

TO: Powersports Trade Press
FOR IMMEDIATE RELEASE
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NPDA HOSTS HARLEY-DAVIDSON DEALER MEETINGS AT AIMEXPO

**High-Level Motor Company Executive Luke Mansfield Featured Speaker
As Association Strengthens Outreach Efforts In Serving H-D Dealer Members**

Las Vegas (February 7, 2024) — The National Powersports Dealers Association (NPDA) proved its value to Harley-Davidson Dealer Members by orchestrating a presentation at the AIMExpo by a high-ranking official of the Motor Company.

Luke Mansfield, new Chief Commercial Officer of Harley-Davidson Inc., addressed a gathering of dozens of Harley-Davidson Dealers who took part in two meetings coordinated by the NPDA as part of the Powersports Industry’s largest annual trade show.

“It was really exciting to be here at the invitation of the NPDA,” Mansfield said. “Any opportunity we get to spend time and share ideas with our dealers is time well spent. It benefits the whole community and it’s something we all want more of.”

Mansfield, who has been with Harley-Davidson for a number of years, most recently as Vice President, Motorcycle Management, presented a variety of topics to the Harley-Davidson Dealers from across the country in attendance. Many dealers noted their appreciation of the in-person conversational approach with Mansfield that the event offered.

“It was great to have face-to-face communication in an open forum,” said George Gatto, an NPDA Board member and Chairman of the group’s Harley-Davidson Dealer Council. “We both agreed that more communication between dealers and the Motor Company is going to be beneficial for all. I’m optimistic after spending time with Luke at AIMExpo this week. We all appreciate him joining us.”

(more)

Since its founding less than three years ago, the NPDA has growth to more than 400 Powersports Dealer members, including more than 200 Harley-Davidson Dealers. The Board of Directors of 12 men and three women are Harley-Davidson and metric dealers from Alaska to Virginia, Ohio to Texas.

Along with committees focused on Education and Partnerships, the NPDA created the Harley-Davidson Dealer Council to concentrate on topics, issues and needs unique to Harley Dealers.

The NPDA has had a very active presence at the three-day AIMExpo in Las Vegas which concludes Thursday. The group is an exhibitor, conducted its second Annual Update Meeting and held a Partner Presentation session.

Additionally, the NPDA's Harley-Davidson Dealer Council held two meetings for Harley Dealers at AIMExpo. Attendees held frank, open discussions on the needs, challenges and opportunities H-D Dealers are facing.

“Dealers confront numerous, significant challenges in the course of running what I truly believe are the most complex businesses that exist,” said Bob Althoff, NPDA Chairman and a veteran Harley-Davidson Dealer in Ohio. “The NPDA is working hard to help Dealers be their best and achieve success while furthering the growth of our Industry.”

For more information about the NPDA, please visit www.npda.org

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