



Dealer Information

Beta Buzz – Dealer Information Only

3/10/26

Hello Guys and Gals,

Here is what is happening in the Beta world. There are many things going on this month! We are now publishing this in a pdf form so you can print them out and distribute them in each department.

Sales Are Up!

23.5% From Jan 1st through February 28th compared to 2025! All of your hard work promoting the brand is showing. The most important thing is most of these sales are current 2026 models. We are earning more and more new customers each day as our brand continues to grow. THANK YOU! Keep doing what you are doing.

2027 250 RXF Coming!

You have probably seen it on social media already. We will have a 250 four stroke in 2027. We are hoping to receive them around October, maybe even earlier. We are homologating the bikes for AMA pro racing so we plan on having a two-rider team. We will continue as well with the 450 class as well.

We have already received word from our factory that the bike has very strong power, this combined with our legendary chassis and “Rideability” means, you can sell them with confidence. We will be taking pre-orders soon so watch for a dealer bulletin.

BoxO Tool Box Special Ends March 31st!

Just about three weeks left to receive a free \$900.00 BoxO set of tools with the purchase of a few select 2025 Fall Sale models. Take advantage of this promotion while it last.

Remember that we do not advertise this deal. The Fall Sale price is also in place so the profit margin on these last units is huge! There are less than 50 units total left over so get one or more ordered today!



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2026 Dealer Rankings

To keep things more in line with the calendar year, the 2026 dealer rankings will be between January through December. In the past, the rankings represented sales between October 1st through the end of September. For 2026, the sales will be from October 1st, 2025 through December 31st 2026. We will report these figures three times per year as well with the first report being sent out the first week in April. The final tally will be through December 31st.

2026 Sincro Factory Models:

Stunning! That is all we can say. The new Sincro Factory models have been announced and are running down the production line this month with deliveries late next month. The performance of these models will be second to none. Beta is THE leader in trial and continues to outsell all the other brands combined. Place your orders now to ensure delivery as production is limited. Trial production since 1981 shows Beta's commitment to the sport.

Backordered Motorcycles:

We have had some dealers think that they must wait for the motorcycles to be in stock before you can place them on order. This is not true. On all Motorcycles, you can click the Backordered button and complete the order. This is the same as the earlier version of BDS. The motorcycle will be shipped to you when enough become available.

Status of 350 RX and Xtrainer Lowboy Models:

Both of these models have been oversold. Meaning the orders are much greater than the amount arriving. For the 350 RX models, we have a batch arriving in March. The dealers who are receiving these have already been emailed. For the rest of the orders, these will all be filled in May. Keep in mind that we sold out our entire 2026 production in January however the factory was able to build additional units for us in this May delivery. There are still a very small amount of the May bikes available so place your orders now if you want one.

For the Xtrainer Lowboys models, the situation is the same as the 350 RX models however the email of the next batch will go out this week. If you do not receive an email this week, you will receive the ones you have on order in May.



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Beta USA is Working Hard as Well!

We just finished off a demo event during Daytona Bike Week. We had a display of bikes plus a dozen Alp models that could be tested by riders attending Bike Week. We had a large number of riders show up, and their comments were very positive. We also had many riders never see Beta models before which tells us that we are still “new” to some markets.

Here are a few other promotions we do that you may not be aware of:

- Beta Cup and official motorcycle of the American National Enduro Series (Formerly NEPG)
- Beta 80 Cup at the NATC National trial series. **(new for 2026)**
- Official motorcycle of the Next Gen youth trial series. **(new for 2026)**
- Major sponsor of the AMA WORCS championship
- AMA National Dual Sport series Title sponsor **(This is our 10th year!)**
- Official motorcycle of the SRA Gran Prix series.
- Continuous print and web advertising in eight major publications weekly and monthly.
- Official motorcycle of the Over & Out events

Brand Ambassadors:

- | | |
|-----------------|-------------------------|
| -Zach Osborne | Motocross |
| -Max Gerston | Offroad and Hard Enduro |
| -Geoff Aaron | Trial |
| -Louise Forsley | Trial |

That is all I have for March. Let's keep things going as we are just getting started!
Tim and the Beta Crew