

16TH ANNUAL

NIFTY 50

POWERSPORTS BUSINESS

**EDITORS' CHOICE AWARDS
FOR TOP NEW 2015
PRODUCTS AND SERVICES**

Winners
announced
online as well
as in the
Feb. 16 issue
of *Powersports
Business!*

***** DO YOU HAVE A HOT NEW PRODUCT
OR SERVICE FOR 2015? *****

Join us for our **16TH ANNUAL NIFTY 50 AWARDS** as the consumer and *Powersports Business* editors at EPG Media, LLC select the 50 most interesting new products and services for 2014. All entrants will be judged on potential marketability and dealer profitability.

ALL NIFTY 50 WINNERS RECEIVE THE FOLLOWING:

1. A listing in an upcoming issue of *Powersports Business* of their product. All 50 winners will be announced in the Feb. 16, 2015 issue.
2. All winners that advertise in *Powersports Business* will receive the Nifty 50 logo to place in their ad, and use for marketing purposes.
3. Each winner will receive an award certificate in the mail.

NIFTY 50

POWERSPORTSBUSINESS

To participate, simply fill out the form below and **FAX** or **E-MAIL** it to us by **Friday, Jan. 9, 2015**. Multiple entries are accepted. One form for each product.
To submit your Nifty 50 application, follow these five easy steps:

STEP 1 *Answer the following questions:*

- 1) Is the product/service substantially new/updated? ☐ Yes ☐ No
- 2) Is it scheduled for delivery to dealers in 2015? ☐ Yes ☐ No

STEP 2 *Each listing must be filled out to qualify!*

Product Name: _____ Product's MSRP: _____

Company: _____

Contact information for dealers interested in selling your product: Website: _____

Phone: _____

STEP 3 *Describe the product*

Product Specifications (include dealer profit margin, for confidential use only):

Unique Features (*Editor's note: Don't tell us that it's unique; tell us **WHY** it's unique):

STEP 4 *Product photo*

Include a high-resolution photo (at least 300 dpi). Images must be in TIFF, EPS or JPEG format.
E-mail to Lkeener@powersportsbusiness.com.

STEP 5 *Where to send it*

E-mail or fax to: Liz Keener, *Powersports Business*' managing editor, at 763/383-4499 or Lkeener@powersportsbusiness.com.
Questions? Call 763/383-4413. **Deadline: Friday, Jan. 9, 2015.**