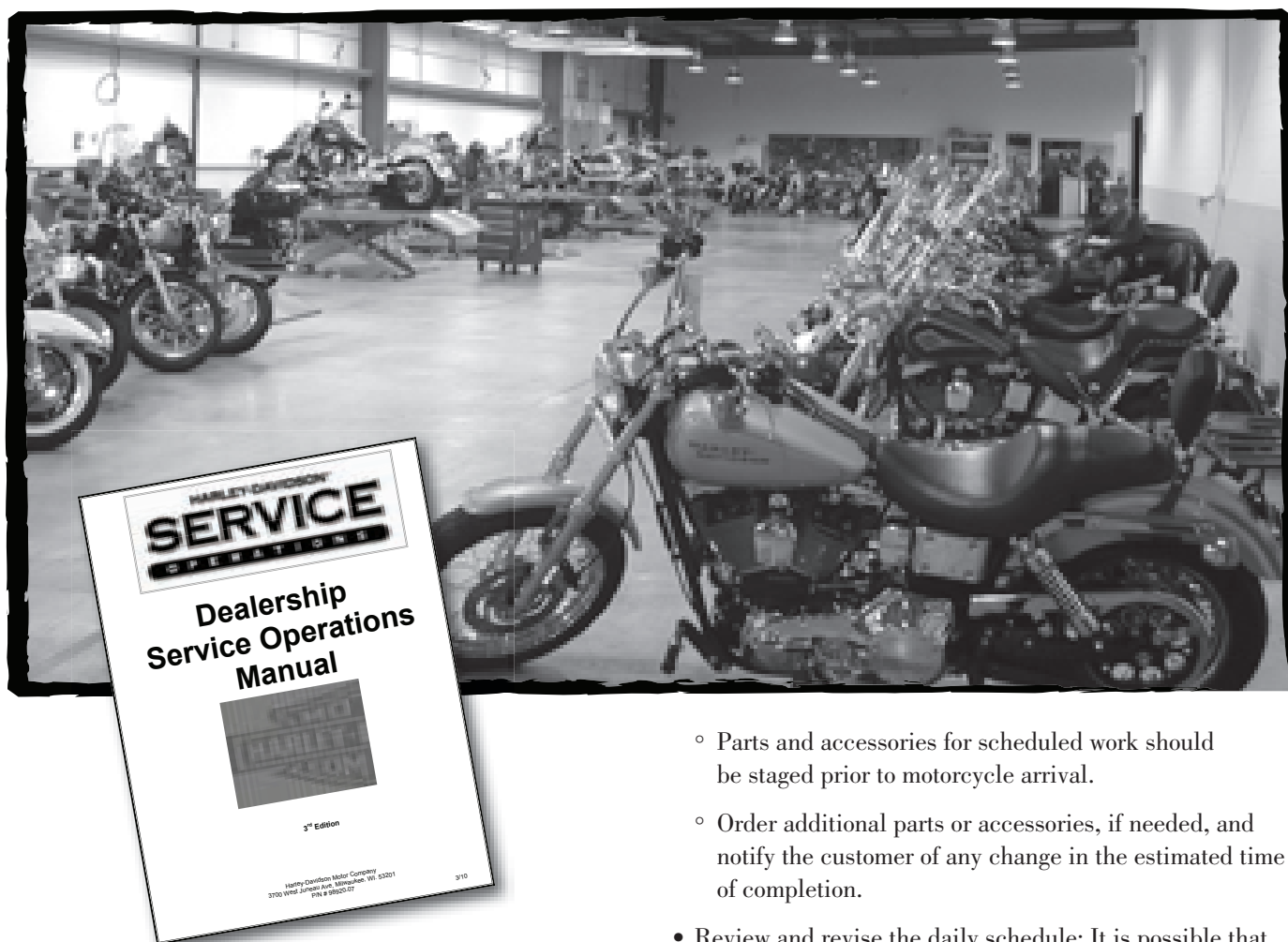
Scan this QR code to view an LED headlamp video on your smartphone.

HARLEY-DAVIDSON

A service event is any situation when a customer brings his or her motorcycle in for work, be it a routine service, a repair in or out of warranty or a vehicle enhancement. On each occasion there are best practices for maximising the event for both the customer and the dealership. Part one of this article in the Quarter 1 2011 issue of the *ShopTalk Study Guide* covered best practices prior to the vehicle check-in and the vehicle check-in itself. Part two covers best practices during the vehicle service, post-service vehicle delivery and the service follow-up.

DURING THE VEHICLE SERVICE CHECKLIST

- Review the Repair Order created during the check-in to ensure that all critical information is listed and that the information clearly communicates what services are to be performed.
 - Refer to the Repair Order Checklist on page 3-6 for more details.
- Acquire all parts and accessories needed and deliver to the technician.



Below is a collection of best practices that you can use to improve your results. For additional information regarding the service event, refer to the *Service Operations Manual* (3rd Edition, dated 3/10) sent to you by your service operations field manager. For quick reference, I will identify relevant page numbers of the *Service Operations Manual* throughout this article. Also, ask your District Service Manager for assistance.

- Parts and accessories for scheduled work should be staged prior to motorcycle arrival.
 - Order additional parts or accessories, if needed, and notify the customer of any change in the estimated time of completion.
- Review and revise the daily schedule: It is possible that additional work sold during the check-in will affect the daily schedule.
 - Review service capacity including available hours, job carryovers from the day before and job overruns, when work takes longer than expected.
 - Revise the daily schedule as needed.

Best Practices of the Service Event: *Part Two*

- Prioritise and dispatch work: Determine repair order assignment taking into consideration the work to be performed, the urgency of jobs to be completed, the technicians available, the technicians' training and experience and the customer's preferred technician, if appropriate.
- Queue motorcycles for work: This reduces the time technicians have to spend retrieving the motorcycle from a parking area. Consider installing two or three lifts per technician so motorcycles can be delivered to the technicians' work area without interrupting their current tasks.
- Inspect all motorcycles while they're in for service to identify the accessories on them now. Determine the primary direction of customisation in the categories of fit, function, style or performance. Ask yourself the question, "What could make this motorcycle even better?"
 - Check accessory inventory and technician time available for installation.
 - If you have the accessory in stock and the time to install it, contact the customer. (See below.)
- Monitor the progress of every motorcycle that is being serviced while it is on the lift.
 - Determine whether additional work is needed based on technician input.
- Contact the customer while the motorcycle is still on the lift being serviced:
 - To get approval for additional work needed.
 - To provide an update on the estimated time of delivery, the results of a diagnosis, the warranty status and/or the estimated cost.
 - To recommend accessories that would enhance the current customisation. To do this we would contact the customer to provide an update on the work, compliment the accessories on the motorcycle and make a suggestion on how to enhance that direction. For example, "Hi Roger. I'm calling to let you know the work is going well. I noticed you have a chrome front end on the bike now, and it looks great! Have you ever thought about enhancing that look with a set of chrome handlebar controls? I checked and we have them in stock for your bike. We could install them today while the bike is in for service, so you don't have to make an extra trip. What do you think?"
- Tag and monitor take-off parts. Store warrantable parts or ship them back in accordance with Harley-Davidson warranty instructions. See the *Global Warranty Manual* (revised January 2011) in the Service section of www.h-dnet.com.
- Have a service expert (consultant, foreman or manager) inspect every motorcycle after technicians complete the work and before contacting the customer for delivery. This creates a second line of quality control that can reduce mistakes.
- Inspect every motorcycle for cleanliness after the work is performed. Never deliver a dirty motorcycle.
- Close the repair order. Refer to page 3-22 of the *Service Operations Manual* for more details on completing this important legal document.
- Notify the customer that the motorcycle is ready for pickup.

VEHICLE DELIVERY CHECKLIST

After the work is completed there are several practices that can improve the satisfaction of your customers.

- Review repair orders to determine whether explanations or instructions are needed regarding the work performed or the accessory that was installed. For example:



- Removing and replacing a new detachable accessory.
- Break-in procedures for a fresh 1690 cc (103 cu. in.) big bore kit.
- Review the work performed. Provide an explanation for each line item. For example:



- “We performed our famous 25-point 8000-kilometre (5000-mile) service at your request because your bike had 24,462 kilometres (15,200 miles) on the odometer.”
- Tip: Offer to explain the three to five standout services that make the “Dealership Difference”. Refer to the 2010 Quarter 2 *ShopTalk Study Guide* article “More Than an Oil Change: Educating Customers about Scheduled Maintenance” for recommendations. “We replaced the rear rockerbox gaskets because they were leaking. That was covered by your warranty at no charge to you.”
- “We replaced the rear brake pads because our technician noticed they were worn to the minimum thickness. That was a customer cost because it’s considered a consumable item.”
- “That brings the total for parts and labor to £ _____.”
- Ask the customer if he or she needs an additional explanation about any work that was performed.
- Thank the customer for his or her business and invite him or her back to the dealership for the next store event.
- Ask if you can contact the customer in a few days to verify satisfaction with the work, and ask what time and method is best for contacting him or her.
- Collect payment for the repair order.
- Close the repair order in your dealer management system.

- Perform additional data entry required to track service work. Ask your Harley-Davidson SOAR for guidance in this regard.

POST-SERVICE FOLLOW-UP

After the service appointment, follow-up is crucial to customer satisfaction and an understanding of how well the service team managed to meet or exceed customer expectations. In 2009, J.D. Power and Associates surveyed 8000 motorcycle buyers. On average, the satisfaction scores of customers who received a follow-up call after their purchase was 170 points higher (1000-point system). We suggest you:

- Contact a service customer 48 to 72 hours after delivery of the motorcycle via phone, text or e-mail depending on the customer’s preference.
- Start the conversation by offering the customer something of value. For example, “I’m calling to thank you for your business and to personally invite you to [next dealership event]. While I have your attention, could I ask you three or four questions to measure our performance? Thanks!”
- Gather customer comments on satisfaction with the work performed, understanding of the services performed and any concerns. See sample phone script on page 4-4 of the *Service Operations Manual*.
- If the customer brings up a concern, gather information using what, where and when questions. For example:
 - What does it sound, feel or look like?

After the service appointment, follow-up is crucial to customer satisfaction and an understanding of how well the service team managed to meet or exceed customer expectations.

**No matter how well
they [dealership]
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to deliver customer
satisfaction, there is
always something
that can make it
better.**

- Where is the noise, vibration or damage located?
- When is the issue most noticeable? Hot, cold, gear, speed, RPM, accelerating, cruising or decelerating?
- Empathise with the customer. Example: "I'm sorry you're experiencing this inconvenience. Our goal is to make your motorcycle adventure the best it can be."
- Pick up and trailer any motorcycle with a safety-related issue.
- Make arrangements to "make issues right." To accomplish this, you'll need to get the motorcycle back to the dealership for an inspection, and possibly, a test-ride.
- For more information regarding customer feedback strategies, refer to pages 4-5 to 4-8 of the *Service Operations Manual*.

One thought many dealerships have is that no matter how well they think they're doing to deliver customer satisfaction, there is always something that can make it better. To learn what that is, ask customers these two simple questions:

1. What did you like about the services provided?
2. How could we make those services better?

This completes our two-part series on the best practices of a service event. Hopefully you were able to check every item on the lists provided. If you did, remember that consistency is vital to your Service department's reputation. For that reason, it makes sense to review the lists in part one and part two regularly to maintain the highest level of customer satisfaction. 🏠



HARLEY-DAVIDSON

The purpose of this article is to help H-D service technicians *keep it simple* when it comes to vehicle diagnostics. With all of the new technology on motorcycles these days, diagnostics can be extremely challenging. When something goes wrong, human nature sometimes makes us think we have a real problem on our hands. Sometimes we jump right in, assuming the worst, and we end up creating a major headache. I know this all too well; before I took a job as Technical Service Representative, I spent about 20 years turning wrenches. Let's not go into my mistakes, but trust me, there have been a few, and I like to think of each one as a valuable learning experience.

With problems such as no throttle response, advanced audio issues, low fuel light issues, runability issues and handling concerns, diagnostics are a lot tougher these days. Even so, this article is just a reminder to keep it simple. Harley-Davidson® motorcycles need gas, spark and compression, just like always, and electricity always needs power and earth. I've seen runability issues turn into nightmares when, in the end, it ended up being a bad spark plug. I know of technicians who have lost a day's worth of labour chasing an electrical issue that turned out to be caused by aftermarket spark plug covers.



Steve Nadeau,
Technical Service
Representative



HARLEY-DAVIDSON

**If the bike comes
in because of a
customer complaint
about a phantom
noise, first attempt
to pinpoint the
sound; electronic
listening devices
work well for this.**

GET INFORMATION FROM THE BIKE AND THE CUSTOMER

The condition of the bike and the customer's input will determine how to diagnose the issue systematically. First, give the bike a good walkaround. Take note of any aftermarket components on the bike. A different exhaust, air box, chrome covers or other aftermarket components can cause runability or handling issues. Next, try to verify the customer's concern; you want to make sure you identify and fix a *real* technical issue rather than trying to correct what may be an unjustified complaint. If the issue is intermittent and you can't seem to duplicate it, that's when you really need to pick the customer's brain. Examples of questions to ask are:

- "When the bike quit running, did it lose all electrical power?"
- "What did you have to do to restart the motorcycle?"
- "Was the bike at full operating temperature?"

Remember to ask questions that will give you further insight into runability issues.

PROBLEM SOLVING MADE SIMPLE

Let's talk about basic diagnostic steps to take when dealing with a powertrain issue. If the bike comes in because of a customer complaint about a phantom noise, first attempt to pinpoint the sound; electronic listening devices work well for this. Once again, the sound that concerns the customer may be a normal representation of the bike. Before you start to tear the engine apart, don't forget to perform the basic tests. Don't forget to check oil pressure when the engine is cold and again when it's hot; a lot of times this gets overlooked. Also, perform a compression test. The front and rear cylinders should be within 0.7 kg/cm² (10 psi) of each other. A leak-down test should be next. If leak down is less than 10 percent, the engine is in good condition.

Oil leaks can cause headaches as well. A good example of this is when a technician replaces the gasket between the engine and transmission because of an oil leak, even though the gasket isn't the issue. Use detective dye in the engine oil to help locate the source of the leak. You need to determine if the oil that's leaking is engine oil or transmission fluid. If it is engine oil, it's most likely that the engine case sealant has failed and needs resealing. If it is transmission fluid, there's a good chance that the transmission case has some porosity and needs to be replaced.

Electrical issues are everyone's favourite. They can be very challenging and, at times, very frustrating. As I mentioned above, electricity needs power and earth, so check those connections as a first step. Electronic speedometers can be especially challenging. Remember that if the bike is a 2004-later model, the speedometer gets its signal from the ECM. The best way to determine how to fix an electronic speedometer is by performing a road test using the TechLink™ II or performing a dyno test while the bike is connected to the Digital Technician® II. If the ECM loses the speed signal, the issue is somewhere between the vehicle speed sensor and the ECM. If the ECM doesn't lose the speed signal, the issue is between the ECM and the speedometer. (The signal is sent out on a light green and violet wire.)

Oxygen sensor codes can throw people off as well. Remember that the oxygen sensor code can be caused by a runability issue. Poor fuel pressure also can cause a runability issue. Measure fuel pressure and compare it to the specifications in the appropriate service manual. The pressure should remain after the motorcycle is turned off. If not, there is a good chance that there is an internal fuel leak in the tank. A lot of runability issues are caused by the ECM not having the correct calibration. The engine configuration determines what kind of calibration the ECM needs.



When you hear a concern about vehicle handling, confirm that what the customer is saying is accurate.

Even if the bike is stock, always check for updated calibrations.

Advanced audio issues can be a brain teaser. I hate to say it, but the easiest and fastest way to diagnose a radio issue is to install a test radio. Not all dealers have test radios handy so you may have to borrow an operating radio out of another bike in the shop. Before you attempt to diagnose a charging issue, make sure that the battery is fully charged and passes the Midtronics test. Battery voltage should be 12.8 volts. I could go on and on talking about electrical issues, but remember to keep it simple at first and check all the chassis earth contacts and battery connections.

Customer concerns about vehicle handling may arise from time to time. For example, a customer might voice a concern about the bike pulling to the left or excessive vibration. When you hear a concern about vehicle handling, confirm that what the customer is saying is accurate.

Vibration can be caused by anything from aftermarket exhaust systems to worn-out tyres. If a customer comments that the bike leans to the left, ask if his or her hands are on the handlebar grips when this happens. Another possible cause for handling concerns is improper adjustment or maintenance of the neck bearings, so be sure to check the front end fall away or swing.

Remember to keep it simple when you first encounter any service issue with a motorcycle. Never assume anything. Just go back to the basics and you may be surprised by how easily you can find the problem. 🛠️



Take your Quarter 2 2011 ShopTalk Quick Quiz at HDU Online. Log in to *h-dnet.com*[®], select the HDU page and then select HDU Online. Quizzes must be completed by **May 20, 2011**.

If you have received this *Study Guide* in error, please call (800) 842-0347 BEFORE you take the quiz online.

1. Which of these statements is true regarding the H-D1™ Bike Builder tool?

- a. It supports factory customisation
- b. It supports dealer-installed Genuine Motor Parts and Accessories packages for the 1200 Custom
- c. It can be found on *www.h-d.com*
- d. All of the above

2. Recent additions to the Service section of the Dealer Marketing Engine include:

- a. Multi-Point Vehicle Inspection Report
- b. Service Job templates
- c. Customer Service Invoice Template
- d. All of the above

3. With effect from January 2011, all 2011 XL Sportster® models (excluding the XR1200™) will be fitted with Michelin® tyres.

- a. True
- b. False

4. It is acceptable to install more than 99.2 grams (3.5 ounces) of weight to balance a wheel and tyre assembly.

- a. True
- b. False

5. Dealerships can use Quick Response codes in which of the following ways?

- a. To direct customers to dealership websites
- b. To add to print ads such as flyers or posters to transmit product information or your contact information
- c. To announce special events or generate coupons
- d. All of the above

6. A best practice of a service event is to _____.

- a. Contact the customer while the motorcycle is still on the lift being serviced
- b. Have a service expert (consultant, foreman or manager) inspect every motorcycle after technicians complete the work and before contacting the customer for delivery
- c. a and b
- d. None of the above

7. One reason to contact the customer while the motorcycle is still on the lift being serviced is _____.

- a. To get approval for additional work needed
- b. To strengthen your relationship with him or her
- c. a and b
- d. All of the above

8. When performing a compression test, the front and rear cylinders should be within _____ of each other.

- a. 0.2 kg/cm² (3 psi)
- b. 0.7 kg/cm² (10 psi)
- c. 0.4 kg/cm² (6 psi)
- d. 0.8 kg/cm² (12 psi)

9. The best way to determine how to fix an electronic speedometer is to perform a road test using the TechLink™ II or a dyno test while the bike is connected to the Digital Technician® II.

- a. True
- b. False

10. The first thing to do when you hear a concern about vehicle handling is to:

- a. Confirm that what the customer is saying is accurate
- b. Ride behind the customer for observation
- c. Inspect all frame welds
- d. Check steering head bearing adjustment

HARLEY-DAVIDSON



From comfortable, top-of-the-line headsets to high-performance speakers and innovative audio components that allow riders to use a wide range of high-tech gear such as XM® satellite radio and MP3 players, the expanding line of Harley-Davidson® Boom! Audio products is designed to please even the most discriminating motorcycling audio enthusiast.

In this article, we'll tell you about the features and benefits of some great new Boom! Audio equipment, and we'll walk you through the process of operating a number of the components, so you can take full advantage of all the functions they provide.

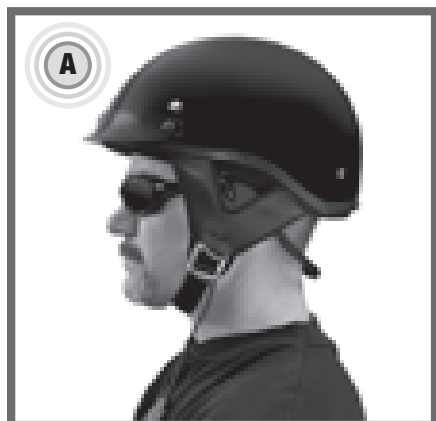
Some of this information can seem a little tricky at first, so do yourself and your co-workers a favour: **Share this article with fellow employees and save it for reference as you learn about these products and demonstrate them to others.**

BOOM! AUDIO HALF HELMET HEADSETS

Boom! Audio offers three different headsets designed for half helmets and full helmets. Each headset's foam-covered, on-ear stereo speakers produce great sound while reducing wind noise and permitting riders to hear the surrounding traffic.

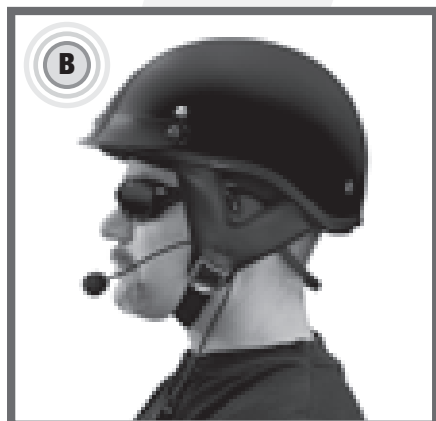
The Boom! Audio line includes two different headsets for riders who prefer half helmets. Fitting comfortably below most helmets, the headsets' lightweight, durable neck bows wrap around the ear

In this article,
we'll tell you about
the features and
benefits of some
great new Boom!
Audio equipment,
and we'll walk you
through the
process of operating
a number of the
components, so
you can take full
advantage of all
the functions they
provide.



and across the back of the neck. In another feature that is unique to Boom! Audio Half Helmet Headsets, cord weight is minimised by a clothing clip to relieve the ear fatigue that can be an aftereffect of headset use.

The Boom! Audio Half Helmet Music Headset is designed to allow the wearer to listen to crisp, clear audio. It offers all of the features we've already mentioned, and it accommodates electronic devices equipped with a 3.5 mm stereo mini-jack output such as the Road Tech™ zūmo® and the Boom! Audio Road Tech Satellite Radio. For added convenience, this headset also works with the Boom! Audio Tank Pouch.



A Boom! Audio Half Helmet Music Headset P/N 76569-09

The Boom! Audio Half Helmet Music and Communications Headset features an adjustable boom microphone that provides superior clarity and is equipped with a windsock that filters wind noise. For a cleaner, updated look, its microphone is smaller and more inconspicuous than previous models.

Both rider and passenger can access audio, navigation and intercom/bike-to-bike communication/CB features by connecting to the front and rear communication ports with the unit's seven-pin DIN plug. The Boom! Audio Half Helmet Music and Communications Headset fits '98-later FLHTCU, FLHTK and FLHTCUTG models. Also, it's compatible with models equipped with the Communication Switch Kit, and it works with the Boom! Audio Music and Intercom Kits.



B Boom! Audio Half Helmet Music and Communications Headset P/N 76572-09

BOOM! AUDIO FULL HELMET PREMIUM MUSIC AND COMMUNICATIONS HEADSET

The Boom! Audio Full Helmet Premium Music and Communications Headset provides excellent performance at a reasonable price. Its small, lightweight microphone offers improved voice operated exchange (VOX) performance and clear intercom and bike-to-bike communication. This unit also offers improved headset clamp aesthetics and lower profile speakers with upgraded sound performance.

As with the Half Helmet Music and Communications Headset, the seven-pin DIN plug can be connected to the front and rear communication ports, allowing both the rider and passenger access to audio, navigation, bike-to-bike and intercom communication features. It fits '98-later FLHTCU, FLHTK and FLHTCUTG models and models equipped with the Communication Switch Kit P/N 77173-08 or Boom! Audio Music and Intercom Kit P/N 77107-09 or 77108-09A.

C Boom! Audio Full Helmet Premium Music and Communications Headset P/N 77117-10

BOOM! AUDIO HIGH PERFORMANCE BOOM! BAGGER FAIRING SPEAKERS

These speakers are a direct replacement for stock speakers on Electra Glide®, Street Glide® and Trike models. These powerful 13.33 cm speakers deliver increased vocal and instrumental clarity, with reduced distortion that produces crisp sound quality at higher vehicle speeds. They're 25 percent louder than stock speakers and 10 percent louder than the leading aftermarket upgraded speakers with improved high-end frequency response.

Boom! Bagger Fairing Speakers feature two-way speaker design with separate, full-range element and custom grille-mounted tweeters with electronic crossovers, a high-quality metal mesh grille and 60 watts max power input per speaker. They're constructed with an injected molded woofer cone and a lightweight, high-flux strength neodymium magnet.

These dynamic speakers offer easy plug and play installation, and customers can count on them because they are waterproof and vibration tested to the exacting Harley-Davidson specifications. The Boom! Audio High Performance Boom! Bagger Fairing Speakers fit '06 and later fairing mount speakers on Electra Glide, Street Glide and Trike models that are equipped with the Harman Kardon® Advanced Audio System.

D Boom! Audio High Performance Boom! Bagger Fairing Speakers. P/N 77181-10

BOOM! AUDIO HIGH PERFORMANCE BOOM! BAGGER SPEAKERS

The Boom! Audio High Performance Boom! Bagger FLTR Fairing Speakers and the Boom! Audio High Performance Boom! Bagger Rear Speakers are upgrades that are direct replacements for stock speakers. They provide both increased and improved volume and clarity at highway speeds plus all the same features as the Boom! Bagger Fairing Speakers described above.

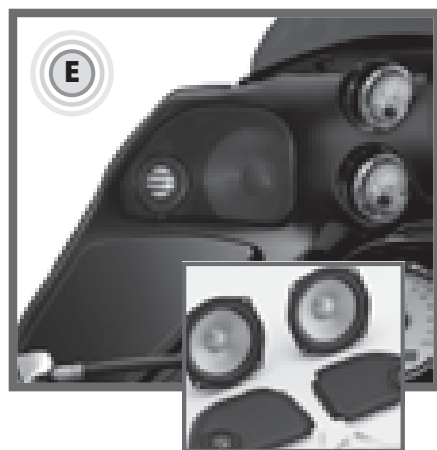
The dynamic Boom! Audio High Performance Boom! Bagger FLTR Fairing Speakers fit the front fairing speaker port on '06-later Road Glide® models equipped with the Harman Kardon Advanced Audio System.

E Boom! Audio High Performance Boom! Bagger FLTR Fairing Speakers. P/N 77028-10

The Boom! Audio High Performance Boom! Bagger Rear Speakers fit the rear speaker pods on '06-later FLHTCU, FLHTCUTG and FLHTK models equipped with the Harman Kardon Advanced Audio System and Touring models equipped with the Tour-Pak® mounted speaker kit.

F Boom! Audio High Performance Boom! Bagger Rear Speakers. P/N 77037-10

Any of the current Harley-Davidson infotainment add-on devices will work with these new speakers, whether it's the Boom! Audio XM Radio, the Boom! Audio Road Tech Handlebar XM Radio or the Road Tech zūmo® with MP3 capability. Or, if they like, customers can use the Boom! Audio Tank Pouch to hold their portable music device. Just plug the device into the auxiliary input in the radio and they're ready to go.





BOOM! AUDIO BASS BOOSTER TOUR-PAK PORT KIT

This product delivers heart-pounding bass at a substantially lower cost than adding a subwoofer, with no impact on usable Tour-Pak cargo capacity. When installed, the open port permits the speaker pod to “breathe,” reducing the compression effect that limits speaker cone travel. Additional features include:

- Bass performance that is unaffected by clothes or bags in the Tour-Pak
- 21 percent more bass response for better sound with a fuller bottom end
- 82 percent reduction in peak distortion, which allows for a clear bottom end for accurate bass reproduction
- Sound Sealing Technology improves bass on OE and Boom! Audio speakers
- Aluminium machined ports with audio transparent, laser etched, stainless steel mesh grilles
- The ability to further optimise performance with separate purchase of Boom! Audio Amplifier (sold separately), which can be upgraded with custom equalisation

Fits '06-later FLHTCU, FLHTCUTG, FLTRU and FLHTK models. Also fits models equipped with King Tour-Pak and Boom! Audio Rear Speaker Pod Kit. Does not fit with Boom! Audio High Output Sound System P/N 76418-06 or 76418-06A.

Boom! Audio Bass Booster Tour-Pak Port Kit P/N 76000013

BOOM! AUDIO AMPLIFIER

For a really great sound experience, and a great cross-selling opportunity, the Advanced Audio Amplifier takes these premium speakers to a new level. The high-output amplifier provides a 40-watt per channel boost to the Advanced Audio Sound System for distortion-free sound, even at highway speeds. This unit mounts easily under a rigid-

mounted Tour-Pak luggage system. Fits '06-later Touring models equipped with an Advanced Audio Radio and rigid-mounted Tour-Pak. Compatible with two- and four-speaker systems. Requires separate purchase of wiring harness (varies by model).

Fits '06-later Touring models equipped with an Advanced Audio Radio and rigid mounted Tour-Pak luggage system. Does not fit '11 FLHXSE2 models. Compatible with two- and four-speaker systems. FLHTC, FLHX, FLTR, and FLTRX models require separate purchase of Wiring Harness P/N 70169-06.

Boom! Audio Amplifier P/N 76000068

BOOM! AUDIO ULTRA BOOM! BAGGER KIT

Get increased vocal and instrumental clarity with the Boom! Audio Ultra Boom! Bagger Kit, which delivers crisp sound quality at all vehicle speeds. Besides delivering the volume and clarity that customers have come to expect from the Boom! Audio line, this kit offers the convenience of combining the following components in a single package:

- Boom! Audio High Performance Boom! Bagger Speakers (front and rear speakers)
- Boom! Audio Bass Booster Tour-Pak Port Kit
- Boom! Audio Amplifier

Fits '06-later FLHTCU, FLHTK, and FLHTCUTG models equipped with the Advanced Audio Radio. Also fits Electra Glide and Street Glide models equipped with the Advanced Audio Radio, rigid-mount King Tour-Pak and rear speaker pods.

Boom! Audio Ultra Boom! Bagger Kit P/N 76000051

BOOM! AUDIO CRUISER AMP & SPEAKER KITS

The Boom! Audio Cruiser Amp and Speaker Kits (handlebar or windshield mounted) deliver a rich sound and a practically seamless appearance, like they've been there all the time.

Both kits feature two stylish 8.9 cm full-range speakers. These waterproof and vibration-resistant sound systems include a 3.5 mm stereo auxiliary input jack to accept music through various music devices, which can be stored in the Boom! Audio Tank Pouch P/N 91003-10 (sold separately). The two-channel 40-watt stereo amplifier mounts discreetly near the down tubes for a neat appearance. The backlit hand control for volume and power is easy to operate, even when wearing gloves. All wiring and mounting hardware is included.

Handlebar Mounted Kit

The Handlebar-Mounted Speaker and Amplifier Kit features speaker housing assemblies available in chrome and black finishes that mount on both 2.54 cm and 3.175 cm handlebars with adjustable clamps.

Fits '04-later XL, '10-later FXDWG, '00-later Softail (except FXS) and '99-later Road King models. '11 Softail models require separate purchase of Electrical Connection Kit P/N 72673-11. Does not fit on Sport Windshields, 1/4 Fairing or Windshield bags. Will not fit on Road Tech zūmo® or Road Tech XM on XL or FXSTB models. Does not fit on Frame Mounted Highway Pegs P/N 50855-09 or 50865-09.

H **Handlebar Mounted Boom! Audio Cruiser Amp & Speaker Kit. . . . P/N 76262-08 (Chrome)**

Handlebar Mounted Boom! Audio Cruiser Amp & Speaker Kit. P/N 76320-08 (Black)

Windshield Mounted Kit

The Windshield-Mounted Speaker and Amplifier Kit adds a custom sound system to king-size windshield-equipped models. A stylish black and chrome enclosure mounts on the inside of the windshield and rests below the cross brace, maintaining a low-profile appearance. It detaches together with the windshield by simply unplugging the speaker enclosure wiring.

Fits '09-later FLSTC and '00-later FLHR/C with stock, low profile or tall King-Size windshields. Fits '07-later FLSTF and FLSTFB with detachable King-Size windshields. '11 Softail models require separate purchase of Electrical Connection Kit P/N 72673-11. Does not fit on handlebar mounted gauges, windshield bags, Nostalgic, Sport, Super Sport or Quick-Release Compact Detachable Windshields. Does not fit on Frame Mounted Highway Pegs P/N 50855-09 or 50865-09 or Freight Train Chrome Headlight Nacelle P/N 67907-96C.

I **Windshield Mounted Boom! Audio Cruiser Amp & Speaker Kit P/N 76321-09**





THE BOOM! AUDIO MUSIC AND INTERCOM KIT

The Boom! Audio Music and Intercom Kit provides the ability to install intercom communication, headset audio and separate rider/passenger volume control on a radio-equipped vehicle without the purchase of a Tour-Pak and rear speakers.

This kit is specifically designed to integrate fully with the Harman Kardon Advanced Audio System and offers the same functionality currently available as Original Equipment (OE) on Electra Glide Touring models. It has easy-to-use up/down controls for passenger volume and both the push-to-talk (PTT) switch and the passenger headset connection are positioned conveniently in a small housing attached to the left rear fender strut. In addition, this system allows FLHX, FLTRX and FLHTC customers to add a rider headset connection without replacing the OE console.

Customers who have already installed additional Advanced Audio Accessories, such as the XM, Bike-to-Bike/CB, Hands-Free Module or other equipment that required the purchase of Wiring Harness P/N 70169-06, should purchase Music and Intercom Kit P/N 77108-09 instead. See the next section for complete details.

The Boom! Audio Music and Intercom Kit fits '07-later Touring models equipped with the Advanced Audio Radio. This unit requires installation of an Intercom System Flash and requires the dealer to download a Digital Technician Flash. This unit does not fit '06 models due to the difference in hand control connections. Also, it requires separate purchase of the Boom! Audio Half Helmet Music and Communications Headset or the Boom! Audio Full Helmet Premium Music and Communications Headset.

J Boom! Audio Music and Intercom Kit P/N 77107-09



BOOM! AUDIO MUSIC AND INTERCOM KIT

Another exciting audio option is the Boom! Audio Music and Intercom Kit (P/N 77108-09). This system offers the same features as the Music and Intercom Kit just discussed, but it will also work with the XM Module and Bike-to-Bike Communication Kit using Wiring Harness P/N 70169-06. This kit is required because the connection for the additional accessory kits competes with the connection point for the previous Music and Intercom Kit (P/N 77107-09). The jumper harness allows customers to use both the required Expansion Harness and this new Intercom Kit (P/N 77108-09).

To enable passenger controls to work with the Detachable Tour-Pak Rack Kit for Electra Glide – '09-Later Models (P/N 53246-09A) and the Tour-Pak Quick Disconnect Harness for Ultra Models (P/N 70032-09), customers will need to purchase service part number 77133-09 to obtain the switch housing with the volume and PTT switch.

This kit fits '07 and later Touring models equipped with Advanced Audio Radio and Advanced Audio Bike-to-Bike Communications or the Advanced Audio XM Satellite Radio Kit with Wiring Harness P/N 70169-09. Installation of Boom! Audio Music and Intercom Kit P/N 77108-09 requires the dealer to download a Digital Technician Flash. Separate purchase of either the Boom! Audio Half Helmet Music and Communications Headset or the Boom! Audio Full Helmet Premium Music and Communications Headset is also required. This kit does not fit '06 models due to the difference in hand control connections.

K Boom! Audio Music and Intercom Kit P/N 77108-09

BOOM! AUDIO HIDDEN AM/FM/WB ANTENNA

This new antenna from Boom! Audio is hidden inside the fairing for a clean, uncluttered look. It is the perfect addition to the Street Glide, Road Glide Custom and Electra Glide Classic models equipped with detachable Tour-Pak® luggage. This antenna offers several distinct advantages, including:

- Eliminating the need to move a whip antenna back and forth between the Tour-Pak and fender mounting locations on models equipped with detachable Tour-Pak luggage
- FM and Weather Band reception approaching the performance of the stock OE whip antenna and equal to or better than the Boom! Audio Shorty Antenna
- Providing a perfect finish to a custom bagger when a clean look is desired
- Kit includes all required mounting hardware and wiring for easy installation under the fairing (outer fairing must be removed)

This antenna fits '98-later Touring and Trike models equipped with AM/FM/WB radio and fairing.

Note: The Hidden Antenna may result in a slight loss of AM and WB broadcast signal strength in certain urban and rural locations, when compared to an OE whip antenna.

Boom! Audio Hidden AM/FM/WB Antenna.P/N 76000040

ADVANCED AUDIO RADIO OPERATION: GETTING THE BEST SOUND FROM YOUR SYSTEM

Information on the operation and features of the Advanced Audio radio is available at www.h-dnet.com → Departments → Parts & Accessories → Catalogs & Literature → New Product Intro Sheets → Boom! Audio → Boom

Audio Advanced Audio Radio Operation & Features. This document contains tips on:

- The three position fairing switch
- Volume settings for the
 - Audio speaker (Music)
 - Audio Headset (Music)
 - Intercom
 - Bike-to-bike communication
 - Intercom voice activation (VOX), including the sensitivity setting

Note: This document is only available in English.

Bike-to-Bike Communication/CB

Bike-to-bike communication/CB is a very popular component of this system. Here's how to use it.

- Press the "Com" button on the radio face, then push the on/off button.
- Next, set the channel. (Check with the other members of your riding group to choose a channel you all agree upon.)
- Then, set the volume control. Please note that it can only be adjusted in Com mode.
- Volume for this function can be adjusted independently by the rider and passenger if in headset mode.
- Here, too, "F" for front/rider and "R" for rear/passenger volume settings will be displayed on the screen. The screen also will read "cb vol."
- After exiting setup mode, a small CB icon will be displayed on the radio face to show that the CB function has been activated.

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Hang on to this
article and share it
with others in
your dealership so
everyone knows
precisely how to get
the most out of the
Boom! Audio System
components.

- Simply press the “Com” button again to return to normal music operation.
- The rider or passenger must then press the PTT button to communicate with other bikes or vehicles equipped with a CB system.

Note: The CB may operate on different frequencies, depending on the country; however, if the vehicle was built for the market where it is in use, there should be no issues. Check with your telecommunications authority for complete details.

Squelch

There’s one final adjustment that you should know about. It’s called squelch. Squelch is used to avoid (or squelch) background noise from other CB users. To hear your companion rider or other bikes in your riding group more clearly, you’ll need to adjust the squelch sensitivity. The squelch control is located on the rider’s left-hand control.

THAT’S IT!

- Now you’ve got the whole picture on the Boom! Audio accessories. Follow the directions in this article (you may want to hang on to it and duplicate it for others at your dealership) and you’ll know precisely how to get the most out of Boom! Audio System components. With just a little practice, you’ll be an expert and can confidently demonstrate what you know to customers and other dealership employees. 

HARLEY-DAVIDSON



If you work at a Harley-Davidson® dealership, you have to learn how to influence the number of customers who stop by the dealership today, next week and next month. And you can deliver an experience that makes shoppers want to linger in the Genuine Motor Parts and Accessories (P&A) area longer, giving you more time to sell them something they want and need.

All of us play a role in the effort to attract customers to the store: the P&A Sales Associate, the P&A and Service Managers and the Custom Consultant. Getting customers into the store, into the P&A and Service Departments and Design Centre areas and encouraging them to linger there longer is everyone's job. It's not just the responsibility of the Owner, General Manager, Events Manager or Website Manager, although their roles are critically important too.

It should be obvious that P&A sales can be improved by attracting more shoppers to the dealership and having them linger longer. According to the book "Why We Buy: The Science of Shopping," by Paco Underhill, an expert on the subject of shopper behaviours, he agrees. Underhill states, "... studies prove that the longer a shopper remains in the store, the more he or she will buy." So that leads us to ask: What can we (you) do to attract more shoppers and hold on to them longer?

ATTRACT CUSTOMERS TO GAIN AN ADVANTAGE

Toward that end, we first will provide you with a number of ideas on how to get more shoppers into the store. Some of the suggestions are personal actions that any frontline sales associate can perform and others will be more suitable for execution by mid- and upper-level managers. Each dealership operates a little differently in its roles, responsibilities and authority structure, so we leave it up to you to decide how to use the suggestions. Just remember, the greater the store's P&A sales, the healthier the dealership is financially, and that trickles down to affect every employee. We all stand to gain from these efforts to attract more customers more often.

- Align your in-dealership promotions with Harley-Davidson factory promotions for greatest effect. For instance, managers should review promotional materials provided by Harley-Davidson and take the steps

P&A sales can be improved by attracting more shoppers to the dealership and having them linger longer.

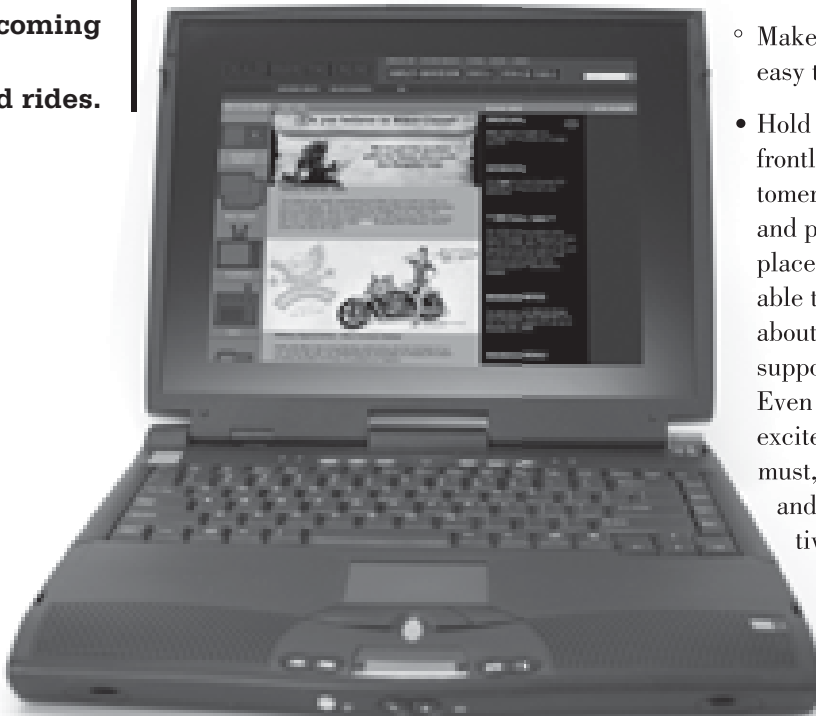
Customers Who Linger Longer Make Your Sales Stronger



Display your dealership events calendar in high-traffic areas of the dealership so customers know about upcoming events and rides.

to capitalise on the excitement the Motor Company creates via its advertising. Go to the Dealer Marketing Engine (DME) on www.h-dnet.com for the latest information on factory promotions and advertising campaigns.

- Use the DME Ad Builder to create postcards you can direct mail to your customers.
- Hold a meeting of department heads to discuss how to optimise every factory promotion and how in-store promotions can complement the factory promotion to increase your P&A sales. Ask yourself: Considering the type of customers who will be attracted to the factory promotion, what other P&A and/or special services would interest them?
- Display your dealership events calendar in high-traffic areas of the dealership so customers know about upcoming events and rides. Also, remember to keep the dealership website calendar updated.
- Hold events regularly to encourage a steady flow of customers to the store. The reality is that the effect of most events only lasts a few days. For example, a cold weather ride sponsored by a dealership attracted customers to the store to purchase heated accessories for a few days before the ride, the day of the ride and three or four days after the ride. Then the effect was over.
- View the events calendars on other dealerships' websites to get fresh ideas for your events.
- Create pocket-sized cards with the dealership's events listed and hand them out to all customers.
- Make sure all dealership events are posted:
 - On your website
 - In your newsletter
 - On the dealership events board
- Use the dealership's website and newsletter to promote products, services, seminars and special offers.
 - Ensure that your website states the benefits clearly.
 - Bullet point the three to five most exciting things the customer needs to know so they won't be overlooked.
 - Make sure all website links are easy to find and fully functional.
- Hold department huddles to train frontline sales staff about the customer benefits of upcoming events and promotions and the time and place they will occur. Staff must be able to answer common questions about events or promotions and support them enthusiastically. Even when a promotion does not excite one personally, all of us must, for the sake of the customer and the dealership, talk positively about it.





- Hold in-dealership customer seminars. Link special offers to the subject, such as a coupon for reduced price on a 4000 km (2500-mile) service for those who attended a seminar on routine maintenance. Have staff ready in the P&A and Service departments and the Design Centre and Fit Shop to serve interested shoppers.

- Contact customers directly with offers of interest. Use the dealership's newsletter list or pull a list from your dealership management system to make contact via phone or e-mail directly. You can even target specific customers by filtering the list by vehicle year or model. If you don't know how to do this, meet with your system administrator or call the technical support hotline for your specific dealer management system. The following are a few ideas for special offers.

- Create seasonal specials such as a winter storage programme. Offer one where the vehicle is stored at the dealership and one where the dealership prepares the vehicle and returns it to the

owner's residence for winter storage in his or her garage.

- Use the Customiser or Custom Seat Web sites to create visual designs that would excite a late-model Harley® bike owner.
- Personally invite customers to experience new accessories of interest.
- On the day of an event (every day for that matter), staff must represent the dealership and product enthusiastically. A sour disposition can kill the excitement the customer is feeling and ruin a hard-earned relationship. There simply is no excuse for a bad attitude in a Harley-Davidson® dealership.
- A very cost-effective tool for reaching out and capturing the attention of large numbers of customers is to post invitations on social networking sites such as Facebook, MySpace and Twitter. For dealer suggestions on how to use social networking sites go to www.h-dnet.com → DME → DIG → From the Field → Social Networking.

Hold in-dealership customer seminars ...

Have staff ready in the P&A and Service departments and the Design Centre and Fit Shop to serve interested shoppers.



Customers Who Linger Longer Make Your Sales Stronger

A very cost-effective tool for reaching out and capturing the attention of large numbers of customers is to post invitations on social networking sites such as Facebook, MySpace and Twitter.



LINGER LONGER

To encourage shoppers to linger longer in areas of the dealership where P&A are sold, there are three main concepts to remember.

1. Make the area and products attractive and interesting.
 2. Keep the message simple and interesting with a focus on the benefits.
 3. Engage every customer personally. For example, signs and hangtags should list benefits in bullet form, so they can be understood at a glance. This advice is good for any area where P&A is sold: the P&A counter, Service Write-Up Area, customer lounge, Design Centre and motorcycle sales floor.
- Follow the directions of the Merchandise Presentation Guides (MPGs) to create exciting New Product, Design Centre and Service Write-Up Area displays.
 - Hang accessories in their normal visual plane for best impact. For example: Custom paint and seats should be hung horizontally, as they would be on the motorcycle. Better yet, install them on a motorcycle!
 - Wipe fingerprints off all glass, chrome and painted surfaces hourly for best presentation.
 - Replenish empty hooks at least once daily to make impulse buying more lucrative.
 - Ensure interactive displays are in good working order; check operation every morning.
 - Renew displays weekly to create greater interest for return customers.
 - For a greater understanding of P&A merchandising, complete PACE Online Training Programmes: 564.07 *Merchandising Motor Accessories for Service Write-Up & the Design Centre*,

The following are some other ideas to get your customers to linger longer where P&A are sold.

- Smile and welcome every customer you encounter. Use opener questions to get the customers talking such as, “What did you ride in on today?” or “Nice tattoo; who did the work?”
- Create and maintain exciting product displays.

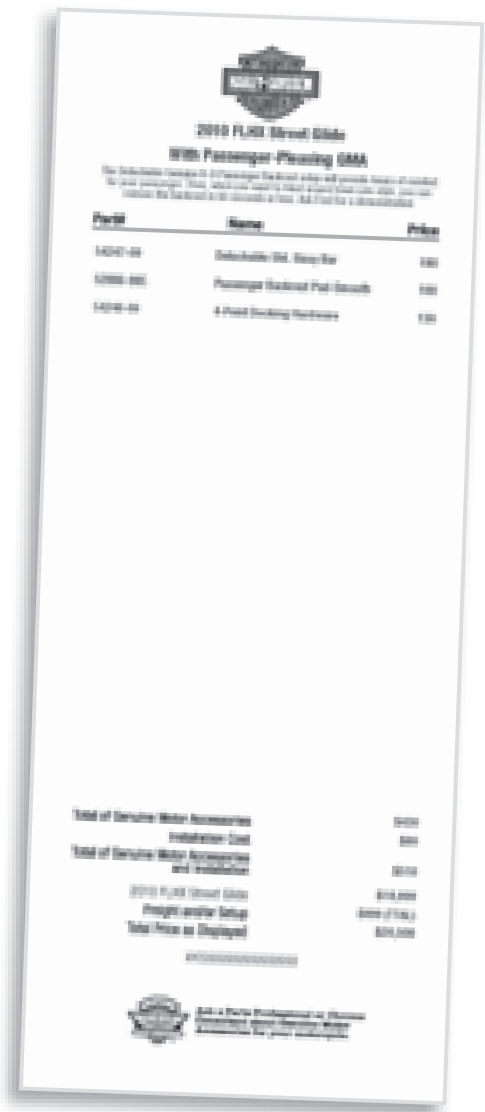
563.07 *Merchandising Motor Accessories by Model Families* and 565.07 *Merchandising Motor Accessories by Product Category*.

Note: PACE Online Training Programmes are available only in English.

- Assign a P&A Sales Associate to the P&A Floor Pro position every day so 100 percent of customers who enter the P&A area are greeted and served. The P&A Floor Pro also can perform the duties mentioned in the previous bullets of this “Linger Longer” section.
- Position the sign-up table for store events so customers have to pass through, or better yet, linger in the P&A display area.
- Pre-accessorise new and pre-owned motorcycles with GMA and list each accessory on the hangtag. Use the DME to create professional looking hangtags.
 - Go to DME → Dealer Tools → Online Signage Programme → Ad Builders → Motorcycle Hangtags.
- Use ad cards to promote the features and benefits of hot P&A products. P&A ad cards can be printed in 12.7 cm x 17.78 cm (5" x 7") size using the REG Sign Shop.
 - Go to DME → Dealer Tools → Online Signage Programme → Ad Builders → REG Sign Shop, then select from 12.7 cm x 17.78 cm (5" x 7") signs in various designs.
- Post P&A and service specials in the P&A and service counter areas and the customer lounge. Make sure the posting includes three customer benefits and simple directions about who to speak to for more info.

- Create a dealership binder that showcases motorcycles you have customised for others. Make four copies, so a binder can be available in the Design Centre, at the service and P&A counters and in the customer lounge area. Customers will page through this binder while waiting and get ideas for things they want to do to their motorcycles.
- Arrange to have customer motorcycle parking close to the store. Customers will appreciate the extra security and sales associates will find it easier to strike up a conversation centred on the customer's bike.

So you see, the best practices for getting more customers into the store and to linger longer in the P&A sales area are not complicated and many of them are not expensive. They do, however, require the participation of every staff member in the store to be fully successful. Consider this: If you're not satisfied with the number of customers who visit your store and the amount of P&A they purchase, do something constructive about it! Implement actions to get customers to stop in more often, stick around for a longer period of time and make a purchase that will enhance their motorcycling experience. Everyone wins when they do. 🛵



HARLEY-DAVIDSON

Over the years Harley-Davidson dealerships have purchased interactive displays such as the LED Lighting, Premium Air Horn and Heated Accessories stands and set them near a power outlet in their Genuine Motor Parts and Accessories (P&A) floor area. A few dealers have set interactive stands in the Service Write-Up Area, which is an excellent idea. These locations enjoy heavy customer traffic and it's possible that over the year hundreds and maybe thousands of customers have experienced these accessories in action. That's a lot of customer impressions, but how many have bought the item? Probably not as many as you would like, and the reason for the low conversion rate is what I call the *reaction faction*.

Consider this: A customer presses the button to hear, see and feel what an electronic accessory can do. For the next 30 to 60 seconds, the impression is strong. Unfortunately, moments later, the customer's attention wanders and the excitement fades. In minutes the impression can weaken to a point that the customer won't even remember to ask about the accessory when talking to dealership staff. And because staff didn't recognise the customer's excitement during the interactive experience, they miss the opportunity to react to the customer's *moment of buy*.

The solution is to locate interactive displays within reaction range of a P&A professional or service consultant, so he or she can recognise the experience and respond accordingly using the following steps:

1. **Connect:** "Isn't that one of the brightest/warmest/most useful accessories you've ever experienced?" Or ask simply, "Isn't that cool?"
2. **Affirm:** "Those LED taillights/premium air horns/heated grips/analogue speedos have been very popular."
3. **Satisfy:** "You know what's great about the [accessory]?" Then communicate three features and benefits.
4. **Trial Close:** "What do you think?"
5. **Understand:** Following a positive customer reply, ask, "What year and model bike do you have?"
6. **Obtain the Commitment:** If the accessory fits the customer's motorcycle, ask "Is that something you'd be interested in?"

Does this strategy work? Yes. One example is a Florida dealership that was averaging five to seven LED taillight sales per month. Then they located the interactive display close to the P&A counter, where more customers experienced it and a P&A professional could react to their excitement. This increased conversions by 1000 percent to 50 to 55 sales of LED taillights per month!

A great number of dealerships took advantage of the Analogue Speedometer/Tachometer promotion to receive a free interactive display for purchasing just two speedometers. This display can be set on a counter or shelf or hung on a slatwall. I recommend locating this exciting display close to a staff position so customer experiences can be recognised and reacted to immediately. Follow the six steps listed above and you will definitely sell more accessories more often. ☺





Parts & Accessories Quick Quiz

Take your Quarter 2 2011 ShopTalk Quick Quiz at HDU Online. Log in to *h-dnet.com*®, select the HDU page and then select HDU Online. Quizzes must be completed by **May 20, 2011**.

If you have received this *Study Guide* in error, please call (800) 842-0347 BEFORE you take the quiz online.

- 1. Which of these statements is true regarding the H-D1™ Bike Builder tool?**
 - a. It supports factory customisation
 - b. It supports P&A dealer-installed packages for the 1200 Custom
 - c. It can be found on *www.h-d.com*
 - d. All of the above
- 2. With effect from January 2011, all 2011 XL Sportster® models (excluding the XR1200™) will be fitted with Michelin® tyres.**
 - a. True
 - b. False
- 3. It is acceptable to install more than 99.2 grams (3.5 ounces) of weight to balance a wheel and tyre assembly.**
 - a. True
 - b. False
- 4. Dealerships can use Quick Response codes in which of the following ways?**
 - a. To direct customers to dealership websites
 - b. To add to print ads such as flyers or posters to transmit product information or your contact information
 - c. To announce special events or generate coupons
 - d. All of the above
- 5. A Genuine Motor Parts and Accessories (P&A) best practice is to locate interactive displays within reaction range of a P&A professional or service consultant, so he or she can recognise the experience and respond accordingly.**
 - a. True
 - b. False
- 6. The Three Position Fairing Switch of the Advanced Audio System controls the location through which both music and bike-to-bike communications/CB are heard.**
 - a. True
 - b. False
- 7. Customers may need to adjust the VOX sensitivity setting on the Advanced Audio System as a result of changing noise levels from traffic or the wind.**
 - a. True
 - b. False
- 8. None of the current Harley-Davidson infotainment add-on devices such as the Boom! Audio™ XM® Radio, the Boom! Audio Road Tech™ Handlebar XM Radio or the Road Tech zūmo® with MP3 capability will work with the Boom! Audio High Performance Boom! Bagger Speakers.**
 - a. True
 - b. False
- 9. Which of the following is a dealership best practice for attracting and holding onto customers?**
 - a. Display dealership events calendar in high-traffic areas
 - b. Post dealership events on the Web site, in newsletters and on social networking forums
 - c. Locate event sign-up or gift pickup in the P&A display area
 - d. All of the above
- 10. Which job duty is NOT part of the P&A Floor Pro position?**
 - a. Answer dealership phone calls
 - b. Replenish empty P&A display hooks
 - c. Engage all customers who enter the P&A display area
 - d. Clean and maintain all static and interactive P&A displays