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## Direct mail keeps dealership rolling

Soon after starting her business, Sharon Andrae began asking customers for their names and addresses. She used that information to create direct mail campaigns that could help grow her business.

It definitely has worked: Today Andrae Harley-Davidson in Urbana, Ill., boasts more than \$6 million in annual sales, has 20 employees and is one of the top 25 dealerships in the United States.

The business recently moved into a new 23,000-square-foot facility, a step up from the rustic shed it occupied when Andrae and her late husband, Dick, started it in the 1960s.

Andrae's direct mail customers now number more than 6,000. She uses them "to send out personal thank-you letters to all new customers and send out flyers about every event we have."

Andrae says direct mail also has been instrumental in the sale of parts, accessories, clothing and collectibles found in Harley-Davidson's Motor Clothes and Collectibles catalogue. "I've been using direct mail for the past 40 years," she says.

She credits 50 percent of her Motor Clothes and Collectibles sales and 25 percent of her overall sales to direct mailings.

To find out how mail can help your business, click here.



**Challenge:**

Build a top-selling dealership from a small startup.

**USPS Solution:**

Direct mail campaigns to connect with customers.

**Results:**

Mail helps generate 25 percent of total sales.