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Any way you want it

WITHOUT A DOUBT, the best part of being editor of Dealernews is announcing the Top 100 Dealers, and then handing out the Merit awards and naming the Dealer of the Year during the grand Gala at Dealer Expo. For those of you who slogged through the lean years when Top 100 downsized into a cocktail party or a luncheon, thanks for sticking with us. If you were able to come to Chicago this year for our big dinner gala at The Palmer House Hilton, we hope you had a wonderful time.

This column is about soft launches, and I tend to participate in them more than I realize. Soft and hard launches are marketing terms for ways to bring a product to a particular audience. You might soft launch something new to a limited or test audience to measure feedback before you hard launch it to your entire audience. Informally speaking, it might even include a beta test of a new design so that you can get in a little practice or work out the bugs before announcing it to the world.

See my name at the end? Yep, I've gone back to my maiden name, Green, but if I "hard launched" it no one would be able to make the connection.

This issue of Dealernews, you'll notice, is a bit different. Our creative director, Beth Demont, has redesigned the magazine with a fresh, clean format that will help you quickly access infor-

mation specific to your business, and then encourage you to visit our website or other sources for additional "intel."

The last time we redesigned was in 2007, when most of you accessed Dealernews through these very pages. Now, the Dealernews website receives more than 50,000 unique visitors per month, and many of you receive an almost-daily briefing from us through the DealerNEWS ALERT newsletters. Basically, to paraphrase a Journey song, it's "any way you want it, that's the way you need it."

In this environment, the mission of a monthly print magazine has to change to one of compilation, aggregation and visual stimulation. So we soft launch the redesigned Dealernews with this special issue, the Top 100 Yearbook. In January, expect the full rollout, with new editorial departments, more visuals and research, and a "magazine within a magazine" format that will allow you to go straight to your area of interest and then circle around to other sections to broaden your horizons. Stay tuned for more as Dealernews enters its 50th anniversary year.

On behalf of the team, I wish you the happiest of holidays, and a peaceful and profitable new year.

Mary Green Slepicka
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History of the Brand Bell Helmets

They say that necessity is the mother of invention, but in the case of Bell Helmets, seeing friends get hurt in auto racing accidents was the catalyst the spurred company founder Roy Richter into action.

Richter was a part of California's hot rod and racing scene in the 1950s. He owned a speed shop in Bell, Calif.—hence the company name—and grew frustrated as he watched friends get injured, even killed. In 1954, Richter came out with the first Bell helmet, the 500.

“He invented the first helmet that was comprised of a composite outer shell,” said Bell Helmets’ Vice President Chris Sackett. “And that first helmet didn’t even have an expanded polystyrene liner, which is the EPS foam liner that we know today.”

That changed in 1956 when Richter developed the first helmet with a composite shell and EPS liner: the 500-TX. In the 1960s Bell introduced its shorty-style helmet, which is still a popular cruiser style.

Auto racers and motorcycle riders wore Bell, and until Snell established separate standards for each, Bell helmets were considered interchangeable. But they still lacked face protection. Legendary car racer Dan Gurney was reminded of that during the 1968 Indianapolis 500: a piece flew off the open-wheel car in front of him, narrowly missing his head.

“Right after that race he came to the designers and said, ‘Hey, I need something to protect my face,’” said Sackett. “So the very next race our designers built him a full-face helmet. And that was the Bell Star, which was the very first full-face helmet.”

For the first few years, the Bell Star was only available for racing applications. Bell finally introduced it into its consumer line in the early 1970s.

While Gurney’s needs prompted the road-friendly Star, it was motocross star Bob Hannah who challenged Bell designers to come up with a full-face design that could

accommodate goggles. The Moto Star was born in 1975.

“Even today, in modern motocross helmets, if you look at the very first Moto Star, you can see where a lot of people get their style cues and the overall industrial design of the helmet,” said Sackett, adding that the Moto Star was the first purpose-built motocross helmet.

Richter developed the 500-TX, the first helmet with composite shell and EPS liner.

For all of its early success, various Bell divisions have been sold over the years, including the motorcycle division. It was not until 2004 that the company as it is known today emerged, and a few years of development ensued. “We didn’t have a whole lot of helmets to offer out of the gate. We wanted a

model with flex technology. In addition to the EPS liner, the interior of the helmet will have two other types of foam. Sackett explained, “We’re introducing new materials to manage low-energy impacts better than anything else on the market,



fresh start, and that takes two or three years to develop a new product the right way,” said Sackett.

That limited product line made securing distribution difficult, but by 2008 Bell had brought a full range of helmets to the market. And in 2013 Bell got its European distribution rights back, giving it even more control.

Today, Sackett said Bell wants to “inform the younger generation of our heritage, where we come from and why Bell has been so important in the world of helmet design, development and pushing the envelope.”

For 2015 Bell is introducing a helmet



and it still does an even better job at managing high-speed energy.”

Bell’s custom helmet program uses 3D imaging to scan a customer’s head before creating a purpose-built helmet interior, ensuring a perfect fit. By January, Bell plans to have the technology installed in 20 to 50 stores. Roy Richter would be proud.

— Beth Dolgner

REARVIEW

“A new, super comfortable saddle tops off the 1966 version of the Ducati 250cc Scrambler. Bigger lights fore and aft and battery ignition will definitely make the Scrambler more useful for highway and city use. Price is \$719.”
(MDN, December 1965)

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Mark Rodgers is a best-selling author, speaker and premier expert on dealership sales. He can be reached at mark@peakdealershipperformance.com

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High-tech sales hacks

DON'T BE AN EIGHT-TRACK PERSON IN A SMARTPHONE WORLD.

YOU CAN MATERIALLY strengthen customer relationships and help create your inimitable marketplace superiority through intelligent use of technology. Let me rephrase that: You must develop ways of intelligently using technology to your advantage. It's how you will survive in these changing times.

Here are some of my preferred high-tech sales hacks — creative and subtle ways to leverage available technology to accellerate your sales:

eSignatures. Yes, people still use email. For some, it's their preferred method of communication. Take a cue from one of my favorite dealers, John Lyon of **Wilkins Harley-Davidson** in Barre, Vt. His email signature includes his statement of marketplace superiority, a link to upcoming events, his Facebook link, a referral statement and a brilliant "Why buy from us?" link. This is one hard-working email signature.

Here's how to make your eSignature work harder: In your email client (like Outlook) create a signature with similar

hyperlink in his email signature, which takes recipients to a customized Google search for Elvis and his dealership. The page includes testimonials, Vaughn's LinkedIn and Twitter profiles, and an image that appeared in the Atlanta Journal-Constitution of him working with customers. What does this Google Me idea do for customer relationships? Elvis says, "I think what it says is, go ahead and look!"

Here's how you can create a Google Me link: Simply conduct a Google search for yourself, copy the link, create a hyperlink and put it in your email signature. Hint: Make sure you're pleased with the search results. (This is why posting those drunken pics of you in Cabo was a bad idea.)


vCard. If customers have to do anything more than click a few times to contact you, the likelihood of them doing so drops precipitously. The easiest way around that is to create a vCard, a virtual business card so customers can quickly and easily add you to their

make sure you have something interesting to say without saying everything you know. If your video is longer than 30 seconds, viewers will lose interest.

Purchase an external microphone, grab your smartphone and situate yourself in a place with low ambient noise. No revving motorcycles, ringing phones or barking dogs allowed. Then pick a question you hear often (Do I need to drain my gas in the winter? How do I drop my bike off for service? Where can I ride my dirt bike?) and come up with three tips. Not two, not four—three nuggets of information.

Answer the question and give yourself a signoff: "Mark Rodgers, ABC Cycles. What other questions can we answer for you?" Then provide dealership contact information. Editing is easy and cost-effective using programs like iMovie or VidTrim. Finally, create a YouTube channel for the dealership, post your video and send the link to everyone on the planet. Hint: Go easy on the ShamWow! infomercial host delivery style.

CRMs. I tell dealers that if they aren't currently using a customer relationship management system to capture customers' contact information and have a centralized place to keep notes and follow-up details, they are operating their business in a previous century. CRMs are a must if you are in the retail world today. A quick review of your CRM notes should reveal what you and any customer talked about last time you conversed, key questions or concerns that customer had, and notes about his personal life and interests. If you want to engage in sales today, you need to leverage this important technology.

Here's how: Get high tech using low tech. Use a pocket notebook and pen to make notes when with a customer ("Mind if I jot down some notes? I want to make sure I don't miss anything.") and then use that info to update your CRM. Hint: They aren't magical CRMs. They only work when you use them! 

John W. Lyon, Co-Owner
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details. Then select whether you want it to go into all emails, or just new messages. I like including it in all messages, because it's easier for people to call me using the hyperlink for my phone number. Hint: Go easy on the 12-megapixel glamor shot of yourself on your motorcycle; those download too slowly.

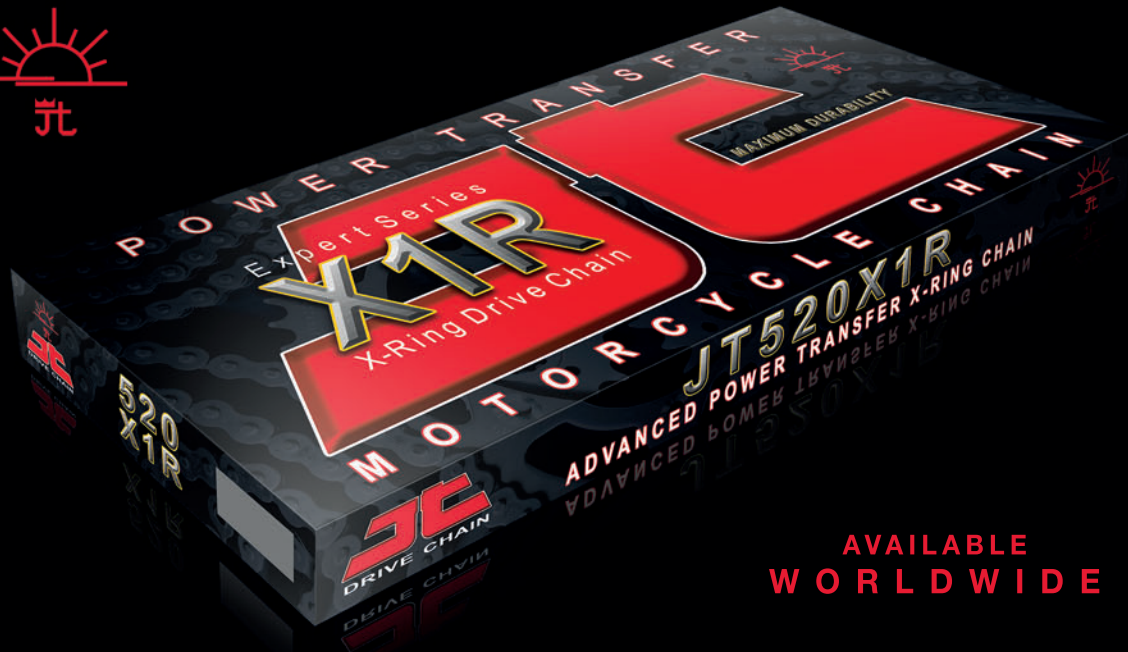
Google Me. If there is a more powerful brand than Google, I've not seen it. That's why my interest was piqued when I traded emails with **Killer Creek Harley-Davidson** GM Elvis Vaughn in Roswell, Ga. He includes a "Google Me"

contacts list and get in touch with you via one or two clicks or screen taps.

There are different ways to create a vCard depending on the email program you use, so consult your help topics. Hint: Sometimes a vCard is referred to as ".vcf."

Quick vids. We live in video-driven world—not necessarily a golden age of video, because a lot of videos are bad. But if you can do it well, you can do well. Product overviews, event invites, personal introductions, buying tips and riding tips are great examples. Just

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Turn and face the strain

CHANGES AND CHALLENGES AROUND WHEN YOU BECOME A MANAGER

I WAS WORKING as a service manager at a Phoenix dealership when Jimmy Carter was president. It was a job I accepted out of desperation more than inspiration.

Previously, I had been a commissioned technician making decent pay on a 50/50 split, which was fine when we had a steady flow of customers. Problem was, we had just gone through three service managers in the last six months and the last two guys had performed so poorly that service work was down 50 percent.

It was November, and while Phoenix winter weather was decent for riding, traditionally our business still slowed down. I was nervous about my financial future. All five techs, including myself, were offered the service manager's position. I was the naive one who accepted, because I believed a manager's salary was better than no money at all (100 percent commissioned techs earn nothing when there are no bikes to work on).

I knew being a manager would be challenging, and I expected some trouble from the other techs who were male, young, dumb and full of ... energy. After all, we literally worked side by side on Saturday, and less than 48 hours later I was their supervisor. My first mistake was that I promised myself that no matter what, I wouldn't fire anyone, because I considered some of the techs to be my best friends.

The first week went OK, mainly because I ignored the rude remarks from three of the more immature techs who challenged me on almost every decision. As time went on, the three amigos conspired to make my life miserable. Even though I started each day with a smile, as the morning progressed my demeanor was eroded by the grouchy techs, the often unreasonable customers and the over-demanding dealership owners. My second mistake was that I actually believed I could make all of the people happy, all of the time. By noon my shoulders would get tight and my neck started to hurt from all the stress I

was ingesting. After a few months it got worse. On most days, by the early afternoon I'd get a stress-related twitch in my upper lip, much like Elvis Presley's famous sneer, but mine wasn't attractive. I remember thinking, "I'm only 27 years old; I shouldn't have a twitch already!"

I was ill-equipped to deal with the human dynamics of managing others. I was drowning and, after roughly six months, I begged the owners to find a replacement so I could return to the comfort of a technician's position. That was Mistake No. 3: not realizing how long it takes to change human behavior.

Tips for the trip up the ladder

Maybe you transitioned from a tech or parts counter pro position to being a service or parts manager like I did. Or you may have this opportunity some day. There's no denying that being promoted within a department can be a rough road, but the good news is when you take on management duties, you're on your way to increasing your net worth, because you're increasing your value to the dealership.

It's been years since I wrestled with my transition to service manager and I've learned a lot since. Here are tips for those who boldly go where others dare.

- Realize that transitions from staff to management take more than six months to sort themselves out. Change is difficult. Both you and your direct reports need time to get comfortable working together. Prepare to invest at least one year, or don't even bother.
- Don't expect every co-worker to continue being your friend. In my 13 years as director of training at MMI, I managed more than 100 employees. Few were able to separate work and friendship and be good at both. You have to be willing to live with this. You'll make new friends and you'll gain admiration from some of your co-worker friends who are mature

enough to realize it takes courage to manage.

- No matter how you found your way to discussing the manager's position, you need to get agreement from the owner on the level of authority you'll have. Few situations are more stressful than responsibility without authority. As a mid-manager, I want to be judged on my department's financial performance, staff morale and reputation with customers—not on 60-second snapshots when the dealer walks by. I want the authority to make customer refunds or exchanges without dealer approval, be able to reward and reprimand staff as required, even if they're an owner's relative, and, when all else fails, fire those who do not work well with others. Without this authority, you'll be powerless to effect real change.
 - When rewards, reprimands and warnings fail to correct an employee's bad behavior, you must be willing to let them go. They may be a friend, but failure to make this call is like allowing a cancer to metastasize. It infects you, your staff and your customers.
 - Realize that you'll only get a grace period once. No owner should expect a new manager to hit the ground running full speed on the first month. Realistically, it takes about three months to learn the procedures, personalities and politics of a department. Before you make snap decisions, write your ideas in a notebook and review them at the end of each week. You'll be surprised how your perception changes as you become more experienced.
- Most importantly, take a management class, for heck's sake. The most valuable classes are offered by the manufacturer. But even a one-day class run by a generic corporate trainer can do wonders for your state of mind, and provide you with the tools to work smarter, not harder. ①

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VEHICLE BRAND OF THE YEAR

Harley-Davidson

The Motor Co. for the second year in a row wins the Top 100 Vehicle Brand of the Year award for having the most dealerships in the Class of 2014.

Harley-Davidson's lead was followed closely by Suzuki, Yamaha, Kawasaki, Polaris (non-motorcycle) and Honda.

Making impressive gains in the Top 100 this year were BRP/Can-Am, KTM, Victory, Royal Enfield, Kymco, KTM and CF Moto.

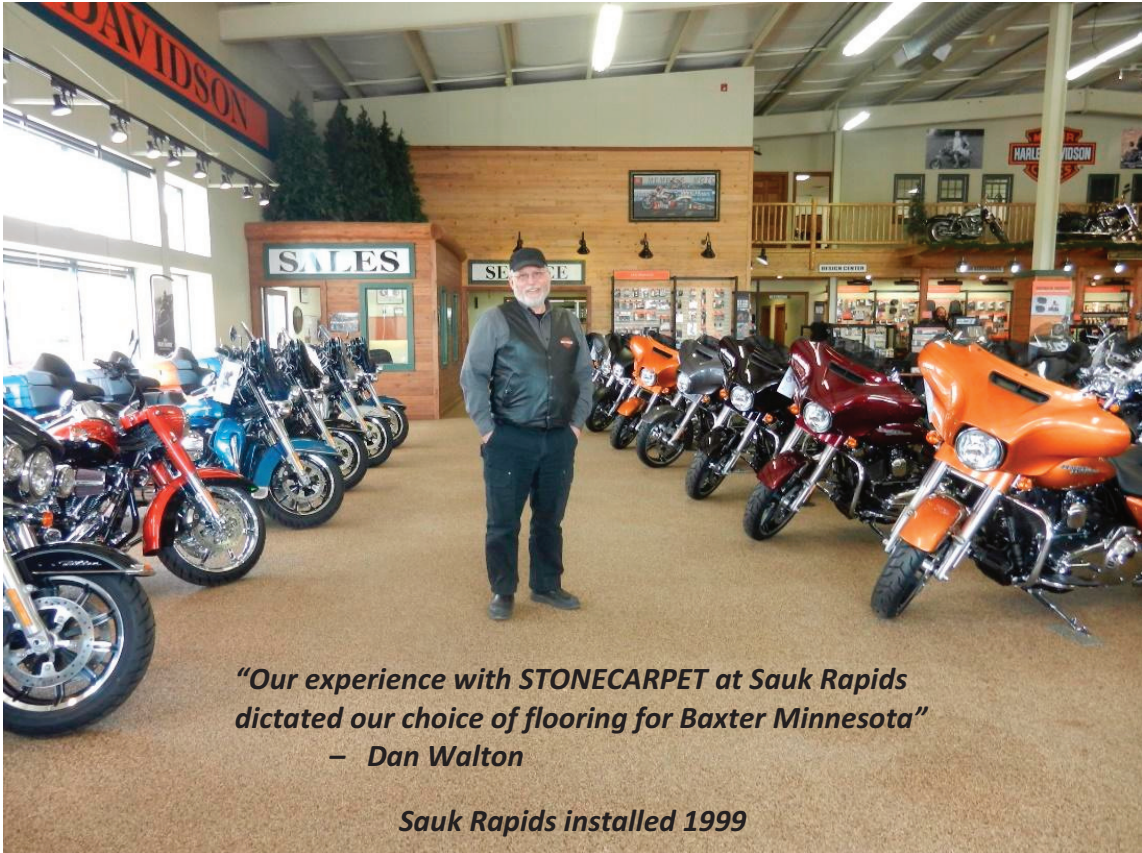


TOP 100 DEALERS OF 2014 REPRESENT THE FOLLOWING VEHICLE BRANDS:

Harley-Davidson	42
Suzuki	37
Yamaha	37
Kawasaki	34
Polaris (non-MC)	34
Honda	33
BRP/Can-Am	27
Victory Motorcycles	21
KTM	15
Kymco	12
Arctic Cat	8
Ducati	8
Triumph	8
CFMoto	6
Indian Motorcycle	6
Royal Enfield	6
Vespa	5

Vehicle brands with 1-5 dealers represented: Aprilia, Genuine Scooter, Husqvarna, BMW, Erik Buell Racing (EBR), Hyosung, Moto Guzzi, Ural, Bennche, Brammo, Zero

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2014 DEALER OF THE YEAR

MOTORCYCLE MALL



It seemed like a fool's errand.

In the teeth of the worst economy in 80 years, the Motorcycle Mall was moving into an enormous new building on two acres of property in Essex County. In 2010, dealerships were getting smaller, or worse yet, closing up shop.

And that's actually how they were able to find a closed Ford dealership. "The recession made it possible to make the move," said John Resciniti III, the third generation of the family to work at Motorcycle Mall. They put up a 108,000 sq. ft. building, double the size of their last dealership, with ample parking—always a premium in the New York metropolitan area—and have reaped dividends since.

Motorcycle Mall is one of the biggest on the East Coast, serving a competitive area, and not just surviving. It's thriving as an active part of its community—not far from Newark Airport and the Meadowlands—and it's Dealernews' 2014 Dealer of the Year.

John Resciniti rode motorcycles when he was in the service. Afterward, he went into the auto body business. He and his son John Jr., who had ridden motocross bikes before

graduating to street bikes, were selling Indian dirtbikes out of the back of the body shop.

"It was starting to take up so much space at the auto body shop, my father said, 'Let's just get a storefront,'" said John III (called LJ for "Little John").

John Sr. and Jr. bought a building and started Newark Motorcycle, selling Indian dirtbikes, Kawasaki and Honda. The building used to be an A&P grocery store, where John Sr. stocked shelves as a boy, and then was a Sears & Roebuck where John Sr. would change tires. Two years later, they had grown big enough to move into another building, which they'd outgrow by 2007.

"Logistically, it was very tough to operate," LJ said. "Town hall was right across from our building. It kept a lot of trouble away, but on Wednesdays, when it was court day, we had no parking."

Frank Sinatra once sang of New York that if you could make it there, you could make it anywhere. There are millions of potential customers, but it's a competitive market that isn't conducive to owning a car or a motorcycle. LJ said people might have to spend

as much as \$500 monthly storing a bike.

"There are a lot of things to overcome in this area than in other areas of the country," he said. "You're selling to more customers, but every 15 miles, you've got another dealer."

LJ also noted that dealers now have to contend with online sales. People might come through the dealership, see something they like and then buy it online for hundreds of dollars cheaper.

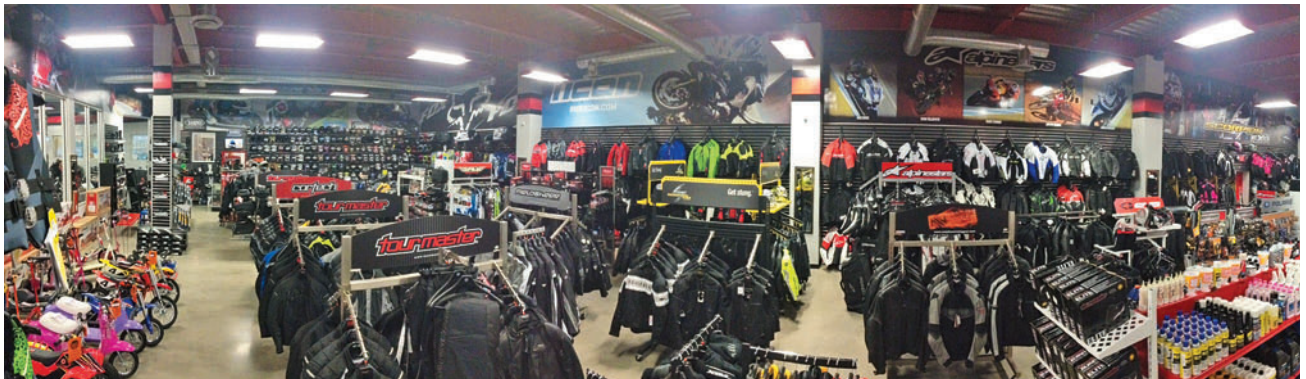
"It's a different atmosphere now than it was 10 years ago," LJ said. "Transparency is key. 90-95 percent of our stuff is on the Internet, so training our staff and our constant involvement is what puts us out there."

The dealership regularly hosts movie nights, and puts

on stunt shows and works closely with Motorcycle Safety Foundation rider courses, which in turn helps bring younger customers in. The dealership's average customer age is 30, an enviable number in an industry where buyers aging out is a legitimate concern. At Motorcycle Mall, they sell the experience of coming to the dealership as much as of riding itself.

"We want to make this a destination where people want to come here and come back," LJ said. "We want people to associate riding with Motorcycle Mall. We're your local dealer and we'll take care of you. This isn't, 'Buy a bike and we'll see you later.' It's trying to build that customer loyalty."

Motocross made its first appearance in the New York metro area in more than 20



years this year. There was an event at the dealership that weekend, and Motorcycle Mall had a presence at MetLife Stadium, where the race was held. LJ said staff worked 16-hour days to prepare.

"From a planning side, just to be a presence, we killed ourselves," he said. "It wasn't as bad as the move, but it was pretty damn close." But the results paid off. "The positive outcome really revived a lot of the customer base. It was a great draw, and that's what keeps us motivated."

LJ knows history isn't on his side. Fewer and fewer family businesses survive after each successive generation, but his life led up to him becoming part of the family business.

"I tailored my college career for this business," he said. "It's what my grandfather worked for and sacrificed and so did my father."

"There's a lot more to it than a paycheck at the end of the day. It's our passion."



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THE FINALISTS

FIRST RUNNER UP

Woodstock Harley-Davidson

Owners: Arnie Horwich, Tracy Lancaster and Doug Jackson
Location: Woodstock, Ill.

The staff doesn't want Woodstock Harley-Davidson to be thought of as a dealership. It wants to be the home away from home for its riders. Located where the Chicago suburbs meet the countryside, the dealership's goal is to "fulfill dreams of personal freedom" by keeping promises, treating customers fairly and being honest—exemplified by its glass-walled dyno room and open service area. In 2013 Woodstock added KTM to its lineup, which the owners say provides an entry for younger customers who might ride dirtbikes and racing bikes, and ultimately graduate to a heavyweight. More than 300 new and used bikes are on the showroom floor at any given time. In keeping with the home away from home theme, the dealership has a regular movie night, and during the winter its service department becomes a party room, with a stage, vendors and even a dance floor.



THE TOP 10 DEALERS OF 2014 (alphabetical order)

A.D. Farrow Co. Harley-Davidson
Sunbury, Ohio

House of Harley-Davidson
Greenfield, Wis.

Indian Victory Charlotte
Lowell, N.C.

J & L Harley-Davidson
Sioux Falls, S.D.

Killeen Power Sports
Killeen, Texas

Man O'War Harley-Davidson
Lexington, Ky.

Motorcycle Mall
Belleville, N.J.

Toledo Harley-Davidson
Toledo, Ohio

Vandervest Harley-Davidson
Green Bay, Wis.

Woodstock Harley-Davidson
Woodstock, Ill.



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SECOND RUNNER UP

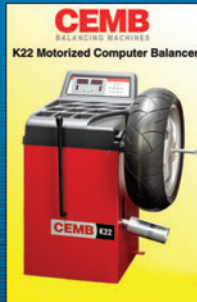
J&L Harley-Davidson

Owners: Jim and Lonnie Entenman
Location: Sioux Falls, S.D.

The store encourages its staffers to be friendly, open and as smart as they can be. Employees can complete courses and earn certifications on the clock through Harley-Davidson University, and the dealership encourages cross-training to make employees more well-rounded. As an added bonus, cross-trained employees have more understanding and empathy for those in other departments. It's also a friendly place to work, with amenities including an exercise area as employees try to become more health-minded. The employees are also community minded, supporting Make-A-Wish, Avera Breast Cancer Institute and the Children's Miracle Network with annual rides, offering Hands on Harley-Davidson to local children and sponsoring area youth sports teams.



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THIRD RUNNER UP

A.D. Farrow **Harley-Davidson**

Owners: Bob and Valerie Althoff
Location: Sunbury, Ohio

The Sunbury store, visible from Interstate 71, is built as a replica of the Harley-Davidson factory in Milwaukee, and one of three dealerships in the A.D. Farrow stable. On the 18-acre campus in Sunbury, near Columbus, the dealership hosts Rider's Edge courses. As the company seeks more women riders, A.D. Farrow boasts that 40 percent of its rider course students are women—and the courses have a 24 percent conversion rate. The store takes an active role in the community, participating in the Drug-Free Action Alliance, the Buffalo Soldiers and gives to charity, with one associate designated to review the 175 charitable requests the store received in a 17-month span. The dealership remains successful, with no layoffs in the past five years, and has upgraded its conference facilities to facilitate communication among its employees.



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Michael Stanfield

Freedom Cycles

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The 2014 award is given posthumously to Michael Stanfield, owner of **Freedom Cycles Inc.** and Freedom Rally Racing, based in Missouri, for his love of the business, his dedication to community and his unprecedented devotion to the sport.

Stanfield began selling Husqvarna motorcycles out of his garage. He opened his first dealership in Warrensburg, Mo., in 1976, calling it Freedom Cycles in honor of the U.S. bicentennial. He and wife Jenni would build a retail powerhouse in western Missouri—constructing a 30,000 sq. ft. dealership to celebrate their 30th wedding anniversary and

adding 45,000 sq. ft. when it came time to celebrate their 45th. Freedom Cycles has won Top 100 Dealer honors 16 times.

His personal adventures included an attempt to complete the Dakar Rally in 2011 at the age of 64. He tried again in 2012 after forming Freedom Rally Racing, a support business designed to help riders achieve their dreams of riding in the world's most challenging off-road rally.

Stanfield, who died in March in a scuba-diving accident, gave his heart and soul to the powersports community, riding at local motocross events, enduros and hare scrambles; supporting the nearby motorcycle road course and motocross tracks; and sponsoring charity rides and community events. In every photo of Stanfield, if he's on a bike, he's smiling.

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SPECIAL MERIT: COMMUNITY OUTREACH

Frieze Harley-Davidson Woodstock Harley-Davidson (tie)

In an effort to bring in younger customers, Woodstock Harley-Davidson, situated west of the Chicago metro area, launched its own racing series using the nearby McHenry County (Ill.) Fairgrounds fairgrounds, which sits empty for most of the year. The first "Friday Nights Under the Lights" Stadium Motocross race in May 2013 drew more than 100 racers, and the series is now AMA-sanctioned and offers six races and more than 20 classes.

In 2011, the State of Illinois passed a law prohibiting discard of electronic items. Frieze Harley-Davidson Sales, which sits east of the St. Louis metro area and is committed to being a 'green' dealership, partnered with a local recycling company to start a recycling campaign for the surrounding community. The dealership offers its lot for two days a year—one in the spring and one in the fall—for a recycling event that accommodates used electronics as well as metals, lawn equipment, tires and batteries. Customers drive up, have their vehicle unloaded, and drive off—or perhaps park the car or truck and venture inside the dealership.



SPECIAL MERIT: SERVICE DEPARTMENT EXCELLENCE

Cyclewise/Ducati Vermont

The service department at this New Haven, Vt., dealership has undergone a makeover in appearance and practice. The results? A 30 percent increase in service business year over year. The dealership started offering free pickup and delivery for service calls that meet a price threshold. To stem the tide of online tire buying, they reduced prices on the top five tire brands in the store, offering a flat rate for installation of any tires bought at the shop, which increased the opportunity to upsell products and services. Cyclewise/Ducati Vermont also participated in the Ducati Service Tune-Up, cleaning up, reorganizing and remodeling its service area in 48 hours. The dealership won the contest and, as a result, owners were able to attend World Ducati Week in Italy.

Dealernews TOP 100

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SPECIAL MERIT: CUSTOMER SERVICE

Performance PowerSports

Before implementing any customer service initiative, you have to know who your customers are, and the potential they can bring to the business. This multiline dealership in Seneca, S.C., divided its customer base into three general categories: The regular customers, those who want (and will pay for) a heightened level of attention, and the DIY-ers. Then, PPS created a concierge service, available for a fee for those who value the finer things in life and top-notch service. The DIY crowd now can buy their parts at the dealership and, at no added charge, get access, advice and counsel from the shop's service manager. One weekend every quarter, the dealership closes the shop just for DIY weekends for these particular customers. The result: A marked increase in positive word of mouth referrals.

SPECIAL MERIT: BEST DEALER TO WORK FOR

GO AZ Motorcycles

Management believes that incentivized, empowered and well-trained employees are key to the Scottsdale, Ariz.-based multiline's long-term success. Employees have access to manufacturer, OEM and sales training—on the company's dime. In addition to salaries, commissions and benefits, sales staff can receive weekly SPIF disbursements and occasional spontaneous incentives to spur competition and offer instant gratification. All staff can participate in the dealership's employee recognition program. Employees are invited to offer their opinions in regular focus groups. The dealership also hosts biannual storewide outings to build camaraderie. It appears to work, since GO AZ received a 100 percent score on a Triumph secret shopper test, and sales awards from Ducati and Kawasaki. It was also named one of the best places to work by the Phoenix Business Journal.



SPECIAL MERIT: BEST EVENT

Motorcycle Mall

When Supercross scheduled its first race in 23 years in the greater New York City area, Motorcycle Mall came charging. The dealer, situated in Belleville, N.J., seven miles from Met Life Stadium, hosted a two-day event, one at the dealership and one at the stadium as the exclusive onsite dealership. The store-based event drew more than 1,000 fans to get autographs from many of the racers, and generated heightened sales of products and accessories, along with five dirt bikes right then and there. Motorcycle Mall's Pit Party at the stadium included a photo opportunity allowing fans to take pictures with cutouts of the racers and replicas of their bikes. The event was promoted online and via social media, and fans were given prize incentives to share their photos. More than 20 MX machines were sold during and right after the weekend event.

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SPECIAL MERIT: BEST DISPLAY

Off-Road Express West

Off-Road Express West is a repeat Best Display winner, and no wonder. This four-scene display, created by dealer staff for a Honda ATV display promotion, offers political lampooning on both sides of the political field, while presenting information about products and sales. A pond was created from blue cellophane and plastic ducks, and the final scene included a to-scale motocross track with six yards of dirt installed in the showroom, and a TRX400X positioned therein. The display not only generated conversation but increased traffic in the showroom, the owners report.

SPECIAL MERIT: BEST EXTERIOR

Sound Harley-Davidson

The dealership in Marysville, Wash., received a retail design award for its building, which is designed to resemble the Motor Co.'s factory in Milwaukee. The dealership features clean landscaping, an outdoor fireplace and bike wash. According to the owner, customers talk about how open the dealership is, with exposed venting and concrete floors to keep with its industrial homage. A homey touch is provided with fireplaces and carpeted areas, along with a warm paint scheme.





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SPECIAL MERIT: ONLINE PROMOTION

Road Track and Trail

Road Track and Trail's summer intern program launched in 2012 but really took off in 2013. The idea was cost effective: by spending roughly \$3,000 for a 12-week intern, the dealership only needed to make four or five sales to recoup the investment. Four sales on Black Friday alone were attributed to the intern's social media outreach efforts. The intern posted 209 videos to YouTube and kept up the dealership's Facebook, Twitter and Google+ profiles.



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TOP 100 DEALER
2010
2011
2012
2013

SPECIAL MERIT: PRINT MEDIA

Indian Victory Charlotte

This flagship dealer in Lowell, N.C., spends about 35 percent of its advertising budget on print, in publications such as U.S. Rider News, Dashboard and Saddlebags and Thunder Press. And like many other dealers, Indian Victory Charlotte could use ready-made ads from Indian and Victory, but has adopted its own advertising campaign instead—with corporate approval for co-op funding. That point of differentiation ensures that customers not only see the ads (see sample, left), but they can identify with them and engage with them as a result.

SPECIAL MERIT: INTEGRATED MEDIA

A.D. Farrow Co. Harley-Davidson

It all began with some spot radio buys and the chance to host a last-minute mini-concert from country artist Rodney Atkins. Now, A.D. Farrow's integrated media campaign has generated such a strong interest from the community that its Pop-Up Performances are a regular concert series. Because the concerts are on relatively short notice (usually around three weeks, hence the name "pop-up") A.D. Farrow promotes them online and via social media, elevating the dealer group's profile on Facebook and particularly on Twitter. A cell on the dealership's website includes videos of the performances and keeps traffic at sustained levels. Information from ticket purchases are added to A.D. Farrow's customer database. And yes, the radio spots continue.

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2nd of 16
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SPECIAL MERIT: SOCIAL MEDIA

McHenry Harley-Davidson

How to raise your social media profile? How about killing a staff member? Last winter, McHenry Harley-Davidson in Northern Illinois wanted to raise its social media profile and allow its customers to get to know some of its new staff members. So they created their own game of Clue on the store's Facebook page. One staff member was "murdered." Clues were offered to Facebook fans to identify which one of the staff members was the "killer." Prizes were given out to those who deduced correctly. The campaign boosted the dealership's social media following in an innovative, unique and engaging way, and set the foundation for its advertising future. And it pretty much made social media stars out of the staff.



SPECIAL MERIT: PARTS DEPARTMENT EXCELLENCE

Rexburg Motorsports

The multiline dealer in Idaho has separate ratings for Value, Core and Ultimate products in its parts system. Racks are marked with a guide explaining the rating system, and products are signified by the color orange (Value), blue (Core) or black (Ultimate) hangers and price tags. The display also demonstrates how the product is rated (e.g. Ultimate products are put on floor fixtures and spotlit). Value offers bargain prices, Core is a little higher quality (and higher price) and Ultimate is the top of the line. Rexburg describes the system as its silent salesperson that naturally hands off to a feature and benefit presentation from sales staff.



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 -Velocity Cycles

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TOP.

TOP is the highest or loftiest point of anything. TOP denotes leadership—top rank, top position. In tennis and basketball, a TOP stroke gives the ball its forward spin. In Bridge, the TOP card is the best of a suit in a player's hand.

TOP means strength. TOP means forward movement. TOP means the highest in degree, over and above the rest.

The Dealernews Top 100 competition is a method of honoring the dealerships that have excelled in all aspects of powersports retailing. The men and women who own, manage and work for these businesses are powersports enthusiasts supporting the ride and the race, but they're also disciples of commerce; the enthusiasm they have for the lifestyle can be exceeded only by their commitment to satisfying customers, keeping people employed and making a buck in the meantime.

The competition isn't about sales volume; it's about all the things you do to GET to the sale: training, merchandising, marketing, servicing, working with the community, even sweeping the sidewalk when it comes time.

To become a Top 100 Dealer, you first have to enter. The submission process requires thought, advance discussion and a bit of effort. Panels of experts across the country judge entrants based on how well they execute their business Mission Statements or Unique Sales Propositions.

It's a good exercise, whether you win or not. We created the Top 100 entry process so that you could repurpose the information for a business plan, a zoning request, or even a team-building exercise. It's interesting what jumps out at you once you put all the information down in one place.

We've seen the results. Ideas that were novel in the Top 100 only a few years ago are commonplace to powersports retailing today. And as much as we'd like to take credit for that, we reckon most of you would have figured it out for yourselves. If the Top 100 effort helped illuminate that light bulb in your brain a little earlier, well, then, we're satisfied.

Please join us in saluting the winners of the 23rd Annual Top 100 Dealer Competition. – Mary Slepicka



A.D. Farrow Co. **Harley-Davidson**

Location: Sunbury, Ohio

Owners: Bob and Valerie Althoff

GM: Jeff Varney

Store size: 115,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *To grow and serve the motorcycling community.*



ABC Harley-Davidson

Location: Waterford, Mich.

Owners: Dennis Atherton and Ed Adler

GM: Gary Krupa

Store size: 29,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *For more than 30 years, ABC Harley-Davidson has been sharing their passion for motorcycles. The ABC difference is our team, our reputation is us! We like what we do, have the best products and selection, want to be at ABC, work hard and play hard, like the people we work with, ride what we sell, stand behind our service and care about you!*



Advantage Powersports

Location: Kansas City, Mo.

Owners: Jeff and Jim Stanfield

GM: Todd Ruge

Store size: 25,530 sq. ft.

Vehicle brands: BRP/Can-Am, Honda,

Kawasaki, Polaris, Suzuki, Yamaha

Mission: *Advantage Powersports strives to be North Kansas City's one stop powersport shop, offering our customers the largest in-stock selection at the lowest prices.*



Adventure Harley-Davidson

Location: Dover, Ohio
 Owners: Mike and Franscene Davis
 GM: Mike Roark
 Store size: 34,500 sq. ft.
 Vehicle brands: Harley-Davidson
 Mission: *Our mission is to positively impact people's lives through their experiences with our people, our products, and our dealership initiatives to give back.*



Adventure Motorcycle & Accessories

Location: Weston, Ohio
 Owners: Mike and Lorie Schwartz
 GM: Mike Schwartz
 Store size: 11,560 sq. ft.
 Mission: *Dedication, Hard work, and Honesty. Dedication to all motorcycle riders no matter what brand they ride. Hard work and long hours. Sometimes the customer needs to be seen before or after hours and we make time for them when possible and they really appreciate it. Honesty. When the customer asks something that you are not completely sure of, you don't pretend to know, you tell them you will check on that and get back with them. And if you make a mistake you admit it. Everyone makes mistakes and if you admit you made a mistake the customer most likely will understand as long as you do your very best to make it right.*

Arkport Cycles

Location: Hornell, N.Y.
 Owners: John and Rose Jamison
 GM: Jennifer Swarts
 Store size: 48,000 sq. ft.
 Vehicle brands: Arctic Cat, Harley-Davidson, Honda, Kymco, Suzuki, Yamaha
 Mission: *Arkport Cycles offers powersport enthusiasts a one-stop shopping experience. We provide products that not only fulfill our customers' expectations but more importantly their dreams. We strive to furnish a unique environment where our customers feel like they are part of our family. We are your one-stop fun shop!*



Arlington Motorsports

Location: Arlington Heights, Ill.
 Owner: Mitchell Fields
 GM: Dave Suter
 Store size: 7,000 sq. ft.
 Vehicle brands: Genuine Scooter, Hyosung, Kymco
 Mission: *To apply 40 years of motorcycle retailing experience and to continue to enjoy servicing the ever-so-shrinking motorcycle/scooter market.*

Babbitt's Sports Center

Location: Muskegon, Mich.
 Owner: Eddie Babbitt
 GM: Eddie Babbitt
 Store size: 100,000 sq. ft.
 Vehicle brands: Arctic Cat, Honda, Kawasaki, KTM, Polaris, Suzuki, Yamaha
 Mission: *Our mission is to be their number one source for fun! To achieve our mission we offer remarkable customer service, provide expertise and knowledge and have the dedication to exceed the needs of our customers. As an end result, we gain a relationship with our customers and are forever grateful for their business.*





Bayside Harley-Davidson

Location: Portsmouth, Va.

Owner: Maurice Slaughter

GM: Kevin Johnson

Store size: 36,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *The associates of MS Family Enterprises Inc. take pride in serving our customers with excellent customer service. Our goal is to exceed their expectations while we continuously provide them with the highest quality customer service in every department. We take a great deal of pride in our Harley-Davidson dealership, the products, services and lifestyle we deliver to customers. We are motorcycle enthusiasts and very much enjoy participating in the events and activities sponsored by our dealership and the Harley-Davidson Motor Company.*



Big St. Charles Motorsports

Location: St. Charles, Mo.

Owner: Brad Holzauer

GM: Dennis Wappelhorst

Store size: 70,000 sq. ft.

Vehicle brands: BRP/Can-Am, Harley-Davidson, Honda, Indian, Kawasaki, KTM, Polaris, Suzuki, Yamaha

Mission: *We aim to provide riders with more options for machines, apparel, and parts and accessories than any other dealership in our district. We strive to be the largest volume-dealer in the Midwest. Our mission is to serve all riding needs from childhood to adulthood through superior friendliness, knowledge, awesome events, and competitive pricing.*



Big #1 Motorsports

Location: Birmingham, Ala.

Owners: Joe and Paul Belmont

GM: Joey Belmont

Store size: 38,500 sq. ft.

Vehicle brands: BRP/Can-Am, Ducati, Husqvarna, Hyosung, Indian, Polaris, Suzuki, Yamaha, Zero

Mission: *Delivering an exceptional shopping experience every time a customer walks through our doors. No matter if that customer is coming in for the first time or the hundredth time, we want them to leave completely satisfied and looking forward to their next visit. This is more than a focus on customer service; it is a corporate culture of providing an exceptional experience in every step of their customer's shopping life cycle.*



Black Bear Harley-Davidson

Location: Wytheville, Va.

Owner: Charlie Cole

GM: Jamie Saunders

Store size: 29,346 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Black Bear Harley-Davidson prides itself on offering a quality product and top-notch customer service. Customer service is our most valuable product. To increase the value of this product and secure a position of leadership for the dealership, we will implement and support honesty and integrity in our business practices. We will make these practices a fundamental part of our day-to-day operations.*



Black Jack Harley-Davidson

Location: Florence, S.C.
 Owners: Charlie Cole and Matt Flintrop
 GM: Matt Flintrop
 Store size: 28,405 sq. ft.
 Vehicle brands: Harley-Davidson
 Mission: For as long as you care to ride, we'd love to be your dealer and help you enjoy our sport to the fullest.



Black Wolf Harley-Davidson

Location: Bristol, Va.
 Owners: Charlie Cole and John Ward
 GM: John Ward
 Store size: 32,886 sq. ft.
 Vehicle brands: Harley-Davidson
 Mission: Service is our most valuable product. To increase the value of this product and secure a position of leadership for the dealership, we will implement and support superior customer service standards. We will make those standards a fundamental part of every employee's activities every business day.

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Bob Weaver Motorsports & Marine

Location: North Tonawanda, N.Y.

Owner: Bob Weaver

GM: Mike Weaver

Store size: 32,500 sq. ft.

Vehicle brands: Ducati, EBR, Honda, Polaris, Victory, Yamaha

Mission: *Always treat the customer the way you want to be treated. Always wear a smile! Always greet every customer you see.*



Brewer Cycles Inc.

Location: Henderson, N.C.

Owner: Chris Brewer

GM: Tyler Brewer

Store size: 29,000 sq. ft.

Vehicle brands: BRP/Can-Am, Honda, Kawasaki, KTM, Kymco, Polaris, Yamaha

Mission: *To provide power sports products that bring wholesome family fun to the residents of North Carolina, Virginia and beyond. We strive to provide the highest quality product lines while delivering an excellent shopping experience to our customers. We're worth the drive!*



Bud's Harley-Davidson

Location: Evansville, Ind.

Owners: Larry and Mona Morand

GM: Dawn Morand

Store size: 43,500 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *To promote and encourage the excitement and enjoyment as well as the camaraderie of the motorcycling community/lifestyle through continued attention to our customer satisfaction, further educating ourselves on product-relevant information and participating fully with a surrounding community who supports our business as well.*



Carey's Cycle Center

Location: Riverdale, Utah

Owner: Caron Boswell

GM: Brad Boswell

Store size: 10,920 sq. ft.

Vehicle brands: Bennche, Yamaha

Mission: *We are family owned and operated and plan to stay that way so you will always get friendly family service. Carey's is the second oldest Yamaha dealer in the United States and proud of it!!*



Central Texas Harley-Davidson

Location: Round Rock, Texas

Owner: Andre LeCompte

GM: Andre LeCompte

Store size: 53,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Central Texas Harley-Davidson strives to make loyal customers for a lifetime by providing an unprecedented value and experience. We train, adapt, and relentlessly improve to be Austin and all of Central Texas' source for Harley-Davidson motorcycles, parts, accessories and Motorclothes.*



Central Texas Powersports

Location: Georgetown, Texas

Owners: Steve and Teresa Littlefield

GM: John Walker

Store size: 43,500 sq. ft.

Vehicle brands: BRP/Can-Am, Honda, Kawasaki, Polaris, Suzuki, Yamaha

Mission: *We not only want to earn a customer, we want to make a friend.*

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Champion Motorsports

Location: Roswell, N.M.

Owners: Jimmy and Crystal Allison

GM: Alyse Allison-Dowson

Store size: 26,000 sq. ft.

Vehicle brands: Harley-Davidson, Honda, Kawasaki, Suzuki, Triumph, Yamaha

Mission: *To provide 'Out of this World' customer service. We provide our customers a fun environment to be in; a staff that is passionate and dedicated to our customers, the products we sell and our jobs; a place where the customer is priority in making sure they are happy with the services they receive in our dealership; a business that cares about the community we live in and a professional and organized staff and environment.*



Charlie's Harley-Davidson

Location: Huntington, W. Va.

Owner: Charles Cole

GM: Susan Lucas

Store size: 50,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *We believe our mission statement should be a downstream reflection of the core Harley-Davidson idea. And that is to fulfill dreams of personal freedom. The most complex words are unable to capture the essence of what having our knees in the breeze can explain. We believe it is our responsibility to uncage our customers, and cultivate the love affair between a Harley-Davidson Motorcycle and its rider.*



Cole Harley-Davidson

Location: Bluefield, W.Va.

Owner: Charlie Cole

GM: Chaz Cole

Store size: 37,925 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Our mission is to provide you with superior products and service. To build quality relationships with you and others is what we strive for, whether it be out on the road or in the store. Service is our most valuable product. To increase the value of this product and secure a position of leadership for the dealership, we will implement and support a superior customer service standard. We will make these standards a fundamental part of every employee's activities every business day.*



Commonwealth Powersports

Location: Prince George, Va.

Owner: Larry Brooks

GM: James Risley

Store size: 65,000 sq. ft.

Vehicle brands: Honda, Kawasaki, Polaris, Suzuki, Victory

Mission: *Commonwealth Powersports is committed to giving our customers the best experience when it comes to acquiring a new or pre-owned motorcycle, ATV, side-by-side or personal watercraft as well as the parts, accessories and service after the sale to keep that experience going.*



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Cruisin' 66

Location: Ozark, Mo.
Owners: Tim and Nan Woodsome
GM: Tim Woodsome
Store size: 5,600 sq. ft.
Vehicle brands: Royal Enfield, Ural, Victory
Mission: *To be recognized by competitors, industry partners and customers as the motorsports dealership in Southwest Missouri that consistently exceeds the highest industry standards in customer service, product merchandising, quality support services and value.*



Cycle Center of Denton

Location: Denton, Texas
Owners: Randy Martin, Kenny Martin and Carlos Gonzalez
GM: Carlos Gonzalez
Store size: 30,000 sq. ft.
Vehicle brands: Honda, Kawasaki, KTM, Polaris, Suzuki, Victory
Mission: *You, the customer, are the reason we are in business. Each employee of Cycle Center of Denton is dedicated to the fun and safety of everyone who enters our doors. We are committed to offering quality products from reputable manufacturers and fulfilling each transaction with a genuine smile. Our mission is to perform all services beyond your expectations and provide total satisfaction during every visit. You deserve nothing less than our very best... count on it!*



Cycle North Powersports

Location: Prince George, B.C., Canada
Owners: Randy and Joyce Lloyd
GM: Dustin Lloyd
Store size: 17,000 sq. ft.
Vehicle brands: Honda, Husqvarna, Indian, Kawasaki, Polaris, Victory
Mission: *Our mission is to provide the highest-quality customer experience and product to Prince George and West-end Canada. Our USP is that we have the best service and people you'll find in any dealership. Our retention compared to other retail is very high, so you're going to get the same person again and again. Our shop staff is very well-trained, and we are always upgrading their skills. The experience you have at Cycle North and with our products will always be the best experience you have when shopping for Powersports equipment. We are not a price line dealership; our niche is those who want the best, and to support a local family business with well-treated staff."*



Cycle World of Athens

Location: Bogart, Ga.
Owners: Shelly Embrick, Phil Nuckolls, Jim Nuckolls
GM: Shelly Embrick
Store size: 32,243 sq. ft.
Vehicle brands: Harley-Davidson, Honda, Polaris, Suzuki, Yamaha
Mission: *The sole mission of Cycle World of Athens is to help riders and passengers maximize the pleasure and safety of the motorcycling experience. This mission is accomplished by offering a choice of high-quality motorcycles and accessories, by striving to provide excellent customer service and safety, by being honest, trustworthy, dependable, and by taking an active role in the leadership and support of our community and industry.*



Cyclewise / Ducati Vermont

Location: New Haven, Vt.

Owners: Joe and Tamara Boise

GM: Joe Boise

Store size: 8,500 sq. ft.

Vehicle brands: Ducati, Kymco, Suzuki

Mission: *We are committed to sharing our enthusiasm and passion for powersports by facilitating a genuine lifestyle of fun and lifelong relationships with our cherished customers, our comrades. We pride ourselves on our customer relations and feel that our dealership experience is one that is redefined. We give our customer a unique experience that welcomes them into the powersport lifestyle as well as into our dealership family. We believe that riding promotes a healthy lifestyle and that is why we have been fueling the passion for adventure since 1997.*

DHY Motorsports

Location: Deptford, N.J.

Owner: Donna Coryell

GM: Brian Moore

Store size: 22,000 sq. ft.

Vehicle brands: Honda, KTM, Polaris, Victory, Yamaha

Mission: *As a family owned and operated dealership, our goal of developing long-term relationships with each customer as an individual is the driving force of DHY Motorsports' mission. Upon entering the dealership, the focus is on providing our customers with the highest quality experience. Our welcoming, attentive, and knowledgeable staff is dedicated to providing an inviting atmosphere to our customers and not only reaching, but exceeding their expectations. The aim is not for the highest sales numbers, but on forming trust with every customer. This atmosphere, in conjunction with our quality workmanship and preeminent customer service, helps maintain the distinguished reputation DHY Motorsports is known for, which keeps bringing our customers in again and again!*




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Dothan Powersports

Location: Dothan, Ala.

Owner: Don Owens

GM: Don Owens

Store size: 22,400 sq. ft.

Vehicle brands: Honda, Kawasaki, Polaris, Suzuki, Victory, Yamaha

Mission: *Dothan Powersports' mission is to provide our customers a way to add fun and function to their lives by providing them with the very best quality powersports products and consistently striving to provide the highest degree of customer care and professional service at a reasonable price.*



Dreyer South Powersports

Location: Whiteland, Ind.

Owners: Steve and Terri St. John

GM: Steve St. John

Store size: 18,000 sq. ft.

Vehicle brands: CF Moto, EBR, Honda

Mission: *The mission of Dreyer South Powersports is to provide a unique riding experience for powersports enthusiasts. From racers to first time riders, we feel every person should have a positive, easy and friendly experience at Dreyer South. Our passionate staff does this by providing a one on one connection using our years of customization experience, problem solving skills and extensive powersports knowledge.*



Ducati / Triumph Newport Beach

Location: Costa Mesa, Calif.

Owners: Michael and Judy Guerin

GM: Mark McKinsey

Store size: 8,400 sq. ft.

Vehicle brands: Brammo, Ducati, Triumph

Mission: *"Ducati / Triumph Newport Beach is owned and operated by enthusiasts. The store was established to provide an unrivaled European motorcycle experience, to support the brands, and exceed the needs and expectations of our clients. At Ducati / Triumph Newport Beach, we pledge to provide the best customer experience available."*



Filer's Powersports LLC

Location: Macedon, N.Y.

Owner: Ted Filer

GM: Rob Quenell

Store size: 25,000 sq. ft.

Vehicle brands: BRP/Can-Am, Polaris, Suzuki, Victory, Yamaha

Mission: *Filer's Powersports will provide a fun and valuable experience to everyone through our commitment to exceeding expectations every day.*

Freedom Cycles Inc.

Location: Grandview, Mo.

Owners: Michael and

Jenni Stanfield

GMs: Jeff and

Jim Stanfield

Store size: 75,000 sq. ft.

Vehicle brands: Honda,

Kawasaki, KTM, Polaris,

Suzuki, Victory

Mission: *Freedom Cycles strives to be an outstanding powersport experience. We*

are not just the dealership down the road where a customer picks up their oil filter. We are the dealership that strives to give our customers memorable experiences each and every time they visit us. Through all departments, providing an outstanding powersport experience starts with customer service. Our established business practices ensure that our employees are experienced, knowledgeable and ethical in their decision making skills in order to provide our customers with the highest level of customer service possible.



Freedom Powersports and Marine Lewisville

Location: Lewisville, Texas

Owner: Kevin Lackey

GM: Troy Souther

Store size: 30,000 sq. ft.

Vehicle brands: BRP/Can-Am, Yamaha

Mission: *To exceed the expectations of the powersports enthusiast by delivering exceptional products and services through knowledgeable, friendly and well trained team members in an inviting environment.*

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We are a Recreational/PowerSports Recruiting & Staffing *Option*, we believe and have proven over many years that we can find the best industry candidates for any position.

Lonski and Associates LLC will only earn its fee, if we successfully find you the appropriate candidate and we no fault guarantee all our candidate placements for 90 days.

There is
"No Cost,
No Risk, No Money"
to look at our candidates.

CANDIDATES:

All resumes and discussions are held with the strictest confidence.
We will never release any candidate information without prior approval.

THERE IS NO OBLIGATION TO HIRE OUR CANDIDATES.
WE DEMAND NO UPFRONT MONEY AND/OR RETAINER.
THERE IS NO COST TO LOOK AT OUR CANDIDATES.
WE FACTOR OUR FEE ON BASE SALARY/HOURLY ONLY.
WE ALWAYS NO FAULT GUARANTEE OUR PLACEMENTS FOR 90 DAYS.
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Freedom Powersports Dallas

Location: Dallas, Texas

Owner: Kevin Lackey

GM: Loren Templeton

Store size: 28,000 sq. ft.

Vehicle brands: BRP/Can-Am, Polaris, Yamaha

Mission: *To exceed the expectations of the powersports enthusiast by delivering exceptional products and services through knowledgeable, friendly and well trained team members in an inviting environment.*



Freedom Powersports Hurst

Location: Hurst, Texas

Owner: Kevin Lackey

GM: Chase Vance

Store size: 12,150 sq. ft.

Vehicle brands: Victory

Mission: *To exceed the expectations of the powersports enthusiast by delivering exceptional products and services through knowledgeable, friendly and well trained team members in an inviting environment.*



Freedom Powersports Decatur

Location: Decatur, Texas

Owner: Kevin Lackey

GM: Larry Bobbitt

Store size: 10,000 sq. ft.

Vehicle brands: BRP/Can-Am, CF Moto, Kawasaki, Suzuki, Yamaha

Mission: *To exceed the expectations of the powersports enthusiast by delivering exceptional products and services through knowledgeable, friendly and well trained team members in an inviting environment.*



Freedom Powersports McKinney

Location: McKinney, Texas

Owner: Kevin Lackey

GM: Sean Chandler

Store size: 12,454 sq. ft.

Vehicle brands: BRP/Can-Am, Polaris, Victory

Mission: *To exceed the expectations of the powersports enthusiast by delivering exceptional products and services through knowledgeable, friendly and well trained team members in an inviting environment.*



Freedom Powersports Weatherford

Location: Weatherford, Texas

Owner: Kevin Lackey

GM: Logan Galbreath

Store size: 12,000 sq. ft.

Vehicle brands: BRP/Can-Am, CF Moto, KTM, Polaris, Suzuki, Victory, Yamaha

Mission: *To exceed the expectations of the powersports enthusiast by delivering exceptional products and services through knowledgeable, friendly and well trained team members in an inviting environment.*



Frieze Harley-Davidson Sales Inc.

Location: O'Fallon, Ill.

Owner: Virginia G. Frieze

GM: Etta Madura

Store size: 33,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Frieze Harley-Davidson believes in providing outstanding customer service to all motorcycle enthusiasts, therefore helping to fulfill our customer's personal dreams of owning their own Harley-Davidson. Motorcycling is not just a hobby or business to us, it's a lifestyle. As well as hoping to inspire people everywhere to do their part in protecting and conserving the environment. We work hard and have fun at what we do and continue to sell that fun and excitement since 1963.*



Gail's Harley-Davidson

Location: Grandview, Mo.

Owner: Gail Worth

GM: Matt Chiapetta

Store size: 36,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *To rise above the ordinary to provide the highest level of customer service, satisfaction and loyalty in Motorclothes merchandise, parts and accessories, performance, sales, and service; to cultivate an enjoyable and entertaining atmosphere for maximum Harley-Davidson camaraderie; to engage employees in a professional yet family-oriented dealership making each individual an integral segment of its success; and to add value to the community through civic and charitable contributions and employee involvement."*



Gene's Gallery Inc.

Location: Springfield, Mo.

Owners: Gregg and Tammy McNabb

GM: Gregg McNabb

Store size: 7,500 sq. ft.

Mission: *Gene's Gallery's mission is to help customers who may not be riders to understand why we ride. This is done by creating an atmosphere within our store that draws in new people so they can enjoy motorcycling and to keep the passion and fun in our sport.*



Gieson Motorsports

Location: Rock Falls, Ill.

Owners: Jon and Linda Gieson

GM: Johnna Diedrichs

Store size: 17,850 sq. ft.

Vehicle brands: Kawasaki, Suzuki, Yamaha

Mission: *Gieson Motorsports works to provide customers with a 'home away from home,' an escape from their daily lives. We strive to provide our customers with quality products designed to enhance their escape or ease their workload. We aim to keep our customers satisfied not only with their purchase experience, but with their ownership experience as well.*



Harley-Davidson of Erie

Location: Erie, Pa.

Owners: Kelly and Susan Lapping

GM: Laurie Thompson

Store size: 45,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Customer satisfaction is our business. We contribute to the fulfillment of dreams by providing quality products and exceptional service to our customers. We keep our promises, treat all customers fairly, and above all, we are always honest. Our business is customer satisfaction.*



GO AZ Motorcycles

Location: Scottsdale, Ariz.

Owner: Bob Parsons

GM: Gina Marra

Store size: 35,000 sq. ft.

Vehicle brands: Aprilia/Vespa, BMW, Ducati, Honda, Kawasaki, KTM, Triumph, Ural

Mission: *Engage our customers and the community in meaningful and long-lasting relationships by offering the best brands, employing well-trained and motivated sales and service staff, promoting safe and responsible riding and actively connecting with and giving back to the community we serve.*



Harley-Davidson of Scottsdale

Location: Scottsdale, Ariz.

Owner: Bob Parsons

GM: Justin Johnson

Store size: 26,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *To engage our customers and the community in meaningful and long-lasting relationships while accurately representing the iconic brand, employing well-trained and motivated sales and service staff, promoting safe and responsible riding, and actively connecting with and giving back to the community we serve.*

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Harv's Harley-Davidson

Location: Macedon, N.Y.

Owner: Kim Wyman

GM: Kim Wyman

Store size: 22,824 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Our goal is to provide a memorable experience for anyone who enters our dealership, to be involved with the customers, to be active in the sport, to mold and develop a passionate environment that allows everyone to share their love for riding! In addition, we strive to maintain and develop the core of our success, that being our employees, who provide years of motorcycling experience.*



Hattiesburg Cycles

Location: Hattiesburg, Miss.

Owners: Larry and Glenn Myatt

GM: William Moore

Store size: 101,739 sq. ft.

Vehicle brands: BRP/Can-Am, Indian, Kawasaki, KTM, Polaris, Suzuki, Triumph, Victory, Yamaha

Mission: *To provide quality products in a professional and friendly manner to our customers. Customer service may be a thing of the past in many retail operations but we are making it a priority at ours. We believe that while a customer may be able to acquire the products in other locations, our staff make the difference in how fond a memory the customer gains during the experience.*



Honda Kawasaki West

Location: Fort Worth, Texas

Owners: Dick and Kathy Thompson

GM: David Hunt

Store size: 38,500 sq. ft.

Vehicle brands: Honda, Kawasaki, Kymco, Yamaha

Mission: *To provide the best customer service in the area.*



Hot Rod Harley-Davidson

Location: Muskegon, Mich.

Owners: Clyde Whitehouse and Mark Campbell

GM: Clyde Whitehouse

Store size: 40,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *A passion for God's will and the open road.*



House of Harley-Davidson

Location: Greenfield, Wis.

Owner: John Schaller

GM: Tom Derrico

Store size: 50,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Whether new to the road or a 20,000 mile-per-year rider, the House of Harley-Davidson exists to provide our customers a world-class motorcycling experience.*



iMotorsports

Location: Elmhurst, Ill.

Owners: Tim Walter and Haider Saba

GM: Haider Saba

Store size: 25,000 sq. ft.

Mission: *We started as a small online-based dealership and have grown to be the biggest independent dealer in Illinois, concentrating on quality used motorcycles.*



Indian Victory Charlotte

Location: Lowell, N.C.

Owner: Mark A. Moses

GM: Mark A. Moses

Store size: 11,500 sq. ft.

Vehicle brands: Indian, Victory

Mission: *To be the world's finest dealer and foster trusting relationships that result in customers for life.*



J&W Cycles Inc.

Location: Washington, Mo.

Owners: Jimmy and Debora Jones, Robert and Nancy Jones

Store size: 15,600 sq. ft.

Vehicle brands: Honda, Kawasaki, Polaris, Suzuki, Victory, Yamaha

Mission: *To provide every customer with guaranteed satisfaction above and beyond their expectations, and to create an environment of friendliness and superior quality for the maximum enjoyment of the unique motorsports lifestyle offered by our people, products and services.*



J&L Harley-Davidson

Location: Sioux Falls, S.D.
Owners: Jim and Lonnie Entenman
GM: Joe Entenman
Store size: 38,000 sq. ft.
Vehicle brands: Harley-Davidson
Mission: *J&L Harley-Davidson is committed to providing outstanding service, quality products, and an extraordinary customer experience. J&L is your reason to ride.*



Killeen Power Sports

Location: Killeen, Texas
Owner: Jim Foster
GM: Jim Foster
Store size: 40,000 sq. ft.
Vehicle brands: Honda, Polaris, Royal Enfield, Suzuki, Triumph, Victory
Mission: *To outfit our customers with equipment, service, and an experience that creates utility in work and pleasure in life.*



Liberty Cycle Center / LCC Powersports

Location: Liberty, Mo.
Owner: Jeff Heishman
GM: Duncan Bennett
Store size: 16,000 sq. ft.
Vehicle brands: Kawasaki, KTM, Suzuki, Yamaha
Mission: *It is our mission to support the sport of motorcycling and ATVing. We support and encourage family fun and safety. We understand that our customer are not dependent on us, rather us on them. We believe in giving back to our community, first responders and our military. We strive to have the best trained, empowered and committed people in our industry and by doing so we hope to earn customers friendship and trust—not only on the initial sale, but the referral sale and the repeat sale by offering them the best experience every time. At the end of the day it comes down to this: We sell fun—enjoy the ride."*



Lexington MotorSports

Location: Lexington, Ky.
Owner: John Mitch Potter
GM: Adam Short
Store size: 35,000 sq. ft.
Vehicle brands: BRP/Can-Am, Ducati, Honda, Kawasaki, KTM, Polaris, Suzuki, Triumph, Yamaha
Mission: *Our goal is to provide the customer with a sales process that is proficient, but leaving with a sense of a family atmosphere. We thrive on making dreams come true so that experience should be great and memorable. Life should be fun and our goal at LMS is to achieve that experience for each customer.*



Mad River Harley-Davidson

Location: Sandusky, Ohio

Owner: Mike Davis

GM: Jolene Krizan

Store size: 43,050 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *To positively impact people's lives through their experiences with our people, our products, and our dealership initiatives to give back.*



Man O'War Harley-Davidson

Location: Lexington, Ky.

Owner: Jim Bentley

GM: Dale Condra

Store size: 35,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *We strive to create long-term relationships by providing Kentucky motorcyclists and enthusiasts with a premiere Harley-Davidson experience, inside our dealership, and in the community at large.*



Maxim Honda Yamaha

Location: Allen, Texas

Owner: North Central Texas Yamaha LP

GM: Matt Maschmann

Store size: 33,500 sq. ft.

Vehicle brands: CF Moto, Honda, Yamaha

Mission: *Maxim Honda Yamaha is a rider's store and as riders, we want our customers to have the best experience possible and to feel at home here. Customer satisfaction is number one at Maxim Honda Yamaha.*



McHenry Harley-Davidson

Location: McHenry, Ill.

Owners: Arnie Horwich, Tracy Lancaster, Doug Jackson

GM: Chris Hoak

Store size: 15,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Our mission is to help customers fulfill dreams of personal freedom by representing the Harley-Davidson brand. We will bring a commitment of exceptional customer experiences to every aspect of our operation. Every customer is a custom."*



Midland Powersports

Location: Midland, Texas
 Owner: Thomas Heller
 GM: Jason Heller
 Store size: 28,000 sq. ft.
 Vehicle brands: BRP/Can-Am, Honda, Husqvarna, Kawasaki, Kymco, Polaris, Suzuki, Triumph
 Mission: *Happy employee, happy customer, profitability.*



Motorcyle Mall

Location: Belleville, N.J.
 Owners: John Resciniti Jr. and John Resciniti III
 GM: Rich Gonnello
 Store size: 108,000 sq. ft.
 Vehicle brands: Aprilia/Vespa, BRP/Can-Am, Ducati, Honda, Kawasaki, Kymco, Moto Guzzi, Polaris, Suzuki, Victory, Yamaha
 Mission: *It is our mission at Motorcyle Mall to provide exceptional service to enthusiasts that exceeds their expectations in which will create loyal and lifelong customers. Each and every day our employees are committed to being friendly, knowledgeable and professional to help educate customers and fulfill their wants, needs and dreams. We are all passionate motorcyclists who are dedicated to the industry and dedicated to facilitating a fun and exciting lifestyle for our customers.*



Myers-Duren Harley-Davidson

Location: Tulsa, Okla.
 Owner: Reba McClanahan
 GM: Johnny McClanahan
 Store size: 21,400 sq. ft.
 Vehicle brands: Harley-Davidson
 Mission: *Our mission statement is based around the foundation of the company and extends to each customer as they move into making owning a motorcycle part of their life. Employees are encouraged daily to treat customers the way they would want to be treated, and to provide an exceptional customer experience, above and beyond expectations.*



New Haven Powersports

Location: New Haven, Conn.
 Owner: David MacQuarrie
 GM: Chris Green
 Store size: 17,000 sq. ft.
 Vehicle brands: Aprilia/Vespa, Ducati, Genuine Scooter, Kawasaki, Kymco, Moto Guzzi, Royal Enfield, Suzuki
 Mission: *The goal of New Haven Powersports is to project enthusiasm and knowledge of the products we sell, to be a trusted and competent dealer of new and used motorcycles, ATVs and watercraft. We want to encourage our customers to find the joy and exhilaration in power sports through knowledge, education and safety.*



Off-Road Express West

Location: Waterford, Pa.

Owners: Ernie, Joe and Jim Askins

GM: Gregory Rushin

Store size: 17,500 sq. ft.

Vehicle brands: BRP/Can-Am, Honda, Kawasaki, Suzuki

Mission: *Guided by ambition, knowledge, education, quality values and an immeasurable passion for our industry, our team of exceptionally trained professionals will work toward one common goal; to exceed all customer expectations and deliver products and performance that prove an incomparable value for the money.*



Outer Banks Harley-Davidson

Location: Harbinger, N.C.

Owner: Maurice Slaughter

GM: Kevin Johnson

Store size: 16,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Our goal is to exceed their expectations while we continuously provide them with the highest quality customer service in every department.*



Performance PowerSports

Location: Seneca, S.C.

Owners: Kurt and Gail Mechling

GM: Kurt Von Mechling

Store size: 22,000 sq. ft.

Vehicle brands: BRP/Can-Am, Kawasaki, KTM, Kymco,

Polaris, Royal Enfield, Vespa, Victory, Yamaha

Mission: *Focusing on the consumer, offering incredible products that excite them and evolving to meet their future expectations.*



Pioneer Motorsport Inc.

Location: Chaffee, N.Y.

Owners: Terry and Michelle Armstrong

GM: Terry Armstrong

Store size: 29,000 sq. ft.

Vehicle brands: BRP/Can-Am, Kawasaki, Polaris,

Suzuki, Yamaha

Mission: *To encourage all of Western New York to join our family when it comes to their recreational vehicle needs.*



Ray Price Inc.

Location: Raleigh, N.C.

Owners: Ray and Jean Price

GM: Mark Hendrix

Store size: 60,000 sq. ft.

Vehicle brands: Harley-Davidson, Triumph

Mission: *Our mission is to exceed our customers' expectations by offering quality products and prompt service. We are community-minded and treat every customer and employee with respect and honesty. Our passion is to make your dreams come true.*



Redline Powersports

Location: Myrtle Beach, S.C.

Owner: Larry Brooks

GM: Robb Eldredge

Store size: 43,000 sq. ft.

Vehicle brands: BRP/Can-Am, Honda, Kawasaki, Polaris, Suzuki, Yamaha

Mission: *To fulfill the dreams of our customers. We will keep our promises, treat all customers fairly and above all always be honest.*



Rec-Tech Power Products

Location: Lloydminster, Alberta, Canada

Owners: Alan and Belinda Lorenz

GM: Rory Anderson

Store size: 3,000 sq. ft.

Vehicle brands: BRP/Can-Am, CF Moto, KTM

Mission: *To promote a strong, healthy community and families through the powersports and equipment industry while offering premium service with dignity, respect and honesty.*



Rexburg Motorsports

Location: Rexburg, Idaho

Owners: Jared Burt, Allen Ball, Brad Ball

GM: Mike Vickers

Store size: 45,000 sq. ft.

Vehicle brands: Arctic Cat, BRP/Can-Am, Honda, Husqvarna, Kawasaki, Polaris, Suzuki, Yamaha

Mission: *We are obsessed about providing you with legendary service!*



Rick Roush Motor Sports

Location: Medina, Ohio

Owner: Rick Roush

GM: Rick Roush

Store size: 40,091 sq. ft.

Vehicle brands: Honda, Kawasaki, Kymco, Suzuki, Yamaha

Mission: *To offer our customers the best service at a fair price; to conduct business with honesty and integrity; to strive to exceed every customer's expectations.*



Ride Center USA

Location: Hazard, Ky.

Owner: Harry Watts Jr.

GM: Christopher Smith

Store size: 20,650 sq. ft.

Vehicle brands: Arctic Cat, Honda, Kawasaki, KTM, Suzuki, Yamaha

Mission: *Ride Center USA's mission has always been to be the alpha voice of responsible interaction within the community WE live, the customers WE serve, the families WE support and the future WE embrace.*



RideNow Peoria

Location: Peoria, Ariz.

Owner: Ridenow Powersports Management Group

GM: Bill Jeffery

Store size: 115,000 sq. ft.

Vehicle brands: BRP/Can-Am, Harley-Davidson, Honda, Indian, Kawasaki, Polaris, Suzuki, Victory, Yamaha

Mission: *To provide service of superior quality, value and convenience so that we achieve complete customer satisfaction; to sell products that allow our customer to have more fun in their lives; to remain competitive and profitable for continued growth; and to create an enjoyable, healthful work environment for our employees.*



Road Track and Trail

Location: Big Bend, Wis.

Owner: Nick Rank

GM: Scott Wegner

Store size: 36,500 sq. ft.

Vehicle brands: Arctic Cat

Mission: *Road Track and Trail is dedicated to customer satisfaction through 15 years of commitment to riders, worldwide, by offering affordable services and sales. Road Track and Trail offers any motorcycle enthusiast, on any size budget, a little piece of the American Dream.*



Route 1 Motorsports

Location: Grant, Fla.
Owners: Willy Carmine and Kellie Wright
GM: Ben Smith
Store size: 7,000 sq. ft.
Vehicle brands: Arctic Cat, BRP/Can-Am, Polaris
Mission: *We are fun people, who are all passionate about a fun industry, and we share that enthusiasm with our customers every day. One of our primary goals is to sell, of course. Another equally important goal is to retain customers.*



Select Cycle / Scooternerds

Location: Greensboro, N.C.
Owners: John and Dorrie Hill
GM: Ryan Hitchcock
Store size: 6,200 sq. ft.
Vehicle brands: Aprilia/Vespa, Genuine Scooter, Kymco, Royal Enfield, Triumph
Mission: *To provide the necessary ingredients to make memories and experiences which will last a lifetime.*



Rubber City Harley-Davidson

Location: Cuyahoga Falls, Ohio
Owner: Mike Davis
GM: Jeff McInturff
Store size: 41,000 sq. ft.
Vehicle brands: Harley-Davidson
Mission: *To positively impact people's lives through their experiences with our people, our products, and our dealership initiatives to give back.*



Show Low Motorsports

Location: Show Low, Ariz.
Owner: Roger Hatch
GM: Mark Allred
Store size: 18,000 sq. ft.
Vehicle brands: Arctic Cat, BRP/Can-Am, Polaris, Yamaha
Mission: *We honor our customers as welcome guests and serve them in the manner they desire. We respect the time and priorities of our customers and colleagues. We practice the belief that 'there is no best, only better.' Together, we will bring the commitment to life at every opportunity, for every customer.*



Sierra Cycles

Location: Sierra Vista, Ariz.

Owner: Barry Levitt

GM: David Levitt

Store size: 9,700 sq. ft.

Vehicle brands: Arctic Cat, BRP/Can-Am, CF Moto, Kawasaki, Suzuki

Mission: *We pledge to provide distinctive quality and unparalleled customer service as we strive to gain the respect and trust of our customers, suppliers and partner vendors.*



Signature Harley-Davidson

Location: Perrysburg, Ohio

Owners: Tim Sherman, Mike Lenhart and Jim Frauenberg

GM: Kris Everitt

Store size: 20,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *We focus our attention to three small words that have huge meaning—we sell fun! We are the place people go to feel good and have a great time.*



Sky Powersports of Lake Wales

Location: Lake Wales, Fla.

Owner: Roc Northey

GM: Dave Farina

Store size: 25,000 sq. ft.

Vehicle brands: Kawasaki, Polaris, Suzuki, Yamaha

Mission: *To provide the best possible customer experience in sales, service, F&I and parts and accessories.*



Smokin' Harley-Davidson

Location: Winston-Salem, N.C.

Owners: Greg Cooke, Bob Rubin, Ray Perry and Bret Irvine

GM: Ray Perry

Store size: 43,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *To provide the best possible customer service to all motorcycle riders and enthusiasts.*



Smoky Mountain Harley-Davidson

Location: Maryville, Tenn.

Owners: Scott and Monet Maddux

GM: Scott Maddux

Store size: 56,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Our number one goal is to focus on relationships, to exceed expectations, to never stop improving, to be the best.*



South Sound Honda Suzuki / South Bound Honda

Location: Olympia/South Tacoma, Wash.

Owners: Jeff Reiner, and Vicki and Dale Gray

GM: Vicki Gray

Store size: 14,500 sq. ft. (Olympia), 13,000 sq. ft. (Tacoma)

Vehicle brands: Honda, Suzuki

Mission: *To make a living selling fun, and treat our customers like we would want to be treated.*



Sound Harley-Davidson

Location: Marysville, Wash.

Owner: Scott Smernis

GM: Dwane Cannady

Store size: 30,180 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Enable the dreams and secure the trust of motorcycle enthusiasts in the Pacific Northwest through the delivery of world-class motorcycles, accessories, clothing, maintenance and related customer service."*



Southern Thunder Harley-Davidson

Location: Southaven, Miss.

Owner: Bob Parsons

GM: Jason Severson

Store size: 53,500 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *We strive to create long-lasting bonds with our customers, by offering them the best brand, along with well-trained and motivated employees, while connecting with them and giving back to the community that we serve.*



Star City Motor Sports

Location: Lincoln, Neb.

Owners: Robert and Patricia Kay

GM: Brian Jackson

Store size: 72,600 sq. ft.

Vehicle brands: BRP/Can-Am, Honda, Kawasaki, Polaris, Royal Enfield, Suzuki, Victory, Yamaha

Mission: *We hate mission statements because everyone lies! All businesses exist for one primary reason; to earn a profit for its owner. We exist to maximize our profits! We accomplish this by providing quality goods and services that our customers want.*



Toledo Harley-Davidson

Location: Toledo, Ohio

Owners: Tim Sherman, Mike Lenhart and Jim Frauenberg

GM: Tim Sherman

Store size: 27,000 sq. ft.

Vehicle brands: EBR, Harley-Davidson

Mission: *We focus our attention to three small words that have huge meaning—we sell fun! We are the place people go to feel good and have a great time.*



Vandervest Harley-Davidson

Location: Green Bay, Wis.

Owners: Rick and Lynn Vandervest, Erik and Amy Vandervest, Dixie and Eric Kinnard

GM: Erik Vandervest

Store size: 45,000 sq. ft.

Vehicle brands: Harley-Davidson

Mission: *Teamwork, commitment, quality, excellence ... in everything we do and for everyone we serve.*



Village Motorsports of Grand Rapids

Grand Rapids, Mich.

Owner: Jack Goodale

GM: Brad Schroeder

Store size: 56,000 sq. ft.

Vehicle brands: Arctic Cat, BRP/Can-Am, Honda, Kawasaki, KTM, Kymco, Polaris, Suzuki, Victory, Yamaha

Mission: *Exceed customer expectation with every interaction.*



Waugh Enterprises Harley-Davidson

Location: Orange, Va.
Owners: Donald and Marcelline Waugh
GM: Palmer Waugh
Store size: 23,406 sq. ft.
Vehicle brands: Harley-Davidson
Mission: *We at Waugh Enterprises Inc. are dedicated to providing the best in customer service and to deliver a family-type atmosphere to each and every one of our customers.*



Wildcat Harley-Davidson

Location: London, Ky.
Owners: Scott and Monet Maddux
GM: Shane Richmond
Store size: 33,000 sq. ft.
Vehicle brands: Harley-Davidson
Mission: *To focus on relationships, to exceed expectations, to never stop improving, to be the best.*



Wilkins Harley-Davidson

Location: Barre, Vt.
Owners: Barbara Wilkins, Ann Lyon, John W. Lyon
GM: John W. Lyon
Store size: 11,000 sq. ft.
Vehicle brands: Harley-Davidson
Mission: *Always be looking for those opportunities to surprise our customers and exceed their expectations. Too often, dealerships are focused on fulfilling the expectation—at Wilkins HD, we are always trying to exceed it by a mile.*



Woodstock Harley-Davidson

Location: Woodstock, Ill.
Owners: Annie Horwich, Tracy Lancaster, Doug Jackson
GM: Doug Jackson and Tracy Lancaster
Store size: 44,000 sq. ft.
Vehicle brands: Harley-Davidson, Triumph, KTM
Mission: *Fulfilling dreams of personal freedom.*

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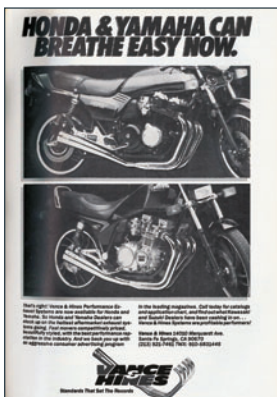
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