

# CHINA MADE

## *The Ridiculous Lie*

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How often have you heard the term "China Crap"? Most often this is coming from the dealers of major OEM's or rather Japanese brands that are still trying to dish out the same rhetoric while fully embracing the very thing they defame.

We admit that there is a lot of junk coming out of China, just like there is a lot of junk coming out of any country, but this is not the issue. The issue is that Japanese brands want to defame anything being manufactured in China when they are completely embracing China themselves. Yamaha has 5 factories in mainland China, some of Polaris's most successful machines were entirely manufactured and assembled in China and so it goes with the others. Just a little bit of research and you'll discover the truth.

Over 70% of all US consumer goods come out of China including the components that make up 60% of all our motor vehicles, despite the country they are assembled in.

This is a ludicrous argument anymore. As a manufacturer, if you're going to be competitive, you're buying from China. What sets one product apart from another is not where it's manufactured; it's how it's managed. China



is capable of manufacturing to any specification the buyer requests. It's time that the Japanese brands admit where the bulk of the components for their machines come from and stop bashing a country that they are all in bed with.

The reality is that if a manufacturer is not doing business with China, they are soon going to be lying on their back wondering what happened. The focus can no longer be where it is made but how it is made, and under what direction and management the product is supervised. Anyone who argues that, "Made in China" is bad any more is just plain ignorant.

Apple proudly prints "Made in China" on the back of the most sophisticated and successful cell phone ever made. (i-Phone) Do we see China made airplanes falling out of the sky? And what about their satellites or nuclear accomplishments?

Before your sales team goes off on China again, you may want to discover for yourself just how much of your machine comes from China and then start educating the public on the real difference between one brand and another. The company and business model makes the difference, not where the parts come from.

