



Motorcycle Industry Council

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PSP Launches First Dealer-Focused Program (Code-Named “Alpha Zone”)

IRVINE, Calif., Nov. 20, 2008 – Partners Standard Protocol (PSP®), the industry-wide program establishing data communications standards, has launched the first dealer-focused program using the PSP protocol, code-named the “Alpha Zone.”

Through a joint effort involving ADP Lightspeed, Kawasaki, Custom Chrome, and Helmet House, the PSP group has initiated a pilot program to deploy the PSP protocol at select powersports dealerships in the greater Dallas and Houston metro markets.

The Alpha Zone provides dealerships the opportunity to submit parts orders and get order status from the participating trade partners directly from within their ADP Lightspeed NXT business management system. By using the PSP protocol, dealers no longer need to use multiple communication systems to perform these transactions. The resulting improvement in operational efficiency saves dealers time, boosts data accuracy, reduces training requirements, and enhances the customer experience when visiting the dealership.



The Alpha Zone

PSP National Managing Director Scot Begovich said, “The goals of the Alpha Zone are to gather both quantitative and qualitative data about the dealer’s experiences

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using PSP in order to improve the program ahead of the planned national dealer rollout. The industry is working diligently to help dealers provide a better customer experience. We're working to get dealers the data they need right in their DMS where it's most convenient, so their focus remains on the customer rather than redundant data entry."

The greater metro areas of Dallas and Houston were selected based on the relative strength of the Texas economy and because the relatively mild winter weather provides for a year-round cycling experience, and thus a consistent opportunity to gather data. 43 dealerships were invited to participate in the Alpha Zone, representing a cross-section of ADP Lightspeed users conducting business with the participating suppliers. The Alpha Zone program began in October 2008 and will continue indefinitely.

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

Located in Irvine, Calif., the Motorcycle Industry Council is a not-for-profit national trade association representing manufacturers and distributors of motorcycles and scooters, parts and accessories for motorcycles, all-terrain vehicles and recreational off-highway vehicles, as well as members of allied trades.

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