



MESA • ARIZONA

## Chester's Dealership Becomes Desert Wind Harley-Davidson

*Purchased by local riding enthusiast & entrepreneur*

FOR IMMEDIATE RELEASE

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Phoenix, AZ, October 13th 2015 – Chester's Harley-Davidson in Mesa has become Desert Wind Harley-Davidson. Ray Croghan, a motorcycle enthusiast with over 50 years' experience riding all over the world, has become the principal owner and dealer operator of Desert Wind Harley-Davidson. William Fisher, a veteran of the United States Air Force who served in Vietnam, will partner with Croghan.

"I have looked at dealerships all over the country and was drawn to the Mesa dealership by the customer base, staff, location and facilities," said Croghan. "Harley-Davidson has set the standard for what American-made motorcycles should be and I am excited about this opportunity to provide the loyal customers of this renowned brand with quality customer service, community outreach and exceptional events."

Croghan also is the principal owner and dealer operator of Loess Hills Har-

ley-Davidson in Pacific Junction, IA. He has been an owner of Harley-Davidson dealerships in Colorado, Nevada, Arizona, Florida and Idaho since 2000. He has lived in Arizona since 1996 with his wife of over 36 years, Deb Croghan.

Croghan added, "Job one is to reinforce this dealership's role as a leading supporter of the community and as a destination known for its Harley-Davidson Riding Academy and rental service. This dealership has been and will remain an exceptional expression of what the Harley-Davidson family is all about."

Deb Metcalfe has been appointed the general manager of Desert Wind Harley-Davidson. Metcalfe brings more than 12 years of dealership management experience and has been in retail since 1981. Prior to coming to Desert Wind Harley-Davidson, she was general manager of Loess Hills Harley-Davidson in Pacific Junction, Iowa.

For more information, please contact Missi Hughes,

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## Party on the Patio Remains at *AZ Rider* Desert Wind Harley-Davidson

We visited Desert Wind Harley-Davidson during their Party on the Patio event, held on October 10, 2015. PoP is one of several programs that Desert Wind H-D is maintaining since purchasing Chester's.

The event ran from noon until 3pm, with visitors being offered free lunch, refreshments, and music by one of our favorite local bands, the Unknown Associates.

The cook shack was serving up burgers & dogs, chips, and water. Manning the grill were representatives for the "Shake Rattle & Roll for Parkinson's" fundraiser, coming up on November 7. Event information was available plus you could pre-register for the run. Details are in our calendar.

We learned that John Moore, the winner of the United Food Bank 'Give Where You Live' motorcycle raffle received his bike here earlier in the day. Congratulations ~ and best wishes for smooth roads ahead!

This was our first visit to the dealership since Chester's turned the keys over to Desert Wind. We were happy to see some familiar faces, including Terry in Parts, Missi in Marketing, Sue in Reception, Red in MotorClothes, and Deb Metcalfe as General Manager.

We look forward to sharing news of future Desert Wind Harley-Davidson events with you as well.

*Bruce & Betsy*

