

SUPPORTING THE RiDE

National Powersport Auctions Helps New Rider Outreach Program Gear Up

Poway, CA, January 10, 2018 — The future of the motorcycle market is important to National Powersport Auctions (NPA), so the world's largest provider of powersport vehicle remarketing services, is proud to be participating in the new RiDE Initiative by donating safety gear for riders of all ages. Making its debut at the Monster Jam in Anaheim, CA on January 13th, RiDE will actively engage thousands of participants in an immersive powersports experience, reaching audiences who are not traditional motorcycle enthusiasts.

RiDE is being launched in partnership with Feld Entertainment — the global entertainment company that runs Monster Energy Supercross and the Monster Jam events. “We will have dirt bikes and ATVs for a taste of all the fun,” explains Paul Vitrano, MIC chair and VP global government relations of Polaris Industries. “For little kids, we’ll have non-motorized two- and three-wheelers. We will have Motorcycle Safety Foundation RiderCoaches and ATV Safety Institute Instructors there to help.”

The demographics of the Monster Jam audience are ideal for the powersports business. With an average household income of \$78,000, one third of them are 25-34 years old, another third are 35-44 years old. Nearly half of them are female and three-quarters of them have children. “Monster Jam events are a beginning,” said NPA COO Jim Woodruff. “When you think about it, there are tremendous opportunities to share the experience with others in between events. It could be festivals, dealerships, maybe even schools. The opportunity to share the riding experience and get people excited is unlimited.”

In order to help RiDE gain traction NPA donated helmets, gloves and protective gear to make sure young riders are safe.” We donated more than 80 new helmets, elbow pads and knee pads for the first round of events in Anaheim,” adds Ryan Keefe, Director of Marketing for NPA. “We want to make sure the next generation of riders gets off on the right track!” For more information about the what the MIC is doing with the RiDE program visit: mic.org

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About National Powersport Auctions:

Established in 1990, National Powersport Auctions (NPA) is the world's largest provider of powersport vehicle remarketing services. NPA's nationwide footprint serves the industry's largest financial institutions, OEMs and dealers through a multitude of live and online platforms. NPA also offers comprehensive data services including the NPA Value Guide, the industry's most accurate wholesale valuation tool. NPA has company-owned and staffed facilities in San Diego, California; Philadelphia, PA; Dallas, Texas; Cincinnati, Ohio; and Atlanta, Georgia. NPA is a wholly owned investment of Copart, Inc (Nasdaq: CPRT). For more information about NPA visit: www.npauctions.com