



Randy Winchel, Gear Driven Performance owner, center front, receives the symbolic First Dollar plaque from Paulette Butterfield, second right, Greater Mauston Area Chamber of Commerce ambassador and of American Family Insurance. In right front, is Sally Luehman, chamber member and Century 21/A-Team Realty representative, and Michael Wentland, right back is also an ambassador and represents APEXX Wealth Management. Julie Stark, retail and parts salesperson is left front. Back: Bill LaCasse, technician; Chris Meeks, DRM Industries Corp. corporate development director; Jeff Van Laanen, technician; Mike Meinhardt, Gear Driven Performance general manager; Eric Arneson, service manager. The cycle to the left is a Harley Davidson '05 Electra-Glide. The one to the right and on the front page is an '06 custom built War Eagle by Brian Klock of Mitchell, S. D. Meinhardt shows off the special suspension system. Right: Jeff Van Laanen works on a Harley Davidson FXD Anniversary bike.

PHOTOS BY GAIL BOEHM/STAR-TIMES



Gear Driven Performance rides into town

Business associates join forces to pursue motorcycle passion.

By Gail Boehm
Star-Times

Several people who had connections through businesses and a similar passion for motorcycles decided to open a new business. Randy Winchel, president and owner of Gear Driven Performance, Mauston, said it worked out well once they found there was a good market in the area.

Winchel said the business, located at N3843 State Road 58, is a repair and maintenance shop for all makes and models of motorcycles. He said Gear Driven Performance, in the former GMS building, opened April 10 and has four lifts for repairs or oil and tire changes.

Mike Meinhardt, general manager, said there are plans for a retail sale section for customers and winter storage areas for bikes. He said everything seemed to "fall into place" for Gear Driven Performance once the plan was developed with lots of long days and weekends of work. He added it was nice to have experienced people join together and have good working relationships with each other.

The Mauston operation has three technicians and a retail sales person and is open Monday through Friday from 8 a.m.

to 5 p.m. and Saturday from 8 a.m. to 3 p.m.

Business offers Frame Lock™

Winchel said the company is a supplier for Frame Lock™ to S & S Cycle, Inc. LaCrosse. He said the lock secures the motorcycle on a trailer, service lift or in the garage. He owns the patent on the device.

Winchel said there is a lot of interest in the lock throughout the U.S. and Canada. He said the lock can be made to fit different vertical heights and can be applied to many different makes of bikes.

Winchel's skill

Winchel said he comes by way of his mechanical skills from his father, who began Don's Repair and Machine.

Winchel is the president of the company now named DRM Industries Corp. which is the parent company for Gear Driven Performance.

Winchel said DRM Industries Corp. businesses are also located in Lake Delton, DRM Electrocoat, Reedsburg and DRM Diversafab (formerly Best-Ex, Inc.) in Baraboo.

Customers who share that passion for motorcycles can call 608-847-6400 with questions or email Meinhardt at mikem@drmindustries.com or Eric Arneson, service manager at eric@geardrivenperformance.com.

