

AFTERMARKET

NIFTY 50

POWERSPORTS BUSINESS

For the 13th consecutive year, *Powersports Business* selected 50 products and services that are must-see items at this year's trade shows. These Nifty 50 items, we suspect, will be the most interesting and possibly the most profitable for the coming selling season.

This edition spotlights the first 25 of the Nifty 50 items, with the second 25 to be announced in the Feb. 13 edition. Nifty 50 products or services that will be on display at Dealer Expo are noted with a booth number.

WHO PICKS THE NIFTY 50?: Editors from *Powersports Business* and our sister consumer magazines in the powersports industry select the products and services. The editors' picks are based on information that is submitted by the companies; no testing of the products is done. **HOW TO BE ELIGIBLE:** Products must be: 1) New or substantially improved from previous years; and 2) be ready for delivery in calendar year 2012. **WHAT DO WINNERS RECEIVE?:** Winners will be published in *Powersports Business*, will be listed on a poster in the *Powersports Business* Dealer Expo show booth and will receive a personalized plaque for their Dealer Expo booth.

ARI

Unique features: The foot peg of the heel guard has built-in suspension with 5/8 inches of travel to save legs from hard landings. The guard fits the Honda 450, Kawasaki 450 and 525, Suzuki LTR450 and the Yamaha YFZ450 and YFZ450R/X. **MSRP:** \$295

ARI

Product: FootSteps Essentials

Booth No.: 4861

Contact: www.arinet.com

Product specifications: Based on ARI's FootSteps comes FootSteps Essentials, packed with new features and functionality. FootSteps Essentials allows dealers to execute a consistent, professional communication strategy with prospects and customers; deliver responses while automating the lead distribution process; and track, manage and report leads.

Unique features: FootSteps Essentials offers an industry-tailored solution designed for powersports dealers, an intuitive interface and friendly navigation, scheduled follow-up activities and continuous lead status monitoring. **MSRP:** \$35 per month



AXO AMERICA, INC.

Product: Aragon Boot

Contact: 661/257-0916; www.axo.com

Product specifications: AXO America's Aragon is a high-end road racing boot with an ankle support hinge system, replaceable shin and toe sliders and a back anti-torsion brace.

Unique features: The Aragon boot doesn't have any zipper closures, instead it is sealed by one (rather than two or three) micrometric BOA Closure System reel. This system offers maximum comfort and safety, according to AXO America.

MSRP: \$325



CYCLE COUNTRY BY KOLPIN

Product: DIX-C Drive-In X-Change System

Booth No.: 2227

Contact: 877/9-KOLPIN

www.cyclecountry.com

Product specifications: The DIX-C is a complete "drive-in" plow system. It features a male-female interface that lets the user drive into and back out of a blade with ease. The blade can easily be detached for storage between uses. The DIX-C secures to most ATV frames from 2002-11.

Unique features: The DIX-C system includes a forward ATV plow mount, the DIX-C forward all-season push frame, a rugged 52-inch by 16-inch RibCore ploy blade, a double-sided wear bar that can be turned over, dual tip springs and height-adjustable HD skid shoes to protect the plow and ATV, and a five-position right-left blade angle. **MSRP:** \$329.99



Monitoring System

Booth No.: 943

Contact: 800/826-2411; www.bigbikeparts.com

Product specifications: The Wireless Tire Pressure Monitoring System for touring and cruiser motorcycles allows riders to check their tire pressure from the handlebars of their bike. The design includes a 1-5/8-inch by 1-1/8-inch LCD screen mounted in a 2-7/16-inch by 2-5/8-inch by 3/4-inch handlebar mounted monitor. **Unique features:** The system features water-resistant 1/3-ounce sensors that each come with a patented anti-theft ring that prevents theft or loss from improper installation. **MSRP:** \$259.95

50 BELOW

Product: Customer 1st Web Platform

Booth No.: 5061

Contact: 218/740-1802; www.50below.com

Product specifications: Customer 1st is an e-retail platform that maximizes customer usability for four conversion funnels on a dealer website: e-commerce transactions, vehicle quotes, company branding with integrated social media and mobile.

Unique features: The e-commerce updates include improved search results, product detail, view cart and secure checkout pages. The vehicle and equipment quotes function includes more robust vehicle pages and an easier-to-manage editor.

MSRP: \$5,400 annually or \$450 monthly (base pricing)



VEE RUBBER

Product: Quattro Solo

Booth No.: 747

Contact: 540/894-4361; www.veerubber.co.th

Product specifications: The Quattro Solo is Vee Rubber's newest addition to its ATV/UTV lineup. It features six-ply puncture proof technology throughout the entire tire.

Unique features: The Quattro Solo is directional for more precise steering. It comes in 25x9x12 and 25x11x12 sizing, along with unique 26x9x15 and 26x11x15 sizes.

MSRP: \$110-\$130



PRO-TEC

Product: 2012 YFZ450R Mollof Airbox Lid

Contact: 951/698-8988; www.pro-tec.us

Product specifications: This high-performance, high-flow airbox lid is manufactured from laser cut aluminum and is anodized black. It includes a water repellent filter element, and no tools are required for installation.

Unique features: The lid, which is designed for the 2012 Yamaha YFZ450R, improves intake airflow and increases horsepower in the ATV. It provides air filter protection while increasing airflow and mounts using stock airbox lid locks. **MSRP:** \$85.95