



## **FOR IMMEDIATE RELEASE**

*Iron Pony Motorsports Expands its Reach: Acquires Honda/Suzuki/Can-Am of Jackson*  
Westerville, April 9, 2024 – Iron Pony Motorsports Group, Inc., a leading name in the Powersports industry, is thrilled to announce the successful acquisition of Honda/Suzuki/ Can-Am of Jackson. This strategic move marks a significant milestone in Iron Pony Motorsports' ongoing commitment to providing unparalleled services and offerings to its valued customers. With the addition of the Jackson location, Iron Pony Motorsports extends its reach to encompass four strategic locales throughout Ohio, including Westerville, Lancaster/Carroll, Mansfield, and now Jackson. This expansion underscores our unwavering commitment to enhancing accessibility and convenience for our customers across the state.

The acquisition, spearheaded by Iron Pony Motorsports' owners Chris, Tammy, Derek Jones, and Cory Atwood, signifies a strategic expansion into new markets and a strengthened position in the ever-evolving world of Powersports.

### **A Historic Connection: Reviving 1980s Relationships**

Chris Jones, one of the owners of Iron Pony Motorsports, brings a unique and personal touch to this acquisition. Having forged strong connections during his days in distribution in the 1980s, Chris has a long-standing relationship with the former owners of Honda-Suzuki of Jackson, Mark Simmons, and Brooke Phillips

"Acquiring Honda Suzuki Can-Am of Jackson feels like coming full circle," says Chris. "I've known Mark and Brooke since my distribution days in the 1980s. Our shared passion for the industry and commitment to customer satisfaction has formed the foundation of a lasting friendship. Bringing their dealership under the Iron Pony Motorsports umbrella is not just a business move; it's a reunion of like-minded individuals dedicated to the world of Powersports." We wish Mark and Brooke nothing but the best in their well-deserved retirement

### **Enhanced Offerings and Unmatched Expertise**

With this acquisition, Iron Pony Motorsports aims to enhance the overall customer experience by providing a broader range of products and services. Customers can now expect an expanded inventory of Honda, Suzuki, and Can-Am motorcycles and powersports, along with the exceptional service and expertise that Iron Pony Motorsports is renowned for.

Tammy, Derek, and Cory, alongside Chris, are enthusiastic about the opportunities this acquisition presents. "We are excited to welcome the customers and staff of Honda-Suzuki/ Can-Am of Jackson into the Iron Pony Motorsports family. All current staff are expected to remain - and we will soon bring the amazing amounts of parts, apparel, and accessories that all Iron Pony / Pony Powersports locations are known for.

Our combined efforts will undoubtedly lead to a stronger, more dynamic force in the Powersports industry," they express.

Iron Pony Motorsports Group is actively looking for more dealership acquisitions- contact us.

### **About Iron Pony Motorsports Group:**

For over four decades, Iron Pony Motorsports Group has proudly stood as a cornerstone of excellence in the Powersports industry. Since our inception, we've been more than just a name; we've been a trusted partner for enthusiasts, riders, and adventurers alike.

**Commitment to Excellence:** At Iron Pony Motorsports Group, our commitment to excellence is unwavering. We strive to provide nothing but the best to our valued customers, from top-notch products to unparalleled customer service. Our dedication to quality has made us a household name among riders worldwide.

**Passion for Powersports:** Fueled by an insatiable passion for all things Powersports, Iron Pony Motorsports Group is more than just a business – it's a lifestyle. Our team consists of riders and enthusiasts who live and breathe the thrill of the open road. This shared passion infuses everything we do, from curating the finest products to fostering a vibrant community of riders.

**Industry-Leading Offerings:** With four locations spanning a vast landscape, Iron Pony Motorsports Group proudly represents hundreds of renowned brands. Through our e-commerce divisions, IronPony.com and Motostealz.com, we extend our reach to riders far and wide, offering industry-leading pricing and an extensive selection of products. Whether you're in the market for parts, apparel, accessories, or vehicles, we've got you covered.

**Family Owned and Operated:** As a family-owned and operated business, Iron Pony Motorsports Group values integrity, trust, and camaraderie above all else. We treat

every customer like a member of our extended family, fostering lasting relationships built on mutual respect and a shared love for Powersports.

**Flagship Store Extravaganza:** Step into our flagship store, a sprawling 133,000 square feet of Powersports paradise. Here, you'll find an unparalleled selection of parts, apparel, accessories, and vehicles, including motorcycles, side-by-sides, ATVs, and more. It's an experience like no other – a haven for enthusiasts and novices alike.

At Iron Pony Motorsports Group, we're not just in the business of selling products; we're in the business of making dreams come true.

### **About Honda/Suzuki/ Can-Am of Jackson**

Honda Suzuki Can-Am of Jackson began in a 1,800-square-foot building before swiftly moving to a prominent location on St. Rt. 35 in 1979. Over four decades, the dealership has continually expanded its offerings, starting with Honda and Suzuki motorcycles and ATVs in 1983 and later incorporating Can-Am ATVs.

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