

# SLINGSHOT® ENGINEERED ACCESSORIES

## 31 ALL NEW ACCESSORIES

Accentuate the sleek appearance of your Slingshot®. Tailored to meet your most unique style, comfort, and performance needs, these quality accessories come in a variety of colors to accompany your personal Slingshot® style.

## MODEL YEAR 2017 HIGHLIGHTS

### **NEW Cut & Sew Sport Seats** | \$699.99 [2882329-XXX -070, -520, -676]

- Durable marine grade materials resist tearing, harsh weather, and fading.
- Engineered to deliver additional flow-through cooling.

### **Sparco® Steering Wheel** | \$399.99 [2882335]

- Leather wrapped steering wheel greatly improves your interior style.
- Boasts a shallower dish for better ergonomics and access to the turn signal.

### **Sparco® Billet Shifter** | \$199.99 [2882333-156]

- Ergonomically designed to cradle your palm for assured shifts and comfort.
- Brilliant chrome finish with perforated leather wrap.

### **Sparco® Billet Pedals** | \$299.99 [2882334-468]

- Premium billet aluminum design improves performance, feel, and style.
- Taller and wider design increases foot control for performance driving.

### **Standard Rockford Audio Pods** | \$899.99 [2882315]

- Premium audio sound with convenient plug and play installation.
- Two-way component speakers tout integrated amplification.

### **Overnight Bag** | \$159.99 Driver Side [2881734] | Passenger Side [2881735]

- Multiple compartments for convenient access.
- Top haul handle with comfortable soft grip, two front grab handles, and an adjustable shoulder strap to quickly and easily remove bag from compartment.

### **Exterior Painted Accent Kit** | \$1,299.99 [2881829-XXX -070, -402, -599, -666, -676]

- Customize your Slingshot® with factory finish results
- Six-panel kit replaces stock panels with simple bolt-on installation

### **Ripper Series Wind Deflector – Standard Tinted** | \$349.99 [2882154]

- Protect you and your passenger from unnecessary wind buffering and road debris
- Dark tint finish adds a menacing and sporty look to your vehicle



# SLINGSHOT® APPAREL

Complete the Slingshot® owner look with our new line up of quality apparel items. Signature to Slingshot®, item's available include branded jackets, helmets, and casual wear to embody the excitement of being a Slingshot® owner.

## MODEL YEAR 2017 HIGHLIGHTS

### Slingshot® Bluetooth® System by Sena® | \$289.99 [2867967]

- Upgrade your current Slingshot helmet by integrating this Bluetooth® communication system into your Slingshot® helmet.
- Features universal communication technology with a range up to 1-mile.

### Slingshot® Helmet with Bluetooth® – Carbon Fiber | \$679.99 [2867924]

- Fully integrated Bluetooth® communication system is affixed inside.
- Seamlessly communicate with your passenger or up to four riders total.

### Gears 4 Fears Tee – Black/Blue | \$24.99 Men [2867912] Women [2867913]

- The ultimate wear everywhere, always comfortable t-shirt.
- Super soft ringspun cotton/polyester blend is lightweight, durable, and comfortable.

### Slingshot® Driving Gloves | \$59.99 [2865147]

- Durable protection from the elements and debris.
- Black finish for a styled riding glove.

### Womens Full Zip Classic Hoodie – Gray | \$54.99 2867931

- Classic women's hoodie with super soft French terry cotton blended fleece.
- Warm, comfortable, and durable with split double stitching.

### Driver Jacket | \$169.99 Men [2867922] Women [2867923]

- Wind resistant nylon shell is designed for driving performance and everyday style.
- Stay cool with meshed bicep venting and a stay-put lower waistband.

### Mens Logo Hoodie - Black | \$49.99 Men [Black/White-2867905] Women [Red-2867997]

- Super soft cotton and polyester blend makes this our most comfortable hoodie yet.
- Bold branding on chest and sleeve shows your canyon carver allegiance.

### Signature Logo Cap | \$24.99 Men [Black/White-2867905] Women [Red-2867997]

- Comfortable fit with classic style.
- Both men and women styles featuring the Slingshot logo.



# CONNECT WITH YOUR CONSUMER

## FACEBOOK

*Facebook is one of the world's largest social media networks to date and should be a key piece of your social media planning. The below tips are a good starting point to make sure your marketing efforts are maximized on this channel.*

- Provide a COMPLETE "About Us" description on Facebook including address, directions, link to website, hours of operation, and phone number/email address.
- Update your Facebook cover photo a few times a year – recommend updating with each season.
- Always use a photo or video when posting to Facebook. Posts with images/videos tend to perform better than static text updates. Typically post between 2-5 times per week.
- Be aware of the time of day – posting around lunch time, before people leave work, or after dinner are times of the day that see high engagement.

## INSTAGRAM

*Instagram is one of the fastest growing networks in the social media space. We see a very engaged Slingshot audience on this channel already, making it great option for leveraging social growth and impressions.*

- We recommend dealerships post frequently on Instagram, about 1-3 times per week at least.
- Utilize hashtags on your Instagram posts – ensure that they are relevant to the image and the brand.
- Follow consumers that tag your dealership and repost their content when appropriate.

## TWITTER

*Twitter is a great social network when it comes to having two way conversations with your consumers. It's great for pushing a lot of content types as well.*

- You can post more frequently on Twitter, recommend at least 3 posts per week.
- Use an image/video with every post.
- If a consumer mentions your dealership, always respond.
- Follow hashtags like [#PolarisSlingshot](#) to see what conversations are happening and where you can insert yourself as a dealership.

## GENERAL TIPS

- Invite customers to "Like" and "Follow" your channels via email or via icons on your dealer website.
- Answer questions that your customers post on your social media channels.
- Post at least 2-3 times weekly on all channel, preferably with a photo [or video].
- Use appropriate event hashtags so consumers can find your content. Example: [#Sturgis](#), [#Daytona](#), etc.
- Don't be afraid to share and re-post others content! If your consumers share an image of their new Slingshot, you can re-post it to your page.



# PAID SOCIAL ADVERTISING

## WHAT

Facebook offers great advertising options that can help you gain fans and build product awareness.

### BOOSTING POSTS

If you have an exciting event or major news, boosting a post is a great way to reach additional consumers, build awareness for your dealership and generate attendance at events.

- Create a post as you normally would – upload photo, write copy, hit publish
- Once your post is published, select the “Boost” button on the bottom right
  - Choose how you would like to boost your post: to your fans, your fans' friends, or targeted boosting
- Select your preferred dollar amount (\$50 - \$500 is typical)

### ADS TO WEBSITE

Facebook Ads to Website is a tool used to target consumers and bring consumers to your website. This ad encourages consumers to click through to “learn more” about your products.

- When creating an ad, use a photo that you've seen perform well on your Facebook page and copy that is informative.
- Set a budget and timeframe (i.e. \$1500 for 4 weeks)
- Use the Facebook “Build your Ad” Guide to walk through targeting, set up, etc: <http://ind.to/yxBJTd>

## WHY

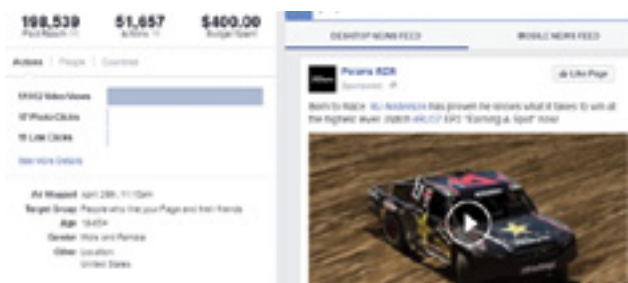
Facebook uses a complex algorithm to showcase posts in the newsfeed, so not all of your posts will reach all of your fans. To combat this, boost your posts to allow you to reach the most fans and friends of fans for your most important content.

Using Ads to Website drives more traffic to your dealership website and encourages customers to learn more about your product offerings.

## CO-OP YOUR SPENDING

The Polaris Co-op program allows you to allocate your co-op dollars where you need it most, such as paid social advertising. To qualify for reimbursement, please submit the following.

- Amount spent
- Targeting applied
- Screenshot of the message that showcases the imagery or video assets along with the copy shared
- URL to landing page of your post
- Please refer to the Polaris Co-op Policy to ensure you are following all guidelines, especially legal



# SLINGSHOT® TEST RIDE

## WHY OFFER TEST DRIVES?

### Automotive Pricing Demands It

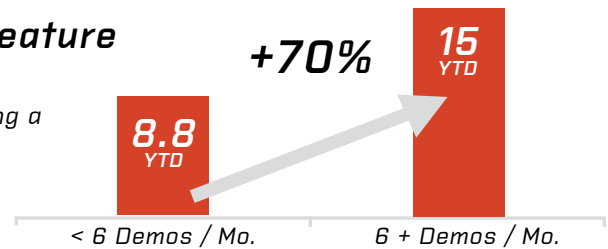
- \$25,050 is the average MSRP of a Slingshot: Cars are currently \$33,560, MC are \$14,487
- 88% of customers will not buy a car without a test drive

### The Slingshot Experience is the #1 Selling Feature

- The driving experience is the #1 contributor to a sale
- Driving and riding is the #1 reason someone would recommend buying a Slingshot® to a friend

### You will Increase Conversion

- Dealers who logged more than **6 test drives per month** saw a **70%** increase in sales over those who logged under 6 test drives per month.



## BEST PRACTICES

### Understand Your Customer

#### Know the 3 Types of Customers and Tailor Your Selling Strategy

- *Touring: Seeks Comfort, Desires Riding with Others, Long Distance Rides*
- *Customizer: Seeks Attention, Desires Unique Experience, Social Integration*
- *Performance: Seeks Acceleration, Desires Handling and Hair-pin Turns, High Speeds*

### Do a product walk-around

- Point out all key features of the Slingshot® as you walk around the vehicle
- Emphasize any new features or additions to the product

### Give a quality-length test ride

- Recommend a 20-minute test drive minimum



## CLOSE THE SALE

### What is Their Purchase Intent?

- Discuss the positives and negatives of the ride
- Overcome any objections

### What is their Purchase Timeline?

- Ask about their intent to purchase now or in the future
- If the timeline is 2-3+ months, document this and follow-up with them at a later date

### Close the Deal

- Go back into the dealership and finish the deal
- Follow your dealership's normal closing procedures
- Leverage current Slingshot promotions and offers



# SLINGSHOT®

## OFF-SITE EVENTS

Off-site events allow you to connect with existing and potential Slingshot customers. Connecting with consumers outside of your dealership helps to form stronger relationships and allows customers to feel more comfortable purchasing from you. Most importantly, off-site events help to bring more awareness to Slingshot® which will lead to more sales.

### Why?

- Off-site events drive awareness of Slingshot®
- Off-site events help to broaden your dealership's community presence and outreach
- Off-site events help your dealership to gain new leads
- Off-site events are a great way to build organic relationships with potential consumers

### Off-Site Event Best Practices

#### **Bring Slingshot Swag to Off-Site Events:**

- Slingshot® swag items can be purchased on the Dealer Marketing Portal.
  - > Can be found here: Dealer Management Site > Marketing > Polaris Branded Portal [see more on page 13].
- A small gift is a good way to start conversations with potential new customers

#### **Record New Leads:**

- Have a method for all staff members to record new leads.
  - > Use an iPad, sheet of paper or booth with a computer to gather new lead information
- Offer to follow up with anyone interested in the Slingshot® via phone call or email

#### **Invite Potential New Customers to Your Dealership:**

- Know your inventory so you can let potential customers know what vehicles they can see at your dealership
- Invite them to schedule a test drive at your dealership

#### **Follow-up with Any New Leads:**

- Be sure to log any new leads in your LMS and follow up promptly
- Forming a strong relationship helps customers to feel comfortable purchasing from you, whether that is now or in the future

### Event Ideas

#### **Local Bike Night**

Find a local bike night to attend and bring the Slingshot® along!

#### **Sporting Games**

Bring the Slingshot® to a local Sporting Game!

#### **Charity Events**

Offer Free Test Rides at local charity events!

#### **Music Festivals:**

Rent a booth at a music festival to showcase your Slingshot®.

#### **Auto Shows**

Show off your dealership's Slingshots® at a local auto show.

#### **Golf Tournaments**

Bring the Slingshot® to a local golf tournament to drive awareness.

#### **State/City Fairs**

Set up a booth at a local fair to answer any questions and gain new leads.

#### **Casino & Bars**

Attend an event at a local casino or bar where you can promote your dealership using give-aways, such as customized coasters.

