

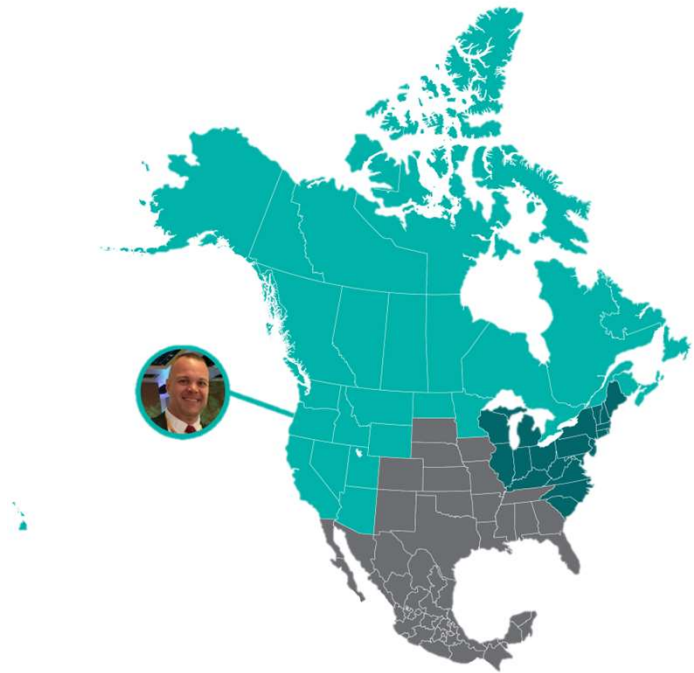


REGIONAL WEBINAR

13 MAR 2024



West Regional Webinar



AGENDA

- February – Top 5 Quick look
- Troy Franzen gives us the squeeze on Citrus Lime integration
- Bryan Newman talks Sales
- Marketing stuff!
 - Available resources (Gandt, Thumbstopper, etc)
- 3 R's project update
- Q&A

First, the overview...

Some questions for starters:

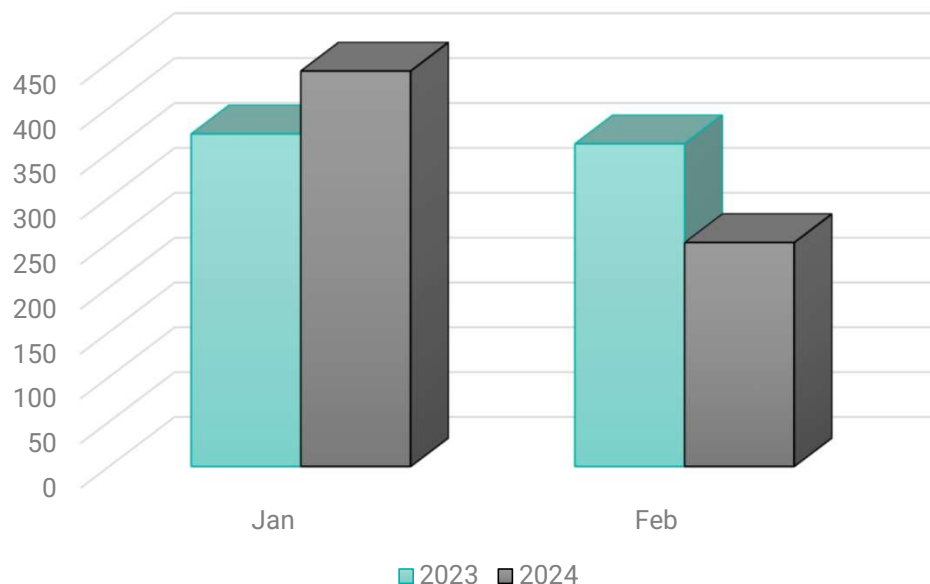
- Wednesdays seem to be busy meeting days. Would another day work better for the majority?
- Does the 8am time slot work?
- This call is designed for you, the Dealer! What topics do YOU want to discuss and review?
- Should we do a full regional call monthly, or would a smaller geographically separated call once per quarter be more beneficial (i.e. CA, WA, HI, OR month 1; AZ, NV month 2; Mountain West, CAN month 3)

FEBRARY QUICK LOOK

Top 5 performers for February:

1. Bryan Newman (La Quinta)– 26
2. Greg Carter (Santee)– 25
3. Joaquin Sullivan (Carmel)– 18
4. Keith Watts (Gilbert)– 15
5. Steve Pike (Glendale)– 11

Bike Sales (by registration)



YOY Sales (Jan/Feb Combo)

-5.5%

Less than 1 bike per store per month

Troy Franzen Citrus Lime



Contact:
troy@pedegotricities.com



Bryan Newman talks \$ALES



Contact:
bryan@pedego.com



MARKETING

- Current Resources
 - Gandt (mediabiking.com), Thumbstopper
- Open Discussion – best practices
 - Social media: Facebook, IG, TikTok?
 - Google Adspend (on your own)
 - Print
 - Networking

3 R's Project Update

A few interviews still left, but the work has started.

- Playbooks in PDF should be available for you in April
- Want to provide your input on best practices in one of the three categories:
 - Retail
 - Repair
 - Rental

Let me know and we can go through the interview questions.

- These are designed to provide helpful tips, BDPs, and practices both internally at Pedego and various industry standards. They could help or enhance your current operations.

*“If you always do what you’ve always done,
You’ll always get what you’ve always got.”*



DEALER INPUT

Parking Lot Question for open discussion:

- What assets did you have that are no longer available that you'd like to see brought back?