



Harley-Davidson Motor Company  
3700 W. Juneau Avenue, Milwaukee, WI 53208

## PROSPECTIVE DEALER INQUIRY

### INTRODUCTION

This form is intended for a Prospective Dealer Operator of a Harley-Davidson® dealership, in the United States. This is how you (the Prospect) begins the conversation with us about potentially owning a Harley-Davidson dealership. In addition to the information you provide here, a resume or biography will help us understand your relevant business experience and education.

Please email this completed form and your resume or biography to [dealerinquiry@harley-davidson.com](mailto:dealerinquiry@harley-davidson.com). Please be advised that Harley-Davidson may also share this information with key internal stakeholders and partners for further review. We look forward to hearing from you, and will be in touch within 45 days of receipt of your inquiry.

\*\*\*Please also submit a current resume or biography with this Inquiry to include relevant business experience and education\*\*\*

### PERSONAL INFORMATION

FULL NAME: \_\_\_\_\_

CURRENT ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

CELL PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

\*\*\*The below information is completely voluntary\*\*\*

GENDER:  MALE  FEMALE

ETHNICITY:  AFRICAN-AMERICAN  HISPANIC  WHITE/CAUCASIAN  AMERICAN INDIAN  
 ASIAN OR PACIFIC ISLANDER  OTHER: \_\_\_\_\_

### AREAS OF INTEREST

Harley-Davidson may have existing dealership opportunities throughout the United States. Please indicate below your primary area/location of interest:

ANY OPPORTUNITY IN THE U.S.

**OR**

SELECT THE STATE(S) YOU ARE INTERESTED IN

- |                             |                             |                             |                             |                             |                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| <input type="checkbox"/> AL | <input type="checkbox"/> AK | <input type="checkbox"/> AZ | <input type="checkbox"/> AR | <input type="checkbox"/> CA | <input type="checkbox"/> CO | <input type="checkbox"/> CT | <input type="checkbox"/> DE |
| <input type="checkbox"/> FL | <input type="checkbox"/> GA | <input type="checkbox"/> HI | <input type="checkbox"/> ID | <input type="checkbox"/> IL | <input type="checkbox"/> IN | <input type="checkbox"/> IA | <input type="checkbox"/> KS |
| <input type="checkbox"/> KY | <input type="checkbox"/> LA | <input type="checkbox"/> ME | <input type="checkbox"/> MD | <input type="checkbox"/> MA | <input type="checkbox"/> MI | <input type="checkbox"/> MN | <input type="checkbox"/> MS |
| <input type="checkbox"/> MO | <input type="checkbox"/> MT | <input type="checkbox"/> NE | <input type="checkbox"/> NV | <input type="checkbox"/> NH | <input type="checkbox"/> NJ | <input type="checkbox"/> NM | <input type="checkbox"/> NY |
| <input type="checkbox"/> NC | <input type="checkbox"/> ND | <input type="checkbox"/> OH | <input type="checkbox"/> OK | <input type="checkbox"/> OR | <input type="checkbox"/> PA | <input type="checkbox"/> RI | <input type="checkbox"/> SC |
| <input type="checkbox"/> SD | <input type="checkbox"/> TN | <input type="checkbox"/> TX | <input type="checkbox"/> UT | <input type="checkbox"/> VT | <input type="checkbox"/> VA | <input type="checkbox"/> WA | <input type="checkbox"/> WV |
| <input type="checkbox"/> WI | <input type="checkbox"/> WY |                             |                             |                             |                             |                             |                             |

COMMENTS:

DEALER/OWNER STANDARDS & REQUIREMENTS

Prior to completing this Inquiry, please review Harley-Davidson’s ownership and financial requirements published on [h-d.com/BecomeADealer](http://h-d.com/BecomeADealer) to ascertain if you qualify and meet our Dealer Operator/Owner requirements.

Please briefly describe your proposed ownership structure for an Harley-Davidson dealership and how you would manage the business, including your role:

[Empty text box for describing ownership structure]

CURRENT BUSINESS INTERESTS (IF ANY)

NAME OF BUSINESS: \_\_\_\_\_

TYPE OF BUSINESS:  MOTORCYCLE  POWERSPORTS  AUTOMOTIVE  OTHER: \_\_\_\_\_

WEBSITE ADDRESS: \_\_\_\_\_

SUMMARIZED PERSONAL FINANCIAL STATEMENT (PFS)

Please provide the following personal financial information to determine if you meet our minimum financial requirements, currently \$2 million net worth and \$1 million liquid assets, among other things.

Net Worth:

Cash:	<input type="text"/>	100%
Marketable Securities:	<input type="text"/>	80%
Whole Life Insurance:	<input type="text"/>	50%
401(k), IRA, etc.:	<input type="text"/>	50%

Total Liquidity:

Note: Total Liquidity is calculated by Harley-Davidson, and we use a certain percentage of each asset listed above to calculate this sum. Real estate is not included in the liquid assets amount.

SIGNATURE & CERTIFICATION

The undersigned certifies that the information in this Prospective Dealer Inquiry is true and accurate to the best of the individual’s knowledge as of the date indicated.

BY: \_\_\_\_\_ DATE: \_\_\_\_\_  
(PROSPECT’S SIGNATURE)

**\*\*\*Please understand that under no circumstances does the submittal of this Inquiry to Harley-Davidson imply in any manner our intention to approve you as an authorized Harley-Davidson® dealer\*\*\***