

HAVASU BUSINESS & INDUSTRY PROFILE

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Gear Up Motorsports Has Pre-Owned Motorcycles and Much More



Gear Up Motorsports opened March 12 at 911 Lake Havasu Ave., Suite 101.

Carrie Schultz has had a lot of people pop their heads in Gear Up Motorsports to see what's inside since opening the doors on March 12.

Not only do many of them venture inside, but they have already told their friends about the new business at 911 Lake Havasu Ave., Suite 101.

"We did a lot of research before opening up," said Carrie, who co-owns the business with husband, Brian, who contributes from behind the scenes. "We

hit a niche that wasn't here. We brought stuff that Havasu was missing. We brought in a new shop; we're not in competition with other businesses.

"We've had a lot of customers from word-of-mouth already. People here support their local businesses."

Carrie, who has a similar business in Tucson, carries motorcycle apparel, parts and accessories for street riding and pre-owned motorcycles. But she isn't just a business owner, but a motorcycle rider herself. That gives her the unique perspective of stocking apparel and accessories that are wanted and used by the average rider. She carries seasonal items such as rain gear and cool vests.

"From one rider to another, I understand what you need," Carrie said. "I have the fun

stuff for your bike and safety stuff for you."

As a female rider, Carrie knows how tough it is to find apparel sized for women so she caters to both sexes. There are helmets, jackets and gloves from extra small to extra large sizes and plain colors to ones with feminine flowery designs.

"We have men's sizes, but also women's jackets and gloves that are hard to find," said Carrie, who can quickly accommodate a client if an item is not in stock or he/she wants something different. "I can get pretty much everything and most is shipped overnight for free."

Carrie is extremely knowledgeable, not only about the parts and accessories, but motorcycles as well. She has her eye on the industry and knows what's out there.

Customers often think the motorcycles at Gear Up are new because of their pristine condition, but all are pre-owned. Carrie plans to have 10 in inventory at one time and will try her best to accommodate the customer. She focuses on Harley-Davidson, metric cruisers and sport bikes.

"The bikes we carry are near-new, low mileage bikes in showroom condition,"

Carrie said. "If someone is looking for something specific, I can look for them."

Carrie recently moved here to join husband Brian, who has worked in auto sales in Lake Havasu City for over 1 ½ years. As "outdoorsy people" who love to ride, Carrie said Havasu is a good fit for them. When the opportunity arose for her to open a shop here, she didn't hesitate.

"I'm still building my store and I'm open to suggestions," Carrie said. "I'm very laid back. It's about finding the right bike for the rider. There are no pressure sales. I just want riders to ride safe."

Gear Up Motorsports is open Tuesday – Friday from 9 a.m. – 6 p.m., Saturdays from 9 a.m. – 4 p.m. and on the first and third Monday of each month from 9 a.m. – 6 p.m. The store phone number is 928-680-9100 or visit one of the websites at www.gearupaz.com for apparel or www.gearupmotorcycles.com for bikes. Each website has a link to the other.



Gear Up Motorsports carries motorcycle apparel, parts and accessories for street riding and pre-owned motorcycles.



The store carries a selection of gear and accessories, including bags and gloves.