



What's new?!

Polaris and Victory now at Family PowerSports Weatherford

Family PowerSports Weatherford becomes Polaris/Victory dealer. The franchise and inventory of Sportsman Polaris/Victory of Weatherford was recently acquired by Family PowerSports, making Family PowerSports Weatherford the nation's newest Polaris/Victory dealer.

"We look forward to providing a better selection and higher level of customer service to Polaris/Victory customers in the Weatherford area," says Kevin Lackey, Family PowerSports' General Manager.

Kevin points out that Family PowerSports did not purchase the Sportsman facility, only its inventory and the franchise. "We've moved the entire inventory to our existing dealership on Ft. Worth Highway and we're very excited to have it," he says. ●



Kevin Lackey (left) General Manager, Weatherford Morris Baker (right) Family PowerSports' President

Family PowerSports... online too!

Family PowerSports understands the growing trend of internet shopping and is opening a new chapter to better serve their customers. We've always had a website, that's been pretty much stagnant since space the mid '90s. Yet, we want to have more than a purely informational site, so we've moved forward with consolidating some fragmented parts of our company.

First, we joined together our eBay and eCustomer departments to form one team. Headed by Cindy Ward our eStore is now handling all online parts and accessories orders from our eBay site and familypowersports.com. These guys do an outstanding job. As of November 14th, they had 2052 eBay transactions with a 99.6% approval rating.

Family PowerSports Outlet (our eBay store) averages 800+ items listed at all times, so there are plenty of items to bid on. Most of this stuff is close-out merchandise from the dealerships and some of it is older OEM hard parts that need a new home, we figure somebody out in the world needs it!

At familypowersports.com you will find our online catalog, which consists of everything you would find in our dealerships. You simply click "SHOP NOW" at the top of the familypowersports.com home page, you can shop by catalog, category, or by virtual catalog. Our main goal with this merger is to provide the same level of customer service to our familypowersports.com customers as our show customers. "We strive to

Tasty on-line savings details on page 9



make every customer 100% satisfied, if they're not, we'll make it right!" said Ward.

The second part of this puzzle was consolidating our online sales team for New and Certified Pre-Owned motorcycles, ATVs, boats, and personal watercraft. Headed by Jim Jenkins, familypowersports.com now has a full time Sales Professional to better serve our customers' needs. "We've had so much interest with our online sales we decided we needed a full time person to meet the demand," said Morris Baker, Family PowerSports' President. We want to make online pecking and purchasing easy and convenient for everyone, so we have accurate inventories, great photos, awesome descriptions, easy no-hassle credit apps, and to request a quote you simply click a few buttons and you are done. So if you are curious, go to familypowersports.com and view our New and Certified Pre-Owned inventories... if you find something you like, we will deliver to your door! ●

—Colby Richardson, Family PowerSports' Marketing Director



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Weatherford News (continued on page 9)