



# #30

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## COMPANY HISTORY

Van Leeuwen Enterprises, Inc. has just finished another record year and we have you, the dealer, to thank. With many new product lines and improved technology to serve you even better, we anticipate more growth in the new year! We are excited to present you with Van Leeuwen Catalog #30. Packed full of the fastest selling, highest quality products offered in the motorcycle industry, the new catalog is sure to become a valuable tool at your sales counter.

Over the last 30 years, Van Leeuwen has offered unsurpassed customer service from our friendly, knowledgeable staff. Most of our customer service reps boast over 10 years of industry experience, while several employees and sales reps have been with us for over 20 years! In the warehouse, our seasoned order processing team strives to ship every order the same day it's received, with 100% accuracy. It is this extensive experience that enables us to process your orders in a prompt and accurate manner, while maintaining one of the best fill-rates in the industry!

The man behind the name is Skip Van Leeuwen, Owner/CEO and he is joined by his two sons Curt Van Leeuwen, President and Eric Van Leeuwen, Vice President of Operations. The buck stops here. Our executive staff is always available to personally handle any inquires or product needs you might have.

Skip found his passion for motorcycles racing flat track and TT as a factory Triumph rider on the national circuit for 13 years. Skip ended his successful racing career after winning 5 National Championships in the late sixties. Building on his experience and enthusiasm for the motorcycle industry, Skip began working as a Sales Rep for Buco Products in 1969.

Traveling throughout the Western U.S., Skip recognized a need for a quality regional distributor in the Southern California area. Pursuing his entrepreneurial spirit, Skip created Van Leeuwen Enterprises, Inc. in 1973.



## CATALOG



Van Leeuwen Enterprises has continued to grow, serving dealers on a national level and expanding our product line to include the hottest selling motorcycle accessories on the market today!

This year, our catalog has grown by over 25% and for the first time ever, it's in full color from front to back! It's jammed full of new products and easy-to-use features. We are sure it will become an invaluable source for information on the many top lines we carry.

Thank you again for your support and we look forward to working with you in the coming year!

Concept, design & layout by Robert Rendall  
Directed by Eric Van Leeuwen  
Special thanks to Marco Rubio & Elizabeth Rivas for production assistance and Bill Cooper for technical support.

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