

Press Release

FOR IMMEDIATE RELEASE

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Sky Powersports, Lake Wales, wins coveted "Top 100 Powersports Dealers of 2014" award!

Sky Powersports, Lake Wales, in business since 1981, was officially recognized as one of the top two Powersports dealers in Florida by the **Dealernews 23rd Annual Top 100 Dealer Awards Committee** on October 23, 2014.

Submissions from Sky Powersports were made in August, 2014 and were judged against hundreds of Powersports businesses throughout the U.S. & Canada!

Dealernews, the premier business information resource for North American Powersports retailers, is the motorcycle and Powersports industry's largest, longest running and most prestigious retail competition.

The Judging Committee includes sales reps from Suzuki, Kawasaki, Yamaha and Polaris and many other key players in the Powersports industry.

The Dealernews Top 100 Awards recognizes Powersports dealerships for their achievements in retail design and merchandising, marketing, e-commerce, customer service, community involvement and general business management.

It is a juried competition that awards dealers and independent shops for their efforts to promote the sport, the industry and the rider lifestyle.

Also submitted by Sky Powersports was information for the **Special Merit Awards** in the following categories:

- Best Event
- Best Display
- Store Exterior
- Online Promotions and Marketing

Winners will be announced on December 4, 2014 at The Palmer House in Chicago when the Powersports industry will honor the Top 100 Class of 2014 in conjunction with the 2014 Dealer Expo and the National Retail Conference presented by Dealernews.

The Awards Ceremony will reveal the 2014 Dealer of the Year, Special Merit Award winners and this year's recipient of the Don J. Brown Lifetime Achievement Award.

Story Ideas

Fund Raising Events

Throughout the year, Sky Powersports puts together Fund Raising Bike Rides.

- In January 2014, Chad Oulson, an employee at our Port Richey store, was taken away from us in a tragic movie theater incident. Sky Powersports arranged a Memorial Bike Ride on February 9 to raise funds for his wife and 3 year old daughter. Over 1000 motorcyclists attended and we were also involved in a Bike Wash and a Motorcycle Raffle to win a 2013 Suzuki C90T B.O.S.S. All proceeds went to his family.

Bi-monthly Sales Events

Every other month, we feature an outdoor "Blowout Sales Event" which includes:

- Off Road & Bike Demo Rides
- Huge Discounts on select products
- Donuts & Coffee
- Hot Dogs & Sodas
- Wings by Winghouse
- Prizes and drawing at noon featuring prizes by some of the biggest names in Powersports accessories. Plus a \$100.00 gift certificate.

Grand Opening Celebration of 2 new stores will be on Saturday, November 22, 2014

Sky Powersports Opens 2 New Stores

With 3 store locations already in Lake Wales, Lakeland and Port Richey, we are proud to announce the opening of 2 new stores in Orlando and Lakeland. Both feature quality Powersports vehicles including motorcycles, ATVs and Side by Sides, as well as accessories and vehicle service. The second store in Lakeland will feature Indian Motorcycles products exclusively.

About Sky Powersports, Lake Wales, FL

In business since 1981, Sky Powersports is the most progressive multi-line Powersports dealer in Florida! Our goal is to provide customers with the finest products and service available.

Our belief system is simple: Personal service, product knowledge and experience are the keys to a successful business and we strive every day to be a friendly and helpful resource to our valued customers.

As an authorized dealer for Yamaha, Kawasaki, Suzuki & Polaris, Sky Powersports has the largest selection of motorcycles, ATVs, personal watercrafts, OEM parts, apparel and accessories in Central Florida.

Our parts and service department are considered to be the best in the area and we offer a quick turn-around for even the biggest repair jobs. All of our skilled technicians are certified by the manufacturers.

To sum it all up: *You can count on us for all your Powersports needs.*