



**LEGENDARY PERFORMANCE.
UNBEATABLE DEALS.**

REASON
NUMBER #1
WHY ENGELHART
IS THE PLACE
TO SHOP

50
YEARS
OF
SALES &
SERVICE

FACTORY
TRAINED
SERVICE
TECHNICIANS

MORE THAN
200 YEARS
COMBINED
SERVICE
EXPERIENCE



MEET
TYM
AND HIS
1988
HONDA
HAWK

30 YEARS
A RIDER HAS
TAUGHT ME
ONE THING,
ALWAYS
TAKE CARE
OF YOUR
BIKE

OUR
PEOPLE
MAKE THE
DIFFERENCE



Tym W.
Sales Manager Certified
Pre-Owned



Serious BRO Time

My favorite ride in Wisconsin by Tym W.

My Journal – Wisconsin Highway 42 to
Madison

There's something magical about a crisp Wisconsin morning, especially when it starts with the hum of a Honda Hawk and the open road ahead. I usually set out early, the sun just starting to cast golden light over the rolling hills of Door County. Highway 42 welcomes me with its winding curves, rustic barns, and tree canopies.

The road hugs the Lake Michigan shoreline, offering breathtaking glimpses of the shimmering blue water through the trees. Many times stop briefly near Sturgeon Bay to take in the views and the stillness of the early hours—a perfect beginning to a soul-refreshing ride.

As I continued south, the route twists through quaint little towns like Forestville and Algoma. Sometimes I take a short detour near the Kewaunee River, where I sit by the banks and listened to the gentle flow of water. Later, I roll into Two Rivers and enjoyed a lakeside coffee, watching boats move in and out of the harbor.

Highway 42 to Downtown Madison



Heading inland, the scenery shifts from lakes to lush farmland and lazy rivers. I follow the Wisconsin River for a stretch and stop in Sauk City for lunch. A tiny roadside café served up a classic burger and fries—simple, hearty, and exactly what I needed. Locals were friendly, and the vibe was warm and timeless.

Madison Downtown

The downtown Madison isthmus, a small strip of land nestled between Lakes Mendota and Monona, is home to various crowd-pleasing sights, one-of-a-kind restaurants, and unique local events that have put Madison on the map for many a Wisconsin traveler.



The final leg toward Madison is lined with green bluffs and rural beauty, the kind that makes you slow down just to soak it all in. Arriving in downtown Madison as the afternoon sun dips low, I park near Lake Monona and watched the city skyline shimmer on the water.

Highway 42 may not be the fastest way, but it's certainly the most beautiful. This ride was less about the destination and more about the journey—every curve, every small-town stop, every breath of Wisconsin air.

Always In The MOOD To Help



Jeff F.
Service Advisor

Ride Like **Never** Before.

A Half-Century of Service—and Still Shifting Gears

From the earliest days, Engelhart Motorsports was built on a simple but powerful promise: deliver the best service in the state, and treat every customer's machine like it's our own. That commitment has carried the dealership through generations of riders, evolving with the industry while never compromising on what matters most—trust, service, and skill.

In a world where quick turnarounds often replace true craftsmanship, Engelhart stands apart. Our team of factory-certified technicians represents the best in the business, with credentials that span every major brand we sell. But what makes them exceptional isn't just the training—they're riders themselves. They understand the joy of a weekend trail ride, the thrill of the open highway, and the frustration of a machine that's not quite right. That firsthand passion translates into care that's more than technical—it's personal.

Engelhart Motorsports: **Where Passion, Precision, and People Make the Difference**

In the heart of Madison, Wisconsin, lies more than just a motorsports dealership—it's a legacy. For over 50 years, Engelhart Motorsports has served Wisconsin riders with a level of expertise and commitment that few can match. While the showroom is filled with iconic brands like Can-Am, Polaris, Honda, Indian, Yamaha, and Royal Enfield, the real engine behind Engelhart's success is something far less visible but infinitely more valuable: its people.





The Engelhart Difference

Running one of Wisconsin's most diverse service departments isn't easy. It takes ongoing 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.



THINGS WE LOVE ABOUT ENGELHART MOTORSPORTS

The Gold Wing and the Road to Peace

A few weeks ago, a longtime customer — let's call him Dusty — walked into our service department, defeated. Dusty has been part of the Engelhart family for years, a loyal rider with a deep connection to his machine. This time was different. His Gold Wing had broken down just days before he was set to leave on a cross-country journey — a trip not just about the miles, but about healing, reflection, and rediscovery. Dusty wasn't just chasing pavement — he was chasing peace of mind.

He told us quietly, "This trip is about getting back in touch with myself. I need this." And our team heard him — loud and clear.

The service staff didn't just see a repair order; they saw a mission. Within the hour, we had a truck out to pick up the Gold Wing, and by the end of the day, our technicians were deep into diagnostics. Parts were hard to find — but our parts team worked late into the night, calling suppliers, pulling strings, and getting what we needed shipped overnight.



Our techs stayed after hours. Not because they were asked to, but because they understood what this ride meant. They weren't just fixing a bike — they were restoring a rider's spirit. Every bolt turned, every adjustment made, was fueled by passion and empathy. And by the following evening, that Gold Wing was road-ready, waiting for Dusty to reclaim his journey.

When he came to pick it up, he got choked up. Not over the repair — but over the fact that someone cared enough to make sure it happened. That's the Engelhart difference.

This story is a reminder to all of us: we're not just in the business of motorsports — we're in the business of restoration of helping riders reconnect with themselves through the machines they love. That's what makes our work matter.

By Jennifer W.
Photographs by Artful Dodger



Meet The Serice Team

Service Technicians / Advisors



Bo M.
Service Manager



Scan This
QR Code
Schedule
A Service



Jeff F.
Service Advisor



Ray C.
Service Advisor



Mike M.
Service Tech



Jordan H.
Service Tech



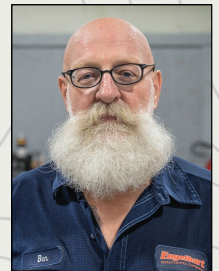
Shane Y.
Service Tech



David K.
Service Tech



Brahian M.
Service Tech



Ben M.
Service Tech



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



Can-am / CFMoto Off-road Deals

Side X Sides for the ranch and trails

can-am

2025 Can-Am® Commander XT 1000R



STK# BASE000282

MSRP \$22,199
SAVE: \$3,500
SALE PRICE \$18,699

can-am

2025 Can-Am® Maverick X3 MAX X DS Turbo RR



STK# BASE000084

MSRP \$31,899
SAVE: \$2,000
SALE PRICE \$29,899

CFMOTO

2025 CFMOTO UFORCE U10 Pro



STK# CA00130

MSRP \$16,999
SAVE: \$1,000
SALE PRICE \$15,999

CFMOTO

2025 CFMOTO UFORCE 1000



STK#CA000563

MSRP \$13,499
SAVE: \$1,600
SALE PRICE \$11,899

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 MAX Lone Star Cab HD10



STK# BASK021384

MSRP \$36,699
SAVE: \$1,000
SALE PRICE \$35,699

2025 CFMOTO UFORCE 800 XL Camo



STK# CA004113

MSRP \$13,499
SAVE: \$1,500
SALE PRICE \$11,949

2025 CFMOTO ZFORCE 950 Sport



STK# CA00089

MSRP \$15,299
SAVE: \$1,300
SALE PRICE \$13,999

Polaris Off-road Deals

Side X Sides and ATV's ready for your family

POLARIS

2025 Polaris® Ranger Crew XP 1000 NorthStar Edition Ult.



STK# PA280389

MSRP \$36,199
SAVE: \$4,068
SALE PRICE \$32,131

2025 Polaris® Ranger XP 1000 NorthStar Edition Ultimate



STK# PA275540

MSRP \$32,999
SAVE: \$3,900
SALE PRICE \$29,099

2025 Polaris® XPedition XP NorthStar



STK# PA280389

MSRP \$38,999
SAVE: \$272
SALE PRICE \$38,727

2025 Polaris® RZR Pro XP 4 Ultimate



STK# PA275540

MSRP \$36,999
SAVE: \$3,935
SALE PRICE \$33,064

2021 Polaris® Ranger XP 1000 NorthStar Ultimate DEMO



STK# UP6374

MSRP \$26,990
SAVE: \$3,000
SALE PRICE \$24,990

2025 Polaris® RZR XP 1000 Sport



STK# PA043892

MSRP \$19,999
SAVE: \$4,000
SALE PRICE \$15,999

2025 Polaris® Sportsman Touring 570 Ultimate



STK# PA601442

MSRP \$14,499
SAVE: \$1,750
SALE PRICE \$12,749

2023 Polaris® Sportsman 850 Ultimate Trail



STK# UP6235

LOW MILES
PRE-OWNED
SALE PRICE \$9,490



Employee Spotlight

Brady H. Brand Manager

Current Rides -

2022 Indian Springfield Dark Horse

Dream Ride – 1992 Dodge Dakota

About Brady – Has been at Engelhart for almost 9 years and has had his hand in a multitude of jobs here since. From starting in Sales to then parts and accessories to Finance, now being the manager of Indian building. He is an avid woodworker for which he has made everything from furniture to cupboards and coat racks.

Customer Review – By Anna K.

For starters, there is a reason why Engelhart has a Excellent service and communication from beginning to end. We shopped at multiple facilities and found that Brady and team were outstanding folks to work with and we finalized our experience with Engelhart in Madison. We're pleased and so excited to get the best adventures out of our newest ride this summer and in the future. This is my dream bike!