



Dealer Information

Beta Buzz – Dealer Information Only

5/27/26

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 STILL Up!

Beta business between January and the end of May is **up 22.5%**. Your efforts are making a difference! We have many dealers dumping the small brands and focusing on Beta as they have found a higher profit overall and are able to sell more motorcycles with less staff.

THANK YOU once again !

2026 Models Selling Out:

You probably have noticed that some models are selling out. This means that business is getting back to normal. Remember that we have bikes that arrive through the end of June each year and maybe a few last ones in early July. The selling season for the current model year does not really end until August or September.

2026 Fall Sale:

Many of you are asking when we will have our annual sale, Our goal is to have it in August this year. With the sales going the way they are, there will be less models than the last couple of years on the sale as models continue to sell out.

We have had a few dealers that wait for the sale only to lose out on a bunch of bike sales because they are not stocking bikes. If you are out of bikes, now is a good time to get some on order to get you through the Summer months as there may not be that many available in August.



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2026 Sincro Factory Models:

Our Sincro Factory models will be here the first of next week. These models are simply revolutionary! The feedback from Cole Cullins and Josh Roper have been overwhelming as the performance of the bike is above any other in the class. Remember that we are making a large push for the sport of Trial so you will want to reach out to your local trial club and get involved as you can sell bikes without any extra expense. A list of clubs is at

www.mototrialinfo.com

2027 Model Regional Meetings:

We are going to have regional dealer meetings for the 2027 model year. Meetings will be in the East, West, and Central. All three meetings will be located at a riding area. These will be simple, one-day meetings that will cover business as well as riding the new bikes, including the all-new 250 RXF. We will also have our new X Pro, Xtrainer, Sincro, and other models for you to try. We expect to hold these in September or October so watch for details coming soon!

2027 RR X-Pro:

The 2027 RR X-Pro models will be announced Friday morning. These will be available to order Friday as well so watch for the information. As always, please order a 90 day supply to be safe. The bikes look amazing and have a few nice updates.

90 Day Motorcycle Terms!

We changed our payment terms on motorcycles a couple months ago to 90-day. Please keep in mind that this means that the motorcycles need to be fully paid off in 90 days OR when they are sold, whichever comes first. Please pay for the motorcycle as you sell them to keep your account balance down to a minimum and to help steady your cash flow. Spare parts invoices are still due in 30 days.

Racing:

Our SX/MX team is all set for this weekend's first round AMA Outdoor Motocross series held at Pala in California. Both Benny Bloss and Mitchel Oldenburg have been training for the last two months and are ready to do battle. Remember that these two young men are working hard to show what Beta can do.

Racing: (continued)

Our GNCC XC1 racer Cody Barnes is recovering well from a fractured disc in his neck. Cody will be back on the bike soon and is looking forward to the final GNCC rounds. His teammates Josh Strang and Jhak Walker are carrying the team with very promising results. Jhak is leading the GNCC XC2 points and Josh is 7th in points with a couple top-5 finishes.

Zane Roberts and Dare DeMartile have been working out in the West races with Zane currently running second in the National Hare & Hound championship with second place finishes all season long. The racer from Reno is only 25 points down. Dare has been battling the WORCS series, sitting second in points only two points down. Dare is the reigning two-time champion and will not stop pushing for that third title.

Try Trial Clinics:

Beta USA has put together six Try Trial Clinics across the country between the end of June through the first week in December. Working with select dealers, we are testing the waters to see if we can get more riders addicted to the sport of trial. So far, the sign-ups have been solid. Proof that there are many riders out there wanting to discover the sport. If successful, we will add many more clinics for 2027. Click the link below for more information. Beta Ambassadors can attend one of the events for 50% off.

<https://betausa.com/try-trials-flier/>

That is all I have for May. I hope all of you have an amazing Spring and Summer business with Beta!

Sincerely,



Tim Pilg