



## Top Harley-Davidson Executive Meets With Dealers

The National Powersports Dealers Association proved its value to Harley-Davidson Dealer Members by orchestrating a presentation at the AIMExpo featuring 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 for H-D Dealers 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."

While the NPDA is open to and serves all Powersports Dealers, the Harley-Davidson Dealer Council was created to concentrate on topics, issues and needs unique to Harley Dealers.

"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."



***Pictured:*** George Gatto, NPDA Board Member and Chair of the H-D Council and Luke Mansfield, Chief Commercial Officer at Harley-Davidson.