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Sonic Powersports Sets Another Sturgis Motorcycle Rally Sales Record With 1,135 Motorcycles Sold, Showcasing Strength of Expanded National Network Strategy

Fastest-growing powersports retailer delivers record 511 new Harley-Davidson motorcycle sales; Black Hills Harley-Davidson ranks No. 1 nationally in year-to-date new-bike sales

CHARLOTTE, N.C. and STURGIS, S.D., Sept. 9, 2026 /PRNewswire/ -- [Sonic Automotive, Inc.](#) (NYSE: SAH), one of the nation's largest automotive and powersports retailers and the only automotive and powersports retailer recognized on Newsweek's 2026 "Most Trustworthy Companies in America" list, today announced that Sonic Powersports set another sales record at the 86th annual Sturgis Motorcycle Rally, selling 1,135 motorcycles. The total included a record 511 new Harley-Davidson motorcycles, securing Black Hills Harley-Davidson as the No. 1 Harley-Davidson dealership in the nation for year-to-date new motorcycle sales.



The achievement was powered by more than 1,200 new and pre-owned, rally-ready motorcycles deployed across Sonic's five Black Hills locations – the largest Harley-Davidson inventory ever assembled for the Rally under Sonic's ownership – and executed through the operational scale of the company's expanded national Harley-Davidson network. The result is a clear operating proof point for Sonic's strategy to build a larger, more connected powersports platform that can offer riders more selection, more access and a stronger guest experience.

"What we accomplished represents far more than another record at the Rally," said David B. Smith, Chairman and Chief Executive Officer of Sonic Automotive. "It validates the strategy behind the platform we are building: expanding our Harley-Davidson footprint, investing in the selection riders want, and giving our teammates the scale and support to execute at the highest level. We are seeing that strategy create a differentiated experience for riders and real momentum for Sonic Powersports."

"The annual Sturgis Motorcycle Rally is one of the most iconic gatherings in motorcycling – an event our customers, dealers and employees look forward to every year – and this year was a tremendous success," said Jonathan Root, Chief Financial and Commercial Officer of Harley-Davidson. "Sonic Powersports helped deliver the kind of unmatched Harley-Davidson customer experience that makes the Rally so special, bringing the scale, selection and commitment it takes to serve riders at the highest level."

2026 Sturgis Motorcycle Rally: Key Facts

- **Record retail performance:** 1,135 new and pre-owned motorcycles sold, Sonic Powersports' highest Rally sales volume to date.
- **Record new-motorcycle sales:** 511 new Harley-Davidson motorcycles sold during the Rally.
- **Sturgis Harley-Davidson:** 348 new and pre-owned motorcycles sold, a dealership record; the location began selling motorcycles only one year ago.
- **Rally operating scale:** More than 550 Sonic Powersports teammates deployed across five Black Hills locations to support the Rally experience.

"Sturgis is the Super Bowl of motorcycle retail, and our team came ready to compete," said Jeff Dyke, President of Sonic Automotive. "We brought more motorcycles, more teammates and more resources to the Black Hills than ever before. Riders found the selection, the people and the experience they were looking for. The outcome was another record — and more proof of what this growing platform can do."

A National Harley-Davidson Platform Built to Serve Riders

Sonic Powersports continues to be the fastest-growing powersports retailer in the country, with a national Harley-Davidson platform that now spans 20 rooftops and 46 franchises, including 13 Harley-Davidson locations: nine full-service Harley-Davidson dealerships and four Harley-Davidson retail locations focused on apparel and accessories. The network includes Black Hills Harley-Davidson and Sturgis Harley-Davidson in South Dakota, and Mancuso Harley-Davidson and Horny Toad Harley-Davidson in Texas. The 2026 additions included San Diego Harley-Davidson, Falcon's Fury Harley-Davidson in Conyers, Georgia, Space Coast Harley-Davidson in Palm Bay, Florida, Treasure Coast Harley-Davidson in Stuart, Florida, and Raging Bull Harley-Davidson in Durham, North Carolina, extending Sonic's reach in some of the country's most active riding markets and strengthening its ability to serve riders well beyond the Rally.

For more information about Sturgis Harley-Davidson, visit SturgisHD.com. To explore the Sonic Powersports network, visit SonicPowersports.com. Investors can find company information and filings at ir.sonicautomotive.com.

About Sonic Powersports

Sonic Powersports is the powersports division of Sonic Automotive, Inc. and continues to be the fastest-growing powersports retailer in the country. The platform operates 20 rooftops nationwide, representing 46 franchises and premium powersports brands, including Harley-Davidson, Kawasaki, BRP, Polaris, Honda, Suzuki, BMW Motorrad, Yamaha, Ducati and Indian Motorcycle. Sonic Powersports serves riders through new and pre-owned motorcycle sales, parts, service, authentic merchandise, and community experiences.

About Sonic Automotive

For more than 60 years, Sonic Automotive has pursued a single purpose: to deliver an experience for guests and teammates that fulfills dreams, enriches lives and delivers happiness. Founded in 1966 by Bruton Smith, Sonic Automotive today has more than 11,000 teammates across 173 automotive and powersports franchises in 145 locations, representing 24 automotive and 15 powersports brands.

Sonic Automotive was the only automotive and powersports retailer selected for Newsweek's 2026 Most Trustworthy Companies in America list. The company has helped more than 7 million guests purchase vehicles, delivered more than 40 million service experiences and earned more than 1 million five-star reviews by consistently putting people first.

Sonic Automotive. Driven By People. Inspired By Purpose. Learn more at SonicAutomotive.com and ir.sonicautomotive.com.

Contacts

Investor Inquiries: Heath Byrd, Executive Vice President and Chief Financial Officer; Danny Wieland, Vice President, Investor Relations | ir@sonicautomotive.com

Media Inquiries: Sonic Automotive Media Relations | media.relations@sonicautomotive.com





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