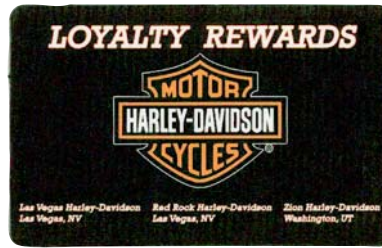


Customer Loyalty Rewards Program



Family Loyalty – Exceptional – Elite

With membership in this Customer Loyalty Rewards Program, you join the exceptional, elite and loyal family of Las Vegas Harley-Davidson, Red Rock Harley-Davidson and Zion Harley-Davidson.

Elite Family - Customer Loyalty – Rewards!

When you join the Las Vegas, Red Rock and Zion Harley-Davidson Loyalty Rewards Program, you'll have the opportunity to earn members-only loyalty rewards points and special member benefits at all three dealerships! This program was designed for our most valued customers...our Harley-Davidson family. Whether you're purchasing a motorcycle, buying parts, MotorClothes, gifts or servicing your Harley® or Buell® motorcycle, we feel you should be rewarded for your continued loyalty.

Rewards – You Earned Them!

As a Loyalty Rewards member, you will earn and accumulate points on your purchases of new and used motorcycles, motorcycles service, parts MotorClothes and Rider's Edge courses at all three participating dealerships:



Las Vegas Harley-Davidson
2605 S. Eastern Avenue
Las Vegas, NV 89169
Phone: 702-431-8500
www.lvhd.com



Las Vegas, Nevada
Red Rock Harley-Davidson
7100 W. Sahara Avenue
Las Vegas, NV 89117
Phone: 702-876-2884
www.redrockharley.com



Washington, UT
Zion Harley-Davidson.
2345 N. Coral Canyon Blvd.
Washington, UT 84780
Phone: 435-673-5100
www.zionhd.com

With your motorcycle purchase, you'll earn points equaling 5% of your purchase price (tax and license not included) and for all other purchases you'll earn one point for every dollar spent! The more purchases you make, the greater the rewards! Points will post to your account within 48 hours of your purchase. Purchases made at all stores will accumulate in one account.

500 points = \$ 25.00	4,500 points = \$450.00
1,000 points = \$ 50.00	5,000 points = \$500.00
1,500 points = \$ 75.00	5,500 points = \$550.00
2,000 points = \$100.00	6,000 points = \$600.00
2,500 points = \$125.00	6,500 points = \$650.00
3,000 points = \$150.00	7,000 points = \$700.00
3,500 points = \$175.00	7,500 points = \$750.00
4,000 points = \$400.00	8,000 points = \$800.00

You Earned Them – It's Easy to Track and Redeem Them!

1. Visit us online at the website addresses shown above and simply log into your account. Follow the directions shown for creating a coupon for your earned and unredeemed points.
2. Visit us at any of our participating locations shown above and we'll be happy to look up your account and help you redeem your points.

For more information on point redemption, please see Terms and Conditions.

Customer Loyalty Rewards Program Terms and Conditions

Las Vegas Harley-Davidson, Red Rock Harley-Davidson and Zion Harley-Davidson's Customer Loyalty Rewards Program (CLP) is our way of rewarding our most loyal customers for making us their number one choice by purchasing their Harley-Davidson goods and services from one of our dealerships.

The CLP program is available to any retail customer who registers for the program. There is no cost to be a member. There are however, many membership benefits.

CLP members will earn and accumulate points on your purchases of new and used motorcycles, motorcycles service, parts MotorClothes and Rider's Edge courses. With your motorcycle purchase, you'll earn points equaling 5% of your purchase price (tax and license not included) and for all other purchases you'll earn one point for every dollar spent! The more purchases you make, the greater the rewards! Points will post to your account within 48 hours of your purchase. Purchases made at all stores will accumulate in one account.

500 points = \$ 25.00	4,500 points = \$450.00
1,000 points = \$ 50.00	5,000 points = \$500.00
1,500 points = \$ 75.00	5,500 points = \$550.00
2,000 points = \$100.00	6,000 points = \$600.00
2,500 points = \$125.00	6,500 points = \$650.00
3,000 points = \$150.00	7,000 points = \$700.00
3,500 points = \$200.00	7,500 points = \$750.00
4,000 points = \$400.00	8,000 points = \$800.00

For point redemption, rider coupons can be printed online at www.lvhd.com; www.redrockharley.com, or www.zionhd.com. Rider coupons are redeemable for merchandise or services only. They cannot be credited to a customer account or redeemed for cash. Lost, destroyed or stolen rider buck certificates will not be replaced. Upon redemption, the account holder must sign the rider coupon and provide photograph identification. Points can only be awarded to the account holder and may not be transferred from one account to another, unless the account holders are part of one household. In this case, written permission and photograph identification of both account holders are required.

Las Vegas Harley-Davidson, Red Rock Harley-Davidson and Zion Harley-Davidson reserve all rights to discontinue the program or change the program at any time without notice. Rights are reserved to discontinue the Customer Loyalty Rewards Program privileges and/or void all or a portion of the member point balance if the points have been issued, received or redeemed through human or computer error, fraud, theft, through illegal means or in any manner inconsistent with the intent of the program.

All questions pertaining to this exclusive rewards program should be addressed to:

Loyalty Rewards Program
C/o Las Vegas Harley-Davidson
2605 S. Eastern Avenue, Ste. 100
Las Vegas, NV 89169

Telephone: 702-431-8500