



DEALER COMMUNICATIONS

HARLEY-DAVIDSON MOTOR COMPANY

TOPIC: Riders Edge

HIGHLIGHTS

- Current supplier is no longer affiliated with Harley-Davidson
- No Rider's Edge offering in UK in 2012

CONTACT

- Marjorie Rae: 07775 848108

January 3, 2012

Dear Dealer,

With immediate effect we can confirm that Ride Experience, the current supplier of Rider's Edge training, is no longer affiliated with Harley-Davidson Motor Company. As a result of this we currently do not have a Rider's Edge training solution in the UK.

At this time our aim is to better understand our customer and dealer requirements for rider training. As you can appreciate a review of this nature will take time. We will therefore, not have a Rider's Edge training solution for the UK in 2012.

During 2012, dealers are free to work with local training providers, but training, courses or anything related must not be affiliated with or branded Harley-Davidson or Rider's Edge. These relationships will be operated at the risk of and managed by the dealership.

DEALER ACTIONS (to be completed immediately)

- Remove all Rider's Edge marketing materials from your dealership
- Ensure your website does not refer to Rider's Edge
- Ensure your H.O.G. Chapter's website or newsletter does not refer to Rider's Edge

Should you receive any customer queries specific to Rider's Edge please refer them to the H-D UK Customer Services team.

We would like to thank the Rider's Edge team for all their hard work and enthusiasm and wish them every success for the future.

With regards

Marjorie Rae
H.O.G & Customer Experience Manager, UK & Ireland