



# HARLEY-DAVIDSON® DEALER APPLICATION FORM



**DISCLAIMER & PRIVACY NOTICE** This document is an application form. Its purpose is to ensure that the Harley-Davidson brand is represented by suitable businesses internationally. Harley-Davidson requires all applicants to complete a Dealer Application Form. The information provided will be treated confidentially and used solely for the purposes of selecting the right partners for our brands. The submission and processing of the Dealer Application Form obligates neither the applicant nor Harley-Davidson to become a party to a Motorcycle Dealer Contract. Any investment and expenditure made by the applicant in contemplation of Harley-Davidson entering into a Motorcycle Dealer Contract are at the applicant's sole risk and do not in any way obligate Harley-Davidson. This document requires that you submit certain personal information to Harley-Davidson. Before doing so, please consult our privacy notice at the end of the Dealer Application Form.



# APPLICANT INFORMATION



## STRICTLY CONFIDENTIAL

Market (Country & City):

Name of Applicant:

Current assets or stock in Authorized  
Harley-Davidson Dealer Dealership      Yes      No     

Name of Holding Company:

Harley-Davidson Registered Company Number:

Registered Company Full Postal Address:

Postcode/Zip:

Sole trader

Partnership

Limited partnership

Limited company

Other:

Position in Company:

Financial Interest in Company:

Value of Personal Assets:

Value of Personal Liabilities:

Other Shareholders in Company:

Telephone Number:

Mobile Number:

E-mail Address:

Registered Company Number:

Date Company Established:

Are you a member of any local  
government/political party?      Yes      No



# TERMS & CONDITIONS

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

- A. If approved as a Harley-Davidson 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 trademarks. Conversely, the d/b/a or trade name must contain the full service mark of "Harley-Davidson". 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 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 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, or any of its affiliates or representatives in any manner whatsoever.
- D. The execution of a Motorcycle Dealer Contract by Harley-Davidson Motor Company is the only manner by which Harley-Davidson Motor Company may accept and approve this Application.
- E. Applicant has been informed and understands that in connection with this Application, Harley-Davidson Motor Company and/or other subsidiary companies of Harley-Davidson Inc., including without limitation Harley-Davidson Financial Services, Inc. and Divisions within HDMC Inc. 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, and/or the affiliated companies and shall provide, or authorize, the provision of all such information to Harley-Davidson Motor Company /or the affiliated companies. **Applicant authorizes Harley-Davidson Motor 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, 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, tampering or extortion? (Do not include arrests not resulting in conviction, youthful offenses, or convictions for minor traffic violations.)

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

3. I have convictions or pending prosecutions relating to acts of dishonesty, such as theft or fraud.

Yes \_\_\_\_\_ No \_\_\_\_\_  
(Initials) (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 dealer, Harley-Davidson Motor Company and/or the affiliated companies may rely upon surveys and ratings (conducted by use of questionnaires or otherwise) of Applicants 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, 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 dealership, Applicant acknowledges that Harley-Davidson Motor Company will take into consideration Applicant's rating under customer satisfaction indices used by Harley-Davidson Motor Company and 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, and/or the affiliated companies, except for other statements and documents specified by the Applicant in writing to Harley-Davidson Motor 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 and affiliated companies will rely upon the foregoing acknowledgment.

I. Applicant is at least 18 years of age and either is a (a) "insert Country" citizen or (b) has the right to remain lawfully in "insert Country" indefinitely and maintains a current primary residence in "insert Country".

Yes      I am a "insert nationality" citizen. (Check circle and initial if applicable).

No        I am not a "insert nationality" citizen; however, I have the right to remain lawfully in "insert country" indefinitely, and I maintain a current primary residence in "insert country".

**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, and/or the affiliated companies, Applicant may be required to provide additional information, including financial statements, verification or personal assets, and tax returns, deemed necessary by Harley-Davidson Motor 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 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 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.

M. The applicant agrees to participate in the process required by Harley-Davidson in which all new dealers undergo a store-design program in conjunction with an approved designer at the dealer cost.

N. All applicants will agree to sign a confidentiality agreement with Harley-Davidson Motor Company, Inc. if requested in the future.

**Applicant acknowledges and accepts the terms and conditions of this Application and represents that all the information provided to Harley-Davidson Motor 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.**



# FINANCIAL AND BACKGROUND REVIEW AUTHORIZATION

The undersigned understand(s) that Harley-Davidson Motor Company, and/or divisions within HDMC Inc., 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 dealer. The background analysis includes, among other things, a credit check and criminal background investigation.

The undersigned authorize(s) Harley-Davidson, and/or HDMC 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, and/or HDMC 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, and/or HDMC deem necessary.

The undersigned authorize(s) Harley-Davidson, HDMC, 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, HDMC 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.



# PROPOSED HARLEY-DAVIDSON OWNERSHIP

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 Prospective 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	Country of Residence	Percent of Total Ownership	Active/Inactive

**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 International, if applicable.



- 1.** Please explain your motivation for acquiring a Harley-Davidson dealership:

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- 2.** Estimated annual sales of new Harley-Davidson motorcycles for first three years of business:

Year One  motorcycles

Year Two  motorcycles

Year Three  motorcycles

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- 3.** Location and address (if known) of proposed Harley-Davidson dealership:

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☐ Please attach a map of the proposed dealership location, e.g. Google maps

☐ Please attach a map of competitor locations, e.g. Google maps

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**4.** Do you have existing facilities at this location/address?

Yes                      No

If 'yes' describe their current use and then answer questions 5, 6 &amp; 7

If 'no', please go to question 8

**5.** Are the premises leased/rented or owned?

Leased / Rented

Owned

If leased:

If Owned:

Period of lease: Market Value: Expiration date: Outstanding Mortgage: Annual rent: Purchase price: **6.** What is the present area of the buildings (square metres)?Showroom-New: Showroom-Used: Service Area: Parts Area: Clothing & Accessories: Administration: Other? ☐ Please attach a plan of the site showing the layout of the building(s) as well as parking and storage areas.**7.** Harley-Davidson requires all new dealers to undergo a store design programme in conjunction with an approved designer at your cost. Do you agree to participate in this scheme?

Yes                      No

**8.** Other brands currently held:

At proposed premises?

At other premises?

**9.** Please provide details of internal or personal funds you are prepared to invest in the Harley-Davidson brand:

**a** Amount  Source   
Purpose   
Repayment Terms (if Loan)

**b** Amount  Source   
Purpose   
Repayment Terms (if Loan)



Please provide details of funds to be sourced from banks and other financial institutions and to be invested in the Harley-Davidson brand. Please consider working capital and used motorcycle stock finance and remember Harley-Davidson provides credit for new motorcycle stock:

**a** Amount

Bank/ Finance Co.

Purpose

Repayment Terms

Security

Special Terms

**b** Amount

Bank/ Finance Co.

Purpose

Repayment Terms

Security

Special Terms

**c** Amount

Bank/ Finance Co.

Purpose

Repayment Terms

Security

Special Terms

**10.** Do you intend to take a personal active role in the management of the proposed Harley-Davidson dealership?

Yes

No

Percentage of your time active at the proposed Harley-Davidson dealership  %



- 11.** Harley-Davidson will require detailed, audited and signed trading, profit and loss accounts and balance sheets for the last three years together with management accounts for the period not covered by the same.

Do you agree to provide these?

Yes                      No

Do you agree to provide up-to-date detailed copies of financial statements for confidential study as and when they may be requested by Harley-Davidson?

Yes                      No

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- ☐ I understand that the Business Plan I will be asked to submit to Harley-Davidson must include (amongst other requirements) 3 years Profit and Loss, Cash Flow and Balance Sheet Projections.
- ☐ I have attached the detailed Personal Assets & Liabilities Statement.
- ☐ I have attached a copy of each applicant's CV and proof of identification (eg driving license, ID card, passport, etc).

### Disclaimer

#### Privacy Notice

This Application Form requires that you submit certain personal information to the company. Before you submit any personal information to us, you should be aware of how it will be used. We will use this information in order to process your application for acquiring a Harley-Davidson dealership and for the purpose of corresponding with you about the dealership application. We may also share this information with our affiliates and subsidiaries throughout the world for these same purposes. We will keep your information in our systems only for as long as needed, and in any case no longer than five years.

The information you submit to us may be transferred to other countries that may not have adequate laws in place for the protection of personal information. In the event that your personal information needs to be transferred to a country that does not have adequate Data Protection laws, Harley-Davidson will endeavour to ensure that the information is kept secure.

#### Money Laundering and Crime Prevention

Harley-Davidson will undertake appropriate checks as necessary to meet their obligations under European Money Laundering Legislation. This may include obtaining information from credit reference agencies, who would record our request for information regarding your credit history. We may also obtain information from the Electoral Register to verify your identity. We may make and retain copies of any identification evidence that you provide including passports and driving licences.

To prevent crime, to verify your identity and to recover debt, we may exchange information with other members of the Harley-Davidson group and, where appropriate, with fraud prevention and other organisations involved in crime prevention. Information held by fraud prevention agencies may be used by lenders and insurers when making decisions about you or others at your address(es) for credit-related services or motor, household, credit, life or other insurance facilities, debt tracing, claims assessment and to verify identities to prevent money laundering.

**If at any time you wish to access, correct or update any personal information in our possession, please contact us at the following address:**

Applicant Signature 1:	<input type="text"/>	Date:	<input type="text"/>
Applicant Signature 2:	<input type="text"/>	Date:	<input type="text"/>
Applicant Signature 3:	<input type="text"/>	Date:	<input type="text"/>

**THIS DOCUMENT MUST BE SIGNED PERSONALLY BY THE APPLICANT(S).**

**CLICK TO SUBMIT**