



HARLEY-DAVIDSON, INC.
Scottsdale, Arizona

15600 N. Hayden Road
Scottsdale, AZ 85260

FOR IMMEDIATE RELEASE
December 14, 2011

THE RUMOR IS TRUE:
HACIENDA HARLEY-DAVIDSON FRANCHISE DEALERSHIP IS SOLD AFTER 38 YEARS
WHERE THERE IS CHANGE ... THERE IS A LEGEND!

SCOTTSDALE, AZ – Rick Hatch, owner of Hacienda Harley-Davidson, has announced that after 38 years with Harley-Davidson, he has sold his dealership and franchise located in North Scottsdale. The new ownership will be taking over operations end of January, 2012.

Customers can expect business as usual before, during and after the ownership change of hands. Of course, there will be legendary sales and deals throughout the store and customers are encouraged to come in between now and January 15th for a meet and greet with Rick Hatch, autographed commemorative t-shirts and also, here is a hint so pay attention: mention these words: "I want to buy a legend from the legend" and each day a new storewide super deal that cannot be advertised will be available.

A schedule of the remaining weekend parties and events, including a legendary group ride with Rick and other celebrities can be found on their website at www.haciendaharleydavidson.com, including: *THE RIDE with Rick Hatch*, January 14, 2012. Ride starts and ends at the dealership, registration begins 10:00 a.m. THE RIDE is free but donations will be accepted for Liberty Wildlife, a Scottsdale non-profit organization whose mission is to rescue and rehabilitate Arizona's wildlife and The Colter & Associates Foundation 501(c)3 non-profit.

Rick Hatch started in the motorcycle industry in 1973, with a dream, \$50,000 borrowed dollars, nine used motorcycles, a used sink and stove, a wife and three-year-old daughter in Safford, AZ. In 1996 he moved to Scottsdale, AZ where he built the first mega-octagon shaped dealership known as Hacienda Harley-Davidson. Over the past 38 years, Rick Hatch has received numerous Harley-Davidson awards and recognitions including *TOP 25 Dealer in the Country* and the prestigious *Gold Bar & Shield Award*. He is known for "always going the way least expected" meeting a lot of people, making a lot of friends and granted a lot of dreams along the way.

"This industry and dealership has been my life for over 38 years", says Hatch. "Harley-Davidson is an incredible franchise, and I am blessed to have been so successful with it for all these years. I want all my customers to know this is a positive change for me, my family and employees and all our Harley-Davidson friends and customers. Change is good and it's happening right here, right now at Hacienda Harley! I invite everyone to be a part of it."

“I’ve been a loyal customer & friend of Rick’s since he first started back in Safford. When I think Harley-Davidson, I think Rick Hatch. He is a true living legend in the Harley world and I am excited about his new rental venture. I look forward to continue being his customer when I need to get my snowbird family and friends on a Harley for the weekend,” – Larry Studley, Tuscon.

What the future holds: Rick and his wife Julie have plans to continue and expand Eagle Rider Motorcycle Rentals, the valley’s largest Harley rental facility located near Scottsdale Airpark.

###

For more information, contact:

Lori Healy

lori@usbiker.com

651-263-0570 or 480-905-1903