



## PROSPECTIVE DEALER APPLICATION

**\*\*PLEASE SUBMIT CURRENT RESUME WITH APPLICATION\*\***

**Harley-Davidson Motor Company  
Attn: Dealer Development  
3700 W. Juneau Avenue  
Milwaukee, WI 53208**

A Prospective Dealer Application ("Application") must be completed by each prospective owner of a Harley-Davidson or Buell dealership. Please allow approximately 45 days for us to review and process your Application.

Understand that under no circumstances does the submittal of your Application to Harley-Davidson Motor Company, Inc. ("Harley-Davidson Motor Company") and/or Buell Motorcycle Company, LLC ("Buell Motorcycle Company") or either or both company's subsequent review and processing imply in any manner Harley-Davidson Motor Company's and/or Buell Motorcycle Company's intention to approve you as a Harley-Davidson and/or Buell dealer.

**The Applicant shall not be deemed to be accepted and approved by Harley-Davidson Motor Company and/or Buell Motorcycle Company unless and until the full execution of Motorcycle Dealer Contract(s).** No employee or agent of Harley-Davidson Motor Company and/or Buell Motorcycle Company has the authority to waive or otherwise deviate from the foregoing procedures, and should any deviation from the Application procedure occur, the waiver or deviation from the Application procedure shall not be binding upon Harley-Davidson Motor Company and/or Buell Motorcycle Company.

I, \_\_\_\_\_,

[Name of individual applying to be an Owner]

(the "Applicant") am interested in submitting this Application to Harley-Davidson Motor Company and/or Buell Motorcycle Company for the purpose of the evaluation of my qualifications to own and/or operate a dealership.

## Preferred Location

By state, please list your order of preference for the location of a Harley-Davidson/Buell dealership. This information will be used to match you to potential dealership opportunities.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Check Box if open to any U.S. location

## Proposed Ownership

Harley-Davidson Motor Company and Buell Motorcycle Company have published a Dealer Ownership Policy that every U.S. dealer must comply with and which must be met by any prospective dealer.

Accordingly, please provide information to us on your proposed ownership structure, including each individual and legal entity that will potentially own and/or control beneficial ownership interests and/or hold major management positions in the proposed dealership business. All individual owners will be required to complete a separate Dealer Application.

In addition, please identify a majority owner who will commit to be personally onsite and will actively control the day-to-day operations of the dealership business on a full-time basis.

	Name	Position/Title	Percent of Total Ownership	Active/Inactive
1.			%	
2.			%	
3.			%	
4.			%	

**100%**

**NOTE: Any additional or other individuals with direct or indirect beneficial ownership interest in the dealership business must be explained on a separate attachment, and each such person must submit a separate Prospective Dealer Application and be approved as an owner by Harley-Davidson Motor Company and Buell Motorcycle Company, if applicable.**

## Terms & Conditions

**Applicant hereby applies to Harley-Davidson Motor Company and/or Buell Motorcycle Company for approval to operate a Harley-Davidson and/or Buell dealership subject to the terms and conditions stated in this Application.**

- A. If approved as a Harley-Davidson or Buell dealer, adequate equity capital must be available to finance the proposed dealership.
- B. Please be advised that Harley-Davidson Motor Company must approve a prospective dealership's legal entity name and d/b/a or trade name(s). The legal entity name may not contain any Harley-Davidson or Buell trademarks. Conversely, the d/b/a or trade name must contain the full service mark of "Harley-Davidson" and/or "Buell." A trade name is usually indicated by the use of the acronym "d/b/a" in conjunction with the dealership's entity/legal name. If you have formed a legal entity that does not meet the above naming criteria, you will be required to amend any noncompliant names.
- C. The submission of this Application obligates neither Applicant nor Harley-Davidson Motor Company and/or Buell Motorcycle Company to become a party to a Motorcycle Dealer Contract. Costs associated with acquiring real estate and any other investments and expenditures made by Applicant in contemplation of Harley-Davidson Motor Company and/or Buell Motorcycle Company entering into a Motorcycle Dealer Contract or for other purposes related to this Application are at Applicant's sole risk and do not in any way obligate Harley-Davidson Motor Company and/or Buell Motorcycle Company, or any of its affiliates or representatives in any manner whatsoever.
- D. The execution of a Motorcycle Dealer Contract by Harley-Davidson Motor Company and/or Buell Motorcycle Company is the only manner by which Harley-Davidson Motor Company and/or Buell Motorcycle Company may accept and approve this Application.
- E. Applicant has been informed and understands that in connection with this Application, Harley-Davidson Motor Company, Buell Motorcycle Company and/or other subsidiary companies of Harley-Davidson, Inc., including without limitation Harley-Davidson Financial Services, Inc. and Harley-Davidson Credit Corp. (the "affiliated companies") may seek and obtain from various persons and entities, information on Applicant's credit, business and professional character, motor vehicle experience, and personal characteristics. Applicant consents to the foregoing and agrees to cooperate fully with Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies and shall provide, or authorize, the provision of all such information to Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies. **Applicant authorizes Harley-Davidson Motor Company, Buell Motorcycle Company, and the affiliated companies to share the information with each other for the purposes of analyzing and processing this Application. If this Application is being provided in connection with the purchase of a dealership or the purchase of an equity interest in a dealership, then Applicant authorizes Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies to disclose to the seller of the dealership or the seller of the equity interest in the dealership, as the case may be, all or any part of the information on Applicant's credit, business and professional character, motor vehicle experience, and personal characteristics discovered as a part of the investigation.**

F. As part of our analysis to determine if you are qualified to be an owner, please answer the following questions. At any time, has (i) Applicant personally, and/or (ii) during Applicant's tenure, has a business organization that Applicant controlled, owned, or managed:

1. been convicted (including pleas of no contest) of a crime (felony or misdemeanor), including, but not limited to, crimes involving theft, fraud, embezzlement, false pretenses, drugs, receiving (or concealing) stolen property, forgery, counterfeiting, odometer tampering or extortion? (Do not include arrests not resulting in conviction, youthful offenses, or convictions for minor traffic violations.)

Yes \_\_\_\_\_  
(Initials)

No \_\_\_\_\_  
(Initials)

2. been found civilly liable for or entered into a consent decree with respect to any consumer fraud, unfair trade practice or similar act or practice, including, but not limited to, misleading advertising and bait-and-switch sales tactics?

Yes \_\_\_\_\_  
(Initials)

No \_\_\_\_\_  
(Initials)

**If the answer is "yes" to any of the above, describe on a separate sheet of paper, to accompany this Application, the circumstances of the conviction, plea, civil order, or consent decree associated with each occurrence (including the date, nature, place and court). These answers will be considered in determining whether to award a Motorcycle Dealer Contract to Applicant. Also, please provide copies of the relevant final documents (judgment or consent decree, for example) issued with respect to each occurrence.**

G. Applicant hereby gives his/her consent to and acknowledges that in assessing Applicant's qualifications to be approved as an authorized Harley-Davidson and/or Buell dealer, Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies may rely upon surveys and ratings (conducted by use of questionnaires or otherwise) of Applicant's sales and service customers in any business in which Applicant has been involved. By signing this Application, Applicant also directs and authorizes the release by any third party to Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies, the information and results of surveys described in this section.

This includes, but is not limited to, the release by any other motor vehicle manufacturer by whom Applicant is or has been authorized to distribute and/or service motor vehicles. If Applicant is currently an owner of a Harley-Davidson and/or Buell dealership, Applicant acknowledges that Harley-Davidson Motor Company and/or Buell Motorcycle Company will take into consideration Applicant's rating under customer satisfaction indices used by Harley-Davidson Motor Company, Buell Motorcycle Company and the affiliated companies. Applicant acknowledges that any misrepresentation or falsification of records, reports, surveys etc., relating to such customer satisfaction indices (past, present or future) will be reason alone to terminate this Application and any resulting Motorcycle Dealer Contract.

H. Applicant acknowledges that he/she submitted this Application, executed any resulting Motorcycle Dealer Contract and made any related commitments solely in reliance on Applicant's own investigation of and judgment with respect to (1) the operation of a motorcycle dealership in the Applicant's proposed market area and (2) the overall motorcycle industry, and not in reliance on any statements made or documents presented to Applicant by Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies, except for other statements and documents specified by the Applicant in writing to Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies prior to the Applicant's execution and submission of a Harley-Davidson Motorcycle Dealer Contract. Applicant understands that Harley-Davidson Motor Company, Buell Motorcycle Company, and the affiliated companies will rely upon the foregoing acknowledgment.

I. Applicant is at least 18 years of age and either is a (1) U.S. citizen or (2) has the right to remain lawfully in the U.S. indefinitely and maintains a current primary residence in the United States.

\_\_\_\_\_ (Initials)

Yes, I am a U.S. citizen. (Check box and initial if applicable.)

\_\_\_\_\_ (Initials)

No, I am not a U.S. citizen; however, I have the right to remain lawfully in the U.S. indefinitely, and I maintain a current primary residence in the United States. **Please provide documentation of your permanent residency, e.g., copy of your permanent residency card.** (Check box and initial if applicable.)

J. After the completed Application and accompanying Data Sheets and Schedules have been reviewed by Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies, Applicant may be required to provide additional information, including financial statements, verification of personal assets, and tax returns, deemed necessary by Harley-Davidson Motor Company, Buell Motorcycle Company, and/or the affiliated companies, all of which information Applicant acknowledges shall become part of this Application.

K. Any misrepresentation made in this Application shall give Harley-Davidson Motor Company and/or Buell Motorcycle Company the right to terminate any resulting or subsequent Motorcycle Dealer Contract(s).

L. Applicant acknowledges and agrees that he/she is under a continuing obligation to provide Harley-Davidson Motor Company and/or Buell Motorcycle Company with prompt written notice of any and all changes in the information provided herein, so that his/her Application remains current and up to date in all respects.

**Applicant acknowledges and accepts the terms and conditions of this Application and represents that all the information provided to Harley-Davidson Motor Company and/or Buell Motorcycle Company by Applicant or on Applicant's behalf, whether in this Application, in the accompanying Data Sheets and Schedules or otherwise, is and shall be true, correct and complete to the best of Applicant's knowledge.**

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Signature of Applicant

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Print or Type Name of Applicant

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Date

[\[please go to the next page\]](#)

**FINANCIAL AND BACKGROUND REVIEW AUTHORIZATION**

To Whom It May Concern:

The undersigned understand(s) that Harley-Davidson Motor Company, Inc. (“Harley-Davidson”), Buell Motorcycle Company, LLC (“Buell”), and/or Harley-Davidson Credit Corp. (“H-D Credit”), a subsidiary of Harley-Davidson, Inc., will be performing a background investigation and financial analysis of the undersigned based on the information contained in this Application and any appendage thereto to determine if such Applicant meets all qualifications and conditions to become a Harley-Davidson and/or Buell dealer. The background analysis includes, among other things, a credit check and criminal background investigation.

The undersigned authorize(s) Harley-Davidson, Buell, and/or H-D Credit to perform such background and financial analysis and, in performing such background and financial analysis, to without limitation (i) verify statements made to Harley-Davidson, Buell and/or H-D Credit and (ii) obtain, review, and analyze such information concerning the financial condition, credit standing, business and professional character, motor vehicle experience and personal characteristics of the undersigned as Harley-Davidson, Buell, and/or H-D Credit deem necessary.

The undersigned authorize(s) Harley-Davidson, Buell, H-D Credit, and the affiliated companies to share the information obtained as a part of the background and financial analysis with each other for the purposes of analyzing and processing this Application. If this Application is being provided in connection with the purchase of a dealership or the purchase of an equity interest in a dealership, then the undersigned authorize(s) Harley-Davidson, Buell, H-D Credit and/or the affiliated companies to disclose to the seller of the dealership or the seller of the equity interest in the dealership, as the case may be, all or any part of the information on the undersigned’s credit, business and professional character, motor vehicle experience and personal characteristics discovered as a part of the investigation.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print or Type Name of Applicant

\_\_\_\_\_  
Signature of Applicant’s Spouse\*

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print or Type Name of Spouse

\*Applicant’s spouse, if applicable, must also review and sign this authorization form. If not applicable, leave blank.

## APPLICANT'S PERSONAL DATA

**\*\*PLEASE SUBMIT CURRENT RESUME WITH APPLICATION\*\***

Name:

\_\_\_\_\_  
First

\_\_\_\_\_  
M.I.

\_\_\_\_\_  
Last

Date of Birth:

\_\_\_\_\_  
mm/dd/yyyy

Social Security Number:

\_\_\_\_\_

Home Address:

\_\_\_\_\_  
Street

\_\_\_\_\_  
City

\_\_\_\_\_  
ST

\_\_\_\_\_  
Zip

Length of Time at Current

Address:

\_\_\_\_\_  
Year(s)

\_\_\_\_\_  
Month(s)

Previous Home Address (if living at current address for less than 3 years):

\_\_\_\_\_  
Street

\_\_\_\_\_  
City

\_\_\_\_\_  
ST

\_\_\_\_\_  
Zip

Email Address:

\_\_\_\_\_

Mobile Phone Number:

\_\_\_\_\_

Home Phone Number:

\_\_\_\_\_

Business Phone Number:

\_\_\_\_\_

### VOLUNTARY PERSONAL INFORMATION

Harley-Davidson, Inc., the ultimate parent company of Harley-Davidson Motor Company and Buell Motorcycle Company, values, embraces, leverages, and celebrates diversity to develop and continuously improve mutually beneficial relationships with stakeholders and to transform dreamers into riders in an increasingly dynamic and diverse market. Our Diversity Mission is to foster a culture that integrates diversity and inclusion into all aspects of the business in order to further fulfill dreams through the experiences of motorcycling. This is especially true for our dealer network, which is our connection to the customer. Therefore, we ask for your cooperation in the completion of the following information; however, the completion of which is **voluntary**. Harley-Davidson Motor Company, Buell Motorcycle Company, and the affiliated companies will utilize the information, if provided, to comply with applicable federal and state recordkeeping requirements and to assess the diversity of the dealer network.

**Sex:**

Male

Female

**Ethnicity:**

White/Caucasian

Black

Asian or Pacific Islander

American Indian or Alaska Native

Hispanic

Other \_\_\_\_\_

# PERSONAL FINANCIAL STATEMENT

(Personal financial information only – Do not include any business information)

**Note:** In order to meet the minimum requirements, the Net Worth amount must total \$2.0 million or more in aggregate and the amount of liquid assets must total \$1.0 million or more in aggregate for all investors.

Assets		Liabilities	
<b>Cash &amp; Equivalents</b> (e.g., money market accounts & CDs)		<b>Accounts Payable</b> payable to:	
	\$ _____		\$ _____
<b>Marketable Securities</b>		<b>Loans</b>	
• Publicly traded stocks	\$ _____	• Bank(s)	\$ _____
• Mutual funds	\$ _____	• Family	\$ _____
• Publicly-traded bonds	\$ _____	• Other	\$ _____
<b>Total securities value:</b>	\$ _____	<b>Total loan debt:</b>	\$ _____
<b>Whole Life Insurance</b> (Cash Surrender Value)		<b>Taxes Payable</b> (explain)	
<b>Total insurance value:</b>	\$ _____		\$ _____
<b>401K, IRAs, and Other Vested Retirement Accounts</b> (list)		<b>Real Estate Indebtedness</b>	
_____		• Primary residence	\$ _____
_____		• Vacation home(s)	\$ _____
		• Rental properties	\$ _____
<b>Total retirement account value:</b>	\$ _____	<b>Total real estate debt:</b>	\$ _____
<b>Real Estate</b>		<b>Credit Cards/Revolving Credit</b>	\$ _____
• Personal residence	\$ _____	<b>Other Liabilities</b> (describe)	
• Vacation home(s)	\$ _____	1. _____	\$ _____
• Rental properties	\$ _____	2. _____	\$ _____
		3. _____	\$ _____
<b>Total real estate value:</b>	\$ _____	<b>Total Credit Card or other liability:</b>	\$ _____
<b>Total Assets:</b>	\$ _____	<b>Total Liabilities:</b>	\$ _____
		<b>TOTAL NET WORTH:</b> (total assets less total liabilities)	\$ _____

<b>For Office Use Only</b>	
Cash	\$ _____
Marketable Securities	\$ _____
50% Whole Life Insurance	\$ _____
50% 401(k)s, IRAs	\$ _____
70% Real Estate Equity	\$ _____
<b>Total Liquidity:</b>	\$ _____

## PERSONAL FINANCIAL STATEMENT (Continued)

1. What assets are you willing to liquidate to pursue this dealership opportunity? \_\_\_\_\_

\_\_\_\_\_

2. Are you a guarantor on anyone's debt? No  Yes  If yes, please provide details: \_\_\_\_\_

\_\_\_\_\_

3. Any other contingent liabilities? No  Yes  If yes, please explain: \_\_\_\_\_

\_\_\_\_\_

4. Are there any other encumbered assets or debt secured except as indicated above? No  Yes  If yes, please provide details (itemize by debt and security): \_\_\_\_\_

\_\_\_\_\_

5. What assets, if any, in this statement are held in joint tenancy? \_\_\_\_\_

\_\_\_\_\_

Name of other joint tenant party: \_\_\_\_\_

6. Are any of your assets held in a Trust? No  Yes  If yes, please explain: \_\_\_\_\_

\_\_\_\_\_

7. **Do you directly or indirectly own assets or stock in any authorized Harley-Davidson dealership?**  
No  Yes  If yes, please list the location of the dealership(s), your ownership percentage(s), and any officer/management position you hold at such dealership: \_\_\_\_\_

\_\_\_\_\_

8. **Are you nominated as a Successor for any other authorized Harley-Davidson dealership?** No   
Yes  If yes, please list the dealer name and location: \_\_\_\_\_

\_\_\_\_\_

**The undersigned certifies that this Personal Financial Statement and any attachments hereto provide a full, true, and correct statement of the personal financial condition of the undersigned as of the date indicated.**

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date



**BECOMING A DEALER**

**1. Why do you want to be a Harley-Davidson and/or Buell dealer?**

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**2. Define your contemplated role in the proposed new dealership.**

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**3. How do you plan to capitalize this venture?**

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**4. Why do you feel you are qualified to own a Harley-Davidson/Buell dealership?**

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**5. Please describe any related business experience.**

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