



Rider's Harley Davidson Dealership (above) and Manager Tim Peek (inset)

BUILDING USES "SMART SURFACE" AND CONCRETE MASONRY

Concrete Reinforces Harley Experience

Harley-Davidson understands the value of selling an experience. They have built their reputation on doing just that, and in the process, have positioned their brand as a leader in their market.

When Rider's Harley-Davidson built their new Trussville facility, the use of quality concrete and architectural masonry "was never up for debate," says general manager Tim Peek.

"We are a strong company with a strong product, so naturally, we wanted a facility that matches our reputation," says Peek. "So when it came right down to it, concrete was the only logical choice for building material. Its strength and design flexibility met our needs."

As you first pull into this impressive facility, you immediately notice the

bright, white concrete entry and parking area. And, when you tour the inside of the dealership, you can't help but observe the unbelievable attention to detail that has earned Harley-Davidson its well-deserved reputation.

"Riding a Harley is much more than a hobby. It is a lifestyle."

In every section of the building, concrete helps Harley-Davidson set the tone for quality, strength, and service.

"Riding Harley-Davidson motorcycles is much more than a hobby; it

is a lifestyle," says Peek. "Building our 67,000 square foot showroom, maintenance area, and surrounding parking lot with concrete and architectural masonry only adds to the power of the Harley experience."

On the showroom floor, beautiful Harleys and merchandise are protected by massive Architectural Masonry walls. Even areas outside of customer view make use of concrete's strength. The maintenance area features a foundation of polished concrete that defies destruction.

"Our polished concrete floor is one of our best decisions yet," says Peek. "It holds up to oil spills, battery acid, scratches, kickstands and just about anything else we can throw at it. Plus, it looks great." **(continues next page)**

COVER STORY CONTINUED:

Harley-Davidson Chooses Concrete

Harley-Davidson Dealer Uses Concrete Products to Reinforce Quality

Back outside, you experience the rumble of the bikes as veteran Harley owners and hopeful newcomers go for test-drives around the “Smart Surface” parking area.

“We chose the ‘Smart Surface’ for our parking area mainly because it’s durable,” says Peek. “We have used other surfaces and they simply didn’t hold up to the weight of the bikes and their kickstands.”

On Saturday mornings, biker groups gather at the dealership before hitting the highway. During the summer months, the “Smart Surface” offers the riders a cool oasis. The gleaming white concrete reflects light and attracts the attention of nearby Interstate travelers.



Polished concrete floors resist stains, spills, and tire scrubbing in the dealership’s service area and provide a clean environment for motorcycle mechanics to work in.

The Harley is a truly magnificent machine ridden by those who make this lifestyle a part of their core being. The use of concrete throughout the Trussville Harley-

Davidson dealership is consistent with Harley’s image of power and strength. And, so, Tim Peek says, “the next facility we build, will be built with concrete.”

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