

JOHNNY  
PAG

*Motor Company*

Designed in  
**CALIFORNIA.**  
Ridden  
**EVERYWHERE.**

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A man with a beard and tattoos, wearing a plaid shirt and jeans, sits in a workshop. Behind him is an American flag. To his left is a workbench with various tools and equipment. To his right is a bust of Marilyn Monroe. The scene is lit with warm, low-key lighting.

# OUR STORY



# WHAT WE STAND FOR

## *Vision*

At Johnny Pag Motor Company we dream of a world where the opportunity to own a bike, belong to a community, and get on the road and ride are available to everyone. We believe that the Johnny Pag motorcycle is a two wheeled invitation to a new lifestyle that creates an unprecedented excitement for the next journey.

## *Mission*

***For Our Customers:*** Our mission is to design insanely cool bikes with attitude, soul, and identity. These bikes are affordable and available world-wide for explorers who want to get out with others and create their next adventure.

***For Our Dealers:*** To create an interdependent strong bond so together we can make Johnny Pag Motor Company the worldwide consumer choice.

# WHO IS JOHNNY PAG

Johnny Pag may have been born on the East Coast, but the California sun, 8 lanes of fast-paced freeway, and the tenacity to be the best, which makes him the man he is today. As founder of Johnny Pag Motor Company, Johnny is fueled by his passion for production motorcycles with exceptional designs that deliver power-packed rides for the next generation and beyond.

Custom building bikes is second nature to Johnny Pag. In 1995, all while working for Biker's Dream in Orange County, CA, Johnny watched his father custom-build choppers for countless celebrities, professional athletes and musicians.



He stocked parts in the warehouse, swept floors and polished tools, while learning how to create the perfect bike. Over time, Johnny became more involved in the custom-building process and developed a vision for how a new generation of bikes could energize riders everywhere.

Every Johnny Pag motorcycle is truly unique, every bike has a soul. It lives and breathes and has a connection to its owner. The creativity, affordability, high-quality craftsmanship and raw power in every Johnny Pag bike will excite riders everywhere to get out and ride.

# WHAT IS JOHNNY PAG MOTOR COMPANY

Johnny Pag Motor Company is an American Company, headquartered in Southern California. Founded in 2009, Johnny Pag Motor Company has been responsible for the design and development of dozens of new motorcycles and accessories.

With a rebel's swagger, outstanding manufacturing abilities, and keen business sense, Johnny Pag has expanded beyond the United States and caught the attention of the global market.

Our combination of meticulous construction standards and innovative designs make sure that riders everywhere are passionate about the motorcycle they are riding. Johnny Pag



consistently delivers products that are innovative, fun to ride, technologically advanced, solid as a rock and rigorously tested as they come off the production line.

Each motorcycle is 100% tested by multi-functional roller test benches to ensure the highest levels of power, torque, speed, acceleration, and braking. We believe "Quality Control" results in "Quality

Assurance," and ultimately a product that exceeds the demands of the global power sports market.

Our product is now sold in over 20 countries and the expansion is not stopping anytime soon. Johnny's Pag's research and product development, creative design innovation, and strong support to dealers has put Johnny Pag as a motor company in a league of their own.





# WE'RE DIFFERENT & WE KNOW IT

***The Johnny Pag Difference:*** We want our customers to be life long fans of the Johnny Pag Brand. Our goal is to create a loyalty while driving new business through your doors by focusing on current non-riders. There are many more non-motorcycle owners than motorcycle owners. With our price point, unique design concepts, and marketing efforts we transform non-riders into riders and returning customers.

We think Maxim magazine before we think Cycleworld. We think online before we think print. We think set apart before we think blend in.

We've created worldwide brand exposure by participating in an unprecedented amount of

events per year in over 20 countries. Our US national advertising campaign includes participation in all the large motorcycle events. All of this combined with our online and print advertising puts us in front of millions of consumers that are looking to buy our products at your doors everyday.

We offer an experience with our Pag's Garage Craft Beer Bars throughout the US, Europe and Asia. Our customers get an up close look at our bikes in a custom bike shop themed bar while enjoying one of our exclusive craft beers named after the motorcycles

That's The Johnny Pag Difference.

The image features a dark, atmospheric background. In the center, there is a silhouette of a person wearing a suit and a hat, possibly a detective or a professional. To the left, a bright, glowing light source, perhaps a lamp or a window, illuminates the scene. On the right side, there is a vertical shower of bright sparks or fireworks, adding a sense of energy and excitement. The overall mood is mysterious and dynamic.

**MARKET  
OPPORTUNITY**

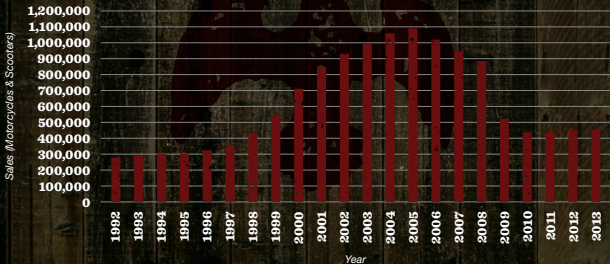
# GLOBAL REACH



# THE MARKET

## MOTORCYCLE SALES BY YEAR\*

*Includes: Dual Sport, Off Road, Street, Scooter*



\*According to market analysis the market has stabilized and is growing again.

# THE MARKET MOVEMENT



## *The Past*

Brands haven't changed much over the years. Large public companies have to show large profits to keep the public markets happy. That's just the way it is.

## *The Problem with the Past*

Comers are cut in the interest of cost savings and larger margins for the manufacturers.

Design suffers because everything hinges on fast, mass production.

Lower cc products take a hit. To save on cost, single disc brakes are used up front, drum brakes are used in the rear, and the rest of the

bike is made up of parts and components that use subpar materials that will rust over time.

New design and function innovation have suffered during the down turn in the power sport industry.

Lack of excitement in the industry to generate new riders.

# THE MARKET MOVEMENT

## *Looking to the Future*

There is a world-wide movement towards lower CC models and lower fuel consumption. Production and sales of making lower CC is models the clear choice of the future.

## *Johnny Pag is the Future*

The Johnny Pag model of business combined with strong design puts us in the perfect spot to dominate. We are primed and ready to gain the greatest market penetration into the lower CC segment. We dare you to put any other 350cc or less product next to ours. Johnny Pag Motor Company creates a product that is more appealing, uses better quality components, and is the real value. Johnny Pag is at the front of the pack and leading the way into the future of the motorcycle industry.

We don't cut corners. We create excitement.



# BECOMING A DEALER



# OUR PROGRAM SNAPSHOT

## *Dear Dealer,*

Thank you for your inquiry into becoming an Authorized Johnny Pag® Motor Company Deal. Below, you will find an outline of our policies. Please review and feel free to ask any questions.

**Confidentiality Agreement:** Our privacy is important to us. In order to protect our trade secrets, we will ask you to sign a confidentiality agreement before any discussions regarding confidential information can begin. Your understanding is appreciated.

**Exclusive Territory** Territories are assigned by location and are guaranteed with product minimums.

**Yearly product obligations** The yearly volume expectations are to be mutually agreed upon, based on market size and growth opportunities.

**Warranty:** Our products come with a 1 Year manufacturer warranty on the engine and body parts. The battery and electrical components come with a standard 6 month warranty. All warranty claims are processed via our Warranty/Service software.

## Continued

**Opening order:** Upon execution of the "Johnny Pag® Motor Company Dealer Agreement", an opening Purchase Order shall be issued. The opening order volume will be determined by market demand.

**Minimum stock:** Johnny Pag® Motor Company requires minimum stock to be carried at all times by Dealer. These numbers will be inserted into the "Dealer Agreement"

**Mandatory Annual Sales and Tech training:** Johnny Pag® Motor Company hosts annual sales and training meetings. Dealers are required to be in attendance with the person responsible for technical support.

**MAP Policies:** Johnny Pag® Motor Company has a Minimum Advertised Price Policy (MAP). This policy controls the market pricing and is an important element in the success of the brand and must be adhered to.

**Scope of Authority:** Our standard agreements assign rights to deal authorized Johnny Pag products only. Franchising, merchandising, and private labeling are not a part of our dealer agreements. Please let us know if you have any interest in franchising, merchandising, or private labeling parts or accessories. Strict brand standard requirements must be followed.

# SHOWROOM DISPLAY

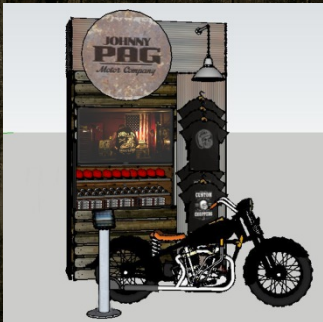


*\*Displays are subject to change at the discretion of Johnny Pag Motor Company*

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# SHOWROOM DISPLAY



**FRONT**

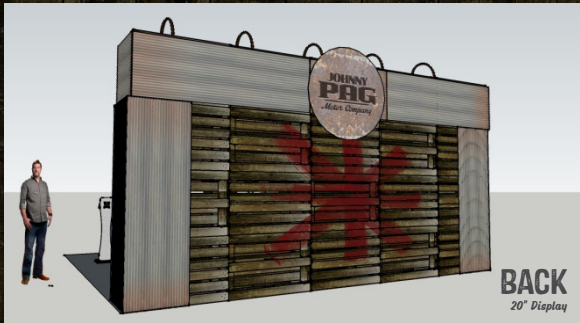
*6" Display*

*\*Displays are subject to change at the discretion of Johnny Pag Motor Company*

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# SHOWROOM DISPLAY



\*Results may vary based on sales activity

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**DEALER  
EXPECTATIONS**

# WHAT WE ARE LOOKING FOR

## *What We Look For*

We are looking for aggressive dealers who are established in their business and interested in growing their bottom line.

Dealers will be approved based on a visit from one of our dealership representatives. We want to learn from you the positive aspects of your business as well as the challenges of selling bikes in your region. We want to meet your sales and service people and make sure that we are a fit for your dealer. All while solidifying a mutually beneficial relationship.

## *What we give*

We offer large territory protection We believe that more dealers do not equate to more sales. In fact, we believe this practice only undercuts the price and hurts a dealer's margins.

We want you to have confidence that you can sell the "Pag " product without the fear that another dealer may be undercutting you.

The time and effort you put into the customer and the sale is top priority.

# DEALER REQUIREMENTS

*So You Want Johnny Pag? Let's do it.*

## *Dealer Display*

Choice of 20 or 6 linear foot display with interactive iPad

## *Trained Technicians*

Required attendance at our two-day class to get techs up to speed on the specifics of the Johnny Pag product.

## *Origination Fee*

\$30,000 that covers signs, displays and P.O.P. material. Payment plans are available and subject to dealer commitment.

## *First Order*

- 12 motorcycles units
- \$2,500 of bike accessories
- Apparel, merchandise and accessories

## *Yearly Commitment*

40 motorcycle units yearly





# OUR BIKES

*Designed for the 99%*

*Malibu* 320i



# MALIBU: THE EVERYDAY RIDER

## \$4,995

### Key Features

- Dual Disk Front Brakes
- Stainless Steel Spokes
- Stainless Steel Handlebars
- Stainless Steel Exhaust
- Disk Rear Brakes
- Billet Hubs
- Billet Foot Controls
- Billet Triple Clamps

### Engine

- Engine: Parallel Twin – Liquid Cooled
- Displacement: 320cc
- Fuel Injection System: Electronic

### Dimensions

- Weight: 419 LBS
- Seat Height: 23"
- Fuel Capacity: 4.2 Gallons

**Transmission: 5 Speed**



# VENTURA 320i



# VENTURA: CHOPPERS FOR LIFE

## \$4,995

### Key Features

- Dual Disk Front Brakes
- Stainless Steel Spokes
- Stainless Steel Handlebars
- Stainless Steel Exhaust
- Disk Rear Brakes
- Billet Hubs
- Billet Foot Controls
- Billet Triple Clamps
- Billet Risers

### Engine

- Engine: Parallel Twin – Liquid Cooled
- Displacement: 320cc
- Fuel Injection System: Electronic

### Dimensions

- Weight: 408 LBS
- Seat Height: 23"
- Fuel Capacity: 2.4 Gallons

**Transmission: 5 Speed**



# Falcon



# FALCON: BUILT FOR SPEED

## \$3,995

### Key Features

- Dual Disk Front Brakes
- Disk Rear Brakes
- Adjustable Front Suspension
- Adjustable Rear Suspension
- Digital Dash
- Passenger Seat
- Stainless Steel Exhaust
- Alloy Wheels
- Billet Handlebar Clamps
- Billet Bar Ends

### Engine

- Engine: Parallel Twin – Liquid Cooled
- Displacement: 320cc
- Fuel Injection System: Electronic

### Dimensions

- Weight: 396 LBS
- Fuel Capacity: 3.8 Gallons



**Transmission: 5 Speed**

Key features, engine and dimensions are subject to change.



**DETAILS**



# STAY CONNECTED



*Johnny Pag Motor Company*

*Facebook*



*@johnnypag01*

*Twitter*



*JohnnyPagMotorCo*

*Instagram*



*youtube.com/user/JohnnyPagMotorCo*

*YouTube*



*johnnypagmotorco.com*

*Website*

WE'RE HERE **TO STAY.**

*Come Grow With Us.*

*Experience*



**BLOOD. SWEAT.  
ENGINEERING.**