



REASON
NUMBER #2
WHY ENGELHART
IS THE PLACE
TO SHOP

ALL OUR
STAFF MEMBERS
ARE LIFE-LONG
AVID RIDERS

AWARD
WINNING
SALES STAFF

MORE THAN
40 YEARS
OF MAKING OUR
CLIENTS FEEL LIKE
FAMILY



John
Sales Associate
New &
Pre-Owned

MEET
JOHN
AND HIS
2024
YAMAHA
MT-09 SP

"MY MT LOOKS,
SOUNDS, AND
FEELS DIFFERENT
FROM ANY
OTHER BIKE
I HAVE RIDDEN"





Miles Of Smiles

“The Ultimate Driftless Loop” Why This Ride Stays With Me

by John Y.

My Journal – Wisconsin Driftless Loop

There’s one ride I’ll never get tired of — the Ultimate Driftless Loop. It’s the perfect mix of challenging corners, gorgeous scenery, and just enough open stretches to let my sportbike breathe. I like to ride a little fast, and this loop feels like it was designed for that kind of thrill.

Starting out from Madison, I roll west toward the “alphabet roads,” a maze of twisting county highways where the pavement hugs the hills and every curve teases the next. They’re quiet, with hardly any traffic, so I can settle into my rhythm and let the bike dance through the turns.

The heart of the loop is WI-33 through Wildcat Mountain State Park — Wisconsin’s own “Tail of the Cow.” It’s tight, technical, and demands every ounce of focus, but that’s what makes it addicting. The elevation changes, the blind corners, the way the road just folds into itself — this is where my sportbike feels alive.



Tail Of the Cow

The elevation changes, the blind corners, the way the road just folds into itself — this is where my sportbike feels alive.



Rule #1

Never stand behind a sneezing cow

On the way back, WI-60 opens up along the Wisconsin River. High-speed sweepers and smooth pavement invite a fast, flowing pace, with the water glinting in the corner of my eye. By the time I’m back in Madison, I’m buzzing from the ride — part adrenaline, part pure joy. It’s more than just a loop. It’s my loop.



Jeff Hensen
General Sales Manager/ Owner

A message to our valued Engelhart Motorsports family and the entire riding community,

Becoming a partner at Engelhart Motorsports is not something I take lightly—it's the culmination of more than two decades of dedication to this dealership and the community it serves. For the past 24 years, I've had the privilege of growing within this company, starting as a Parts Associate and moving through the ranks as Assistant Parts Manager, Parts Manager, Sales Manager, and eventually General Sales Manager.

Each step has been a chance to learn

Each step has been a chance to learn, to grow, and to deepen my appreciation for the people and the business that have shaped my life.

I was born and raised right here in Madison, and Engelhart Motorsports has always been part of my family's story. My grandparents and parents shopped here long before I was born, making me part of a proud, multigenerational tradition of Engelhart customers. As a child, some of my fondest memories are of family winter vacations up north in Cable and Hayward, riding snowmobiles together and discovering the freedom that powersports brings. Those moments inspired a lifelong passion that continues to this day.

What keeps me motivated are the same things that brought me through the door 24 years ago: the customers, the staff, the products, and the energy that surrounds this business. I feel fortunate to have built lasting relationships here and to be part of a team that shares a genuine love for the industry and the lifestyle it represents. As I step into this new role, my focus is on continuing that legacy—caring for our customers, supporting our staff, and welcoming new riders into the sport.



Meet The Sales Team



Anna
Sales Associate



Adam H.
Sales Associate



Adam S.
Sales Associate



Gavin D.
Sales Associate



Jordan G.
Off-road Sales
Mgr.



Noah T.
Sales Associate



Tym W.
Pre-owned Mgr.



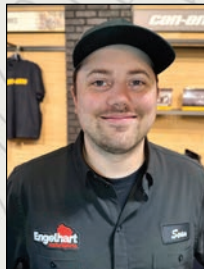
Brady H.
MC Brand Mgr.



Brady H.
Sales Associate



Scan This
QR Code
Schedule
A Service



Sean L.
Sales Associate



Josh E.
Sales Associate



Contact info
1589 Greenway Cross Madison, WI 53713
Phone: 608-274-2366



Polaris: ATV's & Ranger Work UTV's

POLARIS

2025 Polaris® Sportsman 450 H.O. EPS  STK# PA010986 MSRP \$8,299 SAVE: \$2,250 SALE PRICE \$6,049	2025 Polaris® Sportsman 570 Trail  STK# PA003195 MSRP \$10,999 SAVE: \$2,600 SALE PRICE \$8,399	2025 Polaris® Sportsman 570 Trail  STK# PA000066 MSRP \$10,999 SAVE: \$2,600 SALE PRICE \$8,399	2025 Polaris® Sportsman XP 1000 Ultimate  STK# PA035942 MSRP \$16,499 SAVE: \$2,000 SALE PRICE \$14,999
2025 Polaris® Ranger Crew XP 1000 Premium  STK# PA222275 MSRP \$23,199 SAVE: \$4,200 SALE PRICE \$18,999	2025 Polaris® Ranger 1000 Premium  STK# PA165500 MSRP \$17,999 SAVE: \$4,000 SALE PRICE \$13,999	2025 Polaris® Ranger Crew XP 1000 Premium  STK# PA268034 MSRP \$22,499 SAVE: \$4,200 SALE PRICE \$18,799	2025 Polaris® Ranger Crew 1000 Premium  STK# PA223082 MSRP \$19,999 SAVE: \$4,000 SALE PRICE \$15,999

Polaris: Ultimate & Sport UTV's

POLARIS

2025 Polaris® Ranger Crew XD 1500 NorthStar Edition Ult.  STK# PA183806 MSRP \$49,499 SAVE: \$5,145 SALE PRICE \$44,354	2025 Polaris® Ranger XP 1000 NorthStar Edition Ultimate  STK# PA275540 MSRP \$32,999 SAVE: \$4,600 SALE PRICE \$28,399	2025 Polaris® Ranger XD 1500 NorthStar Ultimate  STK# PA280388 MSRP \$44,999 SAVE: \$5,500 SALE PRICE \$39,499	2025 Polaris® Ranger Crew XP 1000 NorthStar Edition  STK# PA782373 MSRP \$31,999 SAVE: \$3,085 SALE PRICE \$28,914
2025 Polaris® RZR Trail S Ultimate  STK# PA098095 MSRP \$22,999 SAVE: \$4,000 SALE PRICE \$17,999	2025 Polaris® RZR XP 1000 Sport  STK# PA043892 MSRP \$19,999 SAVE: \$4,000 SALE PRICE \$14,999	2025 Polaris® RZR XP 1000 Ultimate  STK# PA116972 MSRP \$24,499 SAVE: \$5,500 SALE PRICE \$19,499	2025 Polaris® RZR Pro XP 4 Ultimate  STK# PA134471 MSRP \$37,299 SAVE: \$5,500 SALE PRICE \$31,799



Factory Authorized Clearance Sales Event

Polaris UTVs and ATVs on sale up to \$4000 Off Select Off-Road Vehicles Financing as Low as 0.99% for 36 months.

Polaris Off-Road: 2025 Factory Authorized Clearance

Start: 8/1/2025 Ends: 9/30/2025

**Financing available on 2025 new and unregistered Polaris® RZR®, RANGER®, Sportsman®, GENERAL® models purchased between 8/1/2025 - 9/30/2025. Rates as low as 0.99% APR for 36 months. Examples of monthly payments required over a 36-month term at a 0.99% APR rate: \$28.20 per \$1,000 financed. **3.99% for 36 Months [3.99% APR*]

Offer in lieu of rebate and trade in credit and only available on select 2025 RANGER and Polaris Xpedition Models purchased between 8/1/2025 - 9/30/2025. Youth Models excluded. Approval, and any rates and terms provided, are based on credit worthiness. Other financing offers are available. See your local dealer for details. Minimum Amount Fi*

LET'S RIDE SALES EVENT

AS LOW AS 5.99% APR FOR 36 MONTHS* + UP TO \$1000 CUSTOMER CASH ON SELECT MODELS

LET'S RIDE SALES EVENT:

+ UP TO \$1000 CUSTOMER CASH ON SELECT MODELS

Start: 8/1/2025 Ends: 9/30/2025

* Offer available on approved purchases of new 2023 – 2026 Yamaha Motorcycle made on the Yamaha Credit Card issued by Web-Bank. Offer valid 7/1/2025 – 9/30/2025. Account must be open and current to be eligible for this offer.


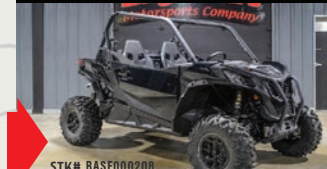

+ Customer cash offer good on select models between 7/1/2025 – 9/30/2025. Offer good only in the U.S., excluding the state of Hawaii. See dealer for qualifications and complete details.



YAMAHA

2025 Yamaha Wolverine RMAX2 1000 Sport  STK# YA100627 MSRP \$23,699 SAVE: \$3,700 SALE PRICE \$19,999	2024 Yamaha YFZ450R SE  STK# YA106026 MSRP \$10,999 SAVE: \$500 SALE PRICE \$10,499	2025 Yamaha Viking VI EPS Ranch Edition  STK# YA103155 MSRP \$17,899 SAVE: \$1,900 SALE PRICE \$15,999	2025 Yamaha Wolverine X2 850 XT-R  STK# YA113980 MSRP \$16,499 SAVE: \$1,500 SALE PRICE \$14,999
2025 Yamaha Kodiak 700 EPS  STK# YA101285 MSRP \$9,299 SAVE: \$1,250 SALE PRICE \$8,049	2025 Yamaha Kodiak 700 EPS SE  STK# YA100610 MSRP \$10,299 SAVE: \$1,500 SALE PRICE \$8,799	2025 Yamaha Raptor 700R SE  STK# YA112795 MSRP \$10,899 SAVE: \$5,200 SALE PRICE \$10,399	2025 Yamaha Grizzly EPS  STK# YA100718 MSRP \$10,399 SAVE: \$900 SALE PRICE \$9,499

can-am

2025 Can-Am® Defender MAX XT HD10  STK# BASK002753 MSRP \$23,499 SAVE: \$4,003 SALE PRICE \$19,496	2025 Can-Am® Defender XT HD9  STK# BASK000567 MSRP \$18,999 SAVE: \$3,503 SALE PRICE \$15,496	2025 Can-Am® Maverick Sport DPS 1000R  STK# BASE000208 MSRP \$20,399 SAVE: \$4,100 SALE PRICE \$16,299	2025 Can-Am® Maverick X3 DS Turbo Scandi Blue  STK# BASE001839 MSRP \$21,999 SAVE: \$3,000 SALE PRICE \$18,999
2025 Can-Am® Defender Limited HD10  STK# BASK01431 MSRP \$30,199 SAVE: \$2,200 SALE PRICE \$27,999	2025 Polaris® RZR XP 1000 Sport  STK# BASJ002653 MSRP \$8,349 SAVE: \$1,850 SALE PRICE \$6,499	2025 Can-Am® Outlander XT 850  STK# BASJ002101 MSRP \$13,649 SAVE: \$1,650 SALE PRICE \$11,999	2025 Can-Am® Outlander MAX XT 850  STK# BASJ002560 MSRP \$14,999 SAVE: \$1,900 SALE PRICE \$13,099



CFMoto All Cylinders Clearance Event

FINANCING AS LOW AS 0% OR REBATES UP TO \$1,500 ON SELECT VEHICLES. SEE DEALER FOR DETAILS!



*Offer valid 8/18/25 through 9/30/2025. Financing is subject to credit approval. Void where prohibited. Not all who apply will qualify. Includes select MY22-MY25 CFORCE, ZFORCE, UFORCE, and motorcycle models. Terms & restrictions apply. Rebate offering is subject to vary by model. Includes select MY24-MY25 CFORCE, ZFORCE, UFORCE, and motorcycle models. Exclusions apply. Visit our Consumer Financing Page and contact your local dealer for more information.

DON'T MISS THE ALL CYLINDERS CLEARANCE EVENT.

SIDE-BY-SIDES FINANCING AS LOW AS 0% APR OR UP TO \$1,500 REBATES ON SELECT SIDE-BY-SIDES*

ATVS FINANCING AS LOW AS 0% APR OR UP TO \$1,500 REBATES ON SELECT ATVS*

MOTORCYCLES FINANCING AS LOW AS 0% APR OR UP TO \$1,500 REBATES ON SELECT MOTORCYCLES*

Honda- Ride Red Summer Sales Event 9/30/2025

LOW FINANCING on select Honda Motorcycle

* Up to \$750 on select Motorcycles



+ UP TO \$1000 CUSTOMER CASH ON SELECT MODELS 4 Wheel ATV: UTILITY ATVS ARE RECOMMENDED FOR RIDERS 16 YEARS AND OLDER.

ATVS CAN BE HAZARDOUS TO OPERATE. FOR YOUR SAFETY, BE RESPONSIBLE. READ THE OWNER'S MANUAL. ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING. BE CAREFUL ON DIFFICULT TERRAIN. NEVER RIDE AFTER CONSUMING DRUGS OR ALCOHOL, ON PAVED SURFACES, ON PUBLIC ROADS, WITH PASSENGERS, OR AT EXCESSIVE SPEEDS. NO STUNT RIDING. RESPECT THE ENVIRONMENT.









4 Wheel SxS: PIONEER 500 SHOWN IS FOR DRIVERS 16 YEARS OF AGE AND OLDER. FOR YOUR SAFETY, DRIVE RESPONSIBLY, ALWAYS WEAR A HELMET, EYE PROTECTION AND PROTECTIVE CLOTHING. NEVER DRIVE AFTER CONSUMING DRUGS OR ALCOHOL, AND ALWAYS WEAR YOUR SEATBELT AND KEEP THE SIDE NETS AND DOORS CLOSED. RESPECT THE ENVIRONMENT WHEN RIDING. Pioneer®, and TraxLok® are registered trademarks of Honda Motor Co., Ltd. ©2023 American Honda Motor Co., Inc.



HONDA

2025 Honda® Pioneer 1000  STK# HA900016 MSRP \$17,599 SAVE: \$1,000 SALE PRICE \$16,599	2025 Honda® Pioneer 1000-5 Deluxe  STK# HA900125 MSRP \$20,399 SAVE: \$1,000 SALE PRICE \$19,399	2025 Honda® Pioneer 1000-5 Deluxe  STK# HA900585 MSRP \$20,399 SAVE: \$1,000 SALE PRICE \$19,399	2025 Honda® Talon 1000X-4  STK# HA500255 MSRP \$22,899 SAVE: \$500 SALE PRICE \$22,399
2025 Honda® CB500F  STK# HM100076 MSRP \$7,994 SAVE: \$1,095 SALE PRICE \$6,899	2025 Honda® Dax 125  STK# HM002352 MSRP \$4,199 SAVE: \$300 SALE PRICE \$3,899	2025 Honda® CBR650R E-Clutch  STK# HM100908 MSRP \$10,994 SAVE: \$1,950 SALE PRICE \$9,899	2025 Honda® CB750 Hornet  STK# HM001859 MSRP \$9,094 SAVE: \$1,950 SALE PRICE \$7,999



2024 Slingshot® S AutoDrive Package I  STK# PM165565 MSRP \$26,699 SAVE: \$2,627 SALE PRICE \$24,074	2025 Slingshot® SL AutoDrive Liquid Lime  STK# PM167674 MSRP \$32,843 SAVE: \$2,195 SALE PRICE \$30,648	2025 Polaris Slingshot® R AutoDrive  STK# PM167410 MSRP \$39,344 SAVE: \$2,195 SALE PRICE \$37,149	2025 Polaris Slingshot® R AutoDrive  STK# PM167251 MSRP \$39,344 SAVE: \$2,195 SALE PRICE \$37,149
2024 Indian Motorcycle® FTR R Carbon Fiber  STK# IM019499 MSRP \$17,249 SAVE: \$4,370 SALE PRICE \$12,879	2024 Indian Motorcycle® Chieftain® Black Metallic  STK# IM429351 MSRP \$23,999 SAVE: \$4,672 SALE PRICE \$19,327	2025 Indian Motorcycle® Scout® Bobber Limited  STK# IM204674 MSRP \$15,199 SAVE: \$500 SALE PRICE \$14,699	2025 Indian Motorcycle® 101 Scout® Ghost White  STK# IM025818 MSRP \$16,999 SAVE: \$500 SALE PRICE \$16,499



MY25 Heavyweight Trade In Or Financing

This is a limited time offer which consists of \$2,000 Trade-In Credit towards the purchase of a new model year 2025 Chieftain PowerPlus, Roadmaster PowerPlus, Indian Challenger, or Indian Pursuit.



"2025 PowerPlus Family \$2,000 Trade-In Credit This is a limited time offer which consists of \$2,000 Trade-In Credit towards the purchase of a new model year 2025 Chieftain PowerPlus, Roadmaster PowerPlus, Indian Challenger, or Indian Pursuit. Excludes Elite models. This offer is subject to change and may be extended or terminated without further notice. Offer may not be combined with promotional financing. All rebates paid to dealer and are not redeemable for cash. Offer Valid: July 24 – August 31, 2025. **2025 Chief Models \$1,000 Trade-In Credit** This is a limited time offer which consists of \$1,000 Trade-In Credit towards the purchase of a new model year 2025 Indian Chief, Chief Bobber and Sport Chief models. Excludes Elite models. This offer is subject to change and may be extended or terminated without further notice. Offer may not be combined with promotional financing. All rebates paid to dealer and are not redeemable for cash. Offer Valid: July 24 – August 31, 2025. **2025 Indian Springfield, Chieftain, Roadmaster, PowerPlus Family, or Chief Models Financing:** 4.99% APR for 36 Months and \$0 Down This is a limited time offer which is valid for the purchase of selected qualifying models and is subject to credit approval on qualified purchases financed during this program. Offer may not be combined with certain other offers (specifically trade-in credit), is subject to change and may be extended or terminated without further notice. Offer valid on select new 2025 models (excludes Elites): MY25 Indian Springfield models, MY25 Chieftain models, MY25 Roadmaster models, MY25 PowerPlus family (Chieftain PowerPlus, Roadmaster PowerPlus, Indian Challenger, or Indian Pursuit), or MY25 Chief models (2025 Indian Chief, Chief Bobber, Super Chief and Sport Chief models). Monthly payment and cost of borrowing will vary depending on amount borrowed and down payment/trade. Minimum amount to finance is \$5,000. Example: \$14,999 financed at 4.99% APR over 36 months = 36 monthly payments of \$379; financed amount of \$13,499 with 10% down payment, total cost of borrowing of \$1,064 and a total obligation of \$14,563. An example of monthly payments required on a 36-month term at 4.99% APR is \$29.97 per \$1,000 financed. Monthly payment examples do not include taxes, title, and other fees. Offer only valid to qualified customers, not all customers will qualify, other offers available, see dealer for details. Excludes all Elite Models. Offer Valid: July 24 – August 31, 2025."

Showstopper Summer Financing

Promotion of financing as low as 1.99% for 36 months and \$0 down or \$1,000 Trade-in credit.

****2024 & 2025 Model Year Slingshot Family (excluding S, S-Tech and Slingshot 10) 1.99% APR for 36**



This is a limited time offer which is valid for the purchase of selected qualifying models and is subject to credit approval on qualified purchases financed during this program. Offer may not be combined with certain other offers, is subject to change and may be extended or terminated without further notice. Offer valid on new 2024 and 2025 Slingshot® models (excluding S, S tech and Slingshot 10). Monthly payment and cost of borrowing will vary depending on amount borrowed and down payment/trade. Minimum amount to finance is \$5,000. Example: \$28,149 financed at 1.99% APR over 36 months = 36 monthly payments of \$726; financed amount of \$25,334 with \$2,815 down payment, total cost of borrowing of \$785 and a total obligation of \$26,119. An example of monthly payments required on a 36-month term at 1.99% APR is \$28.64 per \$1,000 financed. Monthly payment examples do not include taxes, title, and other fees. Offer only valid to qualified customers, not all customers will qualify, other offers available, see dealer for details. Offer Valid: August 1 – 31, 2025. *****\$1,000 Trade-In Credit 2025 Model Year Slingshot** (Only available on SL, SLR and R models) This is a limited time offer which consists of \$1,000 Trade-In Credit towards the purchase of new model year 2025 Slingshot (Only available on SL, SLR and R models). Excludes S and Slingshot 10 models. This offer is subject to change and may be extended or terminated without further notice. Offer may not be combined with promotional financing. All rebates paid to dealer and are not redeemable for cash. Offer Valid: August 1 – 31, 2025.



The Engelhart Difference

Running one of Wisconsin's most diverse service departments isn't easy. It takes on-going investment, not just in the latest tools and technologies, but in people. Keeping our technicians trained and supported is a year-round effort. From certification courses to brand-specific updates, our team is constantly learning, growing, and adapting—because that's what our customers deserve.

But training is only part of the equation. Happy, motivated technicians do better work. That's why we focus just as much on creating a workplace culture where our staff can thrive. When a technician loves what they do, it shows in every oil change, every rebuild, and every test ride. That pride is something you can't fake—and at Engelhart, it's everywhere.

More Than Machines

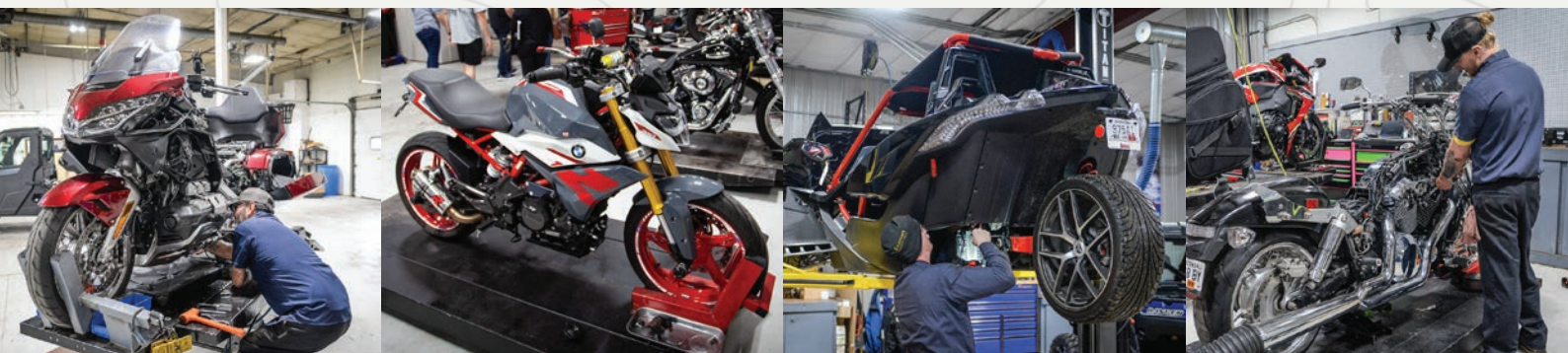
Whether you're coming in for a new side-by-side, a parts order, or a full engine rebuild, our goal is always the same: to put the customer first. From the moment you call, walk in, or book a service online, our entire team is focused on delivering a seamless experience—built on honesty, clear communication, and follow-through.

Because at Engelhart, we understand something that many dealerships overlook: the real value of a dealership isn't just the brands on the floor. It's the people behind the counter, behind the parts desk, and in the service bays.



Bo M.
Service Manager

I will put our customers first—always listening, communicating clearly, and treating every machine that enters our shop with the care and respect it deserves.





Employee Spotlight

Jeff F. Service Writer

Current Ride -

2001 Ducati 996

What made you get into Powersports?

When Jeff was moving from Iowa to Wisconsin in the 90's he saw a dealership near the new apartment that he just rented and decided to stop in. He already had a motorcycle currently and was just going to browse. After speaking with some of the salesmen he found himself walking out with a new job! He has since been working in some form or fashion in the powersports world!

Do you have any powersports vehicles currently?

His pride and joy is his 2001 Ducati 996 that he bought brand new. He also has a 2009 Genuine Rattler 110 Scooter and a 1997 Honda Elite 50 Scooter.

What do you do in your free time?

Jeff is a musician! He can play guitar, bass and some synth instruments. He loves to play and even record his own music. He makes everything from Techno and Industrial to Punk and metal music.

Favorite thing about coming into work?

He loves his fellow employees! "I love the guys down in service, but everyone is so great. It makes coming to work easy!"

