

VareseNews

“A passion for Harley? A disease that keeps the garage open”

Pubblicato: Giovedì 29 Marzo 2012

In the village of Origgio, there is a part of America that is managing to face up to the financial crisis thanks to the passion of its two young owners. More than one thousand square metres of premises where two brothers, two motorbike and truck enthusiasts, have developed their business, from the workshop their father opened years ago. The brothers are Marco e Mario Troiano, who, with their OMT garage, have specialised in selling and servicing Harley Davidson motorbikes, and everything connected to the American “legend”: Californian bicycles, big trucks on display, clothing and gadgets.

Going into their garage is like going onto the set of “Easy rider”, the Dennis Hopper movie that launched the legendary tale of freedom on two wheels. In addition to the bar, with hot dogs and coffee, there are film posters, Elvis statues, Harley publicity sets that are even 30 years old, and much more. “It isn’t an easy time, but our customers have held out,” says Mario, 34. “What is difficult is the relationship with the banks; they’re over us like never before. Working a lot with imports from the United States, we have to pay immediately. And the banks don’t help, even though it’s all working quite well. That means choking businesses, not encouraging them; it’s so stressful.”

But there is something more that keeps the two brothers’ business going. “We’ve thought about closing so many times, and with our experience, going to work in a Harley garage, but it wouldn’t be the same,” Mario goes on. “Our passion for these motorbikes, for the legend that we’ve reconstructed here, is like a disease. It’s tough, but we’re staying open, because this is our home, and it’s the home of our enthusiastic customers.”

Opening as a garage in Milan, OMT was founded in 1978 by the father of the two brothers. They decided to move to Origgio five years ago, where they found premises that they could transform, from a workshop a shop, and recreate the “legend” that they had dreamt so long about. “It’s a timeless make. Our typical customer is a man that has always dreamt of having a Harley, who, at the age of 40, decides to fulfil his dream. We help him to live it to the full. There’s a real passion for these motorbikes, as there is for Ferraris, and what unites enthusiasts is almost inexplicable. The people who come to us feel a strong bond with the past, with this American legend of years ago, of the sense of freedom you get when you ride a motorbike like this.”

Although the garage only has been in the village for a few years, it already has a good relationship with the council, so much so that a big Harley Davidson motorbike rally has been organised on 25 April, a day of national celebration in Italy. “Other motorbikes will be participating, but 90% of them will be Harleys, from throughout the north of Italy,” Mario concludes. “It’s amazing to see them here outside, when the street is also closed. It’s a festive day for which we’ve asked an American friend to come and prepare hot dogs the traditional way.”

Redazione VareseNews

redazione@varesenews.it