

Legend Harley Davidson and Buell Loyalty Rewards Program

Rewards and Conditions

Welcome to the Loyalty Rewards Program sponsored by Legend Harley Davidson and Buell. This Loyalty program is our way to reward you, our loyal customer, for making Legend Harley Davidson and Buell your first choice in Harley Davidson dealerships. The Loyalty Rewards Program is available at no cost to any retail customer who wants to participate and agrees to the rewards and conditions of the program.

Here is how it works:

You will receive one point for every dollar spent at Legend Harley in parts, service and general merchandise departments-even on sale items (excludes taxes)! As you accumulate points you will become eligible to redeem Legend Buck's Coupons. The first coupon can be redeemed at 500 points but if you continue to accumulate more points then you can increase your coupon amount. Once you redeem a coupon the points will be subtracted from your total.

<u>Points Required</u>	<u>Legend Buck's Coupon</u>	<u>Reward Description</u>
500	\$25	\$25 off any purchase in parts, general merchandise and/or service*
1000	\$75	\$75 off any purchase in parts, general merchandise and/or service*
1500	\$150	\$150 off any purchase in parts, general merchandise and/or service*
2000	\$250	\$250 off any purchase in parts, general merchandise and/or service*
2500	\$375	\$375 off any purchase in parts, general merchandise and/or service*

*Motorcycles and finance products are excluded.

How to Follow Your Points:

Points are accumulated immediately upon purchase of any product or service and will be posted to your account within 48 hours. You can access your account by visiting www.legendharleysilverdale.com and clicking on our Loyalty Rewards Program. To set up your account you will need to type in your e-mail address. This will prompt you to set up a private user ID and password. No email address? No problem! Our employees can access the site for you within the dealership. Points earned on your Rewards Card expire after one year from your date of issuance of Rewards Card.

How to use your Legend Buck's Coupon:

Legend Buck's Coupons are redeemable only for parts, merchandise and service. They cannot be credited to an account, redeemed for cash, used to purchase gift cards or to special order an item. Once a Legend Buck's Coupon is printed it must be redeemed within 30 days. Same as Rewards Card points, any unused Legend Buck's Coupons expire on the anniversary date of your Loyalty Rewards account and cannot be rolled over to accumulate into the following year. Lost, destroyed or stolen Legend Buck's Coupons will not be replaced.

Miscellaneous Conditions:

- Points earned on your Rewards Card expire after one year from the date of issuance.
- Rewards Card must be presented at time of purchase
- Rewards earned under the Loyalty Rewards Program cannot be credited to an account, redeemed for cash, used to purchase gift cards or used towards special orders. All Legend Buck's Coupons are non-transferrable.
- Reward points are **not** earned on purchases made with the redemption of a Legend Buck's coupon.
- Rewards Card can only be used by the original purchaser or a member of the immediate household. Picture ID may be required.
- Dollars spent on motorcycle purchase do not apply. Points are not to be redeemed towards motorcycle purchase.
- Employees of Legend Harley, Dealers, wholesalers, and immediate family members are not eligible for this program.

Additional Bonus Program: Visit your account to check out the different promotions that may be offered to earn extra bonus points! Example-Double Points Day Promotion, Buy X get X Free Promotion, etc.

Legend Harley Davidson and Buell reserves the right to discontinue the Loyalty Rewards Program privileges and/or void all or a portion of a members point balance if points have been issued, received, or redeemed through human or computer error, fraud or theft, through illegal means or in any manner inconsistent with the intent of the program. Legend Harley Davidson and Buell also reserves the right to modify or cancel the Loyalty Rewards Program at any time.

Any questions should be addressed to Legend Harley Davidson/Buell at 360-698-3700 or email info@silverdaleharley.com