

TRAFFIC

Traffic continues to surge week over week as do leads. Consumer interest has increased dramatically since COVID-19, and continues to soar:

► **Total Powersports Visits up: 16.7%**



ATV Trader
+21.1% YoY



Cycle Trader
+15.1% YoY



PWC Trader
+24% YoY



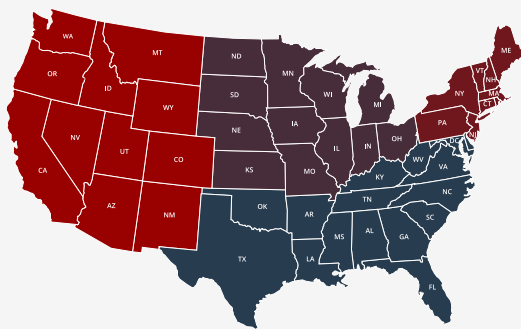
Snowmobile Trader
+2.3% YoY

► **Powersports Leads up: 32.2%**

Sources Include: Phone calls, emails, texts and chat leads

HIGHEST REGIONAL DEMAND

The highest week over week search impressions gain of all powersports by region were:



- Midwest
↑ **20.7% YoY**
- Northeast
↑ **19% YoY**
- South
↑ **17.1% YoY**
- West
↑ **14.2% YoY**

LATEST OFFERINGS FROM CYCLE TRADER

NOW AVAILABLE:

New Virtual Retailing Tools available for FREE

Lead Enrichment – For each individual lead that comes through the site, you can now receive a real-time notification email with the following information on that specific consumer: time in market, budget, total listings viewed, and latest units viewed

Lead Manager – More control and insight into the leads you receive and power to assign and monitor the progress of their dealership within TraderTraxx

Make an Offer – Consumers can now initiate a pricing offer with the simple click of the *Make an Offer* button

Request a Video – Potential buyers can now indicate that they are interested in seeing a video of a particular unit by clicking the *Request a Video* button and completing a lead form

Video Chat – Gives you the opportunity to take customers out on the lot to provide virtual video walkthroughs if they cannot shop in-person

SMS Texting – Buyers can text dealers about units of interest directly from the relevant marketplace listing

Live Chat (*free through May 2020*) – Offer real-time, on-screen assistance the moment the consumer has a question about a piece of inventory

Contact your account representative or marketing@traderinteractive.com to learn more or get these features activated.

OEM

Of the top manufacturers with the largest number of **NEW** inventory search impressions, the highest week over week gains by brand were:

<p>01 Cycle</p> <p>Can-AM ↑ 19.4%</p> <p>KTM ↑ 18%</p> <p>Husqvarna ↑ 17.5%</p>	<p>02 ATV (ATV 4 Wheeler, Side by Side)</p> <p>Mahindra ↑ 35.5%</p> <p>Polaris ↑ 31.7%</p> <p>Can-AM ↑ 29.1%</p>	<p>03 PWC</p> <p>Sea-Doo ↑ 139.3%</p> <p>Kawasaki ↑ 41.3%</p> <p>Yamaha ↑ 31.8%</p>
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Lead Source: March 30 - April 5, 2020 vs. April 6 - April 12, 2020. Leads include phone calls, emails, chats, texts.



NEWS HIGHLIGHTS

Analyst Optimism: Powersports retail to bounce back once stay-at-home orders are lifted, Powersports Business

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Following suit of Polaris, Indian delivers Click. Deliver. Ride program, Motorcycle Powersports News

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CYCLE TRADER IN THE NEWS:

CARES Act Education, Motorcycle & Powersports News

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Cycle Trader Enhances Virtual Retailing Solutions For Dealers During COVID-19

[Learn More](#)

**NOW LIVE:
VIRTUAL RETAILING
RESOURCE CENTER**

A library of valuable insights and tools to support their business during coronavirus including information on [federal emergency funding options](#), industry trends, videos, and articles such as *Navigating Disruption: How Your Dealership Will Survive COVID-19*, all designed to assist dealers as they navigate the business challenges presented by the spread of COVID-19. Visit www.cycletradermediakit.com