

BRP's Newest Powersports Dealership Brings Award-Winning Can-Am ATV's & Spyder Roadster to Greater Harrisburg

BRP, a global leader in the powersports industry, is bringing their Can-Am brand to the greater Harrisburg area with the opening of Brooks PowerSports in Grantville, PA. The family-owned dealership will open its doors on July 5th, and will feature Can-Am's award-winning ATV's and Side by Sides, as well as the head-turning Can-Am Spyder, a unique three-wheel motorcycle/roadster.

Grantville, PA ([PRWEB](#)) July 05, 2016 -- BRP, a world leader in the powersports industry, continues its expansion by adding its newest dealer in Central PA, Brooks PowerSports, Inc. A family-owned and operated powersports retailer and official Can-Am/BRP dealer, Brooks PowerSports will open its doors to the public on July 5, 2016, with a grand opening event scheduled for July 30th. Located on Route 22 in Grantville, PA (just minutes from Harrisburg), the new business will offer new and used All-Terrain Vehicles (ATV's), Side by Side/Utility Vehicles (UTV's), ATV/UTV parts and accessories, maintenance and repair service, riding gear, and more.

As the Harrisburg area's only official Can-Am dealer, Brooks PowerSports will (at least initially) focus exclusively on sales and service of the popular brand's products. The dealership will carry a full lineup of the manufacturer's ATV's, Youth ATV's, and Side by Sides, including the Outlander L ATV, recipient of the 2015 Red Dot Design Award for high design quality. In addition to the company's off-road vehicle offerings, Brooks PowerSports will feature Can-Am's award-winning Spyder roadster, a distinctive three-wheel motorcycle that, without too much customization, can look like something Batman himself would be proud to drive.

The equipment business is nothing new to the dealership's owners. Clarence Brooks (who goes by JR), and his wife, Teresa also own and operate AJ's Truck & Trailer Center on Route 22 in Harrisburg, a successful trailer dealership with customers throughout the Mid-Atlantic and New England regions. Their son, Chad Brooks, who recently graduated Summa Cum Laude from Shippensburg University with a degree in finance, will spearhead the family's latest venture. An avid outdoorsman and powersports enthusiast, Mr. Brooks grew up learning the ins and outs of running a successful dealership and service center, and says he looks forward to duplicating that success at Brooks PowerSports.

"We've come a long way since we first considered approaching Can-Am/BRP about opening a dealership more than a year ago," Chad states. "Much of our inventory has been delivered, and we're now putting the final touches on our showroom," he continues enthusiastically, referring to the modern, Apple-like retail space that Can-Am/BRP designed for them.

Although Brooks PowerSports will officially open their doors to customers on July 5th, a Grand Opening celebration event is scheduled for July 30th 10am – 3pm. This free event is open to the public, and will feature a ribbon cutting ceremony, demo rides, door prizes, food and more. Plus, for two days only (July 29 & 30), customers will have an opportunity to save hundreds of dollars off a new recreation/utility vehicle. A special Grand Opening discount will be available on new ATV's, Side by Sides, and Spyderys, as well as parts and accessories.

The dealership will also give away a \$500 In-Store Gift Card, along with hundreds of dollars in merchandise, as



part of the event's Grand Opening Giveaway drawing. No purchase is necessary to participate in the drawing, and those interested in registering in advance are encouraged to do so on the company's website. To register, and to learn more about the upcoming event, visit <http://BrooksPowerSports.com>.

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About BRP & Can-Am (<http://can-am.brp.com/>)

“Ever since J. A. Bombardier founded the company in 1942, our name has been synonymous with quality and creativity. His pioneering spirit is a legacy that has kept us growing and exploring new frontiers. Today, in the Americas, Europe, and Asia-Pacific, over 6,800 employees are keeping that spirit alive in all of our recreational vehicles and engines.

At BRP, innovation and passion are at the heart of our commitment, our products, and our brands. Whether it be our Sea-Doo watercraft, our Ski-Doo and Lynx snowmobiles, our Rotax engines, our Can-Am ATVs, side-by-side vehicles, and Spyder roadsters, or our Evinrude outboard engines, these values come alive through technology and design, inspired by a single and common compelling mission: to deliver the ultimate powersports experience to our customers.”



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Online Web 2.0 Version

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