April 1, 2013

Marketing Director

CHESTER’S HARLEY-DAVIDSON

922 S Country Club Dr.

Mesa, AZ 85210

Cultural Nuances, LLC (CN) would like to present the attached wrap-up report outlining the communications efforts and media coverage for the Fort Lauderdale Chester’s Harley-Davidson announcement.

CN developed a strategic communications plan to maximize Harley-Davidson’s visibility in the key media outlets in Fort Lauderdale that included a post-purchase caption release that was distributed to local regional, print, broadcast, online and radio media outlets. For this project, Chester’s Harley-Davidson successfully obtained an approximate total of XXX media impressions from over 75 unique outlets.

We have included a brief summary outlining the objectives, strategies, accomplishments, challenges and recommendations

Should you have any questions, concerns or need additional copies of this report, please do not hesitate to contact me at 414-688-8487 or by email at infor@cultural-nuances.com.

Sincerely,

Lynn Austin

Chief Marketing Strategist

Cc: Chester’s Harley-Davidson, file

Hard copies mailed via USPS

**WRAP-UP REPORT**

**OBJECTIVE**

• Garner coverage in the Fort Lauderdale, East coast and Phoenix media markets highlighting Chester’s Harley-Davidson’s purchase of the Fort Lauderdale Harley-Davidson dealership formerly owned by the late Bruce Rossmeyer.

• Generate awareness of the purchase and Chester’s entrance into the Florida market given the sensitivities following the death of Rossmeyer and the deep influence, respect and commitment from the communities.

• Position Chester’s Harley-Davidson as a leading motorcycle dealership involved in supporting important issues

• Create inviting experiences that will further strengthen the bond between dealership and customers, and the community at large.

STRATEGY

• Pitch press release to key media to power sports, motorcycling, business, enthusiasts media to raise awareness of the purchase following the press release issued by the Rossmeyer family.

• Open dialog between key media executives and Chester’s Harley-Davidson for this and upcoming events

• Create awareness of Chester’s Harley-Davidson’s support of and interest in supporting local programs

**ACCOMPLISHMENT(S)**

• Total appx. media impressions: TBD

o Awaiting website traffic confirmation from a few outlets listed in report that are yet to be confirmed

CHALLENGE(S)

• Pitching press release to 5 days after the sale and managing media inquiries before official announcements could be made.

1. [**The Chester Group Buys Fort Lauderdale Harley-Davidson ... - PRWeb**](http://www.prweb.com/releases/2013/3/prweb10537393.htm)

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1. [**The Chester Group Buys Fort Lauderdale Harley-Davi... - Silobreaker**](http://news.silobreaker.com/the-chester-group-buys-fort-lauderdale-harleydavidson-dealership-5_2266690237667213415)

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1. [**The Chester Group Buys Fort Lauderdale Harley ... - Newssy**](http://newssy.net/en/c_Regional(USA)/s_Florida/w_Fort+Lauderdale/n_5440260.html)

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1. [Rossmeyer's Harley-Davidson To Close Its Fort-Lauderdale ... - Zimbio](http://www.zimbio.com/Bruce+Rossmeyer/articles/4H1TZ4W7l0X/Rossmeyer+Harley+Davidson+Close+Fort+Lauderdale)

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1. [Maus Media Group Wins Telly Award for “McEwen's Mark” Episode ...](http://www.zimbio.com/Bruce+Rossmeyer/articles/ALwb6OkvHHD/Maus+Media+Group+Wins+Telly+Award+McEwen+Mark)

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