**Harnessing the Power of AI**

Artificial intelligence is transforming industries at a rapid pace, and powersports dealerships are beginning to feel its impact. During a session moderated by Meagan Kusek, Editor of Motorcycle & Powersports News, Eric O'Hagan, Director of AI/ML Innovation & Implementation at Pied Piper, and Fran O'Hagan, CEO of Pied Piper, discussed how AI is revolutionizing dealership operations and enhancing customer experiences.

The speakers shared specific examples of how AI can already be used at little or no cost, from optimizing inventory management to enhancing lead follow-up and personalizing customer interactions.

"First of all, we'll just demystify the acronyms here," Eric O'Hagan said. "When we're talking about AI, we're talking about machines performing tasks that humans can do – computers performing automated tasks that were traditionally done by people."

He went on to explain that machine learning allows AI to process vast amounts of data to improve performance over time, leading to powerful applications that can benefit dealerships immediately.
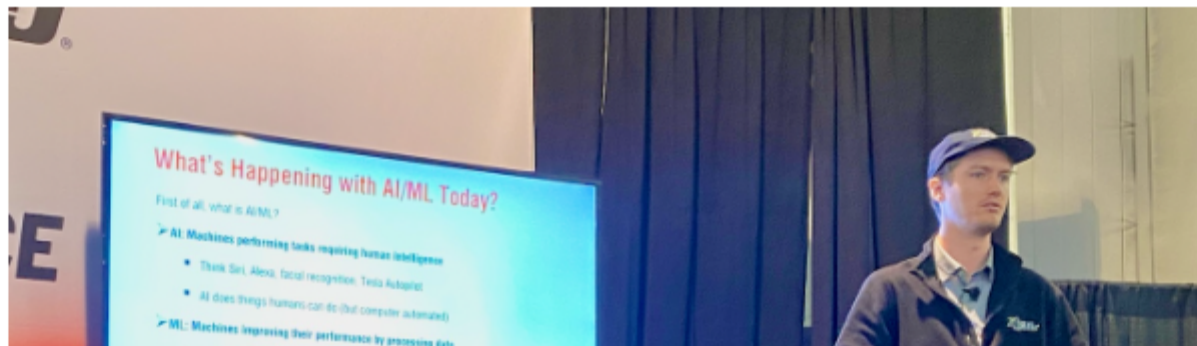
Eric O'Hagan

One of the most immediate ways dealers can take advantage of AI is through content creation, automation, and analytics.

"Think of AI as a supersmart, well-read, speedy colleague who's great at writing, creativity, and analysis," Eric O'Hagan said. He emphasized that dealers can start by using AI for simple tasks like drafting customer emails, analyzing sales data, or generating social media content with ease.

The session examined how AI is expected to evolve and impact the powersports industry over the next few years. The speakers encouraged attendees to stay informed and think critically as new technologies emerge.

"AI isn't going to replace employees," Fran O'Hagan said. "It's going to make them super productive."

He advised dealers to experiment with AI tools and evaluate vendor solutions carefully, ensuring they provide direct profitability rather than chasing trends.