

# Parts & Accessories Bulletin

February 14, 1986



P&A #277

## SAMPLE PROGRAM

- o Sample dealers will receive one of each sample product. In the case of quantity packs, the dealer will receive one quantity pack.
- o Dealers with open account sample credit terms will be billed at net 60-day terms.
- o To receive full credit on returned samples, product must be received at Harley-Davidson after 30 days, but before 60 days from invoice date. If your return meets the above time frame, you'll also receive return freight credit.
- o Submit return freight charges on E-form written for the sample return to ensure proper credit is issued.
- o Refused samples, samples returned before 30 days and after 60 days from invoice date will be assessed a 10% restocking/handling fee. Also, no freight credit will be given.

## HOW DO I RETURN SAMPLES?

- o Complete a Returned Authorization and Packing Slip (or E-Form), part number 99521-80. Forms are provided no charge and may be ordered with your regular parts order.
- o To receive proper credit, you must include the packing list number for each part you are returning.
- o Once form is filled out, tear off dealer copy for your records. Enclose the balance of the forms with the parts as a packing slip. It is not necessary to receive signed authorization from the Parts & Accessories Department to return sample products.

PARTS AND ACCESSORIES DIVISION

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**FILE IN ACCESSORY GUIDE FOR FUTURE REFERENCE**

NOTE: THIS LETTER WAS MAILED TO ALL OTHER DEALERS NOT NOTED ON THE  
PREVIOUS TWO LETTERS.

Harley-Davidson Motor Co., Inc., 3700 W. Juneau Ave., P.O. Box 653, Milwaukee, WI 53201 414/342-4680

February 14, 1986

SAMPLE PROGRAM

Dear Dealer:

The Parts & Accessories Sample Program is an important marketing tool for you, our dealers. It plays an important role in gaining exposure for our new product offerings and gives you the opportunity of enjoying the benefits of immediate knowledge and saleability of all the latest parts and accessories we have to offer.

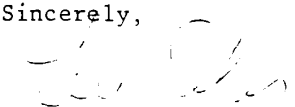
I'm pleased to announce Harley-Davidson is now in a position to offer open account sample terms to credit approved C.O.D. dealers. Please contact your District Manager and/or Credit Representative to discuss the possibility of authorizing your dealership for these all-new sample credit terms.

Take time now to read over the enclosed material. To enroll in the program, simply fill out the attached enrollment form, send it to Harley-Davidson and we'll begin sending sample products to your dealership immediately. There are many new and exciting products soon to be released. Don't delay, sign up now for the program. Don't miss out on the opportunity to see new products first hand!

We're constantly striving to improve the program and your input will assist us in realizing full dealer participation. Use the bottom portion of the enrollment form to note your comments and/or suggestions.

Best wishes for an enjoyable and successful year!

Sincerely,

  
Teri L. Salas  
Supervisor, Sales Administration  
Parts & Accessories

/ts

February 14, 1986

SAMPLE PROGRAM

Dear Dealer:

I'm pleased to announce that due to your excellent credit performance, Harley-Davidson is in a position to offer you open account terms on all sample merchandise.

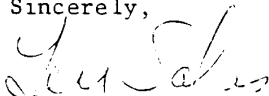
The Parts & Accessories Sample Program is an important marketing tool for you, our dealers. It plays an important role in gaining exposure for our new product offerings and gives you the opportunity to view and sell new products up to 60 days with no financial responsibility. Dealers who are part of the program are enjoying the benefits of immediate knowledge and saleability of all the parts and accessories we have to offer.

Take time now to read over the enclosed material. To enroll in the program, simply fill out the attached enrollment form, send it to Harley-Davidson and we'll begin shipping sample merchandise to your dealership on open account, net 60-day terms.

If you have decided not to take advantage of the Sample Program at this time, we'd appreciate your comments as to why not. We are constantly striving to improve the program and your input will assist us in realizing full dealer participation. Use the bottom portion of the enrollment form to note your comments and/or suggestions.

Thank you.

Sincerely,



Teri L. Salas  
Supervisor, Sales Administration  
Parts & Accessories Department

/ts  
Attachments

# SAMPLE PROGRAM ENROLLMENT FORM



YES, please sign me up for the Sample Program immediately!

Dealer Number: \_\_\_\_\_

Dealer Name: \_\_\_\_\_

City/State: \_\_\_\_\_

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

COMMENTS: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

RETURN TO TERI SALAS - Parts & Accessories Department

THE ATTACHED LETTER WAS SENT TO THE FOLLOWING DEALERS:

0030  
0086  
0115  
0427  
0535  
0728  
0999  
1025  
1315  
1505  
3132  
3590  
4240  
4268  
4277  
4571  
4796  
4871  
5065  
5089  
5709

Note: Non-sample C.O.D. dealers authorized for open account  
sample credit terms.

February 14, 1986

Dear Sample Dealer:

I'm pleased to announce that due to your excellent credit performance, Harley-Davidson is in a position to offer you open account terms on all sample merchandise.

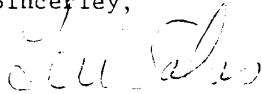
The Sample Program plays an important role in gaining exposure for our new product offerings. Being a sample dealer you are enjoying the benefits of immediate knowledge and saleability of all the latest parts and accessories we have to offer.

Since we are always striving to improve the program, your comments and/or suggestions will assist us in realizing full dealer participation.

If for some reason, you still wish to receive samples on a C.O.D. basis, please contact your Credit Representative in Milwaukee.

Thank you for your past and continued support of the program. Best wishes for an enjoyable and successful year!

Sincerely,



Teri L. Salas  
Supervisor, Sales Administration  
Parts & Accessories Department

/ts

THE ATTACHED LETTER WAS SENT TO THE FOLLOWING DEALERS:

0101	3220
0203	3318
0210	3360
0239	3454
0253	3479
0421	3565
0480	3804
0497	3902
0627	4133
0851	4459
0954	4527
0972	4774
1079	4923
1106	5017
1261	5025
1650	5045
1719	5075
1818	5078
2355	5098
2594	5297
2599	5443
2735	5467
2800	5521

Note: C.O.D. sample dealers authorized for open account sample credit terms.