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PP 11-1508

# Santa Cruz Harley-Davidson shop closes

## Store abruptly shut in economic slump

REGISTER-PAJARONIAN STAFF REPORT

Santa Cruz Harley-Davidson shut its doors at 1142 Soquel Ave. Tuesday for good. The business, which featured a wealth of high-end motorcycles, an extensive accessories department and a museum of photographs, memorabilia and exhibits, had been in business for 11 years.

According to a statement posted on the business' Web site, [www.santacruzharley.com](http://www.santacruzharley.com), "On November 11th, the employees and managers shut the lights out for the last time at Santa Cruz Harley. Wonderful, supportive customers and great

employees did not make up for the impact of the economic downturn and drastic drop in consumer confidence. So. It is with a heavy heart that everyone at SCHD says goodbye to customers that gave us a great life. Thank you and ride safe."

Green Valley Harley-Davidson, which was located in the Pajaro Hills Shopping Center in Watsonville — a satellite shop of Santa Cruz Harley — closed for similar reasons in March after a six-year run.

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*For information about the closure, visit [www.santacruzharley.com](http://www.santacruzharley.com)*

A wealth of Harley-Davidson motorcycles lines the showroom floor of the popular shop.

Tarmo Hannula  
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Tarmo Hannula/Register-Pajaronian

Santa Cruz Harley-Davidson, located at the corner of Seabright and Soquel avenues, closed its doors Tuesday.