



## Zeigler Motorsports Opens at Midlink

### **The Highly Anticipated, 50-Acre Complex Opens March 6 as the World's Largest Action Park And Motorsports Dealership**

KALAMAZOO, MICHIGAN (March 07, 2017)—Aaron Zeigler, one of the largest dealers in the nation, recently celebrated the highly-anticipated opening of the automotive group's first multi-line powersports dealership and entertainment complex. Upon opening its doors on Monday, March 6th, Zeigler Motorsports became the world's largest Action Park and Motorsports dealership, creating a one-of-a-kind destination for Motorsports enthusiasts.

Now located at 5001 Park Circle Drive, inside Midlink Business Park, the 50-acre facility features a 30-foot mountain and waterfall, birch trees, a 300-square-foot video wall, 36 motorcycles suspended from the ceiling, and a Tap House Restaurant & Bar. It also includes an indoor service write-up area and a 150-person training and development center.

"We are changing the way people experience Motorsports. This new location is more than just a dealership. It's a destination and an entertainment complex," said Aaron Zeigler, President of Zeigler Motorsports.

Dream Traxx, the nation's premier track building company developed the dealer's three onsite tracks which span over 4 miles. These include a 1.3-mile motocross track, a side-by-side track with natural obstacles, and an additional junior track.

"At our dealership you will be able to test drive vehicles in their natural environment. Every aspect of the complex was designed to give customers an amazing experience," Zeigler added. In addition to the attractions and entertainment features, Zeigler emphasized the one-stop-shop aspect of the complex by designating 85,000 square feet for sales and service—including 24 large indoor service lanes—plus an additional 400,000 square feet for onsite storage.

The massive storage facility developed with Motorsports enthusiasts in mind, features an in/out service that allows clients to store their vehicles onsite and use them on the tracks without a trailer. Zeigler Automotive Group plans to hold an official Grand Opening event for the new dealership in the near future.

### **About Zeigler Motorsports**

Zeigler Motorsports in Kalamazoo Michigan is part of the Zeigler Automotive Group, one of the largest automotive dealer groups in the country. The multi-line dealer carries a large volume of Honda, Kawasaki, Suzuki, SkiDoo, SeaDoo, Can Am, Arctic Cat, KTM, E-Z-Go, Bad Boy Off Road and Yamaha powersport products and specializes in the complete line of Honda Power Equipment and Yamaha Power Equipment. Its main focus is providing A Great Experience with the largest selection in Michigan and a knowledgeable staff always available at its 50-acre facility.

### **About Zeigler Automotive Group**

Zeigler Automotive Group is one of the largest privately owned dealer groups in the nation with 71 franchises and 23 locations in Illinois, Indiana, Michigan and New York. Vehicle brands represented include the majority of domestic and imported manufacturers. Founded in 1975, the company ranks among the top 1% of automotive dealers in the U.S., and has earned recognition for its commitment to both customer service and employee satisfaction. Recently, Zeigler Automotive Group was named one of the 101 Best and Brightest Companies to Work For in Illinois and Michigan.