

**Honored at Dallas banquet**

**BOB AND TRACEY  
CELEBRATE 25TH ANNIVERSARY  
AS HARLEY-DAVIDSON DEALERS**



**BOB AND TRACEY DRON WERE HONORED BY HARLEY-DAVIDSON AT AN AWARDS BANQUET IN DALLAS ON JANUARY 22 FOR THEIR 25 YEARS AS HARLEY DEALERS.**

**MARK YOUR  
CALENDARS**

***The grand opening of our spectacular new showroom at 151 Hegenberger Road will be Saturday, July 8.***

***We're planning an extraordinary event, including an appearance by Bubba Blackwell, American Daredevil.***

***Check our website for further details and construction photos of our new, spectacular facility!***

**INTERNET SALES FUELING DEALERSHIP GROWTH**

**Y**OU'D BE AMAZED AT HOW THE MARKETING AND SALES OF MOTORCYCLE PARTS HAS CHANGED OVER THE YEARS. IT USED to be you had to go through a store to get parts; now you can find them readily available on the Internet.

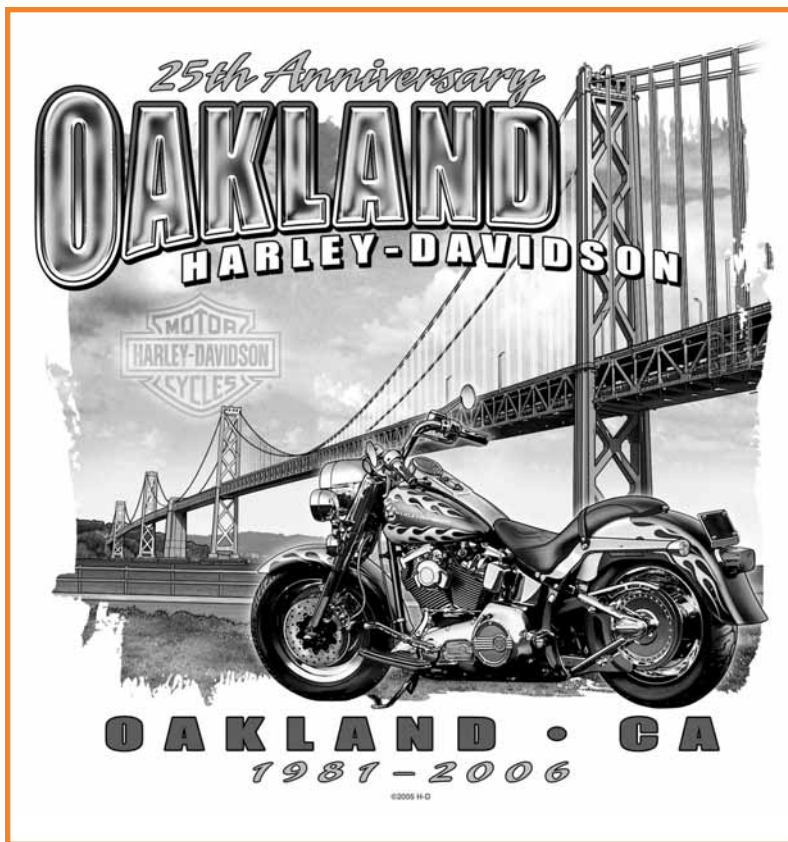
Selling parts online and promoting Bob Dron's business on the Internet is the responsibility of our E-commerce Coordinator, Larry Hall. Larry, 56, sells Bob Dron-specific items on eBay and drives business to our web site. Larry spent 20 years in the computer business, specializing in

e-commerce for six years with his own company, which sold wholesale and retail pottery online.

"Bob's e-business is going very well," Larry says. "We are doing between 400 and 500 listings per month on eBay. That's where most of the online business is generated. We're selling everything from handgrips to windshields, seats and engines.

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**Bob Dron  
25th  
anniversary  
T-shirts  
are coming  
to our  
MotorClothes  
department  
in April.**



OPEN ROAD is published twice a year by Bob Dron Harley-Davidson for the enjoyment of our valued customers.

**Bob Dron**  
President

**Bob Gilbert**  
General Manager

**Alan Casner**  
Sales Manager

**Bill Martinez**  
Business Manager

**Carmen Robinson**  
MotorClothes Manager

**Jack Dron**  
Inventory Manager

**Al Gravel**  
Service Manager

**Chris Tyler**  
Rental Manager

200 Hegenberger Road  
Oakland, CA 94621  
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[www.bobdron.com](http://www.bobdron.com)

## INTERNET SALES

*Continued from front page*

"I think we'll sell as many parts online as our parts department does in-house."

As our Internet business has increased, so has our retail business grown and expanded.

"People are interested in buying online," Larry says. "On eBay and through our web site we can reach people all over the country and all over the world." ❖

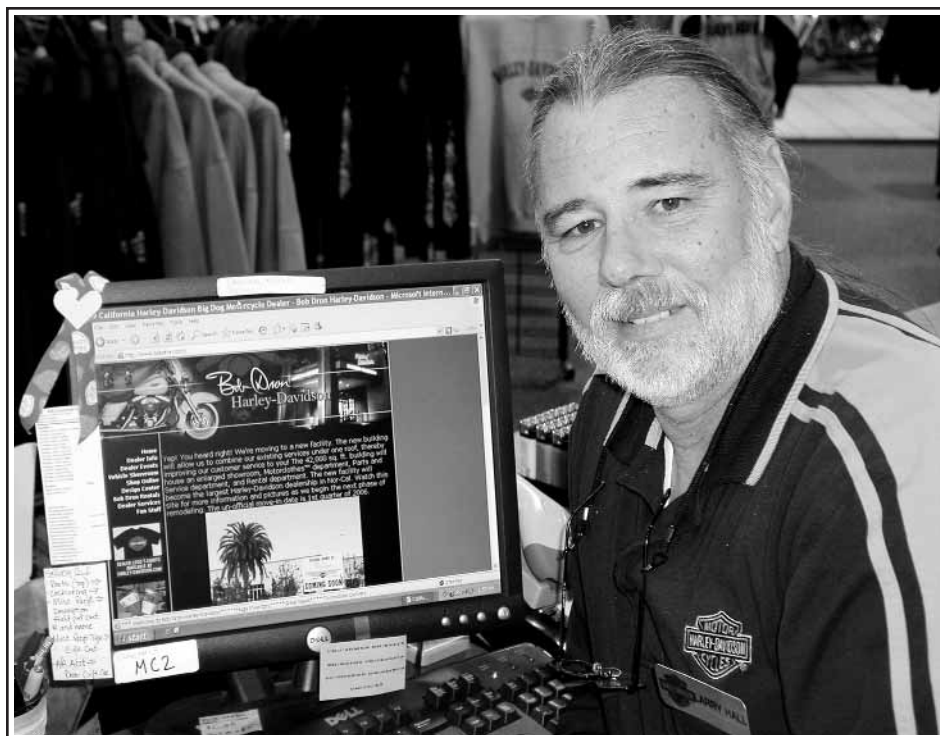
### **BOB'S EBAY STORE**

**Log onto eBay  
and search for  
"Bob\_Dron."**

### **BOB'S WEBSITE**

**[www.BobDron.com](http://www.BobDron.com)**

**LARRY HALL IS IN CHARGE OF OUR E-COMMERCE ACTIVITIES.**



## 35TH ANNIVERSARY SUPER GLIDE A SUPER RIDE

**I**T'S BEEN 35 YEARS SINCE THE REVOLUTIONARY FIRST SUPER GLIDE WAS INTRODUCED. THAT 1971 bike was, as its ads touted, "the ultimate super-bike . . . an action-eager muscle machine."

The 35th anniversary bike is a great-looking, oil-tight, fine-handling machine with plenty of power. It does the original masterpiece proud.

The Super Glide includes:

- 6-speed Cruise Drive(tm) gearbox
- Chrome and silver power train
- Fat Bob(tm) fuel tank
- Unique 35th anniversary medallions and decals
- Leather fuel tank console



MOTORCOTHES MANAGER CARMEN ROBINSON SITS ON THE 35TH ANNIVERSARY SUPER GLIDE. CARMEN JOINED US LAST SEPTEMBER. AT 22, SHE OWNS A MODELING COMPANY AND PRODUCES FASHION SHOWS.

- Serialization on the battery cover
  - Red, white and blue anniversary paint with Number 1 logo on tank
  - Silver-faced speedometer
  - Unique two-up, ribbed seat
  - Mini-pullback handlebar
- Cook Nielson, writing in the January 2006 Cycle World magazine, says, "Thirty five years ago everybody said of the Harley-Davidson Super Glide, 'Everybody is looking at you, admiring the waves or bravado that flood off the exterior, digging the bongo-beat rhythm of the engine.' It's the same for the 2006 version." ❖

## DIAMOND CUTTING POPULAR WITH CUSTOMERS

**T**O BIKERS, WINTER MEANS SPRUCING UP THE HARLEY IN PREPARATION FOR THE joys of sunny spring-time riding.

This year, we're offering a special diamond cutting deal to go along with our big bore kits.

It's the **1550 Package** — a big bore special combined with diamond cutting of the cylinder heads and barrels.

Here's how it works: Buy a big bore kit (including new barrels). Your existing heads and new barrels are sent to Bob Dron's out-of-state diamond cutting facility, then returned to Bob's Oakland shop for reassembly, kicking up the displacement to 1550cc.

All for \$1,550 — including parts, labor, diamond cutting and tax.

"Everybody does a big bore kit during the winter," says Service Manager Al Gravel. "We wanted to do something different."

"Some people opt for pow-



der coating on the cylinders, heads and cases, which gives them a great custom look.

"This is the first time we've offered this. Our customers really like it. It's been

very successful.

This special deal is good through March 31. ❖



## BIG CHECK FROM BIG RUN

BOB DRON, ON BEHALF OF THE DEALERSHIP AND THE OAKLAND H.O.G., PRESENTED THE OAKLAND POLICE MOTORCYCLE DRILL TEAM WITH A CHECK FOR \$8,000. THE MONEY WAS RAISED DURING LAST JUNE'S B.I.G. (BIKERS INTO GIVING) RUN ON THE HISTORIC LINCOLN HIGHWAY. THIS YEAR'S B.I.G. RUN WILL BE SATURDAY, JUNE 24.

## HOURS OF OPERATION

WE ARE OPEN SEVEN DAYS A WEEK FOR FULL SERVICE

10 a.m.-7 p.m.  
MONDAY-FRIDAY

9 a.m.-6 p.m.  
SATURDAY

9 a.m.-6 p.m.  
SUNDAY

Bob Dron Harley-Davidson  
200 Hegenberger Road  
Oakland, CA 94621

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