

# All About ALSPORT



Alsport, Incorporated is nestled in a quiet farm community in northern Ohio. This location was chosen partially because Norwalk is near the center of industrial activities in the U.S., and it is a convenient shipping point to most of the major population centers in both Canada and the U.S.

Alsport was started by its president, Mr. Bob Warner. His idea was to develop a year round group of recreational products in order to offer a dealer 12 months of product and profit. Starting in mid 1969, our first attempts at this were not overwhelmingly successful. About the only really successful thing we did was to learn. We learned a great many lessons in the recreational industry including something we call dealer understanding. Unlike other industries which are many years older and far more sophisticated, the recreational dealer needs help. He needs to learn to think in terms of profit. We detected that the dealer needed marketing assistance as well as quality products. The dealer also needed a well built vehicle because recreational equipment is subject to abusive treatment in comparison to many other products.

After its first two formative years, our first big successful product was developed. Tri-Sport was first produced in April of 1971. Applying the many lessons learned, Tri-Sport rose to the leader's spot in the three-wheel industry in a matter of a few months. Our humble start came in the 60,000 square foot building pictured below.



Since that time, almost 40,000 Tri-Sports have found their way into the hands of consumers. The product was an overwhelming success. Many firsts were engineered. The first suspended front wheel. The first adjustable handle bar and foot pegs for various size riders. The first to use two cycle snowmobile style engines. The first fully suspended three-wheeler for a comfort ride - unsurpassed, to mention just a few.

We knew immediately that Tri-Sport was a 12 month product. We also knew that it would take a year or two to convince many dealers of this fact. Tri-Sport success gave us the opportunity to purchase the Steen motorcycle Company in June of 1972, which allowed us to expand into the two-wheel market.

Steen production was immediately moved to Norwalk where we discovered that more production space was required. We then acquired a large building just north of our main building which increased manufacturing space to about 90,000 square feet. In August of '72 we acquired Boa-Ski snowmobiles which rounded out our year round product line. With the Boa-Ski came a manufacturing plant in Canada with over 100,000 square feet. With expansions at both locations we now have over 200,000 square feet.

With this rapid expansion came the realization that service was of the utmost importance to our customers. We then made a major decision to transport our own products in order to maintain shipping control. Alsport now has a fleet of 11 sleeper rigs with specially designed 45' vans as pictured below. During 1974 Alsport trucks will drive over 1 million miles just delivering our products.



During this period we were tending more and more toward integrated manufacturing. We obtained many hundreds of thousands of dollars worth of machinery to produce a myriad of parts used on all units. We installed the first totally recirculating powder paint line in the U.S. We once again ran out of space and built executive offices in Norwalk, pictured on the front page. We have found it necessary to establish distribution centers in Erie, Pennsylvania; Sellersville, Pennsylvania; Atlanta, Georgia; Dallas, Texas; Los Angeles, California; and Eugene, Oregon in order to service a growing dealer organization of over 1500. Our sales have increased more than 300% in the past two years.

All of these accomplishments would not be possible without a great deal of planning, manufacturing know-how, and marketing savvy. Many new and varied products are in the development stage. Steen will be greatly expanded in engine size in order to compete directly with imported cycles. We think it's time for a good American-made cycle. Our Tri-Sports are going street legal. They have all the ear-marks of becoming a basic commuter vehicle. The Canadian plant in La Guadeloupe will be producing a full line of pedal bikes for the Canadian market only. Alsport is also introducing a farm and suburban utility vehicle in 1974. Our after-market products, oil, etc. are expanding to include automotive tuning devices. Our California distribution center has exclusive rights for Ceriani suspensions, Arnaco shocks, Magura controls, Steen oil, and Colortune products.

All of these things are made possible because of you, the dealer. Our future growth is tied to one important fact. The dealer must be profitable. With that, all else is possible. We're not perfect. We do indeed make mistakes. We know that learning what not to do is more important than knowing what we do best. In a sense, our success has been the result of **not** knowing what can't be done. We consider ourselves a company of the future. We would like the opportunity of counting you as one of our growing and profitable dealers. Write or call today. We would like to talk to you about the opportunities to grow with Alsport.



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