

# **BOBS MOTORSPORT LTD**

**Let the Adventure Begin**

Chatham, ON

519.354.6377

In 1983, Bob Funke purchased the Motorcycle, ATV and Snowmobile Division from C.L.Benninger Ltd with whom he had worked for since 1976. Renting space from them until 1993 Bob and his wife, Judy purchased their current location 615 St Clair St in Chatham. A true, family run business, Bob and Judy's son, Darrell and daughter and son-in-law, Sha-Lynn and Mario all work at the dealership. The only non-family member is Brian and having been with them for 21 years, can likely be considered like-family anyway! Bobs sells and services Suzuki Motorcycles and ATV's, Yamaha Motorcycles, ATV's, Snowmobiles and Generators along with servicing of Japanese and North American lines. They also feature a full line of helmets, riding apparel and accessories for Motorcycles, ATV's and Snowmobiles.

When asked what challenges or major changes they have seen in their business, Bob indicated that the current economic conditions have been a major factor. Chatham-Kent, like so many areas, has lost numerous industries due to the cut backs in the automotive sector. The farming sector has been hit as well with fluctuating commodity prices and in turn, has affected sales of ATV's to farmers. They seem to be keeping their existing ATV's longer these days.

After purchasing the business from C.L.Benninger's, they were an ORFEDA member for a number of years and very aware of what ORFEDA had accomplished and was doing for the Farm Equipment Dealers. Bob rejoined CEEDA in April of 2013 with the idea of supporting a Powersports Dealer organization with CEEDA as the governing body to assist dealers in their day to day struggle with OEM's and suppliers.