

# HARLEY-DAVIDSON SEEKS LEED CERTIFICATION FOR NEW SOUTHAVEN, MISS., DEALERSHIP

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Southern Thunder [Harley-Davidson](#) is seeking LEED certification for its new \$9 million Southaven, Miss., dealership, which would make it the first Harley-Davidson dealership in the South and second in the country to be LEED certified.

The 54,000-square-foot dealership incorporates sustainable design and will include a high efficiency HVAC system and low-flow water fixtures. Preference will be given to products that contain a high recycled content and are manufactured near the construction site.

The new facility will also have an outdoor stage area for concerts and events, which will maximize outdoor space, facility functionality and increase marketing opportunities. It was designed by [Askew Hargraves Harcourt & Associates Inc.](#) and is being built by [Chris Woods Construction Co.](#)

Lisa Rossmeyer Wade, owner of Southern Thunder Harley-Davidson, hired Little Rock, Ark.-based Viridian, a sustainability consulting firm, to provide coordination of the LEED certification process.

"As a business owner, building 'green' was a social and bottom line decision," Rossmeyer Wade said in a statement. "We strive to provide exceptional customer service and I saw the LEED process as an extension of this goal. This LEED project will allow us to offer our staff and customers a unique, safe and comfortable environment in which to do business, lower our carbon footprint and achieve cost savings benefiting our bottom line."