



The Heaton Boys and Their Toys

As told by George & Lee Heaton

Around these parts, Heaton Companies is typically associated with the spectacular Vero Beach Hotel and Spa, or two of the development company's luxury residential communities, Tarpon Flats and Old Oak Lane. But motorcycles?

Yep, the Heaton's have quite a love for bikes, which has become as much of a business interest as a personal passion for George Heaton and his two sons, Lee and Linn.

Lee and Linn turned their passion into business when they founded West Palm Beach-based "PowerSports" in 1994. Catering to all motorbike aficionados, their 14 franchised stores featured all manufacturers, including Harley-Davidson, Honda, Kawasaki, Yamaha and several others. After 8 years and much success, they sold the company in 2002 to pursue other business.

George was a huge motorbike enthusiast as a young boy, but didn't begin to ride until much later in life. Motorcycling became a family affair after he rented three Harley-Davidson motorcycles for his sons and himself,

and the three left on a 21-day trip along the California coast up to Whistler, British Columbia.

"This was one of my most memorable family trips," says George. Now, Lee is at it again, adding to the family's diverse business portfolio after purchasing another motorcycle store in St. Augustine last September.

When asked what he is most excited about, he says, "It's fun to be in an industry where the consumer is truly passionate about the product. And Florida is one of the few states where you can ride 12 months out of the year."

Over the years, the Heaton's have owned dozens of bikes and still enjoy riding them on the weekends. One of their favorites, however, is the 1931 Excelsior-Henderson Super X, seen in this photo (which the Excelsior Suite at the Vero Beach Hotel is named after.)

Sounds like the Heaton's found a match made in hog heaven!

Photographed by Christine Rose Photography, Palm Beach based beauty, fashion and commercial photographer. (561) 543-0466, www.christinerosphotography.com

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