



## **Palm Springs Harley-Davidson**

### **RECOGNIZED FOR OUTSTANDING PERFORMANCE**

PALM SPRINGS, CA (March 9, 2020) - **Palm Springs Harley-Davidson** earned the prestigious Silver Bar & Shield Circle of Achievement Award for 2019. Presented by Harley-Davidson Motor Company, this award is given to dealers based on delivery of premium customer experiences and for demonstrating operational excellence across a range of categories.

“We’re proud to present this high honor to Tom, Michael, and John Roach in recognition of the many ways **Palm Springs Harley-Davidson** delivers personal freedom to Harley-Davidson riders day in and day out,” said Dave Cotteleer, Vice President and Managing Director for U.S., Harley-Davidson Motor Company. “Strong, passionate dealers like Tom, Michael, and John Roach who inspire new people to take their first steps toward riding and offer long-time riders the quality service they expect and deserve, are big reasons why Harley-Davidson has been a respected, recognized brand for over 116 years.”

Silver Bar & Shield award recipients, like **Palm Springs Harley-Davidson**, consistently elevate the brand by providing their customers with exceptional and authentic Harley-Davidson experiences.

**Palm Springs Harley-Davidson**, has been Family Owned and Family Operated by the Roach Family in the Palm Springs/Coachella Valley area since 1991.