

Mother 66's

Short Term Objectives- Market Positioning

Objective #1 to show Rick & Julie Hatch as the 'cutting edge' industry leaders they are with the ability to effectively touch every sensor that the average rider is hard wired for. I.e. their DNA requires.

An escape from the working stiffs everyday life.

Affordability

A sense of adventure including the unexpected.

A good sound system and classic music.

Good food, cold beer and good company.

A good vantage point for people watching and the corresponding exhibitionism.

A mini vacation close to home; one that will not break the bank.

A destination on a mid-day ride or an exciting end of day rendezvous point before rolling on home.

Truly unique merchandise/not the overpriced ubiquitous corporate stuff stacked with precision on expensive point of purchase shelving.

A place to hang where you can put your feet up without fear of scratching the coffee table.

A place filled with well renovated works of nostalgia, i.e. retro mobile homes and travel trailers mixed in with heroic scale historic icons, because the chances are good that the average rider has spent some time in a mobile home or travel trailer, i.e. a sensory touchstone.

A place of creativity, quality and discovery.

Question? Does Scottsdale Harley Davidson offer creature comfort on a human scale? The answer is, No! It's a temple of corporate power designed to push merchandise by staging visuals and images of models paid to act like bikers.

An environment that is precisely planned to ring the most possible cash from each targeted customer and this is a big problem, an Achilles heel for Harley Davidson.

"Riders feel like targeted customers". Customers with sticker shock at that.

Mother 66
Current Objectives
9 February 2016

Mother 66 is a complete 180 ° from corporate greed.

At Mother 66, riders are at home, no corporate power evident. Just a place to hang and relax.

Mother 66 is for all those who ride but resent the monopoly of the Big Boys and their Wall Street driven strategies for increased shareholder value.

Mother 66 will be a multi-million dollar counter-culture success! But, its success will be authored by those who willingly helped it succeed, ten dollars at a time; not by extorting \$100 at a time.

The timing for the Mother 66 model is right on. Mother 66's pricing strategy of affordability will be a welcomed attraction for our guests and the new friends they will bring with them to experience Mother 66 with all of its unique offerings. Millennials who find themselves short changed by the past economic failures of our country's financial systems will be attracted to Mother 66 just for its counter culture and its affordable bike rentals.