



ROLLING USA

APRIL 2026

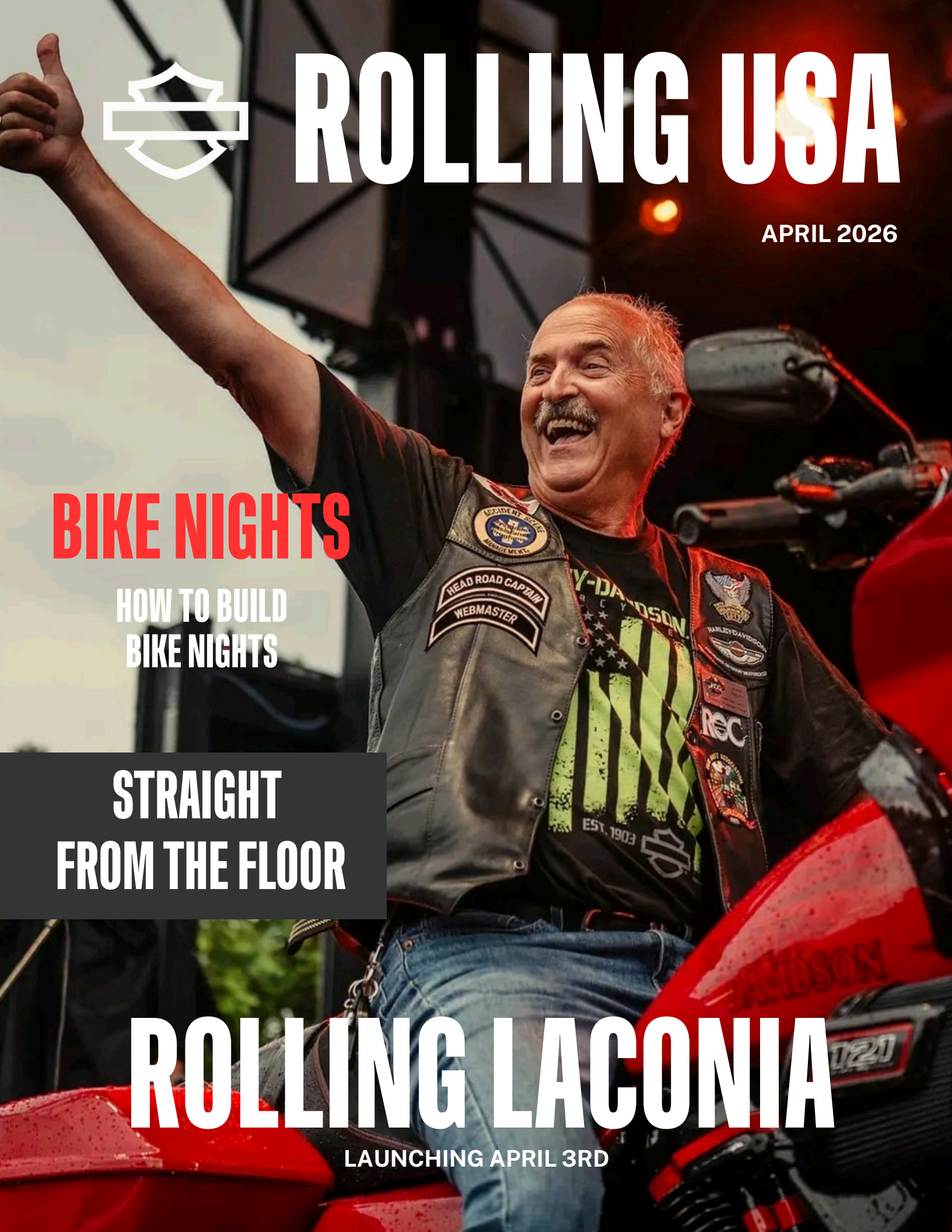
BIKE NIGHTS

HOW TO BUILD
BIKE NIGHTS

STRAIGHT
FROM THE FLOOR

ROLLING LACONIA

LAUNCHING APRIL 3RD





This is the most dealers we've ever had sign up for Rolling Laconia. That means something. This is you and your teams showing up, and the motor company showing up right back with real giveaways, real traffic drivers, and real opportunities to fill your CRM with people who are going to buy motorcycles.

I want your sales team thinking differently. When somebody walks in, spends 45 minutes sitting on every bike in the store, and heads for the door, that person is not a lost cause. That is your next customer. Register them. Give them a reason to come back. Be the person who helps them win a trip to the oldest motorcycle rally in the world. Because that relationship, built over six, eight, ten touch points, is what puts them on a motorcycle.

Here's what I'm putting on the line to get us started: A \$500 gift card in the first 10 days to the team member with the most staff keywords. Then \$1,000 for the top team member keyword count over the full campaign, \$500 for second, \$250 for third. Submit your best marketing efforts and the winner takes \$1,000. And the dealership that racks up the most registrations... I'm buying them pizza.

Make sure that poster is up. Make sure every person in your building, from the front door to the back, knows what's going on and is excited about it. Your customers aren't in the dealership every day. We wish they were. So every time they are, make it count.

Laconia is 103 years old. The oldest rally in the world. And this is going to be the best Rolling Laconia we've ever had. I believe that. Now let's go prove it. **Let's Ride!**



JESSE JAMES DUPREE
LET'S DO FUN STUFF



REV UP FOR THE WORLD'S OLDEST MOTORCYCLE RALLY

Laconia Motorcycle Week turns 103 this year – and your dealership is bringing the party to your customers' doorstep.

When people talk motorcycle rallies, Sturgis and Daytona usually steal the spotlight. But there's another event, older than both, steeped in history, and set against some of the most breathtaking riding terrain on the East Coast, that deserves a place at the top of every rider's bucket list. Welcome to Laconia, New Hampshire, home of the oldest motorcycle rally in the world.

Laconia Motorcycle Week will be celebrating its 103rd year in June, a milestone that speaks for itself. At its heart is Weirs Beach, where riders gather for nightlife, and

people-watching that only happens when thousands of motorcyclists roll into the same place at the same time.



The riding itself is world-class. Mount Washington, the highest peak on the entire East Coast, sits right in the



backyard and the journey to its summit takes you through two weather zones. The Kancamagus Pass winds through a stunning national forest. Add in the legendary hill climbs that have been part of the rally for over a century, and it's clear: Laconia is serious riding country.



WHAT'S AT STAKE FOR YOUR CUSTOMERS

Rolling Laconia isn't just about celebrating a great event, it gives your customers a real shot at going there. The prize pool includes:

- Win a Motorcycle in Laconia, a 3-night stay for two, with the chance to stand on stage to win the Rolling Laconia Motorcycle.
- Sturgis campground wristbands (valued at ~\$800/pair) with access to Rob Zombie, Sammy Hagar, Journey, Jamie Johnson, Blackberry Smoke, and more
- A pair of tickets to the Harley-Davidson Museum
- A Deemer Bluetooth speaker (in Harley orange) shipped to every participating dealership

→ A mid-campaign one-day giveaway on April 25th — a special spike event you can build a dealership experience around a 3-night stay for two, complete with an Eagle Rider motorcycle rental and a personal ride alongside Jesse

WHY THIS CAMPAIGN MATTERS FOR YOUR DEALERSHIP

Since COVID, the number of touch points needed to convert a customer has tripled. From 12 to 16 interactions before a sale, compared to 4 to 6 before. Rolling Laconia is a proven engine for generating those touch points organically. Highly engaged dealers using the Dealer Promo Tool see 9 to 15 re-engagements over a six-week window. Some dealer groups have driven their receipts-per-motorcycle-sold

below 17, well under the industry average.

And here's the stat that should get every salesperson's attention:

of all the motorcycles sold through Rolling campaigns, 70% of buyers said they did not have a purchase intent when they first registered.

That's the power of staying in front of people, even the ones who say they're "just looking."



ROLLING LACONIA



Key Dates

- Rolling Laconia Runs: April 3rd, 2026 – May 14th, 2026
- One Day Giveaway: April 25th, 2026
- SPIFF Contest Deadline: May 30th, 2026
- Bike Giveaway: June 20th, 2026 | Laconia Bike Week

Bonus Voucher Number

Don't forget your RollingUSA vouchers. If your customer is the Grand Prize Motorcycle winner and they registered with their voucher number, they receive an additional \$1,000 cash gift card.

Check out the Dealer Resource Page for more Rolling Laconia details,
rollingusa.com/dealer-resources Password: Iconic

TIPS & TRICKS

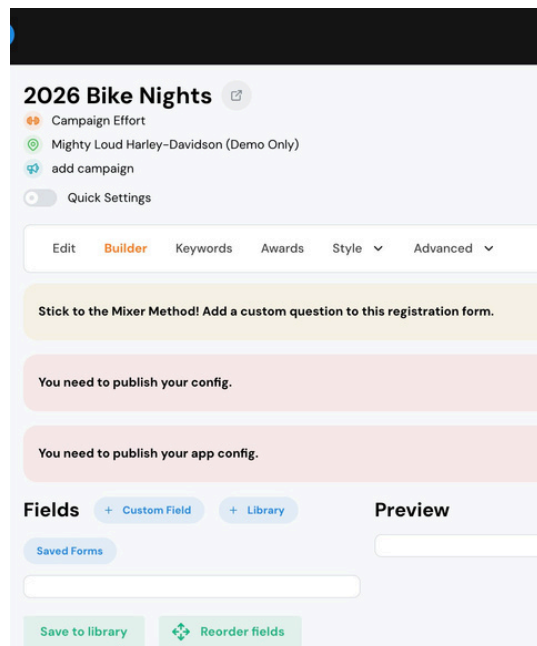
CREATE YOUR BIKE NIGHT EFFORT

Bike Nights bring riders in, but the real opportunity is turning that traffic into repeat engagement you can actually track.

This month's Dealer Promo Tool training shows you how to set up a Bike Night series so only riders who show up get rewarded.

What This Training Covers

- Set up Contests for each Bike Night
- Use keywords to track attendance
- Control entry so rewards go to actual participants
- Measure which nights drive engagement



CREATING A ONE-DAY CONTEST TUTORIAL:
[ROLLINGUSA.COM/DEALER-RESOURCES](https://rollingusa.com/dealer-resources)

UPCOMING TRAININGS

OFFICE HOURS - LIVE WEBINAR ON HOW TO USE THE DEALER PROMO TOOL

DATE	EVENT	TIME	SKILL
April 15th	OFFICE HOURS	3:00 PM EASTERN	INTRODUCTION
April 29th	OFFICE HOURS	3:00 PM EASTERN	ADVANCED

Register on the Resource Page at rollingusa.com/dealer-resources (password: Iconic)

The Dealer Promo Tool was built to help dealerships elevate their marketing, not replace it. This system allows you to run sweepstakes that are easy for your Marketing and Event Coordinators, exciting for customers, and valuable for re-engagement.

Need help with the Dealer Promo Tool or a refresher?

Whether you're brand new, onboarding a new team member, or just want fresh ideas reach out to our team at help@mightyloud.com and we can schedule a call with you or your team and walk through it together.



We can talk about what the Rolling USA Campaign does for dealerships all day, but hearing it directly from a dealer who's using it every day is something else entirely.

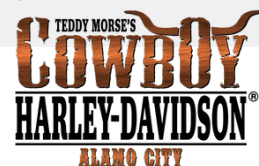


If you operate your sales department by tracking KPI's, you, like myself struggle with salespeople not getting their 5 greets and 2 sits per day to fill their pipeline. What easier way is there to get a Greet? Mr/Mrs Customer, would you like to win a 2026 Harley-Davidson Motorcycle? It's super easy, scan this QR code with your cellphone and I'm going to give you 5 entries today. Not only the 5 today, but I will give you 5 next week when you come back for our big event (name event). It's really that easy. All of a sudden, your sales people have a pipeline to work and the customer data is in your CRM forever.

How much money do you spend on marketing to get people in your store? How frustrating is it when your sales people don't capture even 1/3 of the customers information that you paid all the money to get to the store? It's cheaper to spiff your top performers in the Rolling Campaign, don't forget that the motor company pays for all of the promotional stuff, they pay to advertise the campaign, they pay for the trips, they even pay for a brand new motorcycle.

Quit allowing your team to brush it off like it's no big deal. It is a big deal and it's FREE! There is a huge Bar & Shield in front of all of our dealerships. People coming in know that we sell motorcycles, you are doing them an injustice if you aren't asking them to sign up to win.

If your dealership isn't running the Rolling Campaign yet, let's change that. Visit us at rollingusa.com to get started.



KENNY ENLOE
GENERAL MANAGER



ROLLINGUSA.COM

FACEBOOK.COM/ROLLINGUSA

BE SURE TO FOLLOW US ON FACEBOOK AND INSTAGRAM

