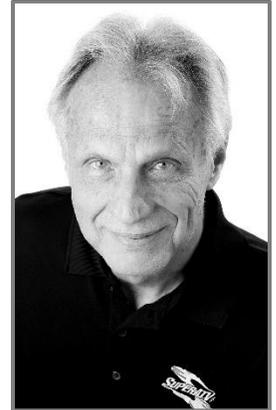


Harold Hunt

Class of 1973

MCHS Hall of Fame Induction 2021

SuperATV, one of Madison's newest manufacturing sites, stems from the vision and passion of one man, MCHS alumnus Harold Hunt. During his off-time at another successful job, the 1973 graduate loved the challenge of mastering bumpy creek bottoms, shallow watering holes and rutted hill climbs when off-roading. But in Hunt's opinion, the equipment needed tweaking. The idea for change began in his home garage and in 2003-04 the 2" Polaris Sportsman EZ Install Lift Kit emerged. His creation quickly exploded with off-road enthusiasts and the popular demand thrust Hunt and eventually SuperATV into a multi-facet operation with numerous product lines, a new location thousands of times over in size, nationwide sales, a subsidiary site in Louisiana and an employment force of over 300 people in Madison alone.



Although his successful business venture has blessed the Jefferson County native both professionally and personally, Hunt continually enriches the comfort and lifestyle of others. For the past two years (2019-20, 2020-21), SuperATV has funded the book rental and technology fees for all students attending Madison Consolidated Schools. Besides being an influential partner in the local economy, the company equips employees with numerous financial perks to safeguard their health, families and retirement someday. When employees encountered trouble balancing work and after-school childcare, SuperATV initiated a free program to resolve the problem. Hunt and SuperATV quickly rose to the occasion again when the Covid-19 pandemic stalled the region, as well as the nation, for most of 2020 and into 2021. Hunt gave every hourly employee additional paid days off to deal with the crisis if/when the virus hit home and then extended his generosity to others. The firm donated thousands of plastic shields to schools and businesses across the country to better protect workers and patrons. Hunt extends similar munificence to area schools and youth organizations whether it be improvement to a baseball field, new lighting or simply operating funds to better assist young people.

The successful businessman follows the adage if an owner treats employees right and rewards the people who help him succeed, production will prosper and the company will thrive. Over and over, Harold Hunt exudes how one man and one idea can make a positive difference in his personal life as well as the community he calls *home*.