



FOR IMMEDIATE RELEASE

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STRAP ON YOUR STEEL TOES

THERE'S A NEW MOTORCYCLE MEGAPLEX IN TOWN

SCOTTSDALE, AZ (February 7, 2012) – Go AZ Motorcycles, A Bob Parsons' company, is pleased to announce the purchase of Harley-Davidson of Scottsdale, the newest addition to their family of motorcycle dealers, creating a “megaplex” that will knock your boots off. This is not just another “hog heaven”, this is a biker's heaven on earth.

Located at 15600 N. Hayden Road, Scottsdale, AZ - formerly Hacienda Harley-Davidson, now re-named Harley-Davidson of Scottsdale, where customers can expect the New Ownership, New Management and new attitude to create a new dealership that is one-of-a-kind not only in the Valley but in the entire country, providing exceptional service and a WORLD-CLASS customer experience. Go AZ Motorcycles and Harley-Davidson of Scottsdale are in the midst of developing a destination in Scottsdale that will include a 2.5 acre training, demonstration and event center that will be like no other! Harley-Davidson of Scottsdale and Go AZ Motorcycles, will be the destination of choice for all bikers providing products and services for the ultimate customer experience.

Harley-Davidson of Scottsdale offers a full line of Harley-Davidson products and services including New & Used Harley-Davidson® Motorcycles, Service, Parts, Apparel & Merchandise, Finance and Rentals; and Go AZ Motorcycles is home to Aprilia, BMW, Ducati, Honda, Kawasaki, KTM, Triumph, & Vespa. Store hours for both locations are Monday through Friday, 9:00 a.m. to 7:00 p.m.; Saturday 8:00 a.m. to 6:00 p.m. and Sunday 10:00 a.m. to 4:00 p.m. Service hours start at 8:00 a.m. Monday through Saturday at the Harley Store.

“This is like the Grand Canyon, pictures and verbal descriptions are great but seeing it in person is the only way to truly *get it*,” comments Justin Johnson, General Manager Harley-Davidson of Scottsdale. “So come on in and see what we've done so far... and there's more to come... a LOT more.”

The old Harley® facilities have been scrubbed down, rearranged, trimmed, painted, organized and staffed to an impeccable standard. There will be a ton of events kicking off in February, continuing up to the Grand Opening mega-event scheduled for March 25th that will include a free concert featuring Brett Michaels, motorcycle stunt riders, contests, and a full block of events and entertainment that will delight all ages.

Harley-Davidson of Scottsdale, founded in January, 2012. History is in the making right here in Scottsdale, Arizona. The dealerships' owner, management and staff invite all to stop in and be a part of it. More information can be found at www.hdofscottsdale.com or www.goaz.com.

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WE SELL FUN!