

VISIT NEW ENTERPRISE, NEWARK RIDES, FOR ALL THINGS MOTOR SPORTS

— Sandy Conrad
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Nine years ago, Newark resident Greg Geistler, acquired property at 908 E Route 71 in Newark. Formerly home to Rides Unlimited, he has recently altered the focus of his business to include more products than previously; the name change to Newark Rides is specifically designed for this purpose. Rides Unlimited catered to powersport and marine enthusiasts who were looking for new and used motorcycles, ATV's, UTV's, dirt bikes and water craft from well known dealers such as Arctic Cat, Yamaha, Honda, Suzuki and Kawasaki.

New Manager, Geno Francione, explained that inventory will now feature also Cars (many of which are typically priced under \$5000), Trucks, and SUV's, as well as Motorcycles, 4-Wheelers, Campers and Boats.

The majority of vehicles will be inspected, although some will be sold on an "as is" basis with a thorough report of what each needs for those who are skilled in such repairs. Everything is priced to sell.

"If it has a motor and a title, we will try to sell it!" said Geno. He mentioned that Assistant Manager Jorge Arellano is bi-lingual to assist Spanish speaking customers.

The indoor showroom has a couple of beautiful boats on display, and there are presently several clean, late model cars, SUV's, sport bikes and a camper parked outside adjacent to the building which can be readily inspected and are priced and ready for immediate delivery. The goal is to build the vehicle inventory so that 30-50 are on the lot at all times.

Although Rides Unlimited assisted customers with a minimum down payment and approved credit to obtain financing, future plans for Newark Rides includes offering in-house financing.

A new website, newarkrides.com is presently under construction. In the meantime, don't hesitate to call the friendly sales people at Newark Rides for further information at 815/695-5029. Store hours are Monday through Friday from 10 AM – 6PM, Saturday, from 10 AM to 4 PM. Sunday and evening hours are available by appointment only.

Newark Rides is located 9 miles past Route 47 in Yorkville, just west of the "tension line."

