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**Scott Fischer Enterprises acquires Milwaukee and West Bend Harley-Davidson stores**

*Motorsports industry veterans to rev up customer experience, create destination dealerships*

MILWAUKEE, Wis. and FORT MYERS, Fla. (July 3, 2025) – Motorsports industry leader Scott Fischer Enterprises has completed the purchase of two Harley-Davidson dealerships in Wisconsin, the home state of the Harley-Davidson Motor Company.

Florida-based Scott Fischer Enterprises, which has owned Harley-Davidson stores throughout the U.S., has acquired Milwaukee Harley-Davidson and West Bend Harley-Davidson. Led by industry veterans Scott Fischer and John Greene, Scott Fischer Enterprises brings a collective 40-plus years of experience buying, selling, owning and operating award-winning dealerships across the country.

“We know that Harley-Davidson is beloved in the region and globally, and as a custodian of the brand, it’s our honor to lead the next chapter at both the Milwaukee and West Bend Harley-Davidson locations in the hometown of our parent company,” said Scott Fischer, founder, owner and CEO, Scott Fischer Enterprises. “As long-time Harley-Davidson store owners and operators, we are committed to elevating the Harley-Davidson brand, its focus on lifestyle, community and freedom. We are taking all that we have learned over the years to further engage employees, enhance the culture, build community and grow both dealerships into more customer-focused destination dealerships for Harley owners and enthusiasts to enjoy.”

Located at 11310 W. Silver Spring Road, Milwaukee Harley-Davidson offers a large selection of new and pre-owned Harley-Davidson motorcycles and a top-quality service and parts department, as well as financing, apparel, events and more.

The West Bend Harley-Davidson is located at 2910 West Washington St. in West Bend, Wisconsin, and features an inventory of new and quality pre-owned motorcycles, award-winning service, a well-stocked parts and accessories department, as well as the latest Harley-Davidson branded MotorClothes.

Both locations proudly offer the Harley-Davidson Riding Academy for rider training and education. For more information, including store hours, visit [MilwaukeeHarley.com](https://milwaukeeharley.com/) or [WestBendHD.com](https://westbendhd.com/).

**About Scott Fischer Enterprises:**
Scott Fischer Enterprises owns and manages Harley-Davidson stores in the U.S. Scott Fischer Enterprises and all its Harley-Davidson locations have a strong commitment to motorcycle safety as well as the community. In business for 30 years, they are regularly recognized as leaders in their industry and the Harley-Davidson Motor Company. The company’s business origins date back to 1988, when Fischer became general manager of West Coast Kawasaki and Harley-Davidson. It wasn’t long before he kicked his career into high gear, becoming an entrepreneur and recognized visionary with business expertise in the motorsports industry. For more information, visit [Scott-Fischer.com](https://scott-fischer.com/).

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