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PSP Announces Plans for Multi-Industry Dealer Portal Benefiting Dealerships Across Four Industries

IRVINE, CALIF. – Partners Standard Protocol (PSP), the industry-wide program establishing data communications standards announces plans to create a dealer portal enhancing communications between dealerships and PSP-Certified trade partners. The PSP Dealer Portal will provide dealers the ability to conduct transactions relating to the existing PSP data transfer specifications independent of whether they use an existing business management system. The planned offering will initially focus on the Parts Suite transactions that have been established in the marketplace since 2007. Many smaller or non-franchised dealerships do not presently utilize the sophisticated business management systems of larger dealerships. Soon these dealerships will be able to obtain many of the same benefits attainable through the use of the PSP protocols.

While still in the planning phase, the PSP Dealer Portal is likely to offer multiple methods for communicating with PSP-Certified trade partners. Dealers may be able to access the PSP Dealer Portal via a web site offering Parts Inquiry, Parts Order, Order Status, and Parts Shipment. Additional utilities may include a browser plug-in for perpetual access to PSP-Certified trade partners or a “desktop gadget” popular with current-generation computer operating systems.

As the PSP data communication standards are now either endorsed or implemented across four different industries – Marine, Outdoor Power Equipment, Powersports, and Recreational Vehicle – the PSP Dealer Portal will be available to thousands of dealerships nationwide. PSP National Managing Director Scot Begovich provides, “The

PSP Dealer Portal makes sense for dealerships. Today dealers have to go to 40 or more different web sites and extranets to place parts orders and look up an order status. To help dealers improve their efficiency this information should be both accurate and readily-available for the dealer in a convenient format.” The PSP Dealer Portal provides just such an opportunity for the smaller dealerships.

The goal for the PSP Dealer Portal is to complete the planning phase in time to present the intended direction and demonstrate the functionality at the upcoming DealerNews Expo to be held in Indianapolis February 13-16, 2009. The product development and launch would occur later in 2009.

For more information about The PSP Dealer Portal and other PSP initiatives, please contact Scot Begovich at (949) 727-4211 x3072, email sbegovich@mic.org, or visit the PSP Web Site at www.psp.mic.org.

Located in Irvine, Calif., the MIC is a not-for-profit national trade association representing manufacturers and distributors of motorcycles, all-terrain vehicles, scooters, motorcycle parts and accessories, and members of allied trades.

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