Good ratings can hide buying friction.

The final score tells one story.
Riders describe what happened along the way.



FINDINGS FROM A RIDER CENSUS PROMOTED THROUGH

Over 100 motorcycle groups representing over 3 million combined memberships

69%
rated their overall purchase 8-10
Applicable purchase respondents

45%
rated price clarity 1-3 out of 5
Applicable price-clarity respondents

35%
said information was partly or not preserved
Respondents who experienced a handoff

What the full report helps your team see

01 Where buying momentum breaks
Price clarity, useful replies, inventory, staff handoffs and test rides.

02 What ownership reveals
Service communication, product priorities and the barriers facing new riders.

03 What to put into practice
Seven observable dealer standards your managers can use in daily work.

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19 focused pages

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Voluntary, self-selected, unweighted rider sample; question-specific applicable respondents. Directional findings, not national population estimates. Group memberships may overlap and describe the outreach network, not the number of survey responses. Sources: report pages 6, 7, 9, 17 and 18.

“Focus on the rider's needs, not the sale.”
ANONYMOUS RIDER | REPRODUCED WITH PERMISSION