



OPERATIONS

DEALER SUPPORT, EVERY STEP OF THE WAY.

KEY LEARNINGS

Dealer owners don't have to be riders or enthusiasts

Harley-Davidson provides support throughout the purchase process and long after

Dealerships have the freedom to express their own personality

Brand pride, training and support keep employees loyal

When you become a Harley-Davidson dealer, you join one of the best dealer networks in the world. A Harley-Davidson dealership that's firing on all cylinders is an unstoppable force. That's why Harley-Davidson provides the support and freedom dealerships need to thrive.

THE DEALER FAMILY

The dealer family includes **everyone from those who've owned Harley-Davidson dealerships for decades to those brand-new to the brand and to the motorcycle industry.** Dealers don't have to be long-time riders or enthusiasts to be successful. **Business knowledge and expertise is the greatest foundation** for a new Harley-Davidson dealer. Each and every dealer is a vital part of the company and contributes to building one of the most legendary brands in existence today.

BECOMING A DEALER

One thing to know about becoming a Harley-Davidson dealer is the **company is riding with you all the way.** Trevor Bird, owner of Durango Harley-Davidson, started working at a Harley-Davidson dealership in 2002 and worked his way up to purchasing his own dealership. Of his experience, Bird said, "It was easier than I thought it would be. Every step of the way, H-D has been there helping me grow with the brand, whether it was my first training class to become a Riding Academy instructor, the new dealer orientation or the District



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Managers who helped me understand gross profit, industry turns and more.”
Pete Eisenhauer, owner of two Harley-Davidson dealerships in Pennsylvania and Maryland, experienced similar support when purchasing his first dealership. “Harley’s District Managers have been very valuable. They gave me lots of great information and helped me feel comfortable about what I was doing.”

NOT YOUR STANDARD DEALERSHIP

Not all dealerships, regardless of industry, are created equal. There are differences between an auto dealership and a Harley-Davidson dealer, such as building and design requirements. “Automotive manufacturers want all their dealerships to look the same...cookie-cutter, no personality,” explained Maurice Slaughter, owner of three Harley-Davidson dealerships on the East Coast, and former owner of an auto dealership. “Harley, on the other hand, recognizes that **each dealership can have a unique personality and still present their premium brand.**” Like helping owners pursue their dreams of personal freedom, Harley-Davidson paves the way for dealers to do the same with their businesses.

After 27 years as an auto dealer, Eisenhauer decided to become a dealer and found it a refreshing change. “**Compared to all the different variables in the auto dealer business, going into the Harley business was a lot easier.** I could feel the benefit of the Harley franchise system. Harley’s dealer development team led me through the process.”

SUPPORT THAT MAKES ALL THE DIFFERENCE

After one becomes a dealer, Harley-Davidson continues to provide support, from bringing in new riders to helping build an unforgettable experience for existing owners. “**Harley is constantly working to bring something to the dealer network,** from direct mail efforts that attract new customers to offering demo rides and promoting the brand at special events,” shared Shelly Rossmeyer Pepe, General Manager of Daytona Harley-Davidson.

Harley-Davidson supports dealers in creating an owner culture that drives loyalty. “H.O.G. is the single greatest marketing tool Harley has,” said Slaughter. “When you bring riders together at events, they get a chance to see other bikes and experience the camaraderie. It also increases sales, service, parts and merchandise revenue.”

LOYAL TEAM, LOYAL OWNERS

Harley-Davidson has created a loyal following like no other brand. In fact, owners are so loyal, for many of them, working at a Harley-Davidson dealership is a dream come true. There's a discernable **pride among dealer staff that keeps them loyal** not only to the brand but to their dealerships as well. "When I put my uniform on for work, I feel happy," stated Rossmeyer Pepe. "I get to wear, represent, sell and ride one of the coolest brands. Our staff feel that same level of pride."

Part of encouraging staff loyalty is providing the training needed to do the best work possible. "**Harley-Davidson University provides exceptional training** for every area of the dealership and helps our technicians acquire and maintain a high level of skills," explained Mike Davis, owner of five Harley-Davidson dealerships in Ohio.

Harley-Davidson dealers are on the front lines of the ownership experience. It's their passion for the brand that helps create some of the most loyal, enthusiastic owners around. From purchasing a dealership, to running a successful business, to establishing a base of loyal employees, **Harley-Davidson provides support every step of the way.**



BE A PART OF THE NEXT GENERATION OF HARLEY-DAVIDSON DEALERS.

Are you ready? Learn more at [H-D.com/BecomeADealer](https://www.harley-davidson.com/BecomeADealer)