



Adam Smith's Texas Harley-Davidson Fact Sheet

Adam Smith's Texas Harley-Davidson is:

- the #1 dealership in Texas for the past two years
- in the Top Ten in the Nation for the past two years

Unique Features:

- **Aroma injection system** pumps Texas Harley-Davidson's signature scent, Grit (grease, tires, leather and burning gasoline), throughout the store
- **Signature Wall** allows buyers to leave their permanent signature – and become a permanent fixture – on Texas Harley-Davidson
- **"Parts Bar"** simulates the experience of friends customizing bikes together in the garage
- **World's Largest Harley-Davidson Bar & Shield** (right) hangs in the service department



Building Facts:

- Consists of 72,000-plus square-feet
- Sits on six acres
- Has a second showroom on the second level that currently showcases more than 300 motorcycles with capacity to showcase 500
- The second showroom alone is larger than 90 percent of Harley-Davidson dealerships in the country
- Has the look of an old manufacturing building and is 100 feet at its highest point

Cost:

- More than \$10 million, the majority of which was local to DFW including contractor, architect, construction workers, uniforms (switched to Fort Worth-based Dickies)
- Alliance Architects of Richardson, Texas, served as architect of record.
- Dealership is one of the largest sales tax generators in Bedford

Team members:

- Will employ 100 team members when fully staffed
- **Steps of Legends** stairwell displays names of team members who have served for a decade or done something exceptional as part of the Texas Harley-Davidson team.

Departments/Features:

- **Ride-In Service Department** allows customers to ride their bikes inside the service department. It features seven master level 5 (the highest rating) technicians; the service department staff has more than 130 combined years of experience. It features a dyno machine which also dynos

rikes (one of three trike dynos in the state), as well as a state-of-the-art indoor wash and detail area.

- **Customized bikes** are displayed throughout the dealership so riders can visualize parts on bikes.
- **Insurance Office** arranges motorcycle insurance but can also bundle car and home coverage, and ensure customers have the best plan.
- Two **customer lounges** offer free coffee daily.
- **Restrooms** offer sizable storage cubbies for helmets and riding gear.
- A **2002 V-Rod** hangs on the wall of the dealership (First year Vrod was made).
- **Learn to Ride at Texas Harley-Davidson in their Riding Academy class.** Motorcycles are provided to students and get licensed onsite upon completion of the 3-day class. This class is free for all first responders, Veterans, and active or retired military.
- **Founder's Room** is free and open to the public to use for meetings, luncheons and celebrations.

Adam Smith and Harley-Davidson:

- Calculated Risk Motorcycle Group is the management team for the Adam Smith Harley-Davidson family of dealerships.
- It covers five locations over North, Central and East Texas: Texas Harley-Davidson, Bedford; Texoma Harley-Davidson, Sherman; Harley-Davidson of Waco; Roughneck Harley-Davidson, Longview; and Lumberjack Harley-Davidson, Nacogdoches.
- Adam was born and raised in the DFW area. He joined the Harley-Davidson business in 1991. In 1996, he opened his first Harley-Davidson dealership in Grand Prairie, making him the youngest person to own and operate a Harley dealership at the age of 22.

About Calculated Risk

Calculated Risk's family of dealerships includes [Texas Harley-Davidson](#) and [Lucky Penny Cycles](#) in Bedford; [Texoma Harley-Davidson](#) in Sherman; [Harley-Davidson of Waco](#); Roughneck Harley-Davidson in Longview; [Lumberjack Harley-Davidson](#) in Nacogdoches; and [Texarkana Harley-Davidson](#). The Calculated Risk Motorcycle Group is committed to promoting the Harley-Davidson lifestyle in everything they do by providing a one-of-a-kind experience that is fun, memorable and long lasting. With Calculated Risk, you'll never ride alone. For more information about Calculated Risk's Harley-Davidson dealerships, Lucky Penny Cycles or consulting services, visit www.CalculatedRisk.com.