

# NEW ENGLAND POWER SPORTS *POST*

OFFICIAL NEWSLETTER OF NEPS

\$3.00

APRIL/MAY • VOLUME 1

## What's Inside

- Tech Tips
- Cycles Classic Café
- Euro News
- Scooters
- Employee Bios
- The Black Bike
- Calendar of Events  
and more!

CELEBRATING 45 YEARS

45

"1969 - 2014"

[WWW.NEWENGLANDPOWERSPORTS.COM](http://WWW.NEWENGLANDPOWERSPORTS.COM)



BEVERLY • EVERETT • ARLINGTON • LUNENBURG • PLAISTOW, NH



*K. Peddlar Bridges, senior editor and R. Robert Cerundolo,  
publisher of The NEPS Post*

Dear Fellow Motorcycle and New England Power Sports Enthusiasts,

Thank you for taking this complimentary copy of our New England Power Sports POST "Newsletter" Volume 1. What you hold in your hand is a small introduction to our industry, our events, our stories, our service, our news, our racing, our classic bikes, our passion for riding motorcycles, ATV's and snowmobiles, but most of all, introducing our people. We are a family in many ways. We currently employ approximately 128 people – many of whom have been with our company 5, 10, 15, 20, 25, 30, 35, and yes, even 40 years and counting (not including my father). We wanted to take this time and place to thank each of you for support and patronage over the years and invite you to "Celebrate 45 Years of Power Sports" by receiving Our 45th Anniversary Volume 1 NEPS POST newsletter. Please visit any one of our five locations in Arlington, Everett, Beverly, Lunenburg, and Plaistow, New Hampshire to say hello and have a cup of coffee. From the entire NEPS family and NEPS POST "editing team", we would like to extend to you a warm welcome to our company. We hope our newsletter will be informative and interesting by introducing you to some of the people behind the scenes who make it all happen, as well as bring you up to date on service tips, industry news, e-bay, facebook, computer & IT updates, local events, product knowledge, bike nights, charity rides, safe riding classes, finance options, classic bikes, our quality staff and more!

My Dad always says, "The future belongs to those who prepare for it". We have been preparing to serve our clients since 1969, which by the way, was a very good year!

***Today, we are preparing for the next 45 Years  
of New England Power Sports***

***"A New Dimension in Recreation."***

***Come Ride with Us!***

Sincerely,

*Rob C.*

## OUR COMPANY'S MISSION



## CORPORATE NEWS FLASH

New England Powersports is re-investing hundreds of thousands of dollars to improve our dealerships, from state of the art software programs & phone systems, as well as new customer waiting areas, pro shops, service areas and the latest equipment.

***We are here for the long haul and  
100% committed to customer service.***



**FAF**

The Fellowship Assistance Fund Inc. 501(c)3

Rob and Laura Cerundolo • Co-founders

***Helping People & Families  
in Need of Food, Clothing, Shelter***

***To learn more about our mission, go to  
[www.fellowshipassistancefund.org](http://www.fellowshipassistancefund.org)***

***People who made this publication possible***

***Rob Cerundolo, Publisher/Dealer Principal***

***K. Peddlar Bridges, Senior Editor***

***Jason Cerundolo, Assistant Editor***

***John Rice, General Manager***

***Nicole Salem, School Administrator***

***Jamie Champlain, JC Design, Layout and Design***

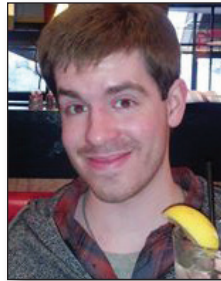
***Bob Luiso, Zwicker Press***





## EMPLOYEE NEWS

- Denise Gomes joined NEPS team as office staff on September 30, 2013. Her duties are inventory control and sales processor.
- Carolyn Sullivan and husband Jake welcomed their second child. Grace was born October 9, 2013. Big sister Morgan is now 2 ½.
- Dave Walsdorf, long time finance manager at Parkway Cycle, has changed address and position recently when he took over as General Sales Manager at GBM on November 3, 2013.
- Megan Houlihan and Bryan Silva got engaged on November 11, 2013 and has been promoted to Assistant Business Manager.
- Congratulations to Gustavo "Gus" Ribeiro who just got engaged.
- Valentin Tsyorkin and Elena Perez welcomed their first child. A little girl named Alysia, born January 21, 2014.
- Josh Irwin traded in his trusty Yamaha road star. He took out his new Harley for a ride Friday, January 31, 2014.
- Chris Tupta, a long time top technician, has recently been promoted to GBM's new Service Manager. He took over the position officially on February 3, 2014.
- Tom Dicato, long time friend and auction rep for C128 was recently involved in a house fire at his property in Alton, NH. Tom suffered serious burns; however, he is expected to make a full recovery.



Jason Cerundolo

### *A note from the Assistant Editor*

I was brought into this project through a request made by Mr. K. Peddlar Bridges to edit pages from his upcoming book "*Cycles! 128: A History in Sheet Metal and Chrome*" which takes an abridged look at the history of the motorcycle dealership co-founded by my grandfather Ralph Cerundolo, and now run by my father Rob Cerundolo. As assistant editor, I have reviewed the pages in consecutive sections, making corrections and improving all wording and flow as I see fit so as to make it ideal for readability. Being an aspiring writer myself, I express great gratitude in being made a part of this experience as I feel it will put my skills in revision making to the test. This is the first professional writing project I have worked on since graduating from college, and I feel that as I strive to improve on a fellow writer's work I am also making progress in regards to my own development as an independent writer.

Having taken multiple film writing classes during college, I have developed a genuine passion for the subject. Literary mechanics and proper choice of words are an important part of any written work, and those classes taught me how to apply that to both my own work and that of others on a professional level that is easily accessible to readers. As such, my focus has shifted from film writing to creative literature, more specifically a full length written novel that I aim to have kick off a series.

While Mr. Bridges's work is biographical, I'm grateful for any experience I can get as I feel it will be another step on my ongoing journey to improvement.

## EMPLOYEE SPOTLIGHT

### New Hire

**Steve Jacques**, long time employee, is welcomed back by Parkway Cycle. Steve started with Hillcrest Chevy back in the 90's. He was employed for 15 years as a lead service advisor and Service Manager. After some time away from the business, he is back at Parkway Cycle of Boston doing what he does best, providing outstanding customer service. Oh yeah...did we mention, Steve is a professional singer and plays in a band?!





## **Welcome to The Roadpoets page of the New England Power Sports Post, Volume 1.**

---

To begin, I should introduce myself. My name is K. Peddlar Bridges aka The Roadpoet, senior editor of the New England Power Sports Post. Over the years, I have written for a number of newsletters, motorcycle newspapers, little magazines, and I have published several automobile and motorcycle books. I have also done many stage shows and several history lectures, as well as hosted over 100 cable TV shows. At present, I am hosting The Ipswich Roadpoets Café cable TV show (which is partly sponsored by New England Power Sports), and yes, if you sing, dance, write or juggle pianos, you are invited to be part of the show.

My main two passions in life are riding and writing. The riding part of life started over 50 years ago with the first time I rode down the black top on a 50cc Honda. Since then I have owned Triumphs, Hondas, Yamahas, BSAs, Trikes, Side Cars, Harleys, and so on.

I feel riding has been the best part of my life and hopefully I will bring this to the pages of the New England Power Sports Post through short clips, essays, stories and motorcycle poetry.

Today, there are a vast amount of venues to present information from the writer to the reader and the public at large, and The New England Power Sports Post plans on using a number of those venues.

1. On hard copy, The New England Power Sports Post Newsletter
2. Our New England Power Sports POST website, [NewEnglandPowerSportsPost.com](http://NewEnglandPowerSportsPost.com)
3. Our extended New England Power Sports POST on PDF, which will be available on our website or by emailing [newenglandpowersportspost.com](mailto:newenglandpowersportspost.com)
4. Copies of our New England Power Sports Post will also be available at all our New England Power Sports dealerships and at a number of trade shows, bike shows, stunt shows, cruise nights and race events
5. And, of course, we would like to hear from you, our readers. So please email us your feedback and questions to the [newenglandpowersportspost@yahoo.com](mailto:newenglandpowersportspost@yahoo.com)

You can also mail us at:

K. Peddlar Bridges / Senior Editor NEPS Post  
c/o Cycles! 128  
107 Brimbal Avenue • Beverly, MA 01915.

**Thank you, and we hope to see you on the road.**

*K. Peddlar Bridges aka The Roadpoet.*





Watch for K. Peddlar Bridges's New Book!

Just Released; **CYCLES! 128 "A HISTORY IN  
SHEET METAL & CHROME"**

## THE IMAGE IS...

by K. Peddlar Bridges

### **The Image is...**

32 motorcycles  
running in a straight line.

### **The Image is...**

42 brothers and sisters  
dressed in denim and leather.

### **The Image is ...**

coming up over the rise  
and heading back down  
and seeing the horizon glowing orange.

### **The Image is...**

passing a parked black and white  
and taking a note of your speed.

### **The Image is...**

today's road signs  
mixed with the bill-boards  
of memories past

### **The Image is...**

Old rock songs playing a tune in your mind,  
and your engine humming the base  
while the whine of your wheels adds rhythm.

### **The Image is...**

of last year's Laconia  
and next week's Poker run.

### **The Image is...**

of brothers and sisters  
you have not seen for a long time,  
and brothers and sisters  
you have to meet this afternoon.

### **The Image is...**

a cold night's ride  
and a warm afternoon's event.

### **The Image is...**

trying to eat hot chicken  
while wearing fingerless gloves,  
and looking cool while you're doing it.

### **The Image is the miles**

### **The Image is the hot top**

### **The Image is our bikes**

### **The Image is our life**

I hope you enjoyed this.

Thank you,  
Peddlar

THE IMAGE IS...

## MOTORCYCLE RIDING SCHOOL

*Written by K. Peddlar Bridges,  
Edited by Jason Cerundolo.*

Thinking about heading for Motorcycle Riding School and obtaining your state Motorcycle operators license? If so, then Nicole Salem is the person you want to contact!

Nicole is the New England Power Sports Motorcycle Riding School Administrator. She has been with NEPS for two years, and this will be her third riding with the school.

Though she enjoys riding as a passenger with her partner, Matt Maguire, age 40, she is working toward obtaining her own Motorcycle operator's license. She has finished the classroom segment of the course and is now waiting for the spring to finish the riding segment. Even though her partner Matt has been riding for years, he (along with his uncle John Maguire, age 47) still chose to take the riding class last year.

Nicole, who graduated from Beverly High School in 1991 and attended classes at UCLA Extension, says, *"To anyone I care for, I highly recommend the course"*. To paraphrase her, *"It's all about awareness"*.

The course is taught in two sections, the classroom and the riding range. During the classes and then on the riding range, the instructors evaluate the students. Once the students complete the course requirements, the evaluation scores are submitted to Nicole. She then fills out the necessary forms that can be presented to the student's local DMV for acquiring a motorcycle endorsement on their operator's license. Massachusetts students can either take their paperwork to the Massachusetts DMV or Nicole can submit their evaluations electronically for motorcycle licensing.

The school's evaluations are also accepted in a number of Massachusetts's neighboring states, New Hampshire, Rhode Island and Maine, just to name a few.

Nicole says she is looking forward to the spring, obtaining her motorcycle operators endorsement, and riding as a passenger with Matt. She and Matt love riding the back roads of New England. She says that last year's most memorable ride was Mt. Washington. This year, Nicole and Matt are hoping to make Sturgis!

***So, why dream about riding? Make it a reality.***

Your first move toward the open road is but a phone call away to Nicole Salem at New England Power Sports Motorcycle Riding School. She can be contacted at 1.978.927.3400 Ext. 140 or by faxing The Riding School at 1.978.927.5188.

This year's classes begin on March 1st and then roll on from there.

Best miles till we meet,  
Peddlar



## **MOTORCYCLE RIDING SCHOOL 128**

**NEW ENGLAND'S  
FIRST AND LONGEST RUNNING  
MOTORCYCLE SAFE RIDING SCHOOL!**

**OVER 30,000 STUDENTS TRAINED  
AND COUNTING...**





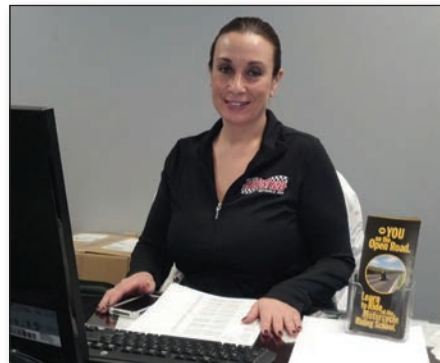
## TECH TIPS

Make sure your fuel is always treated with ethanol stabilizer. Your bike will run better and start faster all season long.

Lube your chain after you ride. The lube will penetrate better on a warm chain and the lube will set up better and fling off less when you ride.

Keep your fuel tank as full as possible at all times. Less air space means less moisture to collect in the tank and with ethanol in the fuel now, water is a real problem.

Buy a good quality battery tender and use it whenever you're not riding your bike. Your battery will last much longer and if your bike sits longer than expected, you will still be ready to ride!



Nicole Salem

Motorcycle Riding School began in 1980. We have graduated more than 30,000 students ranging in ages from 16 to 83. Not only am I the administrator for the riding school, I am also admin support for all 5 dealerships. 2014 will be my third season. Classes kick off March 1st and are ongoing through October. On average, there are 10 classrooms per month and range/riding availability every day except for Wednesdays.

## Home of...

- The Motorcycle Riding School
- RFC (Recreational Finance Company)
- "Cycles Classic Café" Collection
- Pro Shop & Service Center



*Come Ride with Us!*

## NEPS EMPLOYMENT OPPORTUNITIES

**THINKING OF A CAREER IN  
THE WORLD OF POWER SPORTS?  
WE ARE GROWING AND HIRING!**

**Immediate openings for qualified applicants.**

*Sales, Parts, Service, Finance, Apparel,  
Drivers, Office, & more!*

Call **1-800-464-CYCLE (2925)** today and contact John Rice,  
General Manager at Ext. 118 or Mr. Olivier Humbert,  
Vice President at Ext. 123. You can also check out our  
employment opportunities by logging onto  
**[www.newenglandpowersports.com](http://www.newenglandpowersports.com)**.

*We offer a competitive benefits package including:*

Blue Cross Blue Shield Medical • Dental • 401k  
Paid Training • Paid Vacations • Employee Discounts  
Demos • Bonus Programs & more!

**CELEBRATING 45 YEARS IN BUSINESS**  
**5 Locations / 18 Franchises / Over 128 Employees**

***Come Ride with us!***

### ***CURRENT JOB OPENINGS AT: CYCLES! 128, PARKWAY CYCLE, GBM, CMP AND PLAISTOW POWERSPORTS***

#### **LOT STEWARD**

Boston's #1 motorcycle dealership is now hiring:

- *Lot Attendants*
- *Delivery driver*
- *Detailer*

Must have a clean driving record, be able to work Saturdays, and have a strong work ethic. The ideal candidates would be bilingual as well. Duties include detailing, set up of vehicles on dealership lot, and general upkeep of the dealership, and deliveries. Our dealership offers an exciting work environment with medical and dental benefits.

***Come join our staff for a rewarding career!***

#### **MOTORCYCLE PARTS, ACCESSORIES AND CLOTHING SALES**

Boston's #1 power sports dealership is now hiring Parts Pros. Applicants must have Powersports and computer knowledge. You must enjoy sales, be outgoing with an energetic personality, and have great customer service skills.

***Come join our team for an exciting and rewarding career.***

#### **SALES ASSOCIATE • POWERSPORTS SALES**

New England Powersports is now hiring sale professionals. Our sales team is looking for new members to sell a complete line of Powersports vehicles. Sales experience preferred but not required. High-income potential plus benefits. We offer a signing bonus and health/dental, 401(k) program, paid vacation, advancement opportunity.

***Call us today and change your life forever!***

**GO TO:**

**[www.newenglandpowersports.com](http://www.newenglandpowersports.com)  
for employment opportunities**





# MOTORCYCLE STUNT SHOWS *at Plaistow*

*By K. Peddlar Bridges aka, The Roadpoet*

For the past five years, Plaistow Power Sports has held motorcycle stunt shows and will again for the 2014 riding season. The stunt shows have featured stunt riders such as former Power Sports' employees, Joe "Nastee" Parkhurst and "Sick" Nick Karipis. Plaistow Power Sports will also sponsor a motorcycle stunt show on June 21st and 22nd at the Loudon Classic!

Plaistow Power Sports also sponsors a number of Road Racers. Chris Mackin, General Manager and Technician, and Rick Doucette, who has earned The #1 Plate & Club Racing Title, are two of the racers they sponsor. Both Mackin and Doucette have been with the dealership since 2002. Mackin races a GSXR600, while Doucette races a 2014 GSXR1000 and a 2001 SV650. Rick Doucette has raced at NHMS in Loudon for over 25 years, he has a record number of 67 championships in the LRRS series and has won Overall Champion for the last 4 years. He is also an instructor for The Penguin Road Racing School. The dealership also sponsors several other Road Racers such as Rick Breen, Eric Connolly and Jon Burbank.

A trip to Plaistow Power Sports will show that they have a committed and knowledgeable staff. Many on staff have ten to twenty years of shop experience history, such as former motorcycle racer, Brent Campbell.

You will also find that many of the dealership's employees are motorcycle enthusiasts, riding everything from Sport Bikes to Harleys & Victory!

For more information about stunt shows, race events or motorcycle cruise nights, you can visit Plaistow Power Sports on Route 125 • 107 Plaistow Road • Plaistow NH., call 603-612-1000 or log on to [www.plaistowpowersports.com](http://www.plaistowpowersports.com) for dates and times.

## THE PLAISTOW POWER SPORTS PLANNER

EVENTS TO REMEMBER • MARK YOUR CALENDAR!

**April 13th • Stunt Show / Speed and Strength Event! & SPECIAL EVENT SALE!**

**June 21st-22nd • Loudon Classic Plaistow Power Sports Stunt Show  
at NHMS New Hampshire Motor Speedway**

**September 14th • Stunt Show / Speed and Strength Sale**



As a young boy, growing up in Revere, I spent many hours at Sam "The Bandit" Avellino's cycle shop just outside of Bell Circle and down the road from Saint Anthony's church (my parish), where I was supposed to be on Sunday mornings. I hope the good Lord has forgiven me those trespasses. There, I would drool over the latest offerings from Royal Enfield and Triumph, and listen to bench racing stories from Sam, his sons, and the customers. The Enfields were massive to me back then, and beautifully made, but the Triumphs were the bikes I loved! Sleek, narrow, and powerful, they had a spartan look to them that spoke directly to me. That was exactly what I thought a motorcycle should be. I would imagine myself doing the "ton" on the Lynn Marsh road or parking at the local Mister Donut shop, surrounded by my envious friends. Such is the stuff dreams are made of, especially when you're ten years old. I'm sure many of you readers had similar thoughts at one point or another. The Trophy's and Tigers were nice, but the Bonnies were my favorites, they had the big 650 cc twin in them, with dual carbs. I had heard stories of how they could "blow by a Sporty like it was on it's side stand". The perfect union of looks and power, it was a bike that I lusted after for many years until the day finally came that I got one. That will be a story for another day.

Frank Grasso, Senior Service Advisor  
Cycles! 128





PARTS • ACCESSORIES • APPAREL • PRO-SHOP DEPARTMENT

Come visit us at the GBM Pro-Shop located on the 2nd Floor at 1098 Mass. Ave., Arlington. Home of **The Black Bike Café** of Boston and the ALL NEW “**Parts & Accessory**” information center.

In addition to our current “The Black Bike” clothing line at the GBM Pro-Shop, we are launching “The Cycles Classic Café” t-shirt line and our own NEPS jacket label in historic Beverly, Massachusetts, home of The Cycles Classic Café est. 1975.



*Black Bike clothing and apparel at the GBM Pro-Shop*

## NEW ENGLAND POWER SPORTS MOTORCYCLE CLOTHING AND APPAREL

*By Jason Cerundolo, Assistant Editor*

Upon entering Cycles! 128, I passed by a large collection of motorcycles of various makes and models. After which, I was introduced to Keith Pemberton, one of the company's clothing and apparel managers. Being knowledgeable on the inventory, he guided me across the European styled showroom floor where all manner of general biker accessories were kept on display, much of which is manufactured and distributed in conjunction with Italian company Ducati.

Beginning with the jackets, these pieces of high quality racing wear come from two major manufacturers, Dainese and Revit. The first of which specializes in breathable summer wear made to allow for proper ventilation to keep riders cool, while the latter offers windbreakers made for the company's power lineup. Dainese offers six handmade coat designs; three containing titanium plates and armor inserts for added protection and safety, two more loose fitting casual jackets, and one full casual. This line caters to the biker lifestyle, while also remaining accessible to outside buyers. You don't have to ride to wear. Revit, on the other hand, is a factory run brand which aims to push out quality products more quickly and affordably.

Among smaller branch companies is Puma, another Italian brand, which makes its contribution via sports based apparel in keeping with Dainese's lifestyle statement, with their shirts, shoes, and shoulder bags. In charge of helmets is Arai. Within this company, only 15 people make these helmets. They are teamed with more prominent distributors and are considered number 1 in the market. Spidi produces gloves which are especially popular amongst the racing community and quite big in Europe. Made for both casual and professional racers, the brand utilizes kangaroo leather, making for softer material. The tradeoff being that, despite the added comfort,

the gloves are not as durable as the more standard cow leather type, as well as being more expensive. Such material is also used as the interior for Spidi made leather suits.

With a formfitting vs. free flowing mentality, prices vary significantly with certain jackets costing twice as much as others depending on the maker and the needs of the wearer. With that being said, I cannot deny the clear quality and care that has gone into making every item being sold as part of the NEPS line. Not limited solely to biker based clothing, however, NEPS also features accessories including (but not limited to) belts, watches (manufactured by Tissot), athletic bags, backpacks, bathroom sets, coffee cups, iPad covers, etc.

As someone who lacks much knowledge on the subject of motorcycles in general, I came out of this very satisfied with the detailed information I had received. I happily thanked Keith for his time, and left feeling that I could give a sincere recommendation of the NEPS product line to any motorcycle fan both casual and professional. Please feel free to stop by any one of New England Power Sports five convenient locations this spring and summer. Come ride with us!



*Keith Pemberton Ducati Sales Manager*





# scooters! scooters scooters



## *The title says it all! Everyone Loves Scooters!*

Since the late nineteen forties after WWII in Europe and Italy, The Piaggio Motor Company had a lot of left over sheet metal and developed a small engine that was simple, strong, dependable and easy to operate. They named this little Italian Beauty "Vespa" which translate to Wasp or Bumble Bee, which in some ways describes both the look and sound of these "little works of art."

The world fell in love with scooters after seeing them in Hollywood movies filmed during the 1950's in Italy. During the 1960's, scooters were all the rage in Boston, Harvard Square, and Cape Cod, Massachusetts. Former Governor Michael Dukakis as well as Sonny & Cher would be seen riding their Vespa's around Bean Town. Scooters are easy to operate, affordable, dependable transportation, and most of all, **Fun!** Scooters and mopeds saw another burst in popularity during the gas crunch of the 1970's. Moped and Scooter shops were popping up everywhere, while long gas lines were forming at the pumps, and auto manufacturers were forced to make engines smaller and smaller, following the lead of Europe. Governor Dukakis created a "no-special" license law for 1.5 HP mopeds making it easy to register your moped with no insurance and a simple "motorized bicycle registration sticker". This Massachusetts State Law is still in effect today! During the 1980's we saw Honda, Yamaha and Suzuki jump into the scooter game in full force. Honda introduced The Honda Spree 50cc plastic body scooter for only \$399. Today, \$399 is the documentation fee at most auto dealerships. Honda and Yamaha took the lead in Scooter Sales during the 1980's & 1990's and continues to produce a full line of dependable, fully automatic, easy to operate scooters. Suzuki followed by creating a real show stopper, a full size 650cc scooter that took the European world by storm, "The Bergman Full Size 650cc Touring Scooter". As with all scooters, you don't ride on them, "you ride in them". Similar to getting into a small automobile, you are able to "step-in" or "step-through" your scooter, hence the most

unique, functional and comfortable feature of all, "The Step Through Frame". This feature is only available on scooters. The ease of getting on/in your scooter is what gives these babies their very unique appeal and non threatening appearance. It is estimated that 50% of all European households owns and operates at least one motor scooter. Yes, 50%!

When pulling up to any red light in Europe you will easily see 20, 30, and 40 scooters waiting for the light to turn green. When driving through Europe's inner cities, you will notice as many scooters parked on the side of the road as you do cars. Many times you will see more scooters than cars. This is a reality in most countries that have very high gas prices. Here in the United States, and more specifically here in Boston, we saw a very large increase in scooter sales during our recent increase in gas prices a few years ago. In fact, in our NEPS family of dealerships, sales more than doubled from previous years and we witnessed an increase in smaller displacement 250cc & 300cc motorcycle sales due to consumers wanting to save money on gas and commuting. Today, scooters come in all shapes and sizes. Large touring scooters are very popular all over the world including the United States. BMW has recently jumped into the scooter world, creating The Ultimate Riding Machine! Vespa has returned to The USA and has a full line of modern and retro styled scooters to choose from. The Cycles Classic Café "CCC", located in historic Beverly, Massachusetts, buys, sells, and collects vintage Vespa and Lambretta Scooters. Stop by and ask about "NOBS" our local "North of Boston Scooter" Club.

Honda, Suzuki, Yamaha, and KYMCO are top sellers and number one in consumer satisfaction and dependability. We hope the city of Boston and all of New England moves forward with plans to offer consumers tax credits and parking spaces in the near future. Scooters are here to stay. Scooters are safe and easy to operate, but most of all, scooters are **Fun, Fun, Fun!**



In 2001 Gustavo "Gus" Ribeiro moved from Brazil to come to America on his own.

He struggled, worked many jobs and lived with a family member along with five other people in a small apartment. He came to Parkway Cycle in 2007 and has been our #1 top performing parts and accessory employee every month! Gustavo has come a long way in a very short time.

He now lives on his own and has a great life. We appreciate the fact that our New England "Boston Based" Power Sports Company has been a part of Gustavo's Dream. We are so happy that we can provide a work place for people like Gustavo to succeed in the powersports industry today and in the future. Thank You "Gus" for all you do and all you are. God Bless.

## **OUR GOAL IS TO RAISE AWARENESS OF SCOOTERS IN BOSTON & NEW ENGLAND!**

*Scooters are safe and easy to ride!*

*Scooters save money and get up to 100 MPG!*

*You meet the nicest people on a Scooter!*

*Scooters are fun! fun! fun! to ride!*

***Come ride with us today!***



*Photo of Maria and Rob  
in Fontanarosa, Italy.*

# EURO NEWS

## Ducati hits new record in motorcycle sales Delivers 44,287 motorcycles

28 February, 17:10

(ANSA) - Bologna, February 28 - Italian motorcycle maker Ducati hit a new record in vehicle sales, delivering 44,287 two-wheelers to clients in 2013. The last record was set in 2012, with 44,102 motorcycles sold.

The Bologna-based company has 817 points of sale in 88 countries, and 1,281 employees. Its biggest market is the US, followed by Italy and Germany.

## DUCATI 128!

All New State of the Art "Store With-In A Store"  
*European Showroom and Apparel Pro-Shop!*

We are the only MVAgusta  
dealer in New England!

*We Sell & Service  
KTM*

**PLUS!**

Triumph Motorcycles coming soon to Cycles! 128 of Beverly.



HISTORIC BEVERLY MA



Father and son  
with The Black Bike



Circa "1960's with  
many trophies and  
Boston Yamaha!



BMW of Cambridge est.1969  
Home of GBM & The Black Bike. L to R. Jim Fraiser,  
our oldest and favorite client. Jon Watts,  
BMW Motorrad North America and  
Rob Cerundolo, Dealer Operator.



**For Sale!** Rare hand made, hand machined  
1970 Schwinn 80cc kit Bantam Whizzer.  
One of a kind! Appraised value \$3000.  
NEPS Post Sale Price Only \$2200!

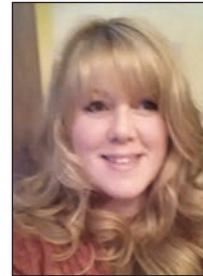




## ASK US ABOUT OUR RIDE AWAY FINANCE PROGRAM

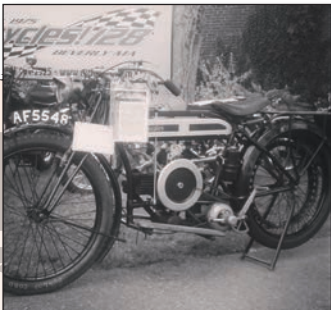
*Making dreams come true.*

**RFC WILL FINANCE YOU  
EVEN IF YOU DON'T BUY YOUR BIKE FROM NEPS.  
(WITH APPROVED CREDIT)**



*Debbie Hios*

I am the Accounts Manager at Recreational Finance Company. It is my privilege to assist our great customers in financing the motorcycle of their dreams. I have been a member of the Recreational Finance Company and Cycles! 128 family since 2002. I have been a witness to the wonderful changes to our dealership, inside and out, and have watched it expand and evolve with time. I am very fortunate to be a part of this family and can't wait to see what the future holds for this exciting motor sports & power sports industry. We help make dreams a reality!



1922 Douglas 350cc Motorcycle  
Cream of The "Cycles Classic Café" Crop.  
Not For Sale.



Fred Jr. with Yamaha, Rob C. with Kawasaki and  
Nicky D. with Honda at Moped City  
1136 Mass Ave. • Arrow St.  
Cambridge Massachusetts "1979"



"Uncle Freddie's" 1968 Suzuki T20 Racer.



Greg Chaisson (middle)  
Senior Technician Cycles! 128  
Rob Cerundolo (right)  
Cycles Classic Café Curator / Collector  
Trophy Winner at Concours d'Elegance  
Endicott Beverly, MA



**Wicked Tuna!**  
Rob Cerundolo, Captain Dave Marciano  
and John Rice at Cycles! 128. Wicked Cool!



The colors of Parkway Cycle Boston!  
Black & Gold! Go Bruins! Go Brad!  
Suzuki Top Sales Performer!

## CYCLES! 128 'TRAINS' NEW CUSTOMERS

This story originally appeared in the July 2013 issue of Dealernews.

Publish Date: Jun 24, 2013 • By Dennis Johnson

SURE, IT'S JULY, but we're writing this in mid-May, when the Northeast hadn't yet thawed out from a long winter. At Cycles! 128 in Beverly, MA, the season kicked off like clockwork in February.

May looked to be on track for 130 to 150 units sold, but it's nowhere near the off-the-hook, too-much-business-to-handle stuff the team was used to at this time of year.

There's a short selling window in New England — about 90 days in total for personal watercraft, for example — so you've got to get on it when it's hot. Unfortunately, the lingering winter of 2013 was not cooperative.

John Rice, the general manager at this Top 100 dealership, realizes it's cyclical. He knows the sales spigot will crank on soon, and that once things are humming his sales crew will be back up to 150 to 200 units a month sold. He's been doing this with the same company for nearly 30 years.

Cycles! 128 (and Ducati! 128, the official name of the store's Ducati business) has carved out a nice chunk of business with a primarily on-road riding customer base. Rice and company cater to an audience on wheels and water.

### RIDER SCHOOL = GOOD BUSINESS

The dealership is staffed by enthusiasts who want to get butts on seats safely and who understand the business benefits of proper training. The dealership gets to know many of its customers through the longtime rider training school it operates on its property.

"We began this school in 1980 — this was well before safety was even popular. We recognized we had an important role in the community to help teach people the safe and proper way to ride, not only for their benefit but for the health and longevity of the industry," Rice says. "Since 1980 we've graduated more than 10,000 students, ranging from 16 years old to...I think our oldest student was 83. That is both male and female. We are the only private MSF course in this state, and have the facility here on the property."

Training is tied to the first steps of the sales process and is offered as a two-way incentive on bike sales. Want to buy a bike and go through the school? Cycles! 128 will pay for the school. Want to take the school first and then buy a bike? The store will reimburse the cost of the training if you do.

A training program can form a bond with customers, especially new buyers, by offering them a feeling of comfort, security and trust.

"It gives that student an exciting and dynamic environment, and the ability to preview, look and feel all the brands that we carry, to either find the right bike in my inventory or figure out what they want and go get it on their own," Rice says. "At the end of the course I go into every graduating class, greet them, thank them and distribute a flier with discounts and benefits for them to use at any one of my four locations," Rice adds. "I then invite them to continue to do business with us or try us out for the first time".

### SURVIVORS FUND

Cycles! 128 is a major supporter of the Massachusetts Motorcyclist's Survivors Fund and its seminal fundraising event, Nelson's Ride. The store also supported Nelly's Bill, a law passed in 2004 that introduced motorcycle awareness information into the state's driver's education curriculum.

The annual charity ride is in honor of Nelson Selig, a local motorcyclist who was killed in a motorcycle accident in 2000, and was launched to help raise money to send Selig's two children to college. After this was accomplished, Selig's widow asked that the ride continue as a way of helping other families of motorcyclists killed in accidents.

The ride's organizers then established the MMSF as a way to raise funds and promote motorcycle safety. Last year's event attracted more than 1,000 motorcyclists and raised about \$25,000, Rice says. "It was very emotional. One woman got up, and in tears said to the crowd, 'Some of you people don't know who I am. However, you paid my mortgage for the past six months'.

"We've been a promoter and supporter of Nelson's Ride since its inception. Where he was killed was less than 10 miles from our dealership. It's my backyard. It's my community".

Supporting and hosting the event (the most recent was in June) is a business decision / moral commitment

"The simple fact is...we've been in business here for almost 40 years. It's a very profitable business for us and it's great to be able to give back to the community," Rice explains. "The Massachusetts Motorcyclist's Survivors Fund's motto is, 'Riders helping riders'. The reality of how long they've done this, how many people they've helped and how true they are to their words is very touching".

### DUCATI FRANCHISE RAISES THE BAR

When Cycles! 128 took on the Ducati franchise two years ago and then MV Agusta a year later, the dealership didn't know it was setting a precedent for customer service that would bleed into every other aspect of its operations.

In addition to wanting a separate name for the Ducati franchise (and that's how Ducati 128! was born), it also had certain requirements for working with the Ducatisti.

"Ducati came to us with a very high set of standards on how they wanted their products to be displayed, sold, merchandised and serviced. We took right to them like a horse to water," says GM John Rice. "It helped raise the bar. Immediately we did a phase-one makeover of the entire dealership, interior and exterior. And with Ducati's support at the end of this year, we're doing a phase two, which is an upgrade to the Ducati showroom".

The dealership has two master-level technicians, and at presstime also employed a Level Two technician who would soon become a Master Three tech. The Ducati techs work in a standalone service center separate from the dealership's main shop.

A window enables customers to interact with the mechanics, ask questions and watch their motorcycles get serviced.



John brings more than 30 years of riding, racing, sales, marketing, rider training and powersports management to the table. He strives to meet the daily challenges with great enthusiasm. John says, "To find true happiness you must achieve balance in work, family and self".

John Rice is the General Manager of New England Powersports which includes Cycles! 128, Greater Boston Motorsports, Parkway Cycle and Plaistow Powersports. These dealerships offer vehicles from 15 leading manufacturers and franchises, great financing options for the consumer, rider training, and outstanding customer service.





## CALENDAR OF EVENTS

## MARCH

DATE	EVENT	LOCATION
3/15, 3/17	St. Patrick's Day Sale	Central MA Power Sports
3/17-22	Ducati + MV Agusta	Cycles! 128
3/21-3/23	Saving the Green Sales Event	Parkway Cycle

## APRIL

	New Rider Month/ Starter Bike Special	Greater Boston Motor Sports
4/1	April Fools Sale	Central MA Power Sports
4/13	Stunt Show	Plaistow Power Sports
4/21-26	Honda Open House/ SPORTBIKE CITY	Cycles! 128
4/25-4/27	Certified Pre-owned	Parkway Cycle

## MAY

5/5	Cinco De Mayo	Central MA Power Sports
5/12-17	Yamaha Sport	Cycles! 128
5/21	Sticca Nite 4-7pm	Cycles! 128
5/23-5/25	Honda Open House	Parkway Cycle
5/26-5/30	Memorial Week Event	Greater Boston Motor Sports



Located in Plaistow, NH, on route 125 just over the Massachusetts border and only a short drive from Maine, sits bustling Plaistow PowerSports. Its the former Cycle Rama. Plaistow Powersports took over Cycle Rama in July of 2002 and has been proudly serving the surrounding communities ever since.

Plaistow PowerSports is part of the New England Power Sports group (NEPS) which houses the largest inventory of new and used motorcycles in all of New England. It also boasts one of the largest parts and accessories showrooms with over 5,000 sq. feet of goodies.

The Plaistow PowerSports staff itself combines an impressive 200+ years of motorcycle experience under this one roof. Ninety-five percent of the staff rides motorcycles in season (and some into the off). These fellow enthusiasts completely understand what it means to ride.

A perfect example of their love for the industry shows in their affinity for road racing. It also shows in the number of wins. Rick Doucette, a lead service tech has been racing over 20 years at New Hampshire Motor Speedway in Loudon. He holds the #1 plate and is overall points champion the past 4 years. Rick has 67 expert championships in the Loudon road race series, the most ever held by any rider. He has been an instructor for the Penguin Road Racing School over the past 15 years as well. The general manager Chris Mackin whose roots in racing stretch all the way back to 1994, currently races NHMS Loudon aboard an 06 GSXR600.

Plaistow sponsored racers also include: Rick Breen, Eric Connolly, Johnathan Burbank, Sal Finocchiaro, Former racer and current employee- Brent Campbell, Former stunt rider and many a record holder aboard a sled; current employee- Rob Romeo, Former stunt rider, and current sales manager- Chris Kenney. Infamous stunt riders and former employees- Joe "Nastee" Parkurst and "Sick Nick" Karipis.

Plaistow has been putting on free stunt shows every season for the past 5 years. Plaistow sponsored and performed the stunt show at the 90th Loudon Classic June, 2013 and will do so again this year.

## HYDRATE OR DIE

By Darren Greeke

So, it was a hot summer day, back in July or August of 2004. I was racing a NETRA Hare scramble (a long off-road race through the woods that is usually tight, rocky, rough single track terrain consisting of multiple 5+ mile laps) race in Connecticut.

When I was on the dead engine starting line I noticed the guy lined up beside me had his camelback (a backpack drinking system with a fluid reservoir to rehydrate) on! That's when I freaked, because it was going to be about a two hour race, and it was about 95 degrees in the shade, and I forgot my camelback at home! I figured it was too late to ask to borrow one from someone who would be in a later race, because the race would be

starting very soon, and I did not want to miss the start.

When the flag fell I started my bike and took off! I don't remember how I was doing off the start, but after the second lap I pitted in and had a friend (Todd Lévesque, a very fast A rider who would race later that day) hand me a bottle of water! I immediately drank almost the whole bottle, and took off back into the woods. Not even a half mile in, the water I just gulped came flying back up!

When I pitted again I was about to quit the race. Todd told me only one lap was left, and to just go for it! So there I went *braaap!* when I came through the check point for the last time, waiting to see the checkered flag. I soon noticed

the white flag (meaning one more lap). Damn! Todd lied to me! So I said, Screw it! Lets do it! Then a few miles deeper into the woods on that last lap I began to shiver, feeling light headed and dizzy! Uh oh. Those were the signs of heat stroke! I finished the race! At that point, I didn't care what place I got. I was just happy to be out of the woods and finished. I got off my bike in the pits, drank a bunch of water and Gatorade, peeled the gloves off my hands, and noticed my blood blistered fingers. Ouch! I sat in the shade for a little while with a cold wet towel on my head.

The moral of this story is, hydrate or die! And be careful when its very hot out.

# NEW ENGLAND POWERSPORTS



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