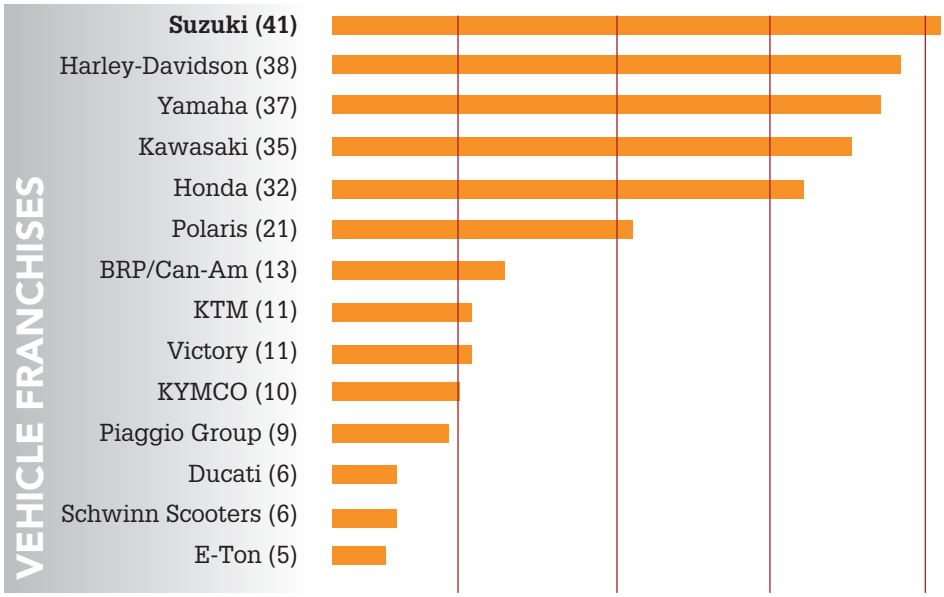
Dealernews TOP 100
EXCELLENCE IN POWERSPORTS RETAILING

TOP 100 by the numbers — Class of 2011

The Top 100 dealers of 2011 collectively sold more than 44,000 new vehicles last year. They employed nearly 2,800 people across 37 states. Their business ages range from one year to 100. Here's a glimpse into the "20 Group Times Five" that is the Top 100 Class of 2011.

Top 100 dealers represent more than 20 different new-vehicle brands.

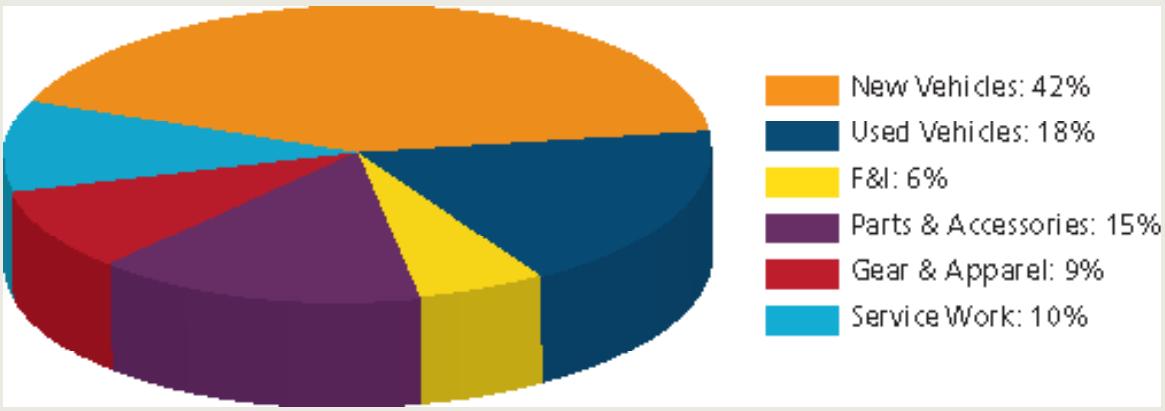
As a result of being the "winningest" OEM of the 2011 competition, **American Suzuki Motor Co.** received the Top 100 Vehicle Brand of the Year Award during ceremonies on Feb. 18 in Indianapolis.



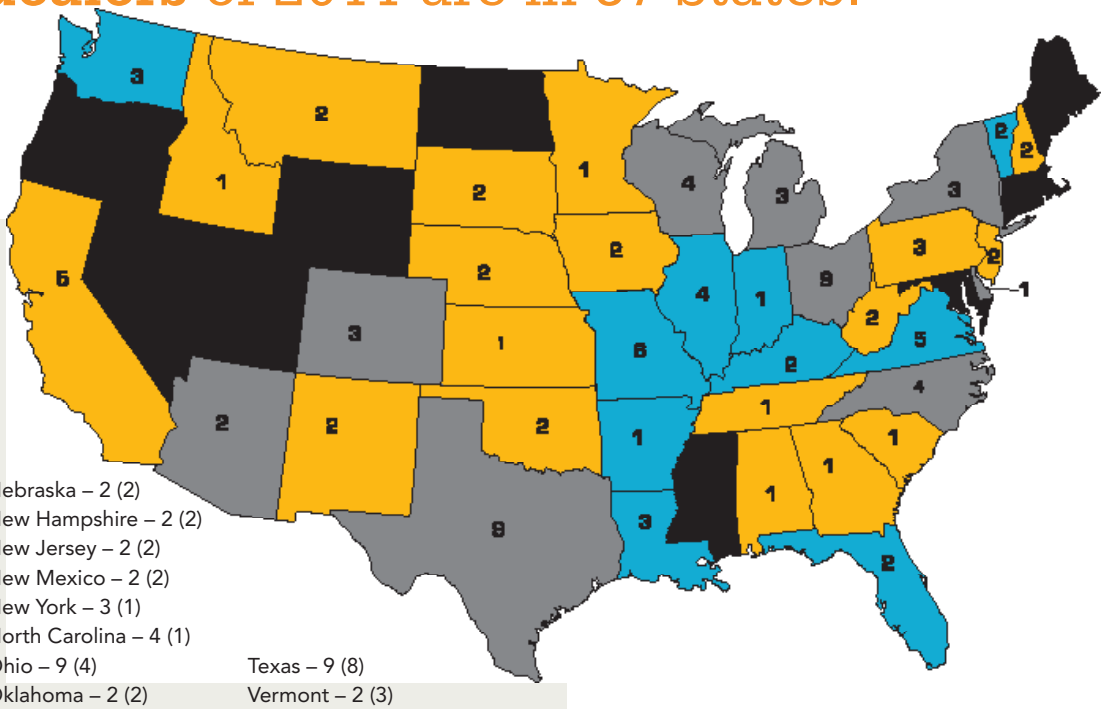
Others (1-3 dealers each): Arctic Cat, Big Dog, Carter Bros., CFMoto, Indian, Lance Powersports, Lehman Trikes, MV Agusta, Sea-Doo, Triumph

43,900+ Number of new vehicles sold by the Top 100 dealers in 2010 (estimate).

Top 100 dealers average income by department



Top 100 dealers of 2011 are in 37 States.



By State (vs. 2010)

Alabama – 1 (1)
Arkansas – 1 (1)
Arizona – 2 (0)
California – 5 (5)
Colorado – 3 (2)
Delaware – 1 (0)
Florida – 2 (4)
Georgia – 1 (1)
Idaho – 1 (1)
Illinois – 4 (5)
Indiana – 1 (2)
Iowa – 2 (2)
Kansas – 1 (1)
Kentucky – 2 (3)
Louisiana – 3 (4)
Michigan – 3 (1)
Minnesota – 1 (1)
Missouri – 6 (7)
Montana – 2 (2)
Nebraska – 2 (2)
New Hampshire – 2 (2)
New Jersey – 2 (2)
New Mexico – 2 (2)
New York – 3 (1)
North Carolina – 4 (1)
Ohio – 9 (4)
Oklahoma – 2 (2)
Pennsylvania – 3 (3)
South Carolina – 1 (1)
South Dakota – 2 (2)
Tennessee – 1 (1)
Texas – 9 (8)
Vermont – 2 (3)
Virginia – 5 (7)
Washington – 3 (4)
West Virginia – 2 (2)
Wisconsin – 4 (3)

Customer Demographics:

Male: 78.3% Female: 21.7%

Average Age: 41.4 (35.6 for non-franchised/used vehicle retailers)

NUMBERS

2,765 Number employed (total) by the Top 100 dealers of 2011. Represents an 8.3% drop from last year.

6.2 Number of years on average an employee has worked for a Top 100 dealer. Up from a 5.5-year average for the Class of 2010.

19.5 Average age of a Top 100 dealership.

Oldest: A.D. Farrow Co. Harley-Davidson, Columbus, Ohio, which will celebrate its 100th year in business in 2011

32,182 sq. ft. Average size of a Top 100 dealer store.

Smallest: 3,500 sq. ft. — Doug Douglas Motorcycles (San Bernardino, Calif.) and Two Wheelz (Butte, Mont.)

Largest: 127,000 sq. ft. — Iron Pony Motorsports Group, Westerville, Ohio

$355.94 Average income per square foot.

DON J. BROWN LIFETIME ACHIEVEMENT AWARD

Presented Feb. 18 to Jimmy and Bob Jones of J&W Cycles, Washington, Mo. J&W Cycles continues its winning streak and is the ONLY dealer to have been named a Top 100 dealer every year — all 20 — that the competition has been in existence. (For more on this dealership, read our February 2011 cover story or visit **www.dealernews.com.**)