



Glenn Diedrich

Cycle World

Houma, Louisiana



What do you sell?

We sell and service motorcycles, scooters, ATVs, utility vehicles and trikes from four brands: CSC, Honda, Kawasaki and Yamaha. We also sell parts and accessories for our vehicles.

How long have you been in business?

My father opened “Suzuki Cycle World” 48 years ago in 1967. I took over the business in 1990.

How many employees do you have?

We have 16 full time and one part time employee with a combined 156 years of experience. At one time, we had as many as thirty two employees.

What is your favorite part of your business?

I love interacting with the local people who enjoy riding the products we sell. Seeing the smiles on their faces as they complete the deal for a new unit for themselves or a family member is a huge plus. Christmas is a great time for big smiles.

How are you engaged in the community?

Cycle World has assisted 59 organizations in the Houma area. We donate time and money to charities, religious organizations, high schools, and local fire and police departments.

It warms my heart when I meet someone for the first time and they say, “Oh, I know you, you are that guy that owns Cycle World, y’all donated a unit for this or loaned us units for the hurricane or some other event!” It makes me feel great that my company is well known in the community.

How has the online sales tax loophole impacted your business?

A motorcycle or ATV isn’t a purchase made on a whim. Customers take into consideration a lot of factors: horsepower, gas mileage, ergonomics, price and much more. The tax loophole has turned our showroom into every online business’ showroom. Most customers are looking for a way to save money or time, so they buy online to avoid sales tax. Even though we tell our customers that they can go online with us and shop and we will ship it to their door, I still have to charge taxes. I understand the need to save money on large purchases, but sales tax is a factor that I can’t change.

Additionally, sales tax goes towards the improvement of our community, and losing that revenue hurts the quality of our town. Efairness removes this arbitrary and damaging loophole by allowing states to collect sales tax from online retailers, putting them on the same playing field as brick-and-mortar stores.

