



## SCOOTERISTA MODERNISTA: ARMADILLO'S GOT SOME SLICK SLEEK GEAR

Scooter dealers looking for a little something-something for their selective customers may want to cruise by the Armadillo/Turbo Kit booth (1113) and check out the lineup of Armadillo Scooter Wear.

Martin Racing Performance carries the lineup of armored-yet-stylish apparel that's aimed squarely at the modern scooter rider. MRP entered into a joint venture with Armadillo to offer the products to the U.S. market. The company has been in the states since 2008, but the agreement means that Armadillo's full range of products is now available.

Joel Martin, the man behind MRP, says the lineup of gear has many features that scooter riders of all stripes will like. One of the products main features is the high-tech d3o armor that's standard in all models. The d3o protection in the elbow and shoulder is thin and very flexible and is almost invisible.

The range includes men's and women's parkas, a men's soft-shell hoodie and a women's funnel-neck fitted jacket. The gear features reflective patching, a pocket for an MP3 player and a headphone loop.

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## MEET THE DEALER-EXHIBITOR HYBRID

Some retailers are here to sell to other retailers

The vast majority of retailers are here to buy stuff, but you might not know that some dealers also are exhibiting at Dealer Expo.

This year marks Motorcycle Superstore's second Dealer Expo. The industry's largest online retailer is again offering the Preferred Installer Program it launched last year. If you sign up, the company will direct its customers to your store for installation of tires and parts, and website customers can ask to have their products shipped directly to you.

The online retailer claims dealers can get guaranteed service revenue plus the opportunity to sell the customer additional products and services.

Motorcycle Superstore (Booth 3551) will build a Web page for your shop containing your business information, website and e-mail links, online mapping,