

# Transaction Announcement

## **PURSANT'S INVESTMENT BANKING PRACTICE IS PLEASED TO ANNOUNCE** **WINDY CITY MOTORCYCLE COMPANY has been acquired by** **LEGENDARY HARLEY-DAVIDSON DEALER GROUP**

### **OUR CLIENT**

Windy City Motorcycle Company ("Windy City") was founded by Ozzie and Jill Giglio with a single Harley-Davidson dealership in Villa Park, Illinois, and over the years expanded through acquisitions into multiple Harley-Davidson locations across Chicagoland and southern Wisconsin.

Windy City later added KTM and Triumph franchises, evolving into a multi-brand, multi-dealership network.

In addition to its reputation for outstanding customer care and operational excellence, Windy City is well known for its community impact and hosting a wide variety of iconic guided single and multi day riding tours to destinations such as Sturgis, Daytona Beach, Bikes, Blues & BBQ rally in Arkansas and along the famous Route 66.

### **THE TRANSACTION**

Windy City is the Midwest's largest Harley-Davidson dealership group and in September 2025 was acquired by Legendary Harley-Davidson Dealer Group. ("Legendary"). Windy City's deal with Legendary represents one of the most significant Harley-Davidson and powersports transactions in recent years.

Windy City's dealerships included (i) Wild Fire Harley-Davidson in Villa Park, IL, (ii) Illinois Harley-Davidson in Countryside, IL, (iii) Woodstock Harley-Davidson in Woodstock, IL, (iv) Woodstock KTM & Triumph in Woodstock, IL, (v) Lake Shore Harley-Davidson in Libertyville, IL, (vi) Starved Rock Harley-Davidson in Ottawa, IL, and (vii) Starved Rock KTM in Ottawa, IL.

Legendary, led by longtime industry veterans Marc Ingwersen and Jerry Carillo, already operated Buckeye Harley-Davidson in Dayton, OH, CinCity Harley-Davidson in Cincinnati, OH, High Stakes Harley-Davidson in Florence, KY, and Lucky Peach Harley-Davidson in Atlanta, GA.

### **HOW PURSANT HELPED**

Pursant served as Windy City's exclusive M&A advisor, guiding the entire process — from preparing the company for a strategic transaction to managing all aspects of execution.

The Pursant team:

- Performed a sell-side Quality-of-Earnings review,
- Prepared all transaction materials and data-room content,
- Curated and managed a carefully selected buyer pool, and
- Drove a disciplined, strategic process in a period of macro-economic uncertainty and leadership change at Harley-Davidson.

Ultimately, Legendary emerged as the ideal cultural and strategic fit, bringing fresh resources and growth strategies to the Chicagoland market, while sharing Windy City's long-term vision for value creation and community engagement.

### **BUYER'S REMARKS**

*Mark Ingwersen, Legendary Harley-Davidson Dealer Group*

*"Windy City is an iconic name in the Midwest with a loyal customer base and a strong team. We're excited to build on that foundation and expand opportunities for riders in this region."*

### **SELLER'S REMARKS**

*Ozzie Giglio, Windy City Motorcycle Company Founder & CEO*

*"Jill and I are grateful to the tens of thousands of riders we've met along the way. Marc and Jerry from Legendary share our passion for riding and the community, and we're confident they'll take the Windy City legacy to the next level."*

*Pursant proved to be the right partner to represent Windy City in our sale transaction. They guided us through a disciplined, data-driven process at a time when the macro M&A market was uncertain and Harley-Davidson Motor Company itself was undergoing leadership changes. Their team combined precision in execution with strategic thinking and built a thoughtful, targeted buyer pool. We couldn't have asked for a steadier hand to navigate a complex transaction."*

### **PURSANT'S REMARKS**

*Mark Herbick, Pursant Founder and CEO*

*"Representing Windy City in this transaction was an honor. From the outset, our team's focus went beyond simply closing a deal. We were committed to identifying parties that would respect and build upon the legacy that Ozzie and Jill created."*

*Windy City has long been one of the highest-performing Harley-Davidson dealer groups in the country, and our goal was to ensure the next chapter would position the business for continued growth and success."*

*I am proud of the disciplined process the Pursant team led during a period of macro-economic uncertainty and leadership change at the board level of Harley-Davidson Motor Company, and even prouder that the outcome aligns with the values and aspirations of the founders."*

*Scott Glickson, Pursant Managing Director*

*"It was a great pleasure representing Ozzie and his entire team, helping them eloquently close off their 20-year run while simultaneously putting the business in a great position for future success with the Legendary team."*

*While things moved quickly and there were plenty of obstacles to step over along the way, it was a lot of fun and there were some good times working with the Windy City team."*

*We look forward to following the story with Legendary and wish everyone involved much and great future success."*

### **ABOUT PURSANT**

Pursant is a middle market advisory firm specializing in M&A, private capital market financing, transaction advisory services, financial leadership support and business value enhancement consulting. Our powerful, integrative and customized suite of services deliver the insight and guidance parties seek to, confidently navigate strategic transactions and complex financial matters, enhance enterprise value and optimize leadership performance