

MOTORCYCLES

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"We pride ourselves in our service to our customers," he added. "We get local customers as well as from north Tampa and along the East Coast. They know if they come here they'll be treated properly and fairly. It's an ongoing process. When you buy here, you become a member of our family."

Customers who visit BMW motorcycles get test rides also, he said, proper gear and license permitting. He also recommends that anyone who buys or rides a motorcycle take a safety course.

"Everybody who rides a motorcycle will encounter a situation where trucks or cars are unaware of your presence or are unaware of a motorcycle rider's right to the road," he said. "Riders need to ride defensively and be


110 percent aware... always assume some will do something to imperil you, and be ready to react to protect yourself. People who ride motorcycles need to be aware they are taking on additional risk, and need to accept that increased risk, but it's a manageable risk."

Starting a business is also a manageable risk, something Gallo also knows about. Good help is the ticket, he said. He plans to turn over the business in the next one to three years to his son and daughter, the best help of all, as well as a few "key" employees. Maybe he'll travel cross-country again, or just stay home and enjoy his canines, which he said are not allowed to ride on the motorcycles.

"Besides having a passion for motorcycles, we're all dog friendly," he said.

And the dogs are friendly too. They wander happily through the showroom: two Cairn Terriers, one Norwich terrier, and a German Sheppard. A sign on the door says, "Please don't let the dog(s) out." ■

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