



## **2010 Dealer Account Information**



Dear Dealer:

There has never been an easier and more cost effective way to advertise your new and pre-owned motorcycle inventory online.

CycleCrunch.com offers you the opportunity to **advertise an unlimited number of new and pre-owned motorcycles online for a flat monthly fee and no contracts to sign.**

CycleCrunch.com motorcycle listings reach motorcycle buyers and sellers throughout the United States, Canada, and beyond.

Maintaining your motorcycle inventory on CycleCrunch.com requires no additional work on your end. **We will list all of your motorcycles on CycleCrunch.com within 12 hours of dealer account sign-up.** Our 'Auto Update' feature synchronizes the inventory on your dealership's website with your listings on CycleCrunch.com. That means **there is absolutely no additional work for you.** Make changes on your dealer site, request an update, and we will update your inventory on CycleCrunch.com. You do not have to do anything else!

With unlimited classifieds listings, flat monthly rate and no contracts to sign, CycleCrunch.com delivers quality leads at an extremely affordable price. CycleCrunch.com offers unique seller features, and produces results to meet any marketing budget.

CycleCrunch.com dealer account offers unlimited pictures and description, video uploads, automatic inventory updates, unlimited parts listings, easy inventory management, lead tracking, and much more.

Please take a few minutes to review the enclosed dealer account information kit. For additional information or free dealer account demo, please visit [www.CycleCrunch.com](http://www.CycleCrunch.com) or contact me at 1-800-523-7274 or [Doug@CycleCrunch.com](mailto:Doug@CycleCrunch.com).

Sincerely,

Doug Perry

CycleCrunch.com



# About CycleCrunch.com

Due to increasing demand for a motorcycle classifieds website for all motorcycle makes without the spam level of eBay.com and clutter of CycleTrader.com, CycleCrunch.com was launched as a sister website to ChopperExchange.com in July of 2010.

The primary focus of CycleCrunch.com is to offer a simple and safe place for motorcycle enthusiasts to buy and sell any make of motorcycles and scooters.

Buyers receive access to the most extensive online classifieds of more than 10,000 motorcycles. Sellers have the opportunity to easily list their motorcycles on a professional and safe classifieds website at a favorable price.

The motorcycle community is one of the most diverse, passionate and loyal communities in the world. For dealers, CycleCrunch.com is a **fast, cost-effective and easy-to-use** vehicle to reach this lucrative audience.

Exceptional customer service, effective marketing strategies, and easy-to-use website features set CycleCrunch.com apart from all the other motorcycle classifieds websites.

The screenshot shows the CycleCrunch.com website interface. At the top, there is a navigation bar with links for HOME, SEARCH, ALL YOUR BIDS, PARTS, VIDEO ADS, and LOGIN. A search bar is present with a 'Find' button. Below the navigation, there are three main sections: 'What if We Could Sell Your Motorcycle?', 'What's Your Bike Worth?', and 'Recently Sold'. The 'What if We Could Sell Your Motorcycle?' section includes a 'Get FREE Motorcycle Selling Tips' button. The 'What's Your Bike Worth?' section features a 'Bike Price Report' button. The 'Recently Sold' section shows a grid of motorcycle images. Below these sections is a table of motorcycle listings with columns for 'Recently Listed' and 'Price'.

Recently Listed	Price
2004 Harley-Davidson Heritage Softail® Classic Troy, NC Mileage: 3,300 Brasserie & Silver Listed: 1/31/2010	\$32,500
2003 Harley-Davidson Heritage Softail® Classic Irving, TX Mileage: Custom Candyapple Red With Gold Skulls Acrome Listed: 6/27/2010	\$15,000
2004 Harley-Davidson Ultra Classic® Electra Glide® Hartford, CT Mileage: 30,000 Black Listed: 6/27/2010	\$14,900
2005 Harley-Davidson Road King® Classic Greensboro, NC Mileage: 4,700 Black Listed: 6/27/2010	\$12,500
2007 Harley-Davidson Heritage Softail® Classic Greensboro, NC Mileage: 6,900 Fire Red / Black Pearl Listed: 6/27/2010	\$13,900
2009 Harley-Davidson Fat Boy® Riverside, CA Mileage: Black/Silver Listed: 6/27/2010	\$9,000

Easy-to-use motorcycle listing features.  
More than 10,000 motorcycles for sale on a daily basis.

[Learn about Unlimited Dealer Advertising >>>](#)



# 10 Reasons to Advertise with CycleCrunch.com

1. **Unlimited motorcycle listings** for a low monthly fee. Unlimited text and photos with optional video upload.
2. **Automatic inventory updates.** Motorcycle inventory from your website is instantly pulled and added to your dealer account on CycleCrunch.com. There is no additional work for you!
3. **Targeted website traffic.** CycleCrunch.com caters to motorcycle enthusiasts only.
4. **Total control** of your online motorcycle inventory and sales leads. Login to your online account to add/delete or modify your listings at your convenience. Toll-free customer support is available 9:00 AM to 5:00 PM ET, Monday to Friday.
5. **Advanced search features** not found anywhere else. Buyers find exactly what they want *FAST*.
6. **Power in numbers.** CycleCrunch.com spends thousands each month on advertising in all major pay-per-click search engines and social media. Our marketing budget works for you!
7. **Focus.** CycleCrunch.com only features motorcycles and scooters. There are no other vehicles, such as cars or ATVs, to clutter the available inventory for sale.
8. **Buyer Alerts.** Instant e-mail alerts are sent to registered buyers whenever the bikes they are looking for are listed on CycleCrunch.com. There are more than 70,000 registered motorcycle buyers on CycleCrunch.com.
9. **Exposure.** Each dealer's name, contact information, and website URL are prominently displayed on CycleCrunch.com.
10. **No long term contracts.** No contracts at all! Pay as you go.



# How Will Buyers Find Your Listings?

**CycleCrunch.com spends thousands of advertising Dollars on online advertising to promote our brand and services.**

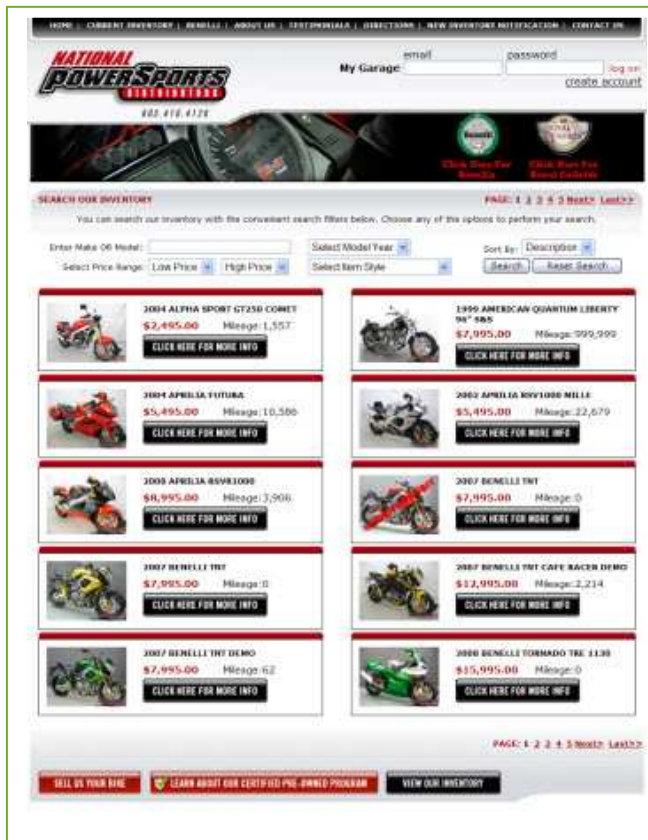
Motorcycle buyers and sellers can access CycleCrunch.com via all major search engines and social networking websites, such as Google.com and Facebook.com.

CycleCrunch.com uses the following online advertising platforms:

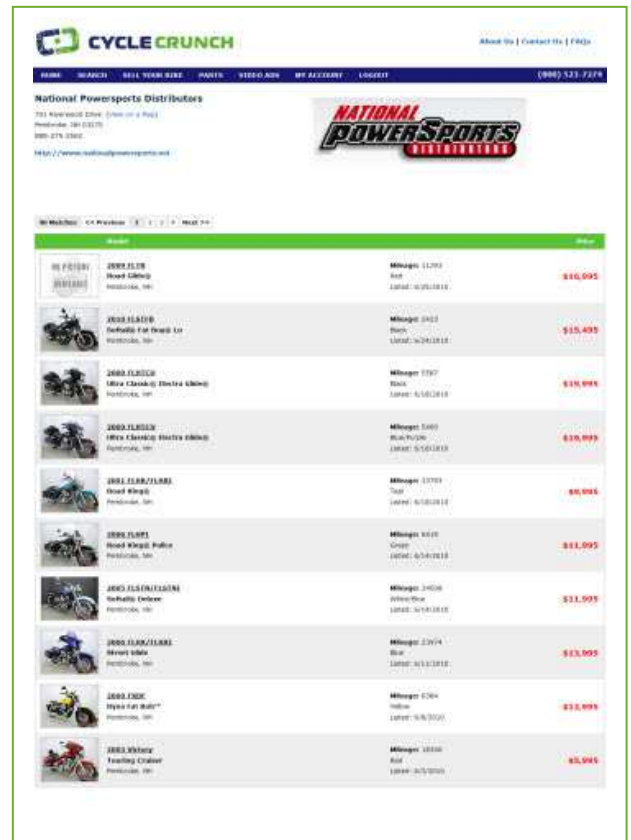
- Google Adwords
- Yahoo Search Marketing
- Microsoft Ad Center
- Facebook
- Twitter
- BikerOrNot

The logo for Google AdWords, featuring the word "Google" in its multi-colored font followed by "AdWords" in a grey sans-serif font.The logo for Yahoo! Marketing Solutions, with "YAHOO!" in purple and "MARKETING SOLUTIONS" in a smaller, grey font to the right.The logo for Bing, with the word "bing" in a blue, lowercase, sans-serif font and a small orange dot above the letter "i".The logo for BikerOrNot.com, with "Biker" in black, "Or" in red, and "Not.com" in black, all in a bold, sans-serif font.

# Automatic Inventory



Inventory page on dealer's website



Dealer's inventory on CycleCrunch.com

**Say goodbye to manually updating your inventory.** CycleCrunch.com automatically updates dealers' inventory. Daily inventory updates are available to dealers with PowerSport Network (PSN) hosted websites and XML feeds. Monthly inventory updates are available to dealers without PSN hosted website or XML feeds.

The Automatic Inventory Update feature synchronizes the inventory on the dealer's website with the dealer's listings on CycleCrunch.com.

This means greater accuracy with no additional work for the dealer!

**It's simple!** Make any changes to the inventory on your dealer website, request an update, and CycleCrunch.com will update your listings.



# Dealer Account and Lead Manager

The screenshot displays the CycleCrunch Dealer Account and Lead Manager interface. At the top left is the CycleCrunch logo, and at the top right are links for 'About Us', 'Contact Us', and 'FAQs'. A navigation bar contains 'HOME', 'SEARCH', 'SELL YOUR BIKE', 'PARTS', 'VIDEO ADS', 'MY ACCOUNT', and 'LOGOUT', with the phone number '(800) 523-7274' on the right. Below this is a secondary navigation bar with 'Bike Manager', 'Messages', 'Buyer Leads', 'Parts Manager', 'Wholesale Inventory', and 'Account Settings'. The main content area is divided into several sections:

- Contact Information:** Dealer Account Demo (Dealer Id: 391), Mirela Setkic, Sales (Email: mirela@chopperexchange.com), Username: test12, Saint Petersburg, FL 33701, 475 Central Avenue, Tel: 727-894-3343. Includes an 'Edit Contact Info' link.
- Site Statistics (Since Sign-up):** 23 messages, 10,978 pageviews, 2,530 Buyer Alerts sent.
- Auto Update Settings:** Auto Update: ON, Last Updated: 2/13/2009, Last Requested: 1/5/2010 3:14:35 PM. Includes 'Request Update' and 'Edit Settings' links.
- Account Settings:** Billing Preference: C. Card, Auto Responder: Custom. Includes an 'Edit Settings' link.
- Bike Manager:** 4 total inventory, 1 pre-owned inventory, 0 new inventory, 3 unclassified inventory. Includes 'Add Bike' and 'View Bike Inventory' links.
- Lead Manager:** 0 new messages, 0 hot leads, 0 warm leads, 10 Buyer Alert leads. Includes 'View Messages' and 'View Buyer Alert Leads' links.
- Parts Manager:** 7 active parts. Includes 'Add Part' and 'View Part Inventory' links.
- Wholesale Inventory:** 0 total inventory. Includes 'Search' and 'View Wholesale Inventory' links.

A 'NEW!' banner at the bottom states: 'Dealer bike listing upgrades are now available. [Learn more.](#)'

The lead manager is designed to allow multiple sales staff to access and manage sales leads.

**Prompt and accurate** lead management is critical in any sales process. CycleCrunch.com gives Sales Managers a quick and complete overview of their entire inventory and leads on one easy-to-read page.

The **Admin** page gives Sales Managers a quick breakdown of new messages, bike inventory, pageviews, and sent *Buyer Alerts*. Your sales team can easily respond to new messages, tag leads as Warm, Hot, or Dead, and keep detailed notes of correspondence with interested buyers.



# Bike Inventory Manager

Delete	Add	Stock #	List Date	Image	Model	Year	Price	Value	Edit	Status	Hits	Views	Buyer Alerts
<input type="checkbox"/>	<input type="checkbox"/>	157225	6/26/2010		2008 XL 1200R Sportster® 1200 Nightster™	Used	\$10,299	9 Used	Edit	Active	0	View 0/0	172
<input type="checkbox"/>	<input type="checkbox"/>	157224	6/28/2010		2003 XL 1200C Sportster® 1200 Custom	Used	\$6,995	9 Used	Edit	Active	4	View 0/0	306
<input type="checkbox"/>	<input type="checkbox"/>	156953	6/25/2010		2010 XL 1200X XL 1200X Sportster® Forty-Eight™	New	\$0	9 Used	Edit	Active	21	View 0/0	27
<input type="checkbox"/>	<input type="checkbox"/>	156952	6/25/2010		2010 FLSTN Softail® Deluxe	New	\$0	9 Used	Edit	Active	28	View 0/0	76
<input type="checkbox"/>	<input type="checkbox"/>	156951	6/25/2010		2010 FLSTN Softail® Fat Boy®	Used	\$0	9 Used	Edit	Active	12	View 0/0	77
<input type="checkbox"/>	<input type="checkbox"/>	156950	6/25/2010		2010 FLSTC Heritage® Softail® Classic™	New	\$0	9 Used	Edit	Active	22	View 0/0	73
<input type="checkbox"/>	<input type="checkbox"/>	156949	6/25/2010		2010 FLSTC Heritage® Softail® Classic™	New	\$0	9 Used	Edit	Active	12	View 0/0	73
<input type="checkbox"/>	<input type="checkbox"/>	156946	6/25/2010		2006 XL 1200R Sportster® 1200 Roadster	Used	\$7,999	9 Used	Edit	Active	15	View 0/0	209
<input type="checkbox"/>	<input type="checkbox"/>	156945	6/25/2010		1999 FLRSEI Road King® Classic	Used	\$11,399	9 Used	Edit	Active	34	View 0/0	345
<input type="checkbox"/>	<input type="checkbox"/>	156655	6/22/2010		1994 FLHTC Electra Glide® Classic	Used	\$10,295	9 Used	Edit	Active	58	View 0/0	186
<input type="checkbox"/>	<input type="checkbox"/>	156654	6/22/2010		2000 FLTRSEI Screamin' Eagle® Road Glide®	Used	\$10,995	9 Used	Edit	Active	164	View 0/0	185

Dealer account bike inventory

**2006 FLHTC Ultra Classic® Electra Glide®**  
**\$16,995**  
 Item Number: 156601

**Harley-Davidson® FLHTC® Details**  
 Colors: Two-tone Dragonfly Green Pearl / Vivid Black  
 Condition:  
 Mileage: 2054  
 Price: \$16,995  
 Stock #: 669350U

**Dealer Information**  
 Dealer: Shenandoah Harley-Davidson/Buell  
 Telephone: 800-377-8165  
 Location: Esrumon, VA (View on a Map)  
 Listed: 6/22/2010  
 More bikes from this dealer

**Other FLHTC®**

2006	\$17,499	TX
2006	\$17,495	CT
2006	\$17,000	MH
2006	\$16,999	PA
2006	\$16,999	IN
2006	\$16,999	IL
2006	\$16,995	SD
2006	\$16,999	VA
2006	\$16,999	PL
2006	\$16,995	OR
2006	\$16,995	TX
2006	\$16,990	MH
2006	\$16,990	MH

**Description**  
 Rinehart exhaust, awesome paint!!!!  
 As anyone who's ridden one will tell you, a Harley-Davidson® touring rig always makes the road good. This year, it makes the road even better. All models get a reduced-effort clutch, a 30-amp charging system and more passenger room. And for the first time ever, H-D® custom paint is available on select touring bikes. Stunning new color combos are sure to treat the eyes right. For 2006, the axes are in for a

Each bike listing displays the dealership's name, telephone number, and location. Interested buyers can contact dealers via telephone or online messages. A unique toll-free telephone number is assigned to each dealer's account for telephone call tracking. Phone calls data is reported to each dealer on a monthly basis.

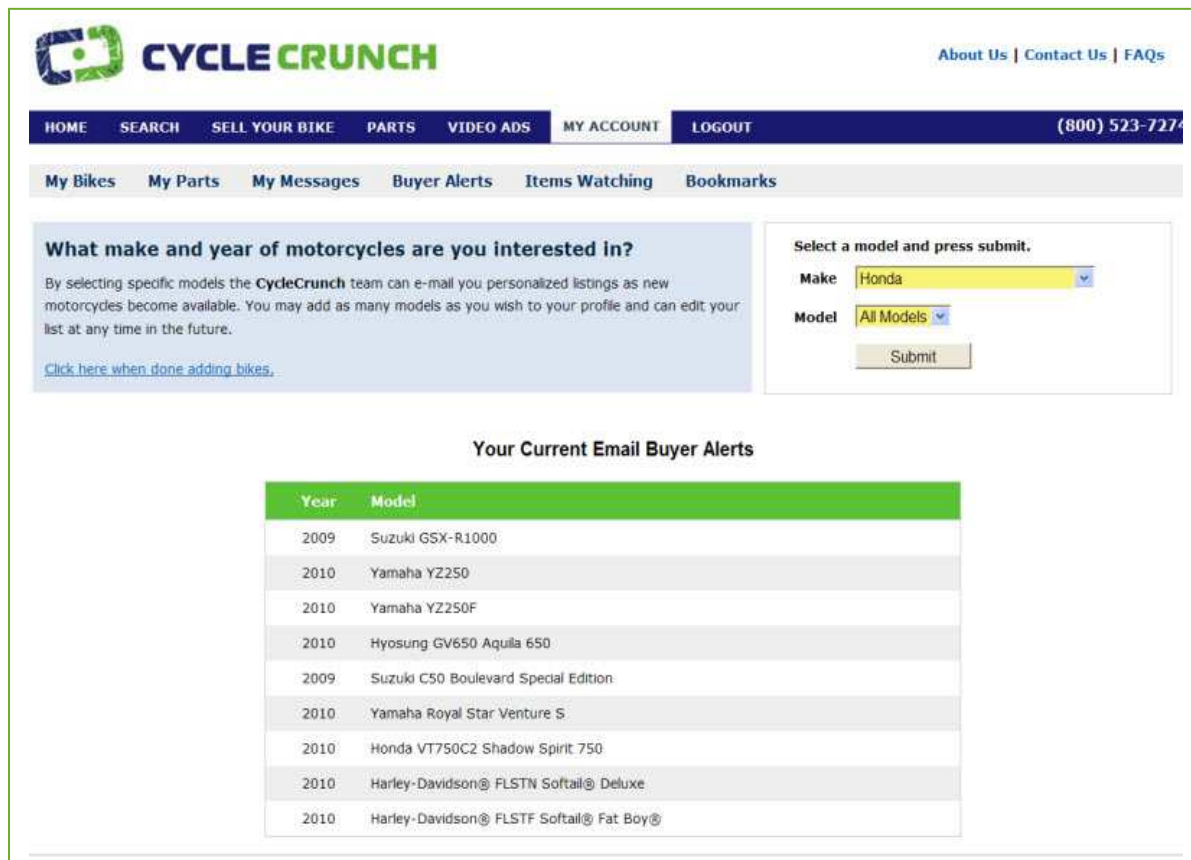
**Learn about Buyer Alerts >>>**

The **Bike Inventory Manager** gives dealers a quick and comprehensive overview of all their listings. From the bike inventory page, dealers can easily add bikes, upload images and videos, remove sold bikes, see new messages, and track listing statistics. Dealers can also see the demand for their bikes from the *Buyer Alerts* count provided for each listing.



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 T: (727) 894-3343 or (800) 523-7274 / F: (727) 894-3230 / W: [www.CycleCrunch.com](http://www.CycleCrunch.com)

# Buyer Alerts



**What make and year of motorcycles are you interested in?**

By selecting specific models the **CycleCrunch** team can e-mail you personalized listings as new motorcycles become available. You may add as many models as you wish to your profile and can edit your list at any time in the future.

[Click here when done adding bikes.](#)

Select a model and press submit.

Make:

Model:

**Your Current Email Buyer Alerts**

Year	Model
2009	Suzuki GSX-R1000
2010	Yamaha YZ250
2010	Yamaha YZ250F
2010	Hyosung GV650 Aquila 650
2009	Suzuki C50 Boulevard Special Edition
2010	Yamaha Royal Star Venture S
2010	Honda VT750C2 Shadow Spirit 750
2010	Harley-Davidson® FLSTN Softail® Deluxe
2010	Harley-Davidson® FLSTF Softail® Fat Boy®

**Buyer Alerts** feature is the ultimate one-to-one marketing tool available to our member dealers.

Here is how the **Buyer Alerts** feature works:

1. Buyers register online and tell CycleCrunch.com what motorcycle(s) they are interested in buying.
2. When dealer bikes are listed on CycleCrunch.com, a search is made of the database to find the buyers interested in the newly listed dealer bikes.
3. An e-mail alert, containing bike information and direct link, is sent to all interested buyers.

**Buyer Alerts** feature brings dealers instant response for each bike listed on CycleCrunch.com. Think of **Buyer Alerts** as your personal robotic salesman who never sleeps, and is always working hard to generate sales leads for you.



# Multi Website Exposure

Owned by Marco Polo Publications, Inc., **CycleCrunch.com**, **BikerOrNot.com** and **ChopperExchange.com** work together to increase the sellers' motorcycle listing's exposure and broaden the motorcycle buyers' purchase options. For example, all American V-twin motorcycle listings on CycleCrunch.com are also displayed on ChopperExchange.com.

All CycleCrunch.com motorcycle listings are featured in the Classifieds section on BikerOrNot.com, which is a motorcycle enthusiast **social networking website with more than 250,000 registered members**. CycleCrunch.com dealers' store information and inventory links are displayed on members' profiles, located in the dealers' geographic area. BikerOrNot.com members can access the dealers' available inventory directly from their personal profile!

The screenshot displays the BikerOrNot.com user interface. At the top, the navigation bar includes 'Who's Online', 'Forums', 'Store', 'Classifieds', 'Browse', 'Search', 'Events / Meetups (7)', and 'Logout'. Below this, a secondary navigation bar shows 'Home', 'Profile', 'Biker Biz', 'Chat', 'Friends (130)', 'Garage', 'Messages (148)', 'Photos', 'Blogs', 'Groups', and 'Rides (9)'. The main content area is divided into several sections: 'My Profile' with a list of profile management options and a link to 'ChopperExchange.com'; 'Dealers Near You' with three dealer listings; 'What are you doing?' status update area; 'All Updates' feed with recent posts; 'Notifications' with message and event invites; 'New Members'; 'BON Bucks' balance; 'BON Home Page'; and 'Rides Near You' with event listings. Two blue arrows are overlaid on the image: one points from the 'Classifieds' link in the top navigation bar to the 'What are you doing?' status update area, and the other points from the 'Dealers Near You' section to the 'ChopperExchange.com' link in the 'My Profile' section.



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## More than 200 Registered Dealers

American Eagle Harley-Davidson	Greeley Harley-Davidson	Motorcity Harley-Davidson
American Motorcycle Trading Company	Adventure Harley-Davidson	Nick's Custom Cycles
Appalachian Harley-Davidson	Hacienda Harley-Davidson	Official Used Harleys
Arizona Victory	Hal's Harley-Davidson and Buell	Open Road Harley-Davidson
Big Sky Harley-Davidson	Harley-Davidson of North Texas	Paramount Harley-Davidson
Bikers, Inc.	Harley-Davidson of Mason City	Paris Harley-Davidson
Black Hills Harley-Davidson	Harley-Davidson of Crete	Premier Auto Sales
Blue Spring Harley-Davidson	Harley-Davidson of Naples	Rick Fairless' Stokers of Dallas
Boston Harley-Davidson	Harley-Davidson Shop of Winona	Ronnies Harley-Davidson
Capital City Harley-Davidson	Harley-Davidson Sport Center	RSC Cycle
Classic Iron, Inc.	Harley-Davidson of Danbury	Schaffer's Harley-Davidson
Cowboy Harley-Davidson of Austin	Harley-Davidson of Ft. Myers	St. Croix Harley-Davidson
CSA Motorsports	Harley-Davidson of Glendale	St. Paul Harley-Davidson
Downtown Harley-Davidson	Harley-Davidson/Buell of Seattle	Stock's Harley-Davidson
Dream Machines of Texas	Integrity Cycles	Stone Mountain Harley-Davidson
Fast Forward Cycles	Jamie's Customs	Tofte Motorcycle Sales
Four Rivers Harley-Davidson	KimMotor.com	Treasure Coast toy Store
Ft. Lauderdale Harley-Davidson	Knoxville Harley-Davidson/Buell	Vandervest Harley-Davidson
Gatto Harley-Davidson	Latus Motors Harley-Davidson	Waukon Harley-Davidson
Gengras Harley-Davidson	Longhorn Harley-Davidson	Winebrenner Motors
Granite Mountain Harley-Davidson	Mid America Harley-Davidson	Worth Harley-Davidson
	Zylstra Harley-Davidson	Mile High Harley-Davidson

Please contact [CycleCrunch.com](http://CycleCrunch.com) at 1-800-523-7274 for the complete list of registered dealers.

