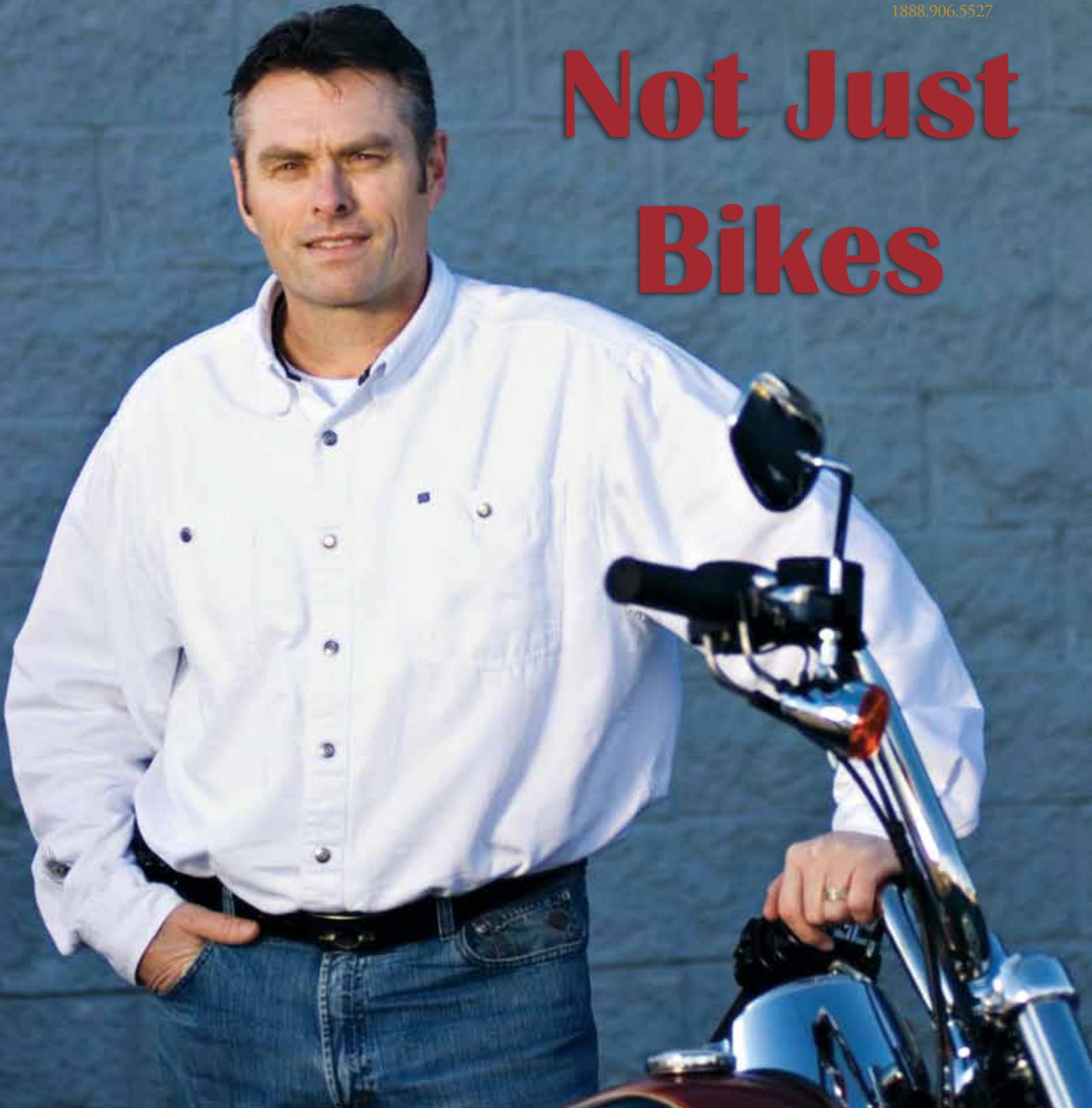


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Not Just Bikes



HARLEY-DAVIDSON OF CHILLIWACK

Not Just Bikes

By: Suzanne Sharma



When you first think of Harley-Davidson of Chilliwack, what comes to mind? Men in black leather riding around on their motorcycles, right? Wrong. This is definitely the traditional image and not one that stands true in today's world. Currently, Harley-Davidson is a company that boasts world-wide brand recognition, appealing to a broad demographic. Men, women, blue and white-collar customer's

alike are becoming the norm for this phenomenal company.

The products have grown from motorcycles alone to a range of clothing for men, women, and kids (for both the fashion conscious and for rider protection), accessories for your bike, jewelry, collectibles, and there is even a Harley-Davidson MasterCard. It's apparent that Harley-Davidson has achieved outstanding growth in the

market because they've done a great job of appealing to a wide range of clientele.

Harley-Davidson of Chilliwack is one of five dealerships within a 200km radius and has had to carve out their own competitive niche. There are many things that make Harley-Davidson of Chilliwack truly unique. From a geographic perspective, Chilliwack is a true "Destination Location" in the

upper Fraser Valley, the gateway to the Rocky Mountains and some of the most beautiful riding in North America. Chilliwack offers many amenities for the traveling vacationer from camping and fishing, to hiking, white water rafting, and golf. From a riding perspective, the Fraser Canyon, Hope/Princeton Highway, and the Lougheed Highway provide unbelievable riding journeys, anywhere from two hours to many days with some of the most beautiful landscapes just waiting to be seen.

Another business related reason that makes Harley-Davidson of Chilliwack unique is that it has been honoured with the Gold Service Award for Western Canada in 2005. This award recognizes outstanding service, and is granted to only one dealer in Western, Central, and Eastern Canada, truly a remarkable achievement for Harley-Davidson of Chilliwack. "We were just presented with the Silver Performance Excellence Award for 2006 which is an exclusive award for service and other business processes," says Dave Johnson, Dealer Principal of Harley-Davidson of Chilliwack. "We are very proud of all of our dedicated staff for helping us achieve this kind of distinction."

It is through the vision of Dave that this dealership has become so respected and accomplished. Outstanding customer service is the key priority, and in achieving that high service standard, Harley-Davidson of Chilliwack invests in people, process and technology.

"We made a decision to differentiate ourselves by providing the best service experience we could," says Dave. "Look after your customers and they will look after you."

Dave worked at Xerox for 18 years before he decided that he needed a change. After brainstorming with



his brother-in-law, Dave knew that Harley-Davidson was where his future lay. He moved from Calgary to Chilliwack in 2003, and a couple of months later, turned the key to a new business venture, taking over from previous ownership.

"I felt Chilliwack was an ideal location for a Harley-Davidson dealership as it has such a long riding season, it's a growing and prosperous community, and the motorcycle market, at that time, was under developed," states Dave.

Additionally, Dave saw Harley-Davidson as a good business opportunity because of the revived BC economy and the incredible interest of the baby boomers in the brand. "Harley-Davidson has world class product development and the Buell Family of Street Bikes are the most innovative in design compared to any other bike," says Dave. "Put those together in our market area and I believe with good business practices, we will continue to be successful."

The success Harley-Davidson of Chilliwack has seen can be attributed primarily through word of mouth. The staff works very hard to ensure each and every person who walks through the door is given the best shopping experience they can have. It makes no difference whether the customer is there to window shop, admire the chrome, or to make the purchase of a lifetime, the staff is there every step of the way. Customers understand and appreciate these efforts and aren't shy about sharing their experience with others. This is what keeps people coming back.

"We want to have our customers for life," says Dave. "There are other dealerships, but when a decision is being made about any Harley-Davidson or Buell product, we want our dealership to be top of mind."

One of the largest emerging markets in the motorcycle industry is women riders. Every day, more and more women are breaking through antiquated stereotypes and conquering

the open road on two wheels. In honour of this new demographic, Harley-Davidson of Chilliwack hosts a ladies night dedicated to the woman rider. Dave's partner and wife, Lori, states, "The turn out at our last women's night was spectacular, in spite of the blizzard that raged outside. We want to tear down the traditional image and make our dealership a comfortable place for women to be. The women's night will always be an annual event in celebration of their involvement in the sport."

"Harley is a highly recognized brand and although many aren't riding a Harley-Davidson or Buell motorcycle, wearing the clothing, or buying the branded gear helps many live the dream," Dave says. You can purchase dog dishes, clocks, jewelry, decals, collectibles, almost anything with the famous Harley-Davidson Bar and Shield. Additionally, Harley-Davidson provides more motorcycle accessories to customize your ride than any other vehicle manufacturer in the world.

"It doesn't matter if you bought the same bike as a fellow rider, there are enough unique parts and accessories to put your own fingerprint on your ride. From engine performance upgrades, to chrome accents, we can make a Harley-Davidson truly distinctive for every rider and every riding style," says Dave.

Through Dave's dedicated and creative business acumen, Harley-Davidson of Chilliwack looks to secure property and expand into a larger dealership in the near future. The company will also continue to increase their market and add service infrastructure to accommodate the service requirements of their growing customer base.

Charisma and a driving force to succeed are what make Dave so accomplished in his business endeavors. He notes that his father has had a great impact on his life, both personally and professionally.

"My father has been a huge supporter and has had a tremendous influence on how I work with people and

customers," says Dave. "Hopefully, the apple doesn't fall far from the tree and if I can be half the man, husband, father and friend that he is, then I believe I will have been successful."

Dave's family, including his wife and partner, Lori, and two young daughters, Sarah and Piper, have also contributed to his success by encouraging him and providing him confidence in the fulfillment of his dreams.

With a business professional like Dave backing the company, the future for Harley-Davidson of Chilliwack looks bright indeed. "We try to make our customers happy," says Dave. "People spend discretionary income on Harley-Davidson products and services because it makes them feel good, part of a heritage. People also have choices where they spend their hard earned money and when they chose us, we are compelled to make their experience the best it can be....it's in our mission statement."

With a clean-cut, 'Mom and Pop shop' approach to dealing with customers, set in a professional environment, the dealership asserts a unique experience for all. Harley-Davidson of Chilliwack possesses products to suit everyone's needs and the growing product range, focus on customer satisfaction, employee satisfaction, and the hands-on approach in dealing with clients make Harley-Davidson of Chilliwack the perfect place to shop.

Dave Johnson

Harley-Davidson of Chilliwack

Chilliwack, BC

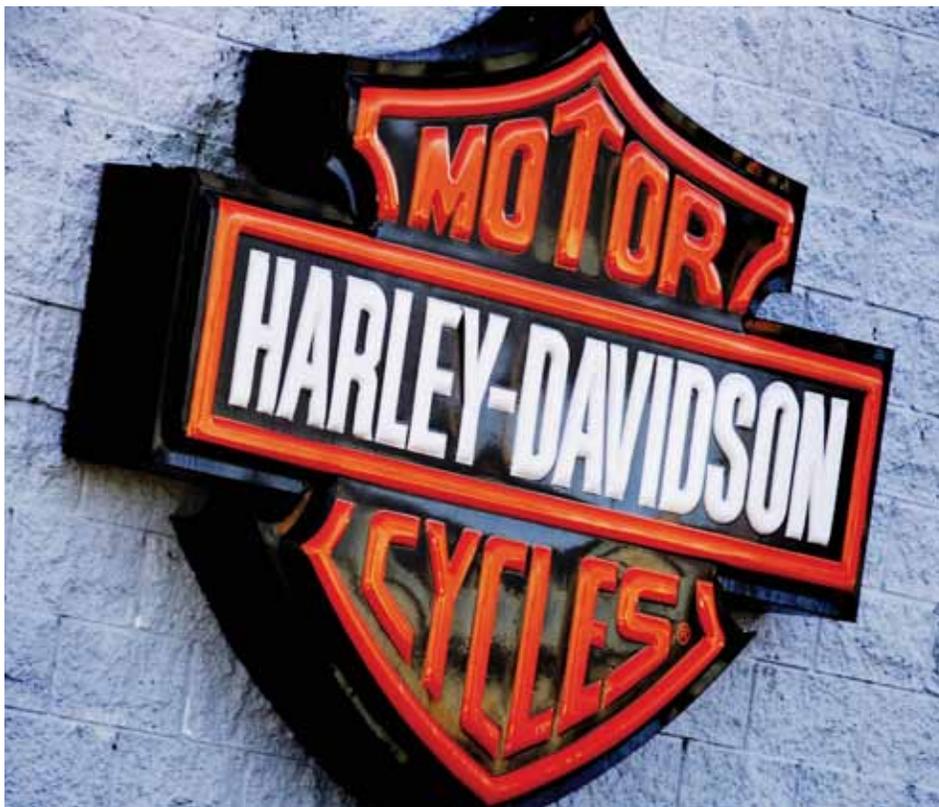
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