

# Battlefield Harley-Davidson/Buell

## NEWSLETTER

Volume 2, Issue 4  
Winter 2003

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## Be Free on Three

Three wheels that is! We are very pleased to announce that Battlefield Harley-Davidson/Buell is now an Authorized Lehman Trike dealer!

In November of 2002, Wayne Tyson flew to Alberta, Canada to attend a training class at Lehman Trike Headquarters. In late November he returned and built the first Battlefield Lehman Trike, an Ultra Classic which will be our demo bike and Jen's ride too!

Here's a little history about Lehman Trikes!

When John Lehman and a few friends built John's wife, Linda, a trike in his backyard garage, they did not realize they were spawning an industry. Their goal was simply to turn an old motorcycle into something Linda could ride. The after hours project turned into a hobby, then to a cottage business and now a publicly traded company that remains the world leader in three wheel motorcycle sales, design and production. (Canadian Venture Exchange CDNEX – trading symbol LHT)

The 40,00 square foot factory is located in Westlock, Alberta, Canada. A team of 65 people comprises the home office of LTI, which includes everything from Sales and Marketing to R & D, Engineering, Production, Paint, Assembly and Administration.

Over 130 factory authorized and trained dealers serve as the backbone of this operation. This network of dealers spans the globe from North America to Europe, Japan and Australia. This global focus has led LTI to be the only trike manufacturer that meets the



compliance requirements of D.O.T. in the United States as well as M.O.T., JwL and TuV Standards in Canada, Japan and Germany respectively.

Lehman Trikes constantly strives to provide their customers with the "Lehman Advantage". They have the only factory-sponsored enthusiast group in the industry as well as exclusive motorcycle insurance coverage (available in most states) and extended warranty. Add to this Lehman Trikes' solid reputation and unequalled resale value – the choice becomes obvious.

Lehman Trikes strives to provide you with excellence and total satisfaction. Their vision is simple: To be the world's best three wheel motorcycle provider with a unique culture and ethical practices that benefit their stakeholders.

The entire staff of Battlefield Harley-Davidson/Buell is really excited about this product! See Dave Isaacson to schedule a demo ride!

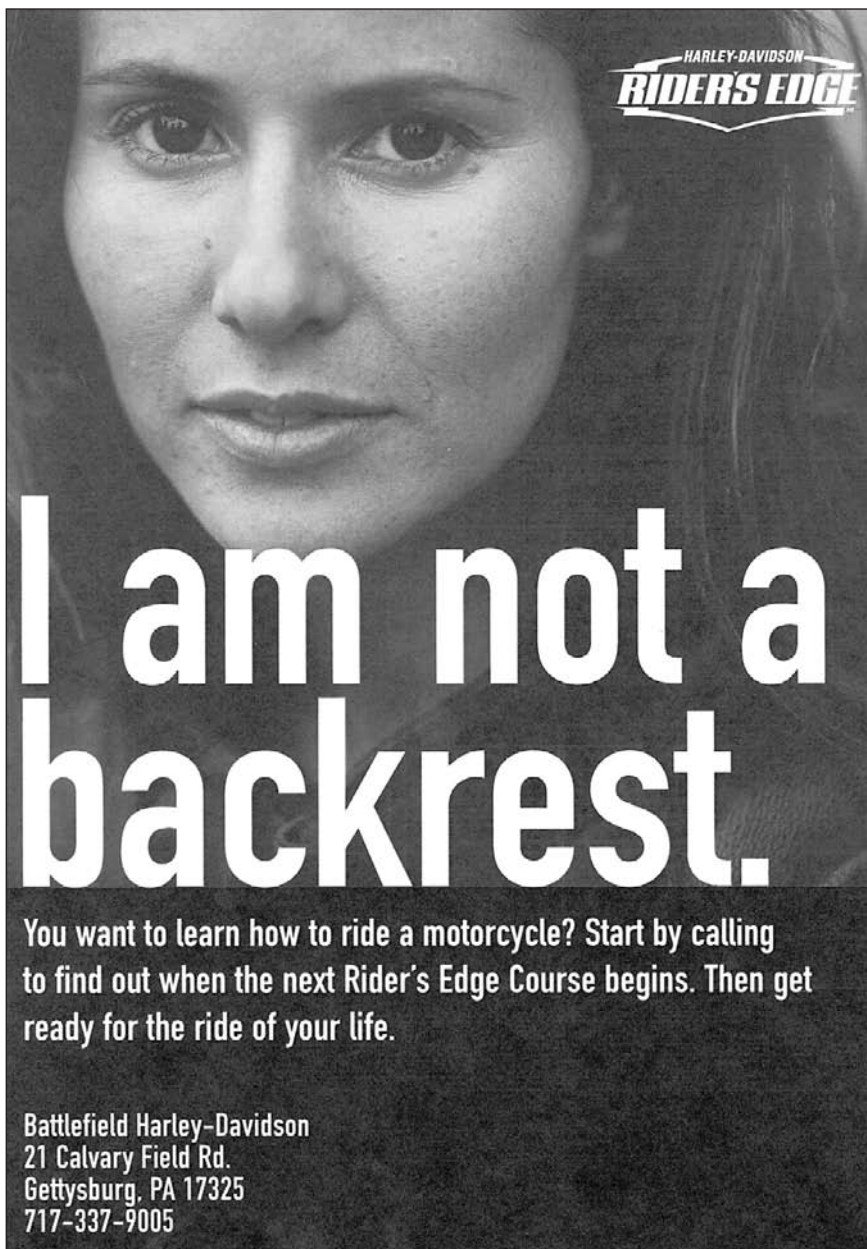
# RIDER'S EDGE SCHEDULE 2003

We are all really excited about Rider's Edge for 2003! Rider's Edge is the fast, easy, safe and fun way to learn to ride a motorcycle! Battlefield H-D/Buell was the FIRST Harley-Davidson Dealership in Pennsylvania to offer Riders Edge and in the last two seasons we put 180 new riders on the road!

Although our Riders Edge classes have been approved for a maximum of eleven students, we will limit the class size to no more than 8 students so everyone has individualized attention.

We have planned 15 Classes, beginning in April and ending in October. Five of those classes (33%) are Ladies Only. The classes begin on Thursday evening with a tour of the dealership and a little classroom time. All of Friday evening is spent in the classroom. Saturday and Sunday are full riding days, and Monday evening is classroom and the written test.

The cost is \$ 250.00 and you will receive a \$ 100.00 Battlefield H-D Gift Certificate upon completion of the course. At press time, we were still waiting for licensing approval from the State of Pennsylvania. If you or someone you know is interested in taking a Riders Edge Course, please contact Maria Pennings at 717 337 9005.



**I am not a  
backrest.**

You want to learn how to ride a motorcycle? Start by calling to find out when the next Rider's Edge Course begins. Then get ready for the ride of your life.

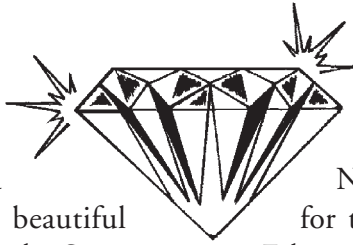
Battlefield Harley-Davidson  
21 Calvary Field Rd.  
Gettysburg, PA 17325  
717-337-9005

**April 10- 14, 2003 WOMEN'S ONLY**  
**April 24-28, 2003**  
**May 1-5, 2003 WOMEN'S ONLY**  
**May 15-19, 2003**  
**May 29-June 2, 2003 WOMEN'S ONLY**  
**June 5-9, 2003**  
**June 9-13, 2003 WOMEN'S ONLY**  
**July 17-21, 2003**

**July 24-28, 2003**  
**August 7-11, 2003**  
**August 14-18, 2003**  
**September 11-15, 2003 WOMEN ONLY**  
**September 18-22, 2003**  
**October 2-6, 2003**  
**October 9-13, 2003**

# Win a Diamond Necklace during Bling Fling Week!

Jen may be watching too much MTV, because she came up with the catchy name "BLING FLING" for our Valentine's Day Jewelry Sale! Stop by anytime between February 1st and February 9th to register to win a beautiful Platinum and Diamond Necklace from the Stamper



Platinum and Diamond Collection!

The necklace retails for \$ 815.00!

No purchase is necessary to win. The drawing for the necklace will be at 2:00pm on Sunday February 9th!

## NEWS FLASH:

### THE DATES FOR THE YORK OPEN HOUSE HAVE CHANGED... AGAIN.

This information is up to date as we know.  
The dates for the 2003 York Open House are now:  
**September 25-27, 2003**

## 2nd Annual Harley Pet Photo Contest

Did you ever notice how almost everything comes to a stop at Battlefield H-D when someone comes in with a puppy, dog, bird, snake or ferret? We love animals just as much as motorcycles around here. Last Year, Abbie from Motorclothes suggested we have a contest to see who has the cutest Harley-ized pet.

All entries need to be submitted by February 28th. Voting will begin on March 1st, and end on April 26th. There will be a \$ 5.00 entry fee for each pet entered and it'll cost a \$1.00 for every vote you cast. You may enter as many pets as you like and vote as many times as you want. All proceeds will benefit the Adams County SPCA.

All photo entries will be placed on the bulletin board. The contest is open to all kinds of pets. All photos will be added to BFH-D's pet photo album after the contest. The prizes are as follows: The Grand Prize – Traveling Dog Bed (unless your pet is a snake!) a collar and leash. First Prize: T-shirt, pet toy, bandanna,



nylon collar and leash, Second Prize: nylon collar and leash, bandanna and toy, Third Prize: Collar, leash and bandanna.

The pets with the most votes will win!

## Get Ready to Roll!

Every spring, the folks in Milwaukee come up with a great promotional giveaway. Two years ago, they offered the Buff and Stuff Kit, last spring was Gauge Rage, but we think they have outdone themselves this year!

Beginning March 15th through April 30th, *or while supplies last*, with a qualifying purchase of \$ 250.00 of Harley-Davidson Motorclothes, merchandise, Genuine Motor Accessories and Motor Parts, Screamin' Eagle Performance Parts or Official Licensed Products you will receive a 100th Anniversary Travel Blanket!

Warm wishes only go so far – but the Harley-Davidson 100th Anniversary Travel Blanket goes anywhere riders go. This plush black fleece blanket is made from soft washable 100% polyester fleece and is backed with a water resistant backing! Plus it's emblazoned with a finely embroidered Harley-Davidson 100th Anniversary logo.

Perfect for picnics, camping or just snuggling up on the couch, this handy blanket features Velcro enclosures, a tough nylon carrying strap and can be rolled up for storage anywhere!

A \$ 50.00 value, it compares well with blankets that sell for twice the price and with its 100th Anniversary embroidery, it's sure to be a collectible in years to come!



## Buell is Cool Extravaganza!

On Saturday, April 5th, we'll be hosting the 3rd Annual Buell is Cool Extravaganza! This rain or shine event is always a fun filled day of food, music and Buell Demo Rides with Demo Dave! And we're still working on a surprise or two.....

**THIS EVENT IS RAIN OR SHINE!**

## Blessings of the Bikes

Please join us for the 2nd Annual Blessing of the Bikes on Sunday April 6th! Last year, the Rolling Saints conducted a lovely, brief, non-denominational blessing that was very moving, and proved to be highly effective for a few riders.

We heard later that day, a rider that had attended the blessing, went down, and although the bike was pretty banged up, he only had a few scratches, thank

goodness. About a week later, Dave Isaacson, our Vehicle Sales manager was involved in a freak accident in the company truck, the truck was nearly totaled, but Dave was fine! Again, thank goodness!

It's better to be safe than sorry, so we hope you'll join us! We'll be serving coffee and donuts in the Pavilion from 10:00am and the blessing will take place around 11:00am.

## This One's For You!

Each year at the Winter Worldwide H-D Dealer Meeting, the Harley-Davidson Motor Company recognizes the top performing dealers in the nation when they present the Bar and Shield Awards.

Recently, we were told that we would receive the prestigious GOLD BAR AND SHIELD Award on January 27th. The Gold Bar and Shield is given to the top 25 Dealers in the nation. Our staff has worked tirelessly to provide excellent customer service in a friendly and knowledgeable way.

Our performance is measured by the information that you, our friends and customers, supply on your customer service surveys. Thank you for letting us know how we're doing

And for making yet another dream come true!

Our Gold Bar & Shield will be on display on February 1st! Thanks again!

## Buell Pegasus Award

Buell recognizes its top performing Buell dealers with the Pegasus Award. The criteria for Pegasus Award winners include but is not limited to demonstrating the ability to provide superior customer service, exceptional sales, marketing and advertising as well as creating and promoting signature Buell events. The Pegasus Award is presented to the top 10 Buell dealers in the nation and we are very proud to win this award.



## It's a Spring Thing!

Enough winter already! The First Day of Spring is Friday March 21st, and barring a late season blizzard, we'll going to celebrate all weekend! Yahoo! Spring is finally Sprung! You'll find specials all over the dealership, and we'll be running a \$ 19.99 special on Dyno Runs! Who knows, there might even be a surprise or two!

## A Message From Jen

Happy New Year! Thanks everyone for making 2002 another great year. At press time for this newsletter, we were still waiting for details about a few events. Duke and I are going on vacation and I really wanted to get this newsletter out!

We have quite a few events planned for 2003. They are not all listed in the newsletter, but the major

ones are. Another newsletter will come out in late spring with updated information about all the events.

Thank you again for your friendship, continued support and helping to make Duke and my dreams come true. Best wishes for a healthy, safe and happy new year.

# 2003 Events Calendar

**“Where There’s ALWAYS Something Going On!”**

February 1, 2003	2nd Annual Pet Photo Contest/ SPCA Fundraiser begins Valentine’s Day Promotion “Bling Fling” begins	April 11 – 13	<b>David Uhl and Scott Jacobs visit for History Meets the Arts</b>
February 1-9, 2003	Bling Fling Begins	April 10 – 14, 2003	<b>Riders Edge – WOMEN ONLY</b>
February 8 & 9, 2003	9:00am Rolling Saints Meeting Bling Fling Weekend!	April 12, 2003	9:00am Rolling Saints
February 9, 2003	2:00pm: Bling Fling Drawing for Diamond Necklace	April 16, 2003	7:00pm Battlefield HOG Meeting
February 14 - 17, 2003	President’s Day Sale	April 19, 2003	Noon Easter Egg Hunt
February 16, 2003	10:00am BACA Meeting	April 20th	<b>Closed for Easter</b>
February 19, 2003	7:00pm Battlefield Hog Meeting	April 24th 2003	5:00- 8:00pm Girls Night Out
March 1, 2003	Get Ready to Ride promotion Begins!	April 24-28, 2003	<b>Riders Edge</b>
March 8, 2003	9:00am Rolling Saints Meeting	April 26, 2003	Pet Contest Ends MDA Packet Return Party
March 15-April 30th	GET READY TO ROLL promotion begins!	April 27, 2003	Ride for Rusty and Randy 9:30am Registration for Ride 10:00am Ride departs
March 16, 2003	10:00am BACA Meeting	May 1, 2003	Mother’s Day Promotion begins 5:00-7:00pm Relay for Life Kick Off Party
March 19, 2003	7:00pm Battlefield Hog Meeting	May 1-5, 2003	<b>Riders Edge WOMEN’S ONLY</b>
March 21-23, 2003	It’s a Spring Thing Weekend	May 3, 2003	8am Signs for demo rides 9am– 4:00pm HD DEMO DAY!
March 24, 2003	1:00-3:00pm Easter Food Drive – BACA/2nd Generation	May 6, 2003	10:00am Duke’s Monthly Mystery Ride
April 5, 2003	All Day 3rd Annual Buell is Cool Extravaganza	May 10, 2003	9:00am Rolling Saints Meeting
April 6, 2003	10:00am Coffee and Donuts in the Pavillion 11:00am Blessing of the Bikes	May 10, 2003	<b>Battle Trax Clinic</b>

# 2003 Events Calendar

**“Where There’s ALWAYS Something Going On!”**

May 11, 2003	Mother’s Day	June 14, 2003	9:00am Rolling Saints Meeting
May 15-19, 2003	Riders Edge	June 14, 2003	Noon – 5:00pm Ride for Hunger
May 17, 2003	Noon- 4:00pm Summer Concert Series begins	June 15, 2003	10:00am BACA Meeting
May 18, 2003	10:00am BACA Meeting	June 18, 2003	7:00pm Battlefield HOG
May 21, 2003	7:00pm Battlefield Hog Meeting	June 17-21, 2003	Riders Edge
May 22, 2003	5:00-7:00pm CCA Wrap Up Party	June 21, 2003	Noon-4:00pm Summer Concert Series
May 25, 2003	Open at 7:30am Ride to the Wall	June 26-28, 2003	Mid Atlantic Women’s Motorcycle Rally
May 29 – June 2, 2003	Riders Edge Women Only	June 28-29, 2003	Our Birthday Party!
June 3, 2003	10:00 am Duke’s Monthly Mystery Ride	July 1, 2003	10:00am Duke’s Monthly Mystery Ride
June 5 – 9	Rider’s Edge	July 4, 2003	Holiday Hours 8am – 4pm
June 9, 2003	BRAG Touring Ad	July 10 thru 13, 2003	Gettysburg Bike Week
June 9-13, 2003	Rider’s Edge – Women’s Only		

## 1st Annual Ride for Rusty and Randy

Last August, Richard “Turk” Resh, one of our former employees was killed in a tragic motorcycle accident. He left behind his fiancé, Karen Hawks, and two young sons, Rusty and Randy. Jennifer has asked Dave Isaacson to put together a ride to raise money for the boys. Dave and Turk occasionally rode together and Jen suggested that

they follow one of Turk’s favorites routes!

The Ride is scheduled for Sunday, April 27th. We’ll have coffee and donuts at 9:30am and the Ride will leave from the front parking lot promptly at 10:00am. We’re asking for a \$ 10.00 donation and a few volunteers to help out. Please see Dave I.

# Egg-xactly How Many Easter Eggs?

If you've been here the past few years for our annual Easter Egg Hunt, you've seen it grow! The first year it took Duke over an hour to hide 2500 Easter eggs, and the kids picked EVERY one up in about 7 minutes! Last year, volunteers from the Battlefield Chapter of HOG hid over 5000 eggs in about 25 minutes. Members of the Battlefield Chapter of Ladies of Harley had stuffed each egg with candy! Twice as many eggs, twice as many kids, it still took them about 7 minutes to pick them ALL UP!



On Saturday April 19th, for the 3rd Annual BFH-D Easter Egg Hunt we have ordered 12,000 eggs. The Hunt will begin at Noon, and be followed by a coloring contest and other activities for the kids! Best of all the Easter Bunny will be here for pictures with the kids.

PS: We'd like to thank the Ladies of Harley in advance for stuffing the eggs, and the HOG Chapter for hiding them! Thank You, Thank You, Thank You!

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## GIRLS NIGHT OUT!

### APRIL 24th 5:00-8:00pm!

#### *GIRLS ROCK! CHICKS RULE!*

Everybody knows that! So much so, we need our own special night at Battlefield H-D/B. This is truly one of favorite events of the year, not only because it gives lady riders the opportunity to meet other lady riders but also because it's a good time, early in the season to think about accessories, performance upgrades or moving from the back seat to the solo seat!

The Parts staff will be here to answer any questions you may have about Parts and Accessories that may

make your bike more comfortable for you!

The Riders Edge Instructors will be on hand to answer questions about our New Rider Education Course. They will have class schedules and as well as information about Ladies Only Classes!

The Rentals Staff will be available to answer any question about our Rental Program.

We'll also have really good food, beverages and a sale!

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## Duke's Mystery Rides!

Since we opened the dealership in June of 2000, Duke went from riding over 10,000 miles a year to less than 5,000 miles! Jen suggested he get out and ride more and the Mystery Ride was born!

From May through October, Duke will lead a ride to somewhere on the first Tuesday of every month!

Although we all know how much he enjoys riding in the rain, if it's really really raining, the Mystery Ride will be the following Tuesday!

Duke is looking forward to his monthly Mystery Ride and hopes that you'll join him!

# Gettysburg Bike Week 2003



The first annual Gettysburg Bike Week was awesome! We're not sure exactly how many people were in attendance, but a great time was had by all. The Borough of Gettysburg, Gettysburg Borough Council, the Gettysburg Police Department, local businesses and the community embraced this event and really contributed to the success of the event.

The GBW Organizing Committee and hundreds of volunteers did a fantastic job making sure that everything ran smooth as silk and they have already begun working on GBW 2003.

The dates for GBW 2003 are July 10 through 13, 2003. For up to date information, check out [www.gettysburgbikeweek.com](http://www.gettysburgbikeweek.com) throughout the year!

If you are planning to come to GBW 2003, please reserve your hotel or campsite as soon as possible, as we

expect to fill up fast! For your convenience, here's a list of area accommodations and locations all of which are within 10 minutes from rally sites, the dealership or downtown Gettysburg.

Eisenhower Inn	800-776-8349	Days Inn	717-334-0030
Larsen's Quality Inn	717-334-3141	Comfort Inn	717-337-2400
Super 8	717-334-4274	Country Inn	717-334-4208
Hampton Inn	717-338-9121	Country Suites	717-337-9518
Holiday Inn Express	717-337-1400	Holiday Inn Battlefield	717-337-6211
The Best Inn	717-334-1188	Gettysburg Motor Lodge	717-334-1106
Quality Inn	717-334-1103	Gettysburg Travel Lodge	717-334-9281

## WELCOME NEIGHBOR!

**Two new businesses recently opened in Gettysburg and we want to say welcome!**

The Will Rogers Café is now open on Baltimore Pike, just south of downtown Gettysburg. This charming coffee and bagel café serves up delicious coffee and bagel sandwiches. They are open every day but Monday from 5:30am until 2:30pm.

Ping's Restaurant is now open on Baltimore Street in downtown Gettysburg! They offer a great selection of Chinese Food and have a sushi bar too! They are open every day but Monday for lunch and dinner! We wish both these new ventures great success!

## Summer Concert Series

There's always SOMETHING going on at Battlefield Harley-Davidson/Buell! This summer will be no exception! Throughout the summer from May through September we'll be hosting some of the regions hottest local bands. Due to the New Rider

Education Class schedule, the summer concert series will take place on the front lawn! Weather permitting, the dates are Saturday May 17th, Saturday June 21st, Saturday July 19th, Saturday, August 16th and the final concert will be on Saturday, September 20th.

# H-D Demo Day Scheduled for May 3rd!

Thinking about a new bike? Not sure what you want? Torn between two models? Are you currently riding a Non-Harley Product? Why not come out on Saturday May 3rd for our Harley-Davidson Demo Day? At press time for this newsletter, we're not 100% sure what models will be available to demo, but check out our website or stop by the store in late February or March and we'll have all the details! Demo

Demo Dave will lead Demo Rides from 9:00am until 4:00pm from the front parking lot. Sign ups will be on first come first serve basis.



## Rentals 2k3

As most of you know, the staff of Battlefield Harley-Davidson/Buell can't stop improving. We are always trying to think of unique ways to make your experience here new, fresh and fun. We have some great new ideas for the Rentals department for 2003 and are anxiously awaiting the new riding season. For all of you speed freaks out there, one of the most exciting changes for the New Year will be the addition of a 2003 V-ROD to the rental fleet. Come in and see how it stacks up against the competition!

Need to get away? Although we haven't ironed out all the details yet, rumor has it that Battlefield H-D will soon be sporting some new vacation packages for the Rentals Program. Everybody needs a vacation, but where do you go, How do you get there? What do you do when you get there? In 2003 you can leave the weight of those questions on our shoulders, let us put together a fun-filled vacation for you and someone special or for you and a group of friends.

The starting line up in 2003 will be two fuel injected Electra Glide Ultra Classics, Gunmetal Pearl and Vivid Black) a fuel injected Gunmetal pearl Road King Classic, a fuel injected Gunmetal Pearl Heritage Softail Classic, a fuel injected Vivid Black Fatboy, A Vivid Black Wide Glide, a fuel injected Gunmetal Pearl Duece and don't forget about that V-ROD!

Last, but certainly not least, we would like to thank all of you for last year's rental program success and your contribution to helping us build a bigger and better Rental Program. Thank YOU.

*Andrew Locke*

Rentals Coordinator

## Give Your Mother the **BIRD** on May 11th!

Okay, it's not what you think! Our friends at the Mason Dixon Chapter - ABATE of PA conceived this unique Mother's Day event a few years ago, and it gets more popular each year. They host a Chicken Barbeque every Mother's Day as a fundraiser for the "Christmas for Kids" Program of Adams County. The Chicken Dinners will be ready around 11:00am and it all takes place in the parking lot of the DEAD DOG SALOON on Route 116 in Bonneauville between Gettysburg and Hanover. This delicious meal consists of a barbecued bird, a baked spud, apple-sauce, roll and butter and only costs \$ 6.00! They'll be serving until all the birds have been enjoyed. Sounds great we can't wait!

## Ride With Us to the Wall May 25, 2003

Once again, we'll have two rides to the Wall on Sunday May 25th. One Ride will go to the Pentagon and one will go in town for those that prefer to watch

the parade! Visit our website or stop by the dealership for exact departure times.

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## Buell Northeast Adventure Tour June 7-13, 2003



The 2003 BRAG Adventure Tour will be a curvy excursion through the Northeast. Most of the riding days will be 250 to 300 miles of the twistiest pavement they could find! The ride begins in

Columbus Ohio and will end in Portland, Maine. On Monday, June 9th the group will stop at Battlefield Harley-Davidson/Buell for a big party in the Pavillion! We'll have tons of great food and music too! We are really looking forward to this event!

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## Ride for Hunger June 14, 2003

Now's a great time to register for the Ride for Hunger! And just in case you forgot, they will fly 2 very lucky people from Harrisburg to South Dakota, transport their motorcycles from the York County Food bank, put you and your guests up for 8 nights and 9 days while you live it up in Sturgis! Then they will fly you home and your bikes will be transported back to the York Food Bank!

This once in a lifetime trip is valued at over \$ 8000!

All you have to do is register for the 2003 Ride for Hunger to help feed the needy in York County. For more information about this amazing opportunity, please contact [RFHTRIP@yorkfoodbank.org](mailto:RFHTRIP@yorkfoodbank.org).

The Ride for Hunger will begin at the York Food Bank and ride to Battlefield H-D/B. They are also raffling off a 2003 V-ROD and tickets are still available at the dealership.

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## Mid- Atlantic Women's Motorcycle Rally June 26-28, 2003

This is another event you won't want to miss! The hotels are filling up fast, so make you reservations now for this fun filled weekend. MAWMR has put together a great time in Gettysburg with vendors, seminars,

rides and of course a parade! For more information about this event visit them at [www.MAWMR.com](http://www.MAWMR.com) or write to: MAWMR, Inc. PO BOX 59, Upperco, MD 21155.

## Now We're Three June 28 & 29, 2003

It doesn't seem possible that we are rapidly approaching our 3rd Birthday. Jen is planning another 2-day kick ass party with food and great music! Still no idea who the final act will be on Sunday afternoon, but rumor around the playground is that it'll be worth the wait! More news later!

# **Battlefield Harley-Davidson/Buell**

21 Cavalry Field Road  
Gettysburg, PA 17325

(Route 30 East just 1/2 mile East of the Route 15 Interchange)

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**[www.battlefieldharley-davidson.com](http://www.battlefieldharley-davidson.com)**

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## **Mark Your Calendars PLEASE!**

- |                       |   |
|-----------------------|---|
| June 14, 2003         | Ride for Hunger!                            |
| June 26-28, 2003      | Mid Atlantic Motorcycle Rally in Gettysburg |
| June 28 & 29, 2003    | It's Our Birthday                           |
| July 10-13, 2003      | Gettysburg Bike Week                        |
| September 25-27, 2003 | York Open House                             |