

RumbleOn Expands Footprint with Acquisition of Harley-Davidson Dealership in Massachusetts

RumbleOn announced the acquisition of a Harley-Davidson dealership in West Bridgewater, Massachusetts, now named Revolution Road Harley-Davidson, which opened its doors Friday under its new ownership. This purchase marks RumbleOn's 56th dealership.



Irving TX (August 20, 2024) – RumbleOn, Inc. (NASDAQ: RMBL), the nation's largest retailer of powersports vehicles, announced the acquisition of a Harley-Davidson dealership in West Bridgewater, Massachusetts. The newly acquired dealership, now named Revolution Road Harley-Davidson, opened its doors Friday under its new ownership.



Joseph Cacicio (pictured above), a New England native with extensive experience in the powersports industry, has been appointed as the General Manager of Revolution Road Harley-Davidson. Cacicio expressed his enthusiasm for the role, "I am honored to take the helm at

Revolution Road Harley-Davidson. Our team is committed to serving the dealership's loyal customers and adding exciting new initiatives that support the Harley-Davidson brand."

The dealership, previously known as Monty's Harley-Davidson, had been owned by Kathleen Monaghan, a long-time member of the area's powersports community.

Revolution Road Harley-Davidson will become a premier destination for Harley-Davidson enthusiasts in New England. Located mid-way between Boston and Providence RI, the location provides easy access for numerous current and future Harley owners.

This purchase marks RumbleOn's 56th dealership, a significant milestone as the first acquisition under CEO Mike Kennedy. Kennedy commented on the strategic importance of acquisitions, saying, "Dealership acquisitions are a crucial element in achieving RumbleOn's Vision 2026 strategic plan. Revolution Road Harley-Davidson is a perfect addition to our growing portfolio of dealerships."



Along with this acquisition, RumbleOn has recently expanded its presence with two additional dealership locations.

Earlier this summer, RumbleOn opened Indian Motorcycle of Cincinnati, a market which had not been served by an Indian dealership. "Our close partnerships with all of our OEM's, in this case Polaris, made Indian Motorcycle of Cincinnati a reality," continued Kennedy.

RumbleOn also recently opened RideNow Powersports Houston, a dealership pilot project focused on selling pre-owned vehicles exclusively. This innovative dealership offers a range of pre-owned powersports products, with an emphasis on custom and touring motorcycles. The location near Interstate 45 north of Houston also carries a comprehensive selection of accessories and riding gear.

"Our strategic plan calls for us to carefully manage our capital and to run the best performing dealerships in the country," said Kennedy.

"The three new dealerships we opened this summer, each one quite different, are great examples of how we will grow and achieve our Vision 2026 goals and continue to focus our capital allocation on generating long-term per-share value for our shareholders."