

Freedom Powersports McKinney MOGO Success Story

Problem

Aftermarket parts and accessories are big business in powersports and motorcycles. Despite a pandemic-related dip in sales in 2020, the global market for aftermarket sales was still estimated to be around \$10 billion. That figure is expected to grow to more than \$14 billion by 2027.*

Capturing a piece of that aftermarket pie is crucial for powersports dealers aiming to boost profits. That's why Freedom Powersports McKinney of McKinney, Texas, offers a large selection of high-quality parts and accessories to help buyers customize and protect their investments.

However, the GPS tracking solution Freedom Powersports offered simply wasn't living up to the dealer's own high standards. The solution often didn't work as intended, it was difficult to get support from the provider, and customers weren't happy.

"One of the things that I wanted was more involvement," said Jay Taylor, the finance director at Freedom Powersports. "We were getting a lot of reviews on those that the customers just didn't like it. It wasn't even used and it was very hard to get the rep out or call if there was an issue."

To protect its place as a trusted aftermarket parts and accessories seller, Freedom Powersports needed to find a better GPS solution to offer its customers.



“ They live and breathe MOGO because they can see where customers have their Slingshots. ”

— Jay Taylor, Finance Director
Freedom Powersports

* Global Market Insights



Solution

Freedom Powersports found an answer with MOGO, a leading provider of GPS tracking and recovery solutions. MOGO offers units tailored specifically for use on powersports vehicles and motorcycles. The units are small enough to be installed discreetly and optimized to maximize vehicle battery life while still providing a suite of advanced GPS tracking abilities.

With MOGO's LiveTRACK service, owners can see where their vehicles have been, determine how they have been used, and get alerts if they go beyond geofence boundaries.

Results

MOGO provided Freedom Powersports a GPS tracking solution that not only boosted F&I revenue but also offered customers the quality they expect from aftermarket accessories. Taylor himself sells around 20 units per month, with about a quarter of the vehicles he sells each month leaving with MOGO installed.

While MOGO provides owners with an excellent way to track vehicles if they are stolen, Taylor said buyers really enjoy using the tracking service to enhance their own driving experiences.

"They can see everywhere they've gone on their trips," Taylor said. "Say a guy goes out for a ride on a Sunday afternoon. He couldn't remember where he was when he saw this one particular thing that he enjoyed, the nice roads, or whatever the case. There's no way to go back and recall that. But with MOGO, of course there is. He can go back in there and see where he was exactly for that day."

MOGO has especially stood out as a great option for Freedom Powersports' fleet buyers. The dealer sells Polaris Slingshots to two different companies that rent out the three-wheeled motorcycles, all of which have been equipped with MOGO.

"They live and breathe [MOGO] because they can see where their customers have their Slingshots at – speed-wise, where they're going, and how far they've been," Taylor said.

One such customer even returned to Freedom Powersports to have MOGO installed on Slingshots he purchased from another dealer.

MOGO isn't just popular with Taylor's customers. He trusts it so much he installed a device on his own personal watercraft.

Contact us at [877.769.6646](tel:877.769.6646) to learn more!