



RAPIDCYCLE

Newsletter

July 7, 2008

There is lots of good news this month! First, the service department will be open on Saturdays for quick jobs like oil changes. Also, Rapid Cycle is **now open late**. Weekdays the sales department is open until 8pm. Service closes at 4:30 and parts is open until 6pm.

Second, if you have a Hyosung 250cc motorcycle and would like to trade up to a bigger bike, we would love to take your 250 in trade. We have been selling a ton of the 250 machines – both sport and cruisers models. In fact, Hyosung is having another record year for sales and they are out of some 2008 models. For example, we cannot get any more GV250 motorcycles until September or even later – and then they will be 2009 models.



So if you have a Hyosung GV250 and you have been thinking about trading up to a bigger bike, now is the time to do it. Come in today and let's discuss what deal we could make to get you on a new bike.

The bike, under the Alphasports brand, has had good reviews. The GV250 was reviewed in 2003 at this link:

http://www.motorcyclecruiser.com/roadtests/250cc_cruiser_comparison/index.html

The really big news is that a major magazine has reviewed the Hyosung GV650. In fact, the magazine, *Motorcycle Cruiser*, did a shootout between the GV650, a Suzuki Boulevard, and a Yamaha V-Star. Needless to say, the GV650 just killed the other bikes; Suzuki and Yamaha were not even close to the features, price point, horsepower, and warranty of the Hyosung bike. The editors loved it and voted it the highest points in almost all categories. For example, the Hyosung has about double the horsepower of the other bikes. It is a great story and goes on for about 8 pages. The story has both road tests and comparison tests of the features and specs. The story had one misprint, listing the GV650 as having a 5 speed transmission when it actually has 6 speeds. The story is not on their web site yet but we do have copies of the magazine at Rapid Cycle.



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Now that Hyosung is getting some press, companies like Yamaha and Suzuki had better be looking over their shoulder because Hyosung is coming on fast. Better bikes for less money and a much better warranty. It is too bad Hyosung beat out their sister company Suzuki, but that's the way it goes. BTW, a few people have asked us why the Honda shadow wasn't a part of the shootout. We don't actually know, but it is common knowledge in the motorcycle industry that the Shadow is a very old design and it is not a good bike anymore. In fact, most people prefer the Suzuki Boulevard to the Honda Shadow. And the GV650 beat the Boulevard so it would blow away the Shadow.

The Rapid Cycle billboard is finally up in downtown Salt Lake City on State Street. We have a special phone number listed on the billboard so we can track how many calls we get from it. Keep in mind that the 250cc motorcycle models get up to 100MPG – both the cruisers and the sport bikes.



We have a couple of new people at Rapid Cycle. First, we hired a new salesperson, Lucas Wilkerson and he has been selling a ton of bikes. Lucas rides a Hyosung that he purchased from us a few months ago. He is very experienced in both riding and repairing motorcycles. Welcome to the dealership Lucas!



Also, we have a new owner/shareholder at Rapid Cycle; Lloyd Larimore. He has joined the Rapid Cycle family and will be working with Jon and the other members to ensure your experience with Rapid Cycle is satisfying and exceeds your expectations. Some of you may already know Lloyd from his years of motorcycle enthusiasm and activities with local motorcycle clubs and benefit rides. You will also find that Lloyd is a strong advocate of "safe" motorcycling thru rider education, good maintenance, and use of proper riding gear. The photo above is at the Speed Trials by BUB.

In his capacity as International Sales Manager for a global manufacturing company, business travel has taken Lloyd to Korea many times over the past few years where he gained a strong appreciation for the HYOSUNG brand as a reliable vehicle with a wide range of uses in both city and countryside travels. In addition, during several trips to India he discovered the ruggedness and versatility of the Royal Enfield as a primary mode of transportation on roads that many of us wouldn't dream of riding on with our favorite 2-wheeler. Over the years Lloyd has owned just about everything from a Cushman Eagle to his current motorcycle; a BMW R1150RT Sport Touring that he has used to take a long trip along the Pacific Coast Highway from San Diego to Seattle. Plus, Lloyd has traveled many of the 2-lane highways throughout Utah and the Rocky Mountain states on his BMW to visit a number of Ghost Towns.

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