

MY2023 & MY 2024 Sales Promotion

Up to \$3,000 Customer Cash on Select New Harley-Davidson® Motorcycles Consumer Terms & Conditions

An individual (“**Customer Cash Customer**”) who purchases a select new, untitled Harley-Davidson motorcycle (“**Eligible Motorcycle**”) at a participating U.S Harley-Davidson dealership, including Alaska and Hawaii, between November 1, 2024 and December 31, 2024 (“**Sales Period**”) is eligible for up to a \$3,000 H-D incentive towards the purchase price of an Eligible Motorcycle.

Harley-Davidson will reimburse participating dealerships for each Eligible Motorcycle purchased by a Customer Cash Customer in accordance with the applicable Credit Amount set forth in the table below. Offer is good on purchase of an Eligible Motorcycle available and in stock at participating dealer locations during the Sales Period only.

Eligible Motorcycle Models and Credit Amount

2022 and 2023 Motorcycles			
Family	Model	Model Name	Customer Cash
Touring	FLHXS	Street Glide® Special	\$3,000
	FLTRXS	Road Glide® Special	\$3,000
	FLHXST	Street Glide® ST	\$3,000
	FLTRXST	Road Glide® ST	\$3,000
	FLHTK	Ultra Limited®	\$3,000
	FLTRK	Road Glide® Limited	\$3,000
	FLTRX	Road Glide®	\$1,000
	FLHX	Street Glide®	\$1,000
Trike	FLTRT	Road Glide® 3	\$2,000
	FLRT	Freewheeler®	\$2,000
	FLHTCUTG	Tri Glide® Ultra	\$2,000
Adventure Touring	RA 1250	Pan America® 1250	\$1,000
	RA 1250S	Pan America® 1250 Special	\$1,000
CVO™	FLHXSE	CVO™ Street Glide®	\$3,000
	FLTRXSE	CVO™ Road Glide®	\$3,000
Softail	FLFBS	Fat Boy® 114	\$1,000
	FLHCS	Heritage Classic 114	\$1,000
	FXBBS	Street Bob® 114	\$1,000
	FXBR	Breakout®	\$1,000
	FXFBS	Fat Bob® 114	\$1,000
	FXLRS	Low Rider® S	\$1,000
	FXLRST	Low Rider® ST	\$1,000
	FXST	Softail® Standard	\$1,000

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2024 Motorcycles			
Family	Model	Model Name	Customer Cash
Adventure Touring	RA 1250S	Pan America® 1250 Special	\$500
CVO™	FLHXSE	CVO™ Street Glide®	\$1,500
	FLTRXSE	CVO™ Road Glide®	\$1,500
	RA 1250SE	CVO™ Pan America®	\$1,500
Softail	FLHCS	Heritage Classic 114	\$1,000
	FXBBS	Street Bob® 114	\$1,000
	FXLRS	Low Rider® S	\$1,000
	FXLRST	Low Rider® ST	\$1,000
	FXBR	Breakout®	\$1,000

Sales Period

Customer Cash Customers must complete a purchase of an Eligible Motorcycle at a participating H-D dealership between November 1, 2024 – December 31, 2024 (“**Sales Period**”).

Financing with HDFS

Loans through Eaglemark Savings Bank, a wholly owned subsidiary of Harley-Davidson Financial Services (HDFS), will be underwritten according to the bank’s existing standards. The H-D customer cash will not be considered as part of the customer’s down payment when financing through Eaglemark Savings Bank.