

Promotion #540: \$2,000 Harley-Davidson Motor Company LiveWire Trade-In Credit

Customer Offer

Any individual (“**Customer**”) who trades in any internal combustion engine (ICE) motorcycle of any brand/model at a participating U.S. Harley-Davidson EV dealership between September 29, 2020 and December 31, 2020 (“**Sales Period**”) is eligible to participate in the \$2,000 Harley-Davidson Motor Company LiveWire Trade-In Incentive program (“**Program**”). Under the Program, Customers that trade in an Eligible Trade-In Motorcycle at a participating Harley-Davidson EV dealership will receive a \$2,000 H-D credit towards the purchase price of a new, untitled Harley-Davidson LiveWire motorcycle.

Harley-Davidson will reimburse participating dealerships in accordance with the Credit Incentive (see Credit Incentive section below) for each qualified claim of a LiveWire purchase made after an Eligible Trade-In Motorcycle has been traded-in. Trade-in credit in this Program is offered separately from trade-in valuation. The participating dealership will follow its standard trade-in practices and has sole discretion over final trade-in valuation and any payment, if any, to Customer trading in Eligible Trade-In Motorcycle hereunder.

Offer is good on purchase of new, untitled LiveWire motorcycles available and in stock at participating dealer locations during the Incentive Period only. Eligible Trade-In Motorcycle trade-in and purchase of LiveWire must be made at the same participating dealership.

Sales Period

Customers must complete an Eligible Trade-In Motorcycle trade-in at a participating EV dealership between September 29, 2020 and December 31, 2020 (“**Sales Period**”).

Eligible LiveWire Motorcycle Models to Purchase

New, untitled 2020MY or newer Harley-Davidson LiveWire motorcycles available and in stock at participating EV dealer locations during the Sales Period (excludes all other Harley-Davidson models) (“**LiveWire**”).

Eligible Trade-In Motorcycles

Any internal combustion engine (ICE) motorcycle of any brand/model (“**Eligible Trade-In Motorcycle**”). All trade-ins subject to participating dealership standard policies, rules and regulations.

Eligibility

Offer valid at participating U.S. Harley-Davidson EV dealerships.

Offer valid for Customer trading in Eligible Trade-In Motorcycle only and is non-transferable except to such Customer’s spouse or legally recognized domestic partner (provided such person lives in the same household and has the same permanent address as the Customer trading in an Eligible Trade-In Motorcycle).

Offer is limited to one claim per completed trade-in of an Eligible Trade-In Motorcycle (by VIN).

LiveWires purchased under the Program must be taken from dealer stock. Offer is not available on future motorcycle orders, deliveries, or deposits outside the Incentive Period.

Promo Compatibility

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Offer cannot be combined with any other promotion, unless otherwise approved by Harley-Davidson.

Customers must redeem the offer at the same dealership where the Eligible Trade-In Motorcycle trade-in was completed.

Customers must have the original bill of sale and title in the Customer's name as valid proof of purchase of the Eligible Trade-In Motorcycle at time of trade-in to qualify for this offer and must meet all dealer-specific trade-in requirements. Dealers may waive requirement for bill of sale if sale and purchase price is otherwise verifiable.

Eligible Trade-In Motorcycle trade-in must be registered (SWR'd) within ten (10) days of the trade-in date to be eligible for the offer.

Eligible Trade-In Motorcycle is subject to dealer inspection at trade-in and must be a vehicle in good condition and good working order as determined by the dealer to qualify for the offer. Tires, suspension, engine, and transmission must all be within factory specifications. Dealer will make the sole determination regarding whether the trade-in is in good working condition and good working order. If a trade-in does not meet these criteria, dealer may give the customer the option of obtaining the service or repairs necessary to qualify the motorcycle for the promotion.

Financing with HDFS

Loans through Eaglemark Savings Bank, a wholly owned subsidiary of Harley-Davidson Financial Services, will be underwritten according to the bank's existing standards. The \$2,000 Harley-Davidson Motor Company trade-in credit will not be considered as part of the Customer's down payment. This promotion cannot be combined with any HDFS limited time or special financing offers.

Sales Support

The following materials are available now*:

- Digital marketing assets for Dealer use

*Several states have laws on the books that prohibit advertisements of specific trade-in allowance which may apply to the \$2,000 LiveWire Trade-In Credit advertising materials. We strongly encourage dealers to confer with your legal counsel to determine whether or not the laws in your state or area prohibit advertising or communicating with these customers.

Dealer Redemption Process

All claims in connection with this Program must be submitted online within ten (10) days of the LiveWire trade-in purchase date.

[Click here for the claim form](#)

Credit Incentive

The credit will be issued to the dealer's P&A account within thirty (30) days of receipt of the credit claim. Claims that do not meet the promotion criteria will be disqualified and the dealer will not receive a credit.

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Any claim disputes must be submitted within sixty (60) days of the LiveWire trade-in purchase. After this date, credit claim disputes will not be reviewed, and no credits will be processed.

Credit amount:

Model	Credit
LiveWire	\$2,000

Key Dates

Sales Period	September 29, 2020 – December 31, 2020
Deadline to submit SWRs	within 10 days of LiveWire purchase date
Dealer credits issued	within 30 days of approval

Program Contact:

Field Sales Manager or Dealer Services (1-800-664-7762)