

Find The ONE Sales Event

\$1,750 or \$2,500 Trade-In Credit on Select Grand American and Adventure Touring Motorcycles **Consumer Terms & Conditions**

Any individual (“**Trade-In Customer**”) who trades in an on-road, street legal motorcycle of any brand/model at a participating U.S. Harley-Davidson dealership between August 1, 2023 and September 30, 2023 (“**Sales Period**”) is eligible to participate in the FIND THE ONE Sales Event (“**Program**”). **Not available in all states.** Under the Program, Trade-In Customers that trade in an Eligible Trade-In Motorcycle at a participating Harley-Davidson dealership will receive a \$1,750 or \$2,500 H-D credit towards the purchase price of a new, untitled, model year 2022 or 2023 Harley-Davidson Grand American Touring or Adventure Touring motorcycle (“**Eligible Motorcycle**”).

Harley-Davidson will reimburse participating dealerships for each qualified claim of an Eligible Motorcycle purchase made after an Eligible Trade-In Motorcycle has been traded-in in accordance with the applicable Credit Amount set forth in the table below. 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 Trade-In Customer trading in Eligible Trade-In Motorcycle hereunder.

Offer is good on purchase of an Eligible Motorcycle available and in stock at participating dealer locations during the Sales Period only. Eligible Trade-In Motorcycle trade-in and purchase of Eligible Motorcycle must be made at the same participating dealership.

Credit Amount

Family	Model	Name	Trade-In Credit
Grand American Touring	FLHTK	Ultra Limited	\$2,500
Grand American Touring	FLTRK	Road Glide Limited	\$2,500
Grand American Touring	FLHXS	Street Glide Special	\$2,500
Grand American Touring	FLTRXS	Road Glide Special	\$2,500
Grand American Touring	FLHXST	Street Glide ST	\$2,500
Grand American Touring	FLTRXST	Road Glide ST	\$2,500
Grand American Touring	FLTRX	Road Glide	\$1,750
Grand American Touring	FLHX	Street Glide	\$1,750
Grand American Touring	FLHRXS	Road King Special	\$1,750
Adventure Touring	RA 1250	Pan America 1250	\$1,750
Adventure Touring	RA 1250S	Pan America 1250 Special	\$1,750

Sales Period

Trade-In Customers must complete an Eligible Trade-In Motorcycle trade-in at a participating H-D dealership between August 1, 2023 and September 30, 2023 (“**Sales Period**”).

Eligible Motorcycle Models to Purchase

New, untitled, model year 2022 or newer Harley-Davidson Grand America Touring and Adventure Touring motorcycles available and in stock at participating H-D dealer locations during the Sales Period (excludes the following Touring models: FLHFB, FLHTKANV, FLHXSANV and FLTRXSANV, and all other Harley-Davidson motorcycle family models, including CVO, Trikes, Anniversary models, Icons and Fast Johnnie Enthusiast editions) (“**Eligible Motorcycle**”).

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Eligible Trade-In Motorcycles

Any currently registered, on-road, street legal motorcycle of any brand/model (“**Eligible Trade-In Motorcycle**”). All trade-ins subject to participating dealership standard policies, rules and regulations. Eligible Trade-In Motorcycle must be registered in the Trade-In Customer’s name at time of trade-in.

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. 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 Program.

Eligibility

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

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

Only one Trade-In credit is allowed per new, eligible vehicle purchase (by VIN).

Program Compatibility

Program can be combined with the Low-Rate Finance offer and/or 2022 Pan America™ P&A Credit Program. Program cannot be combined with any other promotion, unless otherwise approved by Harley-Davidson. The Trade-In and Cash Back offers in the Program cannot be combined.

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

Eligible Trade-In Motorcycle must be registered 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.

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 trade-in credit will not be considered as part of the customer’s down payment.