



EISENHAUER'S
CHESAPEAKE
HARLEY-DAVIDSON®

Maryland House of Delegates
Annapolis, Maryland 21401

Dear Delegates,

As a fairly new business owner in the State of Maryland, I have a unique perspective in the advantage of allowing motorcycle sales on Sunday. My other Harley-Davidson dealership in northern Pennsylvania is open for sales on Sunday and it makes a substantial difference in our total sales volume.

Our business is different from buying an automobile. A motorcycle is a leisure activity, it's a want not a need. We are about selling a lifestyle, in particular a Harley-Davidson lifestyle. Our buyers travel from many different states to visit our location here in Harford County. We are not located on an interstate highway with a lot of visibility. Our customers want to travel to buy here. We are open seven days a week to service our customers with parts, accessories, Harley-Davidson clothing and service repairs. Our customers want to buy when they are in the mood to buy. It's an excitement, usually spur of the moment impulse decision. People do not need a motorcycle, they want one.

Our busiest times are on the weekend, because we are a leisure activity, people usually come and just hang out, and hopefully buy. We are at a significant disadvantage by not being able to sell motorcycles on Sunday. Some of our closest competitors are in Pennsylvania and Delaware and even some counties in Maryland which allow Sunday sales.

The other advantage with Sunday motorcycle sales is that, most customers do not buy just a motorcycle, they add usually quite a bit of clothing and accessories at the same time. These sales also increase the tax revenue for these increased sales.

We continue to lose sales because a customer is ready to buy today and if they can't, they will usually go home and think about it and change their mind because it is such an impulse buy.

In the State of Maryland, Motorcycle Dealers only, in Anne Arundel & Worcester Counties are exempt from Sunday Blue Laws.

We are asking for your support in adding Harford County to the list of these other two counties.

Sincerely,

Peter T. Eisenhauer

President,

Eisenhauer's Chesapeake Harley-Davidson