

Social Media and Listening in the Motorsports Industry

Presented by: Mike Lee
GE Capital
301-664-9840
mike.lee@ge.com

Digital Solutions Track-
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PRESENTATION TOPICS

- › Major Social Media Platform Statistics
- › Population Demographic Summary
- › B2C Purchasing Process via Social Media
- › Social Media Influencing Statistics
- › What is Social Listening?
- › Social Listening in the Motorsports industry
- › Benefits Summary
- › Where Do I Start?



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“Just because you’re not in social media doesn’t mean people aren’t talking about you....”

Social Media Strategies Summit



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829 million daily active users



271 million monthly active accounts



313 million users



1 billion monthly visitors
100 hours of video uploaded every minute



1.36 average daily visitors

Sources: newsroom.fb.com/company-info/, twittercounter.com, press.linkedin.com/about, youtube.com/yt/press/statistics.htm, www.pinterest.com/pin/234257618087475827/



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Can you name the top 3
Twitter accounts with the
most followers?

- | | |
|------------------------------|---------------|
| 1. Katy Perry | 58.2MM |
| 2. Justin Bieber | 55.6MM |
| 3. Barack Obama | 48.0MM |
|
 | |
| 27. CNN Breaking News | 19.7MM |



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POPULATION DEMOGRAPHICS SUMMARY



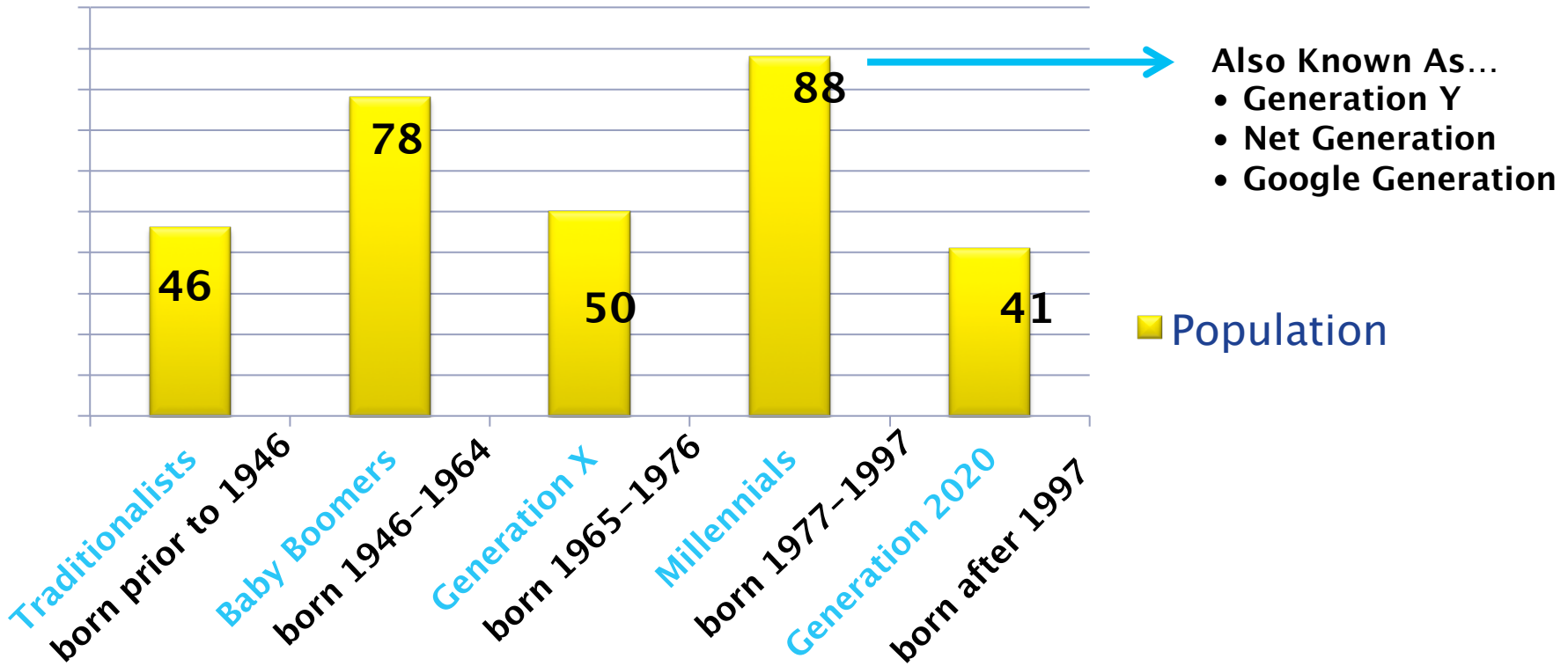
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U.S. POPULATION DEMOGRAPHICS

(in millions)



In 2014, ~47% of the work force will be Mille



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Source: U.S. Census Bureau, 2007 American Community Survey

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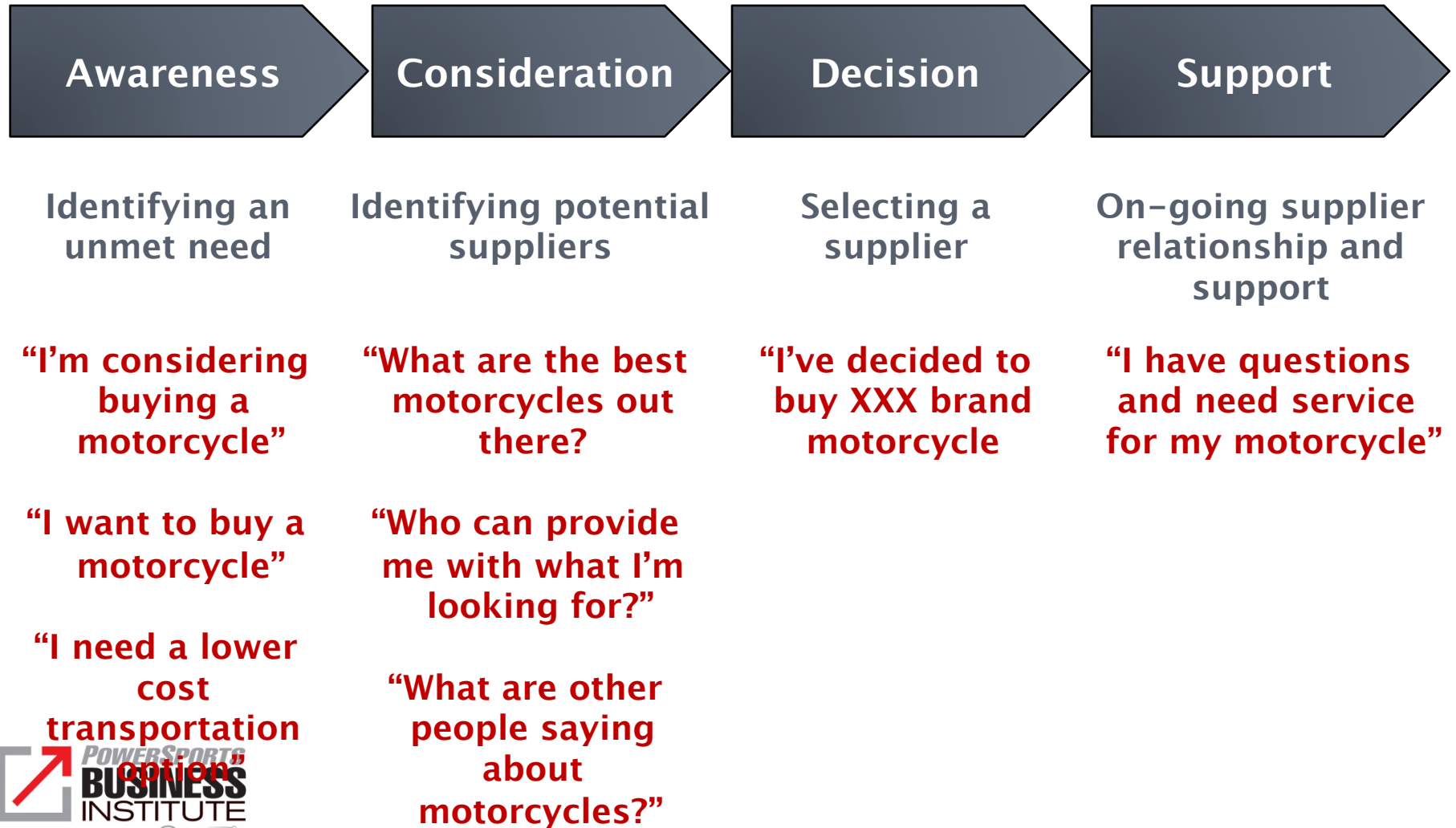
B2C PURCHASING BEHAVIOR



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B2C PURCHASING PROCESS



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B2C PURCHASING BEHAVIOR EXAM



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BUSINESS
INSTITUTE**
@AIMExpo

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midtown new york city hotels



+Mike

Web Maps Images Shopping News More Search tools

Hotels near midtown new york city Oct 26 to Oct 27

3.8 ★★★★★ 98 reviews	3.2 ★★★★★ 140 reviews	2.9 ★★★★★ 457 reviews	4.5 ★★★★★ 260 reviews	3.8 ★★★★★ 23 reviews	3.7 ★★★★★ 27 reviews	4.0 ★★★★★ 217 reviews	3.9 ★★★★★ 35 reviews	3.6 ★★★★★ 92 reviews
New York Hilton Midtown \$279 • 4-star hotel	The Roosevelt Hotel \$189 • 3-star hotel	Hotel Pennsylvania \$189 • 2-star hotel	The Plaza Hotel \$225 • 5-star hotel	Affinia 50 \$269 • 3-star hotel	Courtyard New York Manhattan... \$329 • 3-star hotel	Waldorf Astoria \$329 • 5-star hotel	The Hotel At Times Square \$155 • 3-star hotel	Hudson New York Hotel \$239 • 4-star hotel

Midtown New York Hotel - Centrally Located in the Midtown

Ad www.manhattanclub.com/MldTown_Hotel

Great Place & Best Rates. Book Now!

Hotels in New York City - More Choices, Best Prices, Trusted

Ad www.expedia.com/New_York_City_Hotels 4.2 ★★★★★ advertiser rating

Cheap Hotel Deals in New York City.

Best Price Guarantee · 11+ Million Hotel Reviews · No Change or Cancel Fees

Cheap New York Hotels - Midtown NYC Hotels - Times Square Hotels

Hotels in New York, NY on Google

Sponsored

- \$179 Hampton Inn Manhattan-35th St... 3-star hotel 4.3 ★★★★★ (32)
- \$235 Crowne Plaza Times Square M... 4-star hotel 4.2 ★★★★★ (193)



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2013 BIG EAST CHAMPIONSHIP
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- CLICK HERE -

RESERVATIONS

SPECIAL OFFERS

ACCOMMODATIONS

ABOUT OUR HOTEL

MEETINGS & EVENTS

I ♥ NEW YORK

PHOTO TOUR

BEST RATE GUARANTEE

ARRIVAL

DEPARTURE

ROOMS ADULT CHILDREN

1 1 0

PROMO CODE

GROUP CODE

RESET

CHECK AVAILABILITY

SIGN UP FOR EMAIL
and never miss our latest news,
promotions and last minute
deals.

Enter Email Address GO

We respect your privacy »

BIG EAST

Rates Starting at \$159 - while they last!

Click for More Info



THINGS TO DO IN NEW YORK CITY

New York City Attractions
Broadway Shows
Local Restaurants
Popular NYC Neighborhoods
Suggested NYC Itineraries
Helpful NYC Visitor Links

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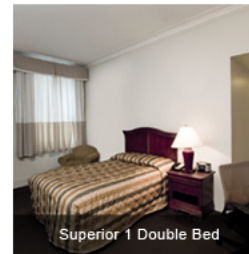
@AIMExpo

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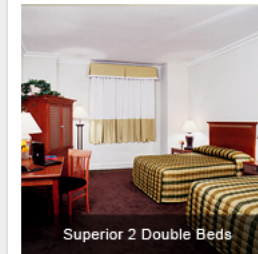


ACCOMMODATIONS

Superior Family & Groups Penn 5000 Suites All Room Types



Superior 1 Double Bed



Superior 2 Double Beds



Superior 3 Twin Beds

Just What You Need

Smart travelers choose New York's Hotel Pennsylvania. Our reasonable rates and heart-of-the-city location combine to deliver unsurpassed value in "The City That Never Sleeps." After a long day exploring the sites or rushing to meetings, you'll appreciate our back-to-basics accommodations and friendly service.

Appointed with all the essentials, Hotel Pennsylvania's

Standard Features

Guestroom Features

- Hairdryer
- Iron/Ironing board
- Cable TV
- In-room Pay-Per-View movies
- Telephone with voice mail and message alert

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“Hotel Horrendous!”

●●●●● Reviewed February 11, 2013 NEW

I haven't actually stayed at the Hotel Pennsylvania since April 2010 (despite what the date says, it's the earliest date the site will let me have) but I thought I'd give my very late review anyway in case anyone is still thinking of staying here. The Hotel Pennsylvania in New York City is by far the worst hotel I have ever stayed in. I remember looking up reviews on here before staying there and seeing how bad they were. We tried to book another hotel but everything else within our price range in the area was booked out at the time. The staff are rude, the hotel is filthy and it feels like a very unsafe place to be. I remember that the sheets on the beds had holes in them and smelled very musty. There was rubbish in the hallway outside our room that stayed there the entire 9 days we were there. When we arrived there was plaster from the ceiling all over the floor and beds and the paint from the bathroom walls and ceiling was mouldy and peeling off. The taps in



Rate: Cigarette holes in the bed linen ... (Da

“Easily the worst hotel in Manhattan”

●●●●● Reviewed February 13, 2013 NEW

1 person found this review helpful

where to start? The rudest door man in Manhattan, the room we were given hadn't been cleaned and looked like a crime scene. The replacement room had 2 hard single beds and would have been okay if it had been a \$17 room at a youth hostel. The shower dripped hot water constantly. Could not have been worse. The other reviews simply can't be true, They are not describing the place I stayed.

Hey Hotel Penn, nice location. Why don't you spring for a little remodeling and maybe TVs that were not manufactured in the 70's?

Stayed February 2013, traveled with family

- Value
- Location
- Sleep Quality
- Rooms
- Cleanliness
- Service



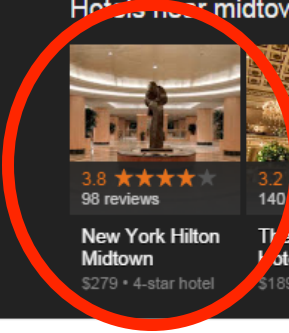
midtown new york city hotels








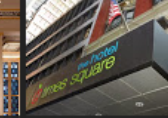



+Mike

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Hotels near midtown new york city Oct 26 to Oct 27



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Sponsored

\$179	Hampton Inn Manhattan-35th St...	3-star hotel	4.3 ★★★★★ (32)
\$235	Crowne Plaza Times Square M...	4-star hotel	4.2 ★★★★★ (193)



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**72% of consumers trust online reviews
as much as personal recommendations**

(Source: [Search Engine Journal](#))

**78% of consumers say that the posts
made by companies on social media
influence their purchases.**

(Source: [Forbes](#))



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77% of buyers are more likely to buy from a company if its CEO uses social media.

(Source: [War of Words: Myth-Busting Social Media, SEO & Content Marketing](#))

But...

36% of executives say their CEO “either does not care, or cares little, about the company’s reputation in social media.”

(Source: [Polaris B](#))



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SOCIAL LISTENING



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What is Social Listening?

It is the process of identifying and assessing what is being said about a company, individual, product, or brand across all social media channels including Facebook, Twitter, blogs, forums, news, video sites, photo sites, etc.

Information is then collected, filtered and analyzed to provide real time research that a business can use for intelligence.



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What are people saying about Motorsports products?



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**Created a keyword group
consisting of various motorsports
brands plus industry terms like
“motorcycle”, “ATV”, etc.**



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CONVERSATION CLOUD – HEALTHCARE EXAM

Top 50 most frequently used words



- Indicates relevancy of results (mentions) compared to “noise”
- Shows context of total results
- Ability to drill into specific areas of interest (words) like sentiment
- Identifies trending areas
- Can indicate share of voice of multiple brands/ products

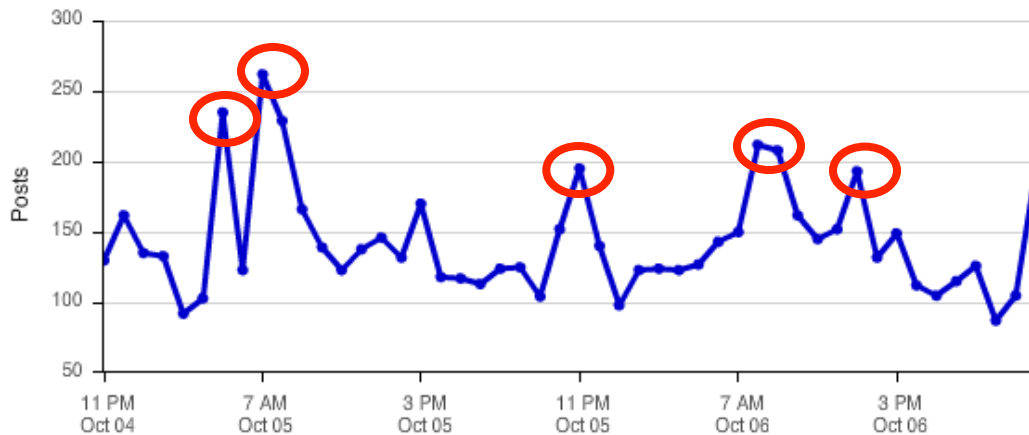


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●●● CDKGlobal.



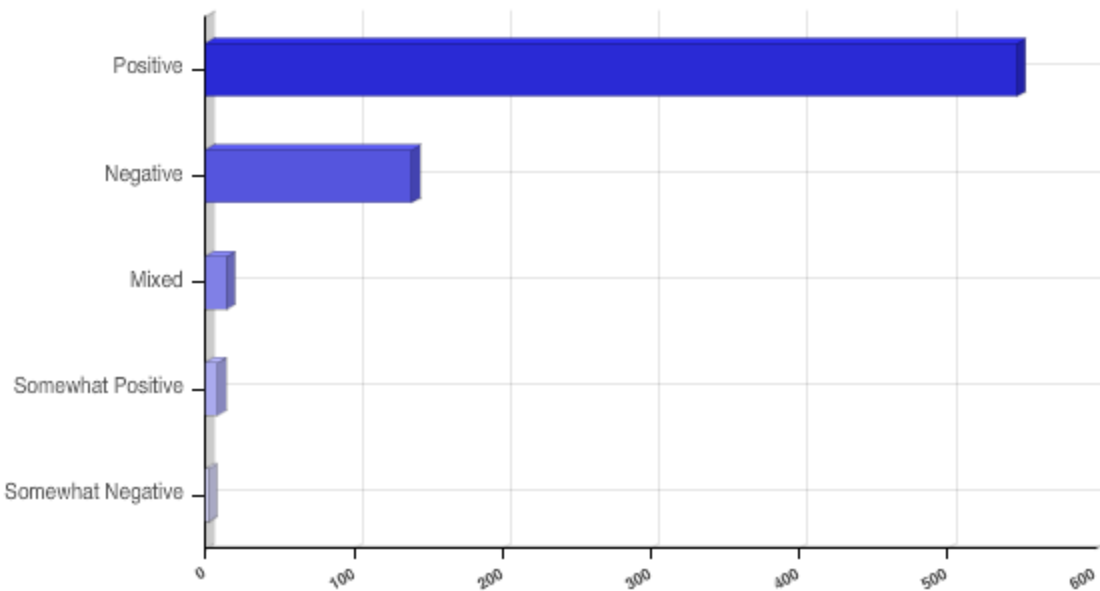
TOPIC TREND ANALYSIS

Displays number of mentions over a specific time period



- Ability to drill into peaks to understand trends for a particular day
- Can be used to monitor effectiveness of marketing campaigns, press releases, and one-time events.
- Monitors progress of social media reach over time
- Identifies relevant trends

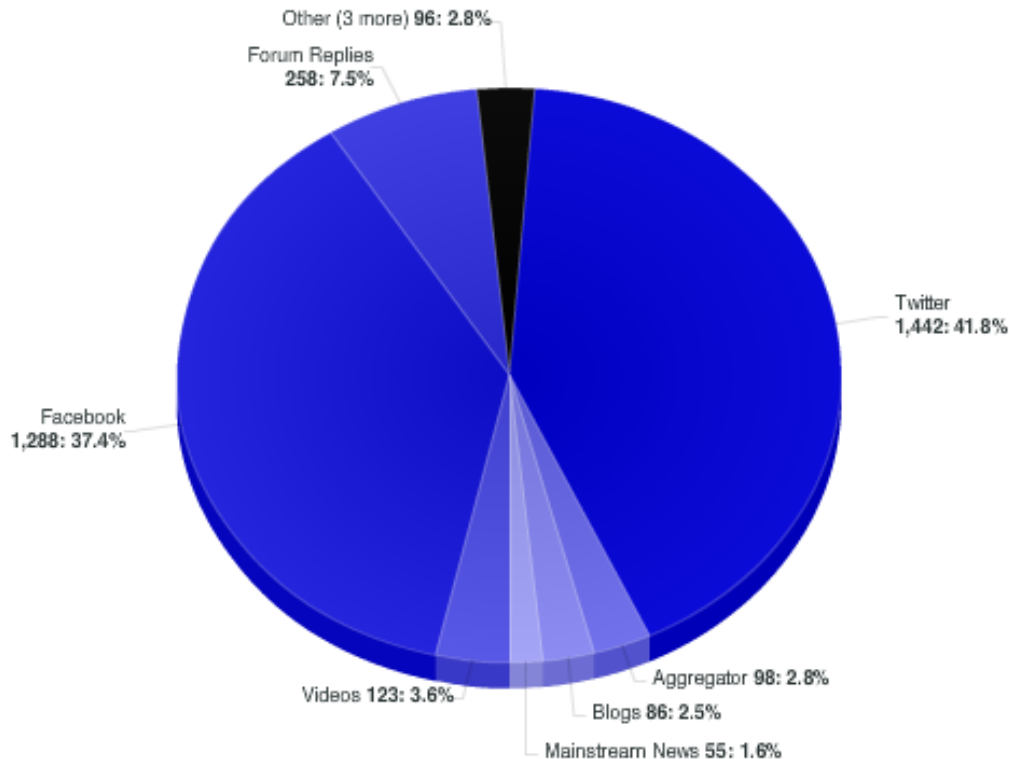
SENTIMENT ANALYSIS



- Ability to drill into specific sentiment area to see mentions
- Can manually correct sentiment if needed
- Sarcasm and slang are difficult to interpret

MEDIA PLATFORMS

Identifies social media platforms by number of mentions



- Identifies what platforms prospects, customers, hobbyists are using
- Helps drive a more effective social media strategy
- Identifies new media platforms for additional market intelligence
- Ability to drill into specific platform to see mentions

OTHER LISTENING CAPABILITIES



- Top Domains Mentioned
- Top Hashtags
- Breakdown by Age Demographic
- Sort mentions by Number of Followers
- Mentions by Geographic Region

#Hashtag



MOTORSPORTS SPECIFIC MENTION EXAMPLES



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SOCIAL INFLUENCER

Identifying the most influential people that can be leveraged to strengthen a company's presence and reputation in social media



Chipper Jones @RealCJ10 · Feb 10
On a lighter note, just gassed up the atv in case I have to start rescuing people from a night in their car. CamoBatman is ready!
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS	FAVORITES
1,396	2,228

4:51 PM - 10 Feb 2014 · [Details](#)



Chipper Jones ✓
@RealCJ10
The real Twitter account of Chipper Jones...

TWEETS	FOLLOWING	FOLLOWERS
2,072	44	366K

[Follow](#) [Settings](#)



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Social Listening Summary | 31 January 2014

GE Internal- For internal distribution only





Earl Dibbles Jr.™ @EarlDibblesJr · Feb 1

Money doesn't buy happiness, but it does buys a 4-wheeler. And I ain't ever seen a sad person on a 4-wheeler.

[Collapse](#)

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

RETWEETS

1,098

FAVORITES

891



5:17 PM - 1 Feb 2014 · [Details](#)

COUNTRY BOY LOVE
EARL DIBBLES JR.

Earl Dibbles Jr.™
@EarlDibblesJr

I sing country music. Download my new album #DirtRoadDriveway here.
[bit.ly/DirtRoadDriveway...](http://bit.ly/DirtRoadDriveway)
Yee Yee! · EarlDibblesJr.com

THE NEW SINGLE FROM THE NEW RECORD DIRT ROAD DRIVEWAY

TWEETS 3,456 FOLLOWING 1 FOLLOWERS 277K

[+ Follow](#) [⚙](#)



Brought to you by:



Social Listening Summary | 31 January 2014

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 **@RedneckRiviera** Redneck Riviera

RT @johnrich : Someone will #WIN the @RedneckRiviera [redacted] #ATV on Nov 15th! I'll personally deliver it! -> redneckriviera.com/redneck-rivier... Text...

Retweeted by John Rich

Oct 6 3:42pm ☆ Favorite ↻ Retweet ↩ Reply Delete

Media View **Source: @RedneckRiviera (twitter.com)**

Following 929
Followers 158162
Updates 6309
Sentiment





TWEETS 1,674 FOLLOWING 942 FOLLOWERS 29.9K

Redneck Riviera
@RedneckRiviera

Our brand represents the Redneck Riviera way of life! Blue Water. White Sand. Rednecks. Look for tweets from team RR, and tweets from John Rich will end in -JR

redneckriviera.com

Follow



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 **@RedneckRiviera** Redneck Riviera


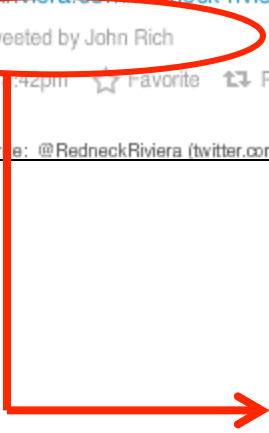
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Retweeted by John Rich

Oct 6 1:42pm Favorite Retweet Reply Delete

Media Viewer Source: @RedneckRiviera (twitter.com)

Following 929
 Followers 158162
 Updates 6309
 Sentiment



John Rich ✓
 @johnrich

Hey, it's JR! Thx for the follow!! Download our new hit single Look At You here-- itun.es/i6gp3fH Also follow my brand @redneckriviera

Nashville, TN
johnrich.com

TWEETS 6,380 FOLLOWING 950 FOLLOWERS 158K FAVORITES 3



 @pipeburn Pipeburn
 Never before has an abused learner **motorcycle** school [redacted] looked so good. Click through for more pics and... fb.me/1x80F5Leh
 Retweeted by James McBride
 Oct 6 8:09am ☆ Favorite ↻ Retweet ↩ Reply Delete

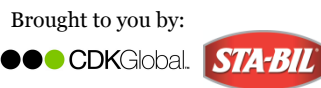
Media Viewer: [Source: @pipeburn \(twitter.com\)](#)

Following 17996
 Followers 28447
 Updates 12322
 Sentiment

 **Pipeburn**
 @pipeburn
 Online motorcycle magazine that serves up the hottest cafe racers, bobbers, classics and customs from around the world
 Worldwide · pipeburn.com

TWEETS 1,744 FOLLOWING 792 FOLLOWERS 3,886

 [Follow](#)




@Gguzmen Gguzmen
pic.twitter.com/Qu0dx2tR2r
 Oct 6 12:25am Favorite Retweet Reply Delete

Following 19265
 Followers 29103
 Updates 10040
 Sentiment

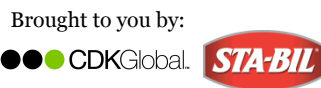
Media Viewer Source: @Gguzmen (twitter.com)




 TWEETS 10.1K FOLLOWING 20.6K FOLLOWERS 29.5K

Gguzmen
 @Gguzmen
 Reading furnishes the mind only with materials of knowledge, it is thinking that makes it all.

Follow



NEW SALES OPPORTUNITY EXAMPLES



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Brittney Griner ✓

@brittneygriner



Follow

I just want to go get on a ATV and haul ass
threw the mud and up and down the streets!
[#BGvacation](#)

Reply Retweet Favorite More

RETWEETS 11 FAVORITES 74



TWEETS
1,117

FOLLOWING
415

FOLLOWERS
63.6K



Follow

Brittney Griner ✓

@brittneygriner

Loving life... ihoop iball iboard.....if im not hooping you will find me doing some kind of
action activity! Born in the Great H (Houston) Equality ❤️👌


waco,texas



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 **@luisp83** BounceHouseofTampa
Looking for **recommendations** on a custom **motorcycle** in tampa area
Oct 7 7:07pm ☆ Favorite ↻ Retweet ↩ Reply Delete

Following 1
Followers 1
Updates 3761
Sentiment (?)

Media Viewer Source: @luisp83 (twitter.com)


TWEETS 3,761 FOLLOWING 1 FOLLOWERS 1   Follow

BounceHouseofTampa
@luisp83
Bounce House of Tampa LLC provides the Tampa Bay area with inflatable bounce houses, bouncers, slides,



Brought to you by:





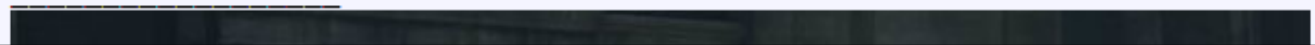
Ducky

Beanbats secret crush

Join Date: Aug 2006
Location: San José CA
Posts: 68,161

Commuter motorcycle ideas

Something beginner-ish, but not easily grown out of. Something I can lane split with. New or used. Comfortable enough for an hour long commute.



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BADGER & BLADE



heybatter ◦
Sire of Shaving Soaps
📅 10/19 - 10/21

Join Date:	Jul 2011
Location:	DFW, TX
Posts:	2,155
Images:	1

📄 Recommend a motorcycle

Looking to get a bike. Not sure if it would be a street bike or a roadster type. I plan on using it mainly to get to and from work (7 miles each way), and some weekend fun rides, around the country, etc.

Never rode a motorcycle before. Also looking to keep to a pretty short budget.

Thanks in advance.

Aaron



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First motorcycle, recommendations?

Looking for a cruiser in the 600cc to 800cc range (unless you talk me out of it). I'm 5'11" 165 pounds so fairly skinny. I also have a back problem. Want to commute to wor, take it on the highway, and the occasional long ride. My wife 5'4" will ride with me quite a bit. So my ...



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2014-10-01 13:23:24

#1

sohlman
Member




From: North Carolina
Registered: 2013-10-29
User Number: 11977
Posts: 113

I'm starting to look into cheap beginner bikes. I want something really cheap like under or near \$1,000 cheap. It has to be reliable, easy to work on, fun to ride, and did I mention cheap? I don't really know much about bikes other than drooling over the occasional [REDACTED] and riding a few dirtbikes, so I have no ideas. I'm not opposed to something old, like a 70sish [REDACTED] Throw em at me





Last edited by sohlman (2014-10-01 13:32:36)


06' Silver Aero 5MT + Cobb Turboback + Stage II OTS 93 octane tune + cobb lowering springs

14 replies with bike recommendations in 5 d

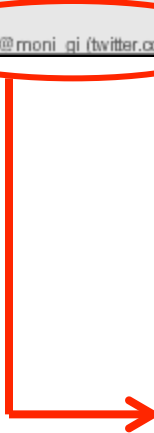
 **@moni_gi** Monika Gierszewska

It's cold! anyone can **recommend** any **#motorcycle** or **#scooter** gear for women that is warm and looks good?? I struggle to find.

 Oct 7 4:06am  Favorite  Retweet  Reply

Following **942**
 Followers **1843**
 Updates **7427**
 Sentiment (?) 

Media Viewer




TWEETS **7,468** FOLLOWING **959** FOLLOWERS **1,849** 

Monika Gierszewska
 @moni_gi


At @AriadneCap managing the Ecosystem of @EnCountry - join us at entrepreneurcountry.com | Traveller | Partner in crime w/ @macrame_art | Views my own.

London



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 **@predatorhunting** Predator Hunter

#HiTechCJ Kodiak, Port Lions **ATV** Deer Hunt: Me and some buddies are planning on doing a deer ... bit.ly/1s4BRHs #Alaska #Hunting

Oct 7 3:47am ☆ Favorite ↻ Retweet ↩ Reply

Following **25113**
 Followers **25638**
 Updates **34125**
 Sentiment (?)

Media Viewer [Source: @predatorhunting \(twitter.com\)](#)

sledrider_907 ◦

Member

Join Date: May 2014
 Location: Palmer
 Posts: 4

Kodiak, Port Lions ATV Deer Hunt

Me and some buddies are planning on doing a deer hunt out of Port Lions later this month on wheelers. Anyone here done that before? Any tips? What the terrain is like? Pictures? Any info would be appreciated. Thanks



TWEETS **34.1K** FOLLOWING **25.1K** FOLLOWERS **25.6K**

Predator Hunter
 @predatorhunting

News & info on Hunting for Predators; along, with general hunting, fishing, outdoors, camping, hiking, shooting, archery and general sports.

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Adventure Rider

RIDE THE WORLD.



Yesterday, 08:40 PM #1

n8mandy OP
Revmeister



Joined: Apr 2013
Location: High Desert Ghetto, CA
Odometer: 21

? For those who can't hack just 1... what's your dream garage?

Just to set some arbitrary guidelines:
A limit of 8... just pulled it out of the ether

Physical limitations need not apply, i.e. I can't ride a sportike nor intense off-road due to injuries nor is height a limitation

Skill limitations need not apply. Yes, you too can ride a GP bike

Feel free to update as necessary, but you gotta give one up 🗓️👤

So let's hear it!

15 replies in 1 day



Brought to you by:

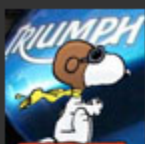


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What's Your Dream Ride Examples Responses

quasigentrified
Cityfolk
Joined: Feb 2013
Location: Bothell, WA
Odometer: 668

1. [redacted] for group rides and bike socializin'
2. [redacted] for sporty long hauls
3. [redacted] for the short hauls and cruisin'
4. [redacted] for the track
5. [redacted] as the essential scooter for downtown



Joined: Dec 2010
Location: DFW, TX
Odometer: 43

1. [redacted] - Best looking bike *in the world*.
1. [redacted] - 2nd-best looking [redacted] more useable than the big one.
2. [redacted] - The only thing in Matrix Reloaded that stuck with me.
3. [redacted] In that soft metallic white with red rims. I saw an older guy with one of these at [redacted] last month. WOW. I don't know crap about the [redacted] so this is a looks-only choice.
4. [redacted] with any and all mods, add-ons, and farkles that I find compelling, for doing filthy adventure-v things.
5. [redacted] I think? With the red and white-striped café racer fairing that was going around the Progressive show last season. Something about that machine pushed all the right buttons.
6. 1986 or 87 [redacted] in black and red. The first motorcycle I remember seeing, in the sense that a boy **sees** a motorcycle.
7. [redacted], green, 2011-ish model. Just an absolute lovely missile, completely impractical but again, something about it...
8. [redacted] or maybe a [redacted] I want to try the cruiser thing just once.



Brought to you by:





I have been hearing the arguments about people saying that aftermarket belts are superior to factory and vice versa.

I assumed the belts were made to about the same specs and a quality belt from a company like Gates would be sufficient. What is your insight on belts for both a stock RZR and a lifted and upgraded heavy lug tire RZR.

Re: Factory belt vs. Aftermarket belt?

I disintegrated a stock [REDACTED]. I had 800 fairly easy miles on it. No piece bigger than about 2 1/2 inches was left when it grenaded. I am now running a [REDACTED] belt, and have over 500 miles on it. It seems to be holding up well. Only time will tell.

Famous last words: "Dude, Watch this!"

I would love to live in a world where the chicken's motives for crossing the road are not questioned!

Forums are great sources of:

- Product sentiment
- Recommendations
- Competitor sentiment
- Opportunity to build customer relationships



Re: Need input

Hell yes keep it and get new friends to ride with, if you are married take your **wife** with you! I got my **wife** hooked on riding **atv**'s years back and she very much enjoys it! I took my [redacted] alone out one saturday because the **wife** was busy. Took our two dogs and I still enjoyed it take out your camera and take...

Feb 12 1:14am [Delete](#)

Forum Thread Size	13
Unique Commenters	12
Likes and Votes	0
Sentiment (?)	

[Media Viewer](#) Source: [Forum Replies \(www.teryxforums.net\)](http://www.teryxforums.net)



Re: So, who sold their **atv** after having a utv?

Sold both our quads after we got the RZR in 2010, but the **wife** decided she missed her quad, so now we have both again.....I may trade the [redacted] for ar [redacted] if she continues to ride her quad.

Feb 11 6:51pm [Delete](#)

Forum Thread Size	51
Unique Commenters	29
Likes and Votes	0
Sentiment (?)	

[Media Viewer](#) Source: [Forum Replies \(www.rzrforums.net\)](http://www.rzrforums.net)



Re: What do YOU tow with your Tundra?

. 12K/1200 Equalizer hitch waiting to be mounted. **Wife** wants a side by side **ATV**, so that's next, and maybe a powerwheel **ATV** for my little toddler Thanks for looking! That and a bridge to Hawaii and I would be in Hog Heaven!!!! Very Nice!!!!...

Feb 11 3:51pm [Delete](#)

Forum Thread Size	97
Unique Commenters	46
Likes and Votes	0
Sentiment (?)	

[Media Viewer](#) Source: [Forum Replies \(www.tundratalk.net\)](http://www.tundratalk.net)



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SOCIAL LISTENING BENEFITS SUMMARY

- Ability to protect or enhance a company's brand and reputation
- Identify new sales and/or engagement opportunities
- Gather valuable market intelligence and customer insights
- Track the effectiveness of marketing campaigns, events, or press releases
- Sentiment analysis on competitors, vendors, and partners



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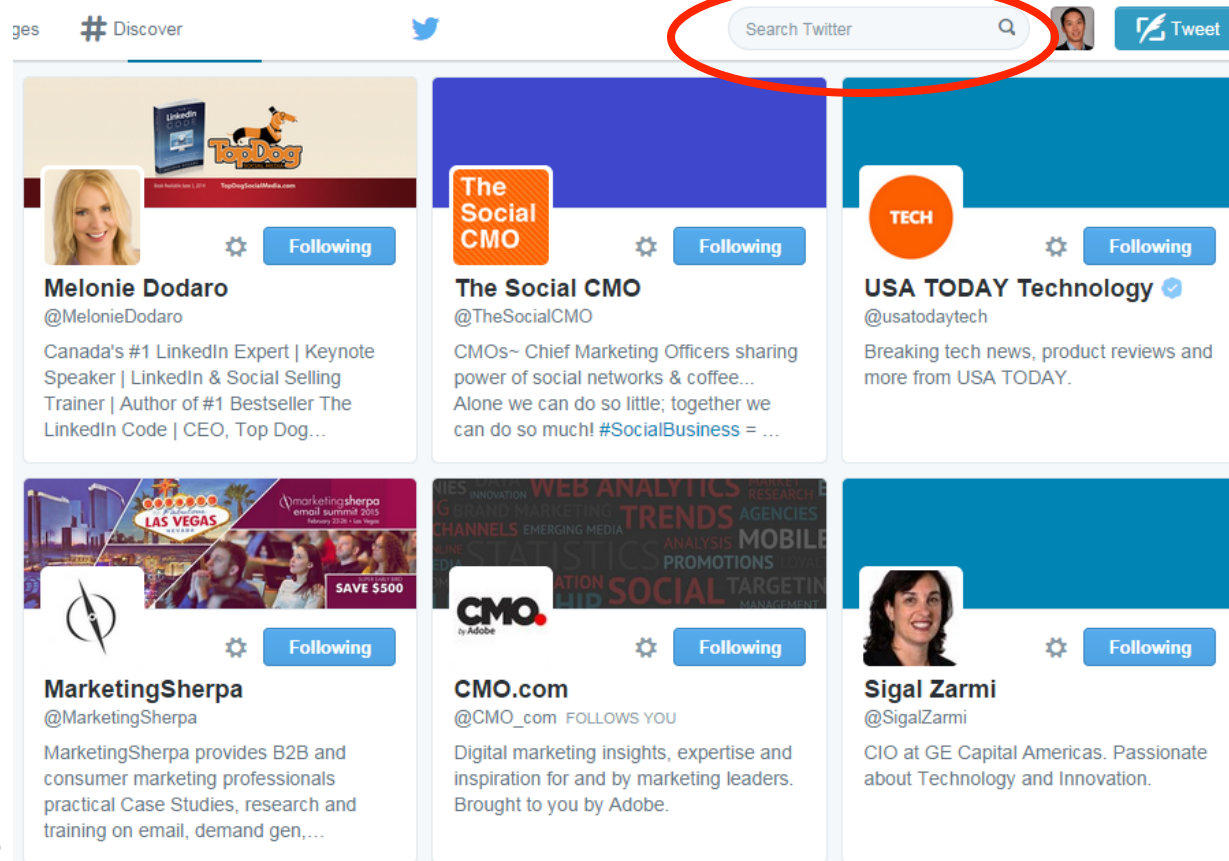


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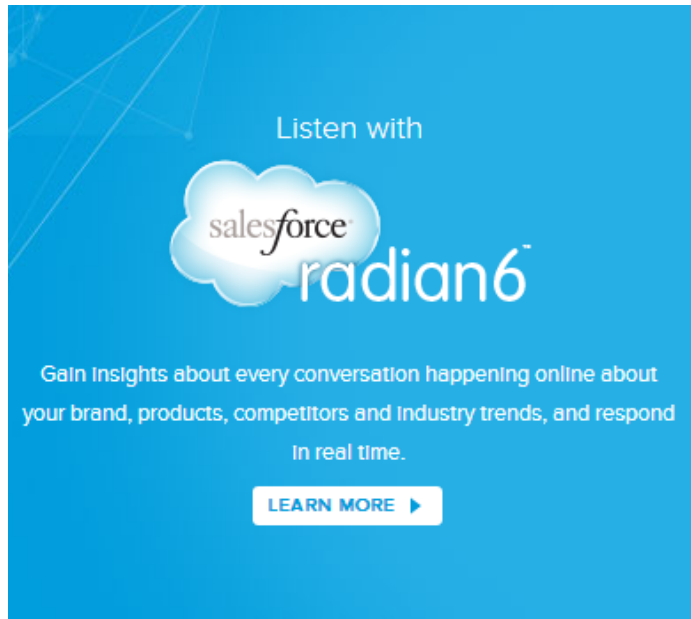
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Josh Dixon
Manager, Sales Representatives
317.524.1058
jdixson@exacttarget.com



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QUESTIONS?



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