



Customer Loyalty Program Rewards and Conditions

Welcome to the Customer Loyalty Program sponsored by Triple S Harley-Davidson/Buell. This loyalty program is our way to reward you, our loyal customer, for making Triple S Harley-Davidson/Buell your first choice in Harley-Davidson dealerships. The Customer Loyalty Program is available at no cost to any retail customer who wants to participate and agrees to the rewards and conditions of the program.

Here is how it works:

You will receive one point for every \$1 spent at Triple S in parts, service and general merchandise departments- even on sale items (excludes taxes)! As you accumulate points you will become eligible to redeem Rider Buck Coupons. The first coupon can be redeemed at 500 points but if you continue to accumulate more points then you can increase your coupon amount. Once you redeem a coupon the points will be subtracted from your total.

<u>Points Required</u>	<u>Rider Buck Coupon</u>	<u>Reward Description</u>
500	\$25	\$25 off any purchase in parts, general merchandise, and/or service*
1000	\$75	\$75 off any purchase in parts, general merchandise, and/or service*
1500	\$150	\$150 off any purchase in parts, general merchandise, and/or service*
2000	\$250	\$250 off any purchase in parts, general merchandise, and/or service*
2500	\$375	\$375 off any purchase in parts, general merchandise, and/or service*

* Motorcycles and finance products are excluded. See Motorcycle Bonus Program

How to follow your points:

Points are accumulated immediately upon purchase of any product or service and will be posted to your account within 48 hours. You can access your account by visiting www.triplesharley-davidson.com, and clicking on our Customer Loyalty Program. To set up your account you will need to type in your email address. This will prompt you to set up a private user ID and password. No email address? No problem! Our employees can access the site for you within the dealership. Points earned on your Customer Loyalty Card expire after one year from the date of issuance.

How to use your Rider Buck coupon:

Rider Buck Coupons are redeemable only for parts, merchandise and service. They cannot be credited to an account, redeemed for cash, used to purchase gift cards to special order an item. Once a Rider Coupon is printed it must be redeemed within 30 days. Unused Rider Buck Coupons expire on the anniversary date of your Customer Loyalty account and cannot be rolled over to accumulate into the following year. Lost, destroyed or stolen Rider Buck Coupons will not be replaced.

Miscellaneous Conditions:

- Points earned on your Customer Loyalty Card expire after one year from the date of issuance.
- Card must be presented at time of purchase.
- Rewards earned under the Customer Loyalty Program cannot be credited to an account, redeemed for cash, used to purchase gift cards, or used towards special orders.
- Card can only be used by original purchaser or a member of the immediate household. Picture ID may be required.
- Dollars spent on motorcycle purchase do not apply. Points are not to be redeemed towards motorcycle purchase. (See Motorcycle Bonus Program)
- Rider Buck Coupons must be redeemed within 30 days from print date.
- Employees of Triple S, Dealers, wholesalers, and immediate families are not eligible for this program.

Motorcycle Bonus Program:

If you purchase a motorcycle from Triple S Harley-Davidson you can accumulate bonus points! Receive 2% of what you spend towards your motorcycle and finance products (taxes, title fees, and doc fees are excluded.). If you finance through Harley-Davidson earn an extra 500 points!

Additional Bonus Programs: Visit your account to check out different promotions that may be offered to earn extra bonus points! **Example- Double Points Day Promotion, Buy X Get X Free Promotion, etc.**

Triple S Harley-Davidson/Buell reserves the right to discontinue the Customer Loyalty Program privileges and/or void all or a portion of a members point balance if points have been issued, received, or redeemed through human or computer error, fraud or theft, through illegal means or in any manner inconsistent with the intent of the program. Triple S Harley-Davidson/ Buell also reserves the right to modify or cancel the Customer Loyalty Program.

Any questions should be addressed to Triple S Harley-Davidson/Buell at 304-284-8244 or email info@triplesharley-davidson.com.