

The Apparel Pro:

Sportbike Special

By Alisa Clickenger

It's summer time and for most of us in the industry that means full tilt boogie in our dealerships. While we all feel the pressure to rack up sales and make our numbers at the apex of the season, keeping a fresh attitude towards each person that walks in the door is sometimes a challenge. It's easy to fall into mental shortcuts when the demands are high and there are multiple customers to serve.

Steve Blakeney, Marketing Director for Joe Rocket, encourages dealers to not make assumptions about their customers just because they roll up on a sport bike. In a 2012 MIC study, the median age of sport bike riders was 32 years old. "The average of the sport bike rider is older than everybody assumes," says Blakeney. "Automatically that tells us that this customer is going to be more interested in protection and fit, and the more technical aspects of this gear... does it have armor? Is it CE rated?"

Dealers can do customers a terrific service by picking a "good, better, best" philosophy and prioritizing training of employees about why the dealership stands behind those brands. In turn, if dealership employees take time to educate customers and transfer knowledge about their products, customers will be able to make an educated decision and leave the store confident in their purchases.

Jayson Wickenkamp at Scorpion Sports suggests that dealers bear in mind that keeping a variety of options for their clientele in stock will help them secure a sale. "Seasoned and active sport bike riders are generally somewhat savvy about their gear. They buy based on protective features as well as lifestyle: safety is important, but so is making a statement," says Wickenkamp.

Take these tips from the pros and combine them with the latest sportbike gear featured here to really heat up summer sales.



Cortech GX Sport 3 Jacket

Made from 600 denier Carbolex, the shell incorporates 1680 denier Ballistic Polyester material in the elbows and shoulders. It features a Rainguard waterproof and breathable barrier and a mandarin-style collar with microfiber trim. Waterproof zippered chest vents combine with sleeve vents and rear exhaust vents to provide flow-through ventilation. Phoslite reflective piping and Cortech's signature reflective rear triangle increase nighttime visibility. The jacket also incorporates removable, CE-approved armor at the elbow and shoulder with an articulated triple-density back protector. For the colder days, Cortech's Z.O.Q. (Zip-Out Quilted) Liner features warming 100g polyfill insulation. Two hand warmer pockets and an interior mobile phone pocket. Adjustable waist belts with TPR pulls. Available in red/black, blue/black, yellow/black, black/black and gun metal/black. Men's XS- 4XL and tall M-3X.

MSRP \$224.99

www.helmethouse.com

(818) 880-0000





Joe Rocket Flexium TX Track Ready Glove

Double stitched with an embossed cowhide chassis, this glove has a double layered leather palm, thumb and pinky, along with injection molded armor at the knuckles. High-density padding and polymeric sliders are at the fingers, palm, pinky and wrists. Ram-air vents keep the hands cool while articulated panels on the fingers and expansion panels at the wrists significantly increase mobility. The gloves feature a double cuff closure design with a built-in slider flap and convenient TPR pull tab. Colors: Black/black, black/red, black/blue, white/silver. Sizes small thru 3X-large (3X-large in black only)

MSRP \$99.99
www.SullivansInc.com
 (800) 447-7505

Speedmaster Jacket by Joe Rocket

Joe Rocket's race suit cut in half; performance features include a 1.2 to 1.4mm embossed premium cowhide chassis that's held together with double over stitching and backed by titanium reinforced shoulders, CE-approved armor at the shoulders and elbows, plus a removable high density spine pad. Injection molded vent intakes at the shoulders with Variable Flow intakes at the forearms and large adjustable exhausts mid-back, plus a removable insulated vest liner. There's a six-point SureFit adjustment system at the forearms, biceps, sleeves, and waist, with snap loops and an 8" zipper for jacket to pant attachment. Ultra low profile neoprene collar, and ample reflective striping. Colors: Stealth black, hi-risk red, radio active yellow, cool white. Sizes: 40 to 54 (54 black only).



MSRP \$349.99
www.SullivansInc.com
 (800) 447-7505

Sidi Apex Lei Ladies Boot!

This boot is built around a lady specific foot mold and features a unique graphic appliqué to set the boot apart from the men's version. The patented Vertebra System protects the rider's Achilles tendon, and there are bolt-on, replaceable, adjustable and aerodynamic nylon scuff pads on the toe. A 1.7mm thick Technomico is used as a base material, there is a nylon inner sole with removable arch support pad, a dual compound sole and a shock absorbing heel cup. Featuring a full-length zip open entry, a DuPont polymer toe shift pad and a closable air vent. The Apex Lei is double stitched in all high stress areas. Available in black/silver. Sizes 36-43.

MSRP \$225
www.motonation.com
 (619) 401-4100

REV'IT! GT-R Race Suit

The REV'IT! GT-R one-piece suit offers the ultimate combination of safety, comfort, function and style. Designed to fulfill all the needs a sport rider could have, it has CE-approved armor that can be found under the dual-comp protectors, which together significantly lower the impact forces of a crash. The suit's highly abrasion resistant Monaco performance cowhide is perforated at critical areas to keep riders cool. Stretch panels have been incorporated to provide excellent freedom of movement and help maintain flexibility. Carbon hard-parts at shoulder, dual-comp knee



sliders type A, ProLife CE protection at shoulders and elbows. Adjustable ProLife CE comfort protection at knees, Tryonic Seesoft CE-level 1 type B hip protector inserts. Safety stitching, double leather seat, comfort collar and cuffs, stretch lips at back, shoulders, elbows and knees, stretch panels at chest, sleeves, crotch and legs, easy entrance zipper at calf, removable lining, and aero cool 3D mesh at shoulders and back. Available in black/white, white/red and black/acid green. Sizes 44-56.

MSRP \$999.99
 REV'IT! Sport USA, LLC
www.revitusa.com
 (888) 681-0180



AGV Sport Sky Ladies Waterproof Textile Jacket

This jacket is constructed of 100 percent Polyester MaxTex 600 Denier fabric, with an integrated waterproof and breathable Reissa membrane. Textile spandex stretch panels are incorporated into the shoulder area and down the sides of the jacket, and there is a 100 percent Polyester anti-bacterial fixed mesh lining. Comes with a removable 75 gram thermal insulating lining, CE-approved protection at the shoulders and elbows. Equipped with zip open

vents on each arm and two on the upper back, there are two front hand warmer pockets and one interior, plus a waterproof vertical wallet pocket with zipper closures. Available in black, black/gunmetal, black/purple, black/pink, black/red, and black/ fluorescent yellow. Sizes XS, S, M, L, XL.

MSRP \$149

Motionation, exclusive North American importer
www.motionation.com
(619) 401-4100

REV'IT! Xena Ladies 2-Piece Suit

This leather jacket and pants accentuate all the right spots with figure-hugging leather. Not just another pretty fashion piece, it's designed for the serious female rider who demands performance, plus all the safety features found in any top-shelf motorcycle jacket. The outer shell is made from 70 percent Monaco Performance cowhide, 27 percent polyamide and 3 percent elastane. SAS-TEC CE protection at shoulders and elbows, Seesoft Back Protector -Type RV(Back Protector sold separately), safety stitching with adjustment straps at waist and an adjustment tab at the cuffs. Ventilation panels at chest and back, a comfort collar and cuffs, and stretch panels at chest, back, waist, sleeves and collar. The Xena Leather Pants feature dual-comp knee sliders that can be attached for aggressive-as-you-want-to-be track day sessions (the knee pucks sold separately), yet the Velcro can be easily hidden with the included leather knee patches. CE-approved hip and knee protectors, a double leather seat and adjustment straps at waist. There are ventilation panels at the legs, stretch panels at the back and knees and stretch panels at legs and crotch, with short and long connection zippers, elastic at waistband and a hook and snap front closure. Available in black/white and white/acid green. Sizes 34-44.



MSRP \$449.99 jacket; \$399.99 pants
REV'IT! Sport USA, LLC
www.revitusa.com
(888) 681-0180

Tour Master Sonora Air Jacket

This quarter length jacket comes with Armor-Link mesh material and 600 denier Carbolex combined with 1680 denier ballistic polyester in the impact areas. Comfortable, mandarin-style microfiber lined collar, reflective piping and Tour Master's signature reflective rear triangle that increase nighttime visibility. Removable, CE-approved armor at the elbow and shoulder with an articulated triple density back protector. Adjustable, elastic and snap sleeve take-up straps at the forearm and bicep help secure elbow armor. Aqua-Therm two-stage waterproof and insulated removable liner. Adjustable waist belts with TPR pulls. Available in black, high visibility yellow and gun metal silver. Men's XS- 4XL and tall M-3X. Women's small-XL in regular and plus sizes.



MSRP \$239.99

Helmet House, Inc.
www.helmethouse.com
(818) 880-0000

Scorpion Podium Race Suit

Strategically placed perforated panels along with the Powertector GP AirHump work together to effectively regulate the rider's temperature, reduce fatigue and increases performance. Molded shoulder and knee protectors, SAS-TEC CE armor, padded torso and coccyx protectors all work to provide maximum protection and comfort. Constructed from a combination of premium perforated and non-perforated 1.2 to 1.4mm Monaco top-grain leather. Padded panels in the torso and thighs provide comfort against components of the motorcycle. Removable and washable, KwikWick II moisture wicking and anti-microbial liner with two internal storage pockets. Leatt STX and STX-RR neck brace compatible. Sizes SM-3XL.



MSRP \$899.95 - \$914.95
www.scorpionusa.com
(888) 672-6774

Joe Rocket Mesh Jackets

Joe Rocket introduced the industry's first mesh riding jacket almost two decades ago as a hot weather riding alternative to perforated leather ... or no jacket at all. According to online reviews, these jackets flow a lot of air and are a must-have to beat the heat without giving up the protection of leather. Dress for the slide not the ride has generally been the motto, but with these jackets, your customers will have style and safety.

Joe Rocket Mesh Jacket models include:

Mesh/Textile configuration

- **Phoenix 5.0.** C.E. (60 mesh/40 ratio). C. E. Certified armor. Massive color and size range. Industry best seller.
- **Velocity.** (60 mesh/40 textile ratio). Lower cost alternative to the Phoenix.
- **Ladies Cleo 2.2** (60 mesh/40 ratio). C.E. Certified armor. Massive color and size range. Industry best seller.
- **Resistor.** (75 textile/25 mesh ratio). C.E. Certified armor. Non-restrictive FullFlex system.

Leather/Mesh configuration

- **Radar & Radar Dark.** (70 leather/30 ratio) C.E. Certified armor. Non-restrictive FullFlex system.
- **Reactor 3.0.** Mesh/textile/leather (70 mesh/15 leather/15 textile ratio). C.E. Certified. Lower cost alternative.
- **Ladies Radar.** (70 leather/30 mesh ratio). C.E. Certified armor.

Mesh/Textile Waterproof / all season configuration

- **Alter Ego 3.0.** Removable waterproof outer shell. Armored (C.E. Certified) internal jacket. (Available in mens and ladies).

Noteworthy points

- Protection is never sacrificed for airflow thanks to the layering of mesh/textile or leather over protective armor at all key impact points (shoulders, elbows, and back).
- Every (60 mesh/40 textile ratio) jacket comes with a minimalist, ultra-low profile collar to maximize airflow.
- All Joe Rocket jackets come with a variation of the SureFit adjustment system, not only for comfort, but to ensure that the armor stays in place when needed.
- Every mesh and textile jacket is UV coated to protect from material breakdown in harmful UV rays.



Phoenix 5.0



Radar Dark



Alter Ego 3.0

JoeRocket.com
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800-343-5984 (MA)
800-874-9778 (AL)
800-447-7505 (NV)

