

OUTSTANDING PERFORMANCE WITH PREMIUM SELECT

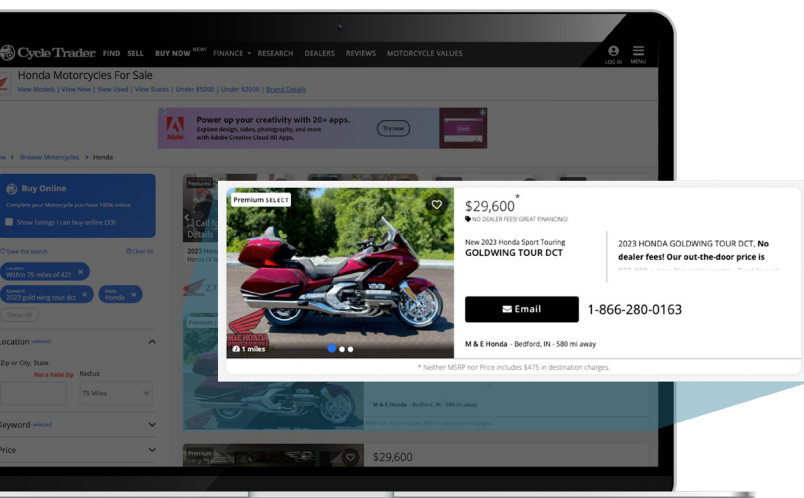
Witness Tangible Outcomes From Dealers Just Like You!

In the bustling landscape of powersports sales, dealerships strive to carve their niche and exceed sales aspirations. Essential to this is having tools that elevate their inventory to the top of Search Results Pages, ensuring they remain a prospective buyer's first choice.

We've engaged with myriad dealers, each unique in size and locale, who have adopted Cycle Trader's revolutionary lead-generator, Premium Select. Among them stands out **Tammy Dillon, owner of M & E Honda**. Tammy shared with us an illuminating account of her journey with Premium Select.



Tammy Dillon, Owner
M & E Honda



Located in Bedford, Indiana, **M & E Honda** is a woman-owned business and home to the largest inventory of Honda side-by-sides and ATVs in the state. Operating for nearly 50 years, M & E Honda is passionate about ensuring stellar customer experiences. However, like many dealers, they faced the recurring challenge of maneuvering through an oversaturated market, where competition is stiff.

Embracing **Premium Select Ads** transformed their trajectory. By spotlighting select units, M & E Honda saw their listings soar to the top of search results, amplifying visibility and generating a surge in leads, rejuvenating their inventory dynamics.

Challenges	Combat Market Saturation	Stand Out in the Market	Justify Product Cost
Goals	Drive Enhanced Lead Generation	Swift Inventory Turnover	Optimal Return on Investment
Results	8X More Connections than Non-Premium Select Ads	15X More Vehicle Details Page Views than Non-Premium Select Ads	26X More Search Results Impressions than Non-Premium Select Ads

M & E Honda's aspiration was to recalibrate their marketing tactics to reach potential buyers more effectively, never compromising on the service quality they're renowned for. Premium Select emerged as the golden ticket. By spotlighting specific units, they captured buyers' attention, generated more exposure, and boosted overall lead volume.

Overcoming Hesitations: A Calculated Leap

Tammy shared sentiments similar to many—a concern for the product's price. However, her broader vision was crystal clear. It was all about generating valuable leads. The initial apprehension faded when the opportunity to leverage her Honda co-op funds surfaced, making Premium Select an investment worth considering.

“FOR ME, IT'S ALL ABOUT THE LEADS.”

Strategic Planning: Premium Precision

The intuitive nature of Premium Select empowered Tammy to craft strategies tailored to M & E Honda's needs. Targeting pricier units, like the Goldwing, was more strategic than spotlighting a lower-end, entry-level bike. This nuanced approach, pivoting based on market trends and unit value, ensured a consistent, premium presence.

“MANAGING OUR PREMIUM SELECT ADS COULDN'T BE SIMPLER.”

Bright Horizons: M & E Honda & Premium Select

Recapping, M & E Honda's integration with Premium Select is a tale of transformative success. Despite seasonal shifts in sales, their lead generation has witnessed an impressive upswing. Tammy's insights resonate with dealerships aiming to leverage modern tools to combat traditional challenges. Leveraging her Honda co-op funds to offset the cost of the product and maximize return, adding Premium Select has been a huge win for her business and continued success as one of the premier Honda dealers in Indiana.

