



# HARLEY-DAVIDSON® DEALER NAME

STOP IN TO  
CHECK YOUR  
LUCKY NUMBER!  
12345

PRSR STD  
U.S. POSTAGE PAID  
FORT WAYNE, IN  
PERMIT NO.869

Your Address • City, State  
**123.456.7890**  
TOLL FREE: 800.456.7890  
www.dealerwebaddress.com

**STORE HOURS**  
Mon - Fri 9 AM - 6 PM  
Saturday 9 AM - 4 PM  
Sunday Gone Ridin'

## 2011 HARLEY-DAVIDSON®

# NEW MODEL OPEN HOUSE

**SATURDAY, AUGUST 28TH • 11 AM - 6 PM**

*Plus*

# WIN \$5,000 CASH\*

**FROM DEALER NAME! BRING IN THIS BI-FOLD BY SEPTEMBER 30TH  
TO CHECK YOUR LUCKY NUMBER AND SEE IF YOU ARE A WINNER!**



## THE RIDE OF YOUR LIFE STARTS HERE.

### SEE THE 2011 MODELS FIRST AT DEALER NAME!

DEALER NAME  
OR LOGO

2011

HARLEY-DAVIDSON®



# NEW MODEL OPEN HOUSE

SATURDAY, AUGUST 28TH • 11 AM - 6 PM

FOOD • DRINKS • LIVE MUSIC



09 Sportster® XL 1200™  
STARTING AT  
\$9,799



10 V-Rod®  
STARTING AT  
\$14,999

# WIN \$5,000 CASH\*

## CHECK YOUR NUMBER AT DEALER NAME TODAY!

**10% OFF**  
YOUR NEXT  
SCHEDULED SERVICE

CALL OUR SERVICE DEPT TODAY!  
**123.456.7890**

HARLEY-DAVIDSON®  
DEALER NAME

Must present coupon at time of service. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 9/30/2010.

**FREE**  
OIL FILTER WITH  
PURCHASE OF AN  
OIL CHANGE

HARLEY-DAVIDSON®  
DEALER NAME

Must present coupon at time of service. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 9/30/2010.

**15% OFF**  
PERFORMANCE EYEWEAR



HARLEY-DAVIDSON®  
DEALER NAME

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 9/30/2010.

**FREE**  
INSTALLATION ON  
CHROME ENGINE KITS

HARLEY-DAVIDSON®  
DEALER NAME

Must present coupon at time of service. One coupon per customer. Not valid with any other offers. No cash value. Offer expires 9/30/2010.



\*No purchase or submission to sales presentation necessary. Purchase does not increase chance of winning. Void where prohibited. See complete rules available at <dealer name>. Contest begins 08/02/2010 and ends 09/30/2010. Open to legal U.S. residents, age 18 or older with a valid driver's license who received an original mail piece via U.S. Mail. Employees of <dealer name>, mail house, AHO, associated sponsors or agencies, and their family members and members of same household are ineligible. Addressee must redeem original mail piece in person by close of business on 9/30/2010. Original number on mail piece must match a randomly selected winning number to win corresponding prize. Winning number will be displayed during normal business hours between contest dates at participating locations. Winning number may not be released over the phone. Available prizes, approximate retail value and odds of winning: \$5000.00 USD (1 of 4 mailed). Maximum of one prize award available per prize level. In the event of print/mechanical errors or duplicate winning numbers distributed in error, the number match contest is void and no prizes will be awarded. In event an error voids contest, promotion will be re-mailed at a future date. All validly claimed prizes will be awarded. Any unclaimed prizes will not be awarded. Sponsor <dealer name>, Administrator SAAL Publishing, 6528 Constitution Drive, Fort Wayne, IN 46804. ©2010 H-D, Harley, Harley-Davidson and the Bar & Shield logo are among the trademarks of H-D Michigan, LLC. ©2010 SAAL Publishing Co., 6528 Constitution Drive, Fort Wayne, IN 46804, 866.722.5123. Printed in the U.S.A. (7/2010)