

BLACKFOOT MOTOSPORTS

CERTIFIED SERVICE

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PRESS RELEASE
Calgary, AB

REDEFINING SERVICE AT BLACKFOOT MOTOSPORTS



Since our retirement from National Racing in both Motocross and Roadracing, the partners of Blackfoot Motosports have shifted their focus within the four walls of their dealership, particularly the Service Department.

With the launch of a completely renovated Blackfoot Certified Service within our dealership, the ownership is proud to present our new mission statement defining our commitment to our customers;

Upon a complete overview of our service department and its policies, procedures, and human resource systems in September, it was apparent that this department was not up to the same level as the rest of our dealership's sales, parts, accessory departments as well as the defined "Store in Store" Dainese, Rev-it and Fox displays.

ONE TEAM · ONE PLAN · ONE GOAL
CUSTOMER SATISFACTION

Therefore, after some careful measurements, calculations, and investigation into who would provide us with the highest level of product and service, we decided to partner with Rousseau Storage Solutions from the city of St-Jean-Port-Joli in Quebec.



Rousseau has been providing quality automotive dealerships across North America with service and storage solutions for many years. They were very interested in creating a system that was compatible with the Powersports Industry. The professionals at Rousseau responded with 10 "state of the art" work stations, a complete suspension and engine rebuild area, as well as storage solutions to enhance the work flow.

We also partnered with other quality brands such as Stewart Warner to provide our service department with an oil dispensing system to each work station; Nedermen Exhaust Systems for the make-up air and exhaust requirements; Stonhard Epoxy Flooring, as well as other local electrical and air conditioning companies.



Initial planning consisted of 120 days. On January 10th we closed our service department to begin the complete



removal of all existing equipment and began the journey of cleaning, painting, and installing the required new equipment to bring us in line with the rest of our top-flight dealership departments.

After five weeks of intense renovating we are pleased to announce that “Blackfoot Certified Service” has now re-opened to provide our customers a service department that is worthy of maintaining and repairing their motorcycles.

During this time we also established a need to review and rebuild the way we do business in the area of service. To provide the level of service needed by our valued customers, who have purchased quality products from our dealership, it was apparent that the entire service experience required a new direction. We are pleased, therefore, to inform everyone that 50% of our technicians are Red Sealed Certified Journeymen. We also will be providing apprentices the opportunity to work alongside the journeymen and do the work experience requirements to continue on with their career goals.



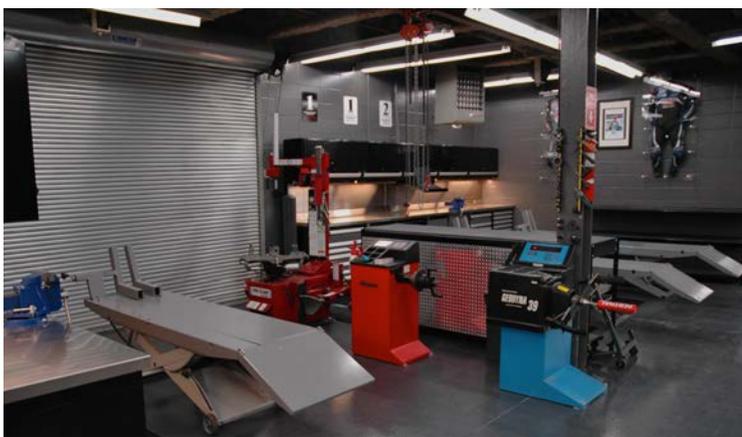
Most importantly we believe we have established within our Customer Service Representatives new guidelines and procedures that will enhance our customers’ experience. With the support of Jason Mitchell (Vice-President of the Blackfoot Group of Companies) overseeing the entire operation; the experience that Jeff Mason (former Racing Technical Leader) will provide as Customer Shop Foreman; Tobias Langer (BMW and PDI Sales Specialist) as Sales/PDI Shop Foreman; Sue Miller (Warranty and Office Manager) and Todd Phillips

and Danny Boleszczuk (Customer Service Representative’s), we are confident that Blackfoot Certified Service will be able to provide our customers with a completely new attitude and positive environment during service and/or repair of their motorcycle.

During the peak riding season we had always struggled with the availability of the hours necessary to accommodate our customers' requirements within a reasonable time line. With our new Customer Service Menu, you will be able to select your service and/or any additional services initially upon leaving your motorcycle with us, therefore expediting the daily schedule.



With 43 years experience in the Powersports Industry business, we have acquired a large number of valued Blackfoot customers. In order to ensure they are receiving priority service appointments and other benefits for purchasing their motorcycle from us, we will be launching a "Blackfoot Customer Loyalty Program" as well. Details will follow shortly.



We are also very pleased to announce the addition of a quick-lube and tire installation work bench, where we will provide a flat-rate charge for any wheel that requires a tire replacement, as well as an established price for most models that require the removal of the front or rear wheels. In order to expedite your travel or immediate plans, this will be on a first come-first serve basis. We anticipate you will be able to have an oil change or tire installation while you wait.

Blackfoot Certified Service will also provide in addition to service maintenances, oil changes, and tire installation the following items: Suspension Rebuilding and Setup – Engine Rebuilds – Performance Enhancing Accessory Installations – Full OEM and Aftermarket Accessory Installations - Venture Shield Protective Vinyl Installations – Visit our Bike Spa to have your motorcycle detailed.

We ask our customers to visit us during our new summer hours, effective March 19th, of 8 a.m. to 6 p.m. Monday to Friday, and 9 a.m. to 5 p.m. on Saturday, to allow early drop-off for services. And be sure to ask for a tour of our new facility.



For any further information, please contact: Jason Mitchell on email at jm@blackfootonline.com