

# CLIENT SUCCESS: REKLUSE MOTOR SPORTS

Idaho TechHelp

*ExporTech opened our eyes to what we didn't know and caused us to build a long-term export plan for Rekluse. The expertise and genuine support we received is truly remarkable and the export resources available to us have exploded.*

Joe DeGano,  
Marketing Manager

## Rekluse Team Comes Through in the Clutch

Rekluse Motor Sports started in Boise, Idaho in 2002 by dirt bike enthusiast, Al Youngwerth, who came up with an idea for a better automatic clutch for offroad motorcycles. Al got the idea when the clutch he installed on his child's motorbike kept breaking down; he thought he could do better. Ten years later, Rekluse is considered the motorcycle industry leader in clutch performance and innovation. Rekluse sells performance clutches to motorcyclists, racers, and recreational riders. Rekluse is an innovator of auto-clutch technology. The company has a strong belief in supporting the local and national economy and its products are engineered, developed and manufactured in Boise. Rekluse is intent on the continued use of technology and innovation to grow the business and remain an American manufacturer.

### Situation:

When Al first started the company, he worked with NIST MEP's TechHelp and its new product development lab at Boise State on design and prototyping. The Rekluse clutch drew immediate international attention and the company began exporting a year later. The company has 12 international distributors that supply 22 countries, and a quarter of its sales are from exports. Though Rekluse had experienced export success, the senior marketing team had heard about the MEP ExporTech program and thought it might help them develop a more proactive approach to developing global markets.

### Solution:

The Rekluse Marketing Team worked with company leadership and applied for Idaho's ExporTech Program and was then chosen by the District Export Council (DEC) as one of six companies for the program. A Boise State international business student was assigned as the company's intern. A DEC member (from PakSense) volunteered to coach the Rekluse team. Rekluse spent three months working with the team to develop an Export Action Plan, which was presented to the DEC was chosen as "Best in Class." Participating in Idaho ExporTech exposed the Rekluse team to a treasure trove of people, programs, companies, information and resources that can help the company meet its goals.

### Results:

- US Small Business Administration National Exporter of the Year
- State of Idaho's Exporter of the Year
- Created 31 new jobs
- Grown revenue to over \$3M and exports to over \$400k
- Developed a Strategic Export Action Plan, including to solidify an EU distribution network and increase EU sales by 25%

**US Small Business Administration National Exporter of  
the Year**