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St. Paul Harley-Davidson Named One of the Fastest-Growing Companies by The Business Journal

The Business Journal Growth 50 annually recognizes privately held companies in the Twin Cities for their exceptional growth over the three most recent fiscal years.

St. Paul, MN — October 28, 2004 — St. Paul Harley-Davidson/Buell (SPHD), the leading independently-owned and licensed Harley-Davidson® dealer in the Midwest, is proud to announce that it ranks 45th among the Twin Cities fastest-growing private companies, according to The Business Journal Growth 50 standings. This ranking is based on total revenue growth from 2001 to 2003, a period where SPHD experienced approximately 53 percent growth.

“It is quite an accomplishment to be named to The Business Journal Growth 50,” said Tom Giannetti, CEO of St. Paul Harley-Davidson/Buell. “This award is testament to the caliber of employees we have at SPHD — it couldn’t have been achieved without the daily hard work of every single person laying the foundation. Furthermore, our superior services, unique programs — like our Motorcycle Value Program (MVP), devoted HOG chapter and exceptional customers round out the strength of our business. And, it doesn’t hurt to work with an American icon and unparalleled brand like Harley-Davidson, which has been around for more than 100 years.” Giannetti went on to say, “more importantly, we are fortunate to work in an industry where our passion is our profession and at the end of the day it’s still our passion — not many can say this with conviction.”

To qualify for The Business Journal Growth 50, companies must be an independently-owned private company headquartered in the Twin Cities nine county metro area. Qualifying companies must show attested financial data demonstrating three consecutive years of substantial revenue growth and revenues of at least \$1 million beginning in 2001.

About St. Paul Harley-Davidson/Buell

St. Paul Harley-Davidson/Buell (www.stpaulhd.com), established in 1945, is an independently-owned and licensed dealer of Harley-Davidson® and Buell® motorcycles, parts, service, clothing and general merchandise. St. Paul Harley-Davidson/Buell provides Authorized Harley-Davidson Rentals, Tours and Rider’s Edge® Academy of Motorcycling. It’s also home to the St. Paul HOG® chapter and is the developer of the Motorcycle Value Program (MVP), an affinity marketing program that rewards those that ride and shop with them by offering discounts and privileges. Additionally, St. Paul Harley-Davidson/Buell is the recipient of the 2003 and 2004 “Gold Bar & Shield” award from Harley-Davidson Motor Company — its highest honor — for being one of the top 25 dealers nationally in customer satisfaction and overall performance.

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