

A stylized illustration of a motorcyclist in a racing suit leaning into a turn on a track. The background is a mix of blue and green with motion lines suggesting speed.

**NEW & USED
MOTORCYCLE CLASSIFIEDS**

**GET MORE SALES LEADS.
DO NO EXTRA WORK.
SELL MORE BIKES.**

QUALITY SALES LEADS.
NO COMMISSION FEES.
NO CONTRACTS.
NO FINE PRINT.
NO BS.

Motorcycle Dealer Advertising Information Kit

www.CycleCrunch.com

GET TO KNOW US

CycleCrunch is a classifieds website for new and pre-owned motorcycles, accessories and parts. We provide a simple and spam-free marketplace for motorcycle buyers and sellers. Our customer base is extremely loyal and lives the quintessential motorcycle lifestyle. We genuinely love our customers, and continuously work to make their motorcycle buying and selling experience fast and hassle free.



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[\(800\) 523-7274](#)

Buy and sell motorcycles fast. It's easy and biker approved.

Find a Motorcycle

Years to

Make

Zip Within

Condition

[Advanced Search](#)

Sell Your Motorcycle Fast

- Reach a targeted motorcycle consumer base.
- Receive exceptional customer support and selling tips.
- Avoid online scams and fraudulent buyers.
- Gain social media exposure.
- Pay no commission.
- Save time and money.

[List Your Bike](#)



Let Us Help You Find a Bike

Sign Up for FREE Buyer Alerts

[Register](#)

What is Your Bike Worth?

Get a FREE Bike Price Report

[Continue](#)

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Recent Listings



2007 Harley-Davidson® XL 1200C
Sportster® 1200 Custom
Wauwatosa, Wisconsin

Mileage: 5,526
Custom Paint Kit
Listed: 4/24/2013

\$8,250



2007 Honda XR650L
Highland Harley-Davidson/Buell
Somerset, Pennsylvania

Mileage: 3,231
Red / White
Listed: 4/24/2013

\$4,199



2009 Harley-Davidson® FLHTC
Electra Glide® Classic
Appleton, Wisconsin

Mileage: 12,949
Flame Blue/Pewter
Listed: 4/23/2013

\$15,500

LET US IMPRESS YOU

At this point, it is only appropriate that we show you some impressive numbers to convince you that we are worth your time and money:

- Unique monthly visitors: 100,000+
- Monthly page views: 1,300,000+
- Facebook followers: 152,000+
- Registered buyers: 75,000+
- Registered dealers: 200+
- Traffic sources: Google, Bing, Yahoo, Facebook, YouTube
- Geographic targeting: United States
- Top 3 traffic locations: United States, Canada, Australia

Website visitor information

- 54.6% female, 45% male
- 33.8% 25-44 years old
- 54.7% 45-64 years old
- Shop online
- Regularly use social media to connect with friends, find out about events, and interact with businesses
- Extremely passionate about riding and the biker lifestyle
- Hardcore Harley-Davidson® followers AND value shoppers who appreciate the affordability and efficiency of foreign motorcycles, such as Honda, Kawasaki, and Yamaha

WHY WE ARE UNIQUE

CycleCrunch is not the biggest or the richest company in the motorcycle industry, but we are the youngest motorcycle classifieds website intended to simplify online motorcycle buying and selling. We use search engine and social media marketing techniques to match up our sellers with qualified buyers and provide a hassle free user experience for all.

This is what makes us more special than our competitors:

- **Loyal Audience** CycleCrunch visitors live and love the quintessential biker life style. We use social media and personalized customer relationship management techniques to forge long-lasting relationships with our users.
- **Buyer Alerts** Automatic e-mail notifications sent to registered buyers every time the motorcycle they are looking for is listed on CycleCrunch. Buyer Alerts are sent out for every motorcycle listed on CycleCrunch and are 100% FREE.
- **BikerOrNot.com** Social networking website for bikers owned by our parent company, Marco Polo Publications. All CycleCrunch dealers are promoted to BikerOrNot members who live and ride in their area at no additional cost.
- **Strong Social Media Presence** CycleCrunch understands that social media is a great sales and customer service tool, which we use to develop meaningful relationships with our customers and generate sales leads for our sellers. We have perfected the most effective social media marketing techniques, which we gladly share with our dealers at no additional cost.

NO CONTRACTS NO COMMISSION FEES

CycleCrunch has never required motorcycle dealers to sign advertising agreements or contracts. We are confident that our services will add so much value to the dealers' bottom line that they will want to stay with us for a long time. At the same time, if a dealer is not happy with our services or just needs some time to reorganize his/her marketing mix, he/she can cancel our services at any time.

Service cancelations can be submitted via telephone, fax, or e-mail. All cancelations must be received during the last week of the current month. All open balances must be settled before the account is cancelled.

There are also no commission fees for motorcycle sales. Dealers only pay a flat monthly membership fee.



HOW WE GET YOU LEADS

Any successful motorcycle dealer or business in general can never have too many sales leads. Anyone who claims otherwise is not maximizing the full potential of his/her sales staff. "Too many sales leads" is the best problem for any business to have.

Here is how we will generate more sales leads for your dealership:

1. List all of your new and pre-owned motorcycles on CycleCrunch.
2. Update your CycleCrunch motorcycle listings daily.
3. Bring online shoppers to view your motorcycles for sale.
4. Alert registered buyers every time the motorcycle they are looking for is listed in your account on CycleCrunch.
5. Promote your dealership to BikerOrNot.com members who live and ride in your area.
6. Feature your motorcycles on our Facebook Page with more than 152,000 motorcycle followers.



MORE SALES LEADS FOR YOU

SOCIAL MEDIA PROOF

While some companies just brag about their social media presence, CycleCrunch practices what we preach. In addition to other online advertising platforms, we also use Facebook advertising and our fan base to generate leads for our dealers.

Here is an example of a dealer's motorcycle that we posted on our Facebook Page on March 28th, 2013.

This particular status update post was liked by 1,184 bikers and shared by 447 bikers.

Given the fact that an average Facebook user has 130 friends, this means that this motorcycle was exposed to an additional 58,110 Facebook users for FREE.

This is a prime example of truly effective social media marketing.

Proof that Facebook can be used to sell motorcycles. CycleCrunch knows how to do it, and we are ready to do it for your dealership.



CycleCrunch.com
March 28

2004 FXSTDSE2 Screamin' Eagle Softail Deuce - 3,900 miles - \$13,900
Casper, WY - For more details => <http://bit.ly/XJzqYD>

Like · Comment · Share 447

1,184 people like this.

Eric Schmaus garage jewelrey, 3900miles! bought it to look at.
Like · Reply · 7 · March 28 at 11:50am

Mike Soos Pretty but oh so sad that it spent most of its life in the garage. Get out and ride!
Like · Reply · 2 · March 29 at 10:26am

View more comments 2 of 68

Write a comment...

HOW IT WORKS

Now, that you have read the first few pages of this information kit, you are probably wondering how your motorcycles will be listed on CycleCrunch and how you will receive your sales leads.

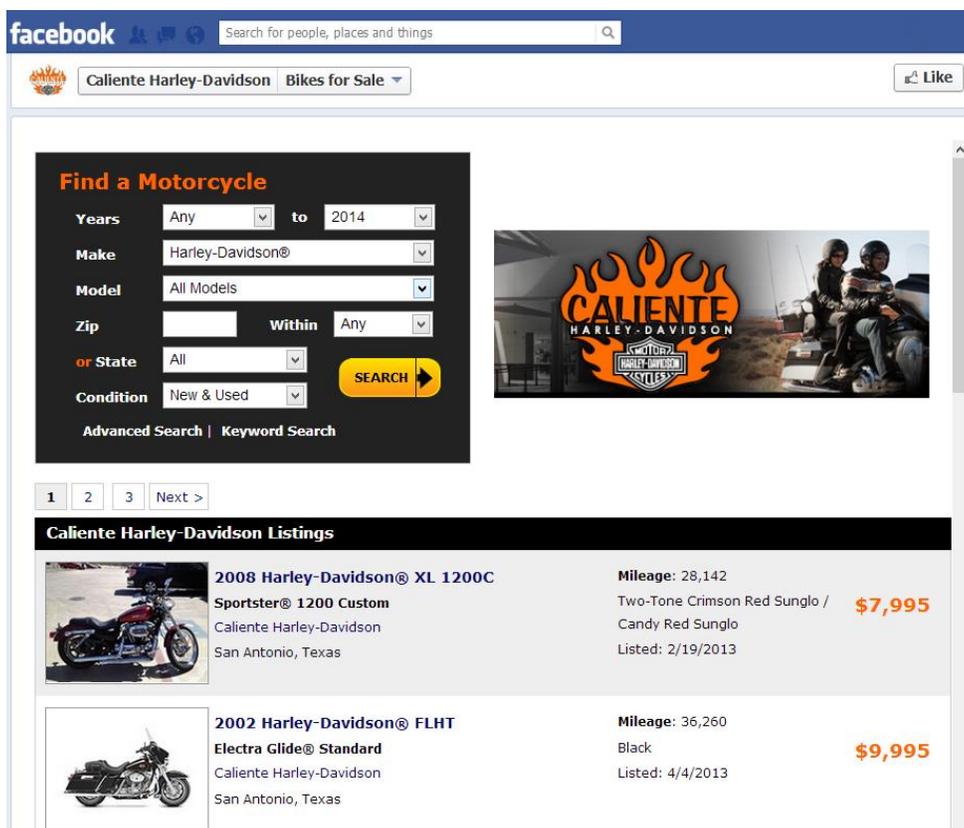
We will now give you a step-by-step overview of how this works:

1. **YOU** tell us that you would like to sign up for a dealer account with CycleCrunch by calling, e-mailing, or submitting [this form](#).
2. **YOU** must submit a completed credit card authorization form, which will be e-mailed or faxed to you.
3. **WE** create an online dealer account for your dealership, and provide you with the login information. Earl Evans from our office will also give you a detailed demo of all the features available in your account.
4. **WE** take all motorcycles for sale from your website and list them on CycleCrunch. You have the option to list both new and used motorcycles or used only. We let you decide.
5. **WE** assign a unique toll-free number for your account to track and record all of the phone calls from CycleCrunch. You can access your call records from your online account.
6. **YOU** are now ready to start receiving leads from CycleCrunch. Your leads will consist of e-mail messages and phone calls. You will receive an e-mail notification every time someone submits a message for your motorcycles on CycleCrunch. You also have the option to send e-mail messages to multiple individuals at your dealership.
7. **WE** will update your motorcycle listings daily, and notify you if we notice any issues.
8. **WE** will also publish a monthly activity report for your motorcycle listings, which will be available in your online account.

MOST IMPORTANTLY, get ready to respond to buyer questions and sell motorcycles.

FREE FACEBOOK APP

CycleCrunch offers a FREE *Motorcycles for Sale* Facebook app to all member motorcycle dealers. This app enables dealers to list all of their CycleCrunch motorcycle listings on their dealership's Facebook Page. With this app, your Facebook fans can see all of the motorcycles you currently have for sale on your Facebook Page.



MORE FREEBIES

We consider ourselves your partner in selling more motorcycles and making your dealership more successful. That means that we are willing to do as much as we can to help you accomplish your marketing goals, which includes offering FREE additional services.

Here are some things that you can take advantage of at no cost to you:

- **Monthly Facebook Post** Send us a competitively priced motorcycle each month and we will post it on our Facebook Page.
- **Price Comparison Report** We will prepare a price report for your pre-owned motorcycles to show how your prices compare to your competition, Kelley Blue Book, NADA Guides, and the Black Book.
- **Social Media Marketing** Tips for improving your social media presence and interaction with your followers. We will share all the secrets that we use for our own social media pages at no cost to you.
- **Motorcycle Selling Tips** Our blog offers an exclusive section for motorcycle dealers that offers useful (no sales fluff) tips for improving sales and improving your bottom line. We pay money to attend classes and trade shows in order to bring this information to you for FREE. We do this because we genuinely want you to do well.

While we are a sales lead provider, we are also always more than happy to do as much as we can on our end to help you sell more motorcycles and improve your dealership's bottom line.

ADDITIONAL EXPOSURE

Motorcycle dealers who have American V-twin motorcycles for sale and would like additional exposure have the option to list those motorcycles (for a small additional fee) on our sister classifieds website, ChopperExchange.com, which only caters to the American V-twin market. ChopperExchange has been helping individuals and dealers buy and sell American V-twin motorcycles since 2003. A separate ChopperExchange account is not required.



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HOME SEARCH **SELL YOUR BIKE** PARTS VIDEOS FIND A DEALER LOGIN (800) 523-7274

Buy and sell American V-twin motorcycles fast. It's easy and biker approved.

Find a Motorcycle

Years: Any to 2014
Make: Harley-Davidson®
Zip: Within Any
Condition: New & Used

[Search](#) [Advanced Search](#)

Sell Your Motorcycle Fast

- Reach a targeted American V-twin motorcycle consumer base.
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- Avoid online scams and fraudulent buyers.
- Gain social media exposure.
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- Save time and money.

[List Your Bike](#)



Let Us Help You Find a Bike

Sign Up for FREE Buyer Alerts

[Register](#)

What is Your Bike Worth?

Get a FREE Bike Price Report

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Recent Listings		
	2010 Harley-Davidson® FLHX Street Glide® Lubbock, Texas	Mileage: 17,500 Satin Black Listed: 7/3/2012 \$21,000
	2010 Harley-Davidson® FXDWG Dyna® Wide Glide® Odenville, Alabama	Mileage: 9,799 Black Listed: 4/24/2013 \$13,500
	2005 Special Construction Special Construction Stevensville, Montana	Mileage: 50 ORANGE Listed: 4/24/2013 \$9,950

LET'S TALK PRICING

CycleCrunch offers pay-as-you-go and pre-paid dealer advertising accounts.

There are two types of accounts:

- **Unlimited** – For dealers who have more than 10 motorcycles for sale. Includes ALL services offered to motorcycle dealers.
- **Light** – For dealers who have fewer than 10 motorcycles for sale. This account does not include automatic inventory updates.



Pay-as-you-go and pre-paid billing is available for both account types. All major credit and debit cards are accepted.

Individual dealer pricing is determined based on the number of dealership locations, account type, and payment terms.

Please contact Doug Perry to receive a fast price quote:

Phone: 1-800-537-7400 ext. 240

E-mail: Doug@CycleCrunch.com

HOW TO SIGN UP

Signing up for a dealer account with CycleCrunch is fast and easy.

STEP 1: Contact Doug Perry at (800) 537-7400 ext. 240 or doug@cyclecrunch.com OR [click here](#) to submit an online form.

STEP 2: Earl Evans will contact you to confirm your membership and finalize the registration process.

STEP 3: Complete and return the credit card authorization form.

What our users are saying about our services:

Several inquiries and the first person to see the bike bought it.
Gregory Reon
- 4/23/2013

Using CycleCrunch was very easy to use and had great results very quickly. So I think I will list my Ultra Classic with you as well. Thank you CycleCrunch.

Mike Tancredi
- 4/23/2013

I have sold my last three HDs through CycleCrunch and have been very satisfied. I believe the national comparison for model and price is quite helpful.

Steve Shuman
- 4/15/2013

Your staff was very helpful. Thank you.

Ricahrd Inzerillo
- 4/8/2013

Always hit a HOME RUN with CycleCrunch!!!!!!!!!! Thanks Guys.
Carl Harrington
- 3/13/2013

This is a great site. I sold my trike for my asking price and bought a Fatboy off of your site. Thanks A Lot.

John Knadig
- 2/21/2013

QUESTIONS?

Thank you for taking the time to consider CycleCrunch for your online marketing and lead generation efforts. We hope you come on board soon.

In the meantime, if you have any questions, please contact Doug Perry at:



1-800-537-7400 Ext. 240



Doug@CycleCrunch.com



**360 Central Avenue, Suite 350
Saint Petersburg, Florida 33701**



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