

Contact: Sara Spohr  
Tel: (858) 413-1138  
E-mail: [sspohr@npauctions.com](mailto:sspohr@npauctions.com)

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# SHIFT INTO THE NEW YEAR

## National Powersport Auctions Website Clicks It Up A Gear

**San Diego, CA, February 12, 2016** — National Powersport Auctions (NPA), the world's leading powersport remarketing company, has shifted up another gear for 2016 by totally revamping its website ([www.npauctions.com](http://www.npauctions.com)) to better meet the needs of dealers. The new site features easier navigation across multiple devices, additional functionality and helpful educational content. Dealers now have more information at their fingertips than ever before, supported by how-to videos and an extensive FAQ section, among other new features.

"All the new features of our website do not replace the world class, personal customer service we've provided during the past 25 years," explains Michael Harlan, NPA's chief technology officer. "Instead, our goal was to complement what we already offer by providing dealers with additional tools." To that end, NPA has organized the site into clearer sections for live and simulcast auctions, online auctions, dealer services, lender services and much more.

"Whether you're an existing NPA client or you're interested in learning more about what we offer, the Help Center page provides comprehensive support," Harlan adds. "The Help Center features a wealth of information about National Powersport Auctions and our services. You'll find FAQs, important document downloads and how-to videos."

Putting friendly faces to the NPA name, a staff contacts page shows who's who at NPA. The Media section features digital versions of NPA's *PowerNews* newsletters and monthly NPA Market Reports. "A key aspect of the team's Phase 1 effort was updating the look and feel of the site to make it more modern and responsive across multiple devices. The navigation was moved to the top and the pages were widened to utilize today's widescreen monitors," he reports.

Additional functionality was built into the new platform as well. Under the "Buy" section, dealers will find options to purchase at NPA via a live auction, through an online platform or branded exchange. Selling with NPA can be done easily with online

consignment forms, ready access to NPA Value Guide and comprehensive how-to videos and FAQs that clearly explain the process.

"Videos and images have taken over the site," explains Ryan Keefe, NPA's director of marketing. "In order to educate our dealers we have created step-by-step videos for the most utilized aspects of NPA online: Value Guide How-To, How To Consign and How To Purchase, just to name a few." These can be found under each menu item as well as under our Help Center menu item.

"In many ways, NPA is both an auction company and a technology company combined into one," Keefe concludes. "We are excited to share everything that our new website has to offer!" Check it out for yourself at: [www.npauctions.com](http://www.npauctions.com)

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**About National Powersport Auctions:**

Headquartered in Poway, California, National Powersport Auctions (NPA) is the industry leader for powersport auctions and remarketing services. Created 25 years ago by powersports professionals, NPA serves lenders and dealers across the country and around the globe. NPA partners with leading financial institutions as well as virtually all the major OEMs and has company-owned facilities in San Diego, California; Dallas, Texas; Cincinnati, Ohio, and Atlanta, Georgia.