



**HARLEY-DAVIDSON®**  
**DEALER NAME or LOGO**

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

Dealer Address / City, State

**555.123.4567**

**TOLL FREE: 800.123.4567**

www.HarleyDealerWeb.com

**STORE HOURS**

Mon - Fri 9 AM - 7 PM  
 Saturday 10 AM - 4 PM  
 Sunday Gone Ridin'



THERE'S NO GIFT LIKE  
**CHROME**  
 FOR THE HOLIDAYS!



**HOLIDAY OPEN HOUSE**

**FRIDAY, NOVEMBER 26  
 & SATURDAY, NOVEMBER 27**

**SPECIAL BLACK (& ORANGE) FRIDAY HOURS!  
 WE'LL BE OPEN FROM 6 AM TO 9 PM!**

**FREE FOOD & DRINKS ALL DAY, BOTH DAYS!  
 DOOR PRIZES / GAMES / LIVE MUSIC**

**SANTA CLAUS IS COMING TO  
 HARLEY-DAVIDSON® DEALERSHIP NAME!  
 BRING THE KIDS TO MEET ST. NICK  
 10 AM THROUGH NOON ON SATURDAY!**



**FREE GIFT  
 WITH PURCHASE!**

Receive this FREE SHADOWBOX (\$75 Value) encasing original artwork reproduced from authentic archive materials found in the Harley-Davidson® Museum when you spend \$300 or more on Harley-Davidson® MotorClothes® Merchandise, Genuine Motor Parts & Accessories, Screamin' Eagle® Performance Parts or Official Licensed Products between now and December 24, 2010!

**HOLIDAYS 2010**



HARLEY-DAVIDSON® DEALER NAME  
**HOLIDAY OPEN HOUSE**

FRIDAY, NOVEMBER 26 & SATURDAY, NOVEMBER 27

**LET'S BE HONEST.**  
 SOMETIMES THE BEST PART OF SHOPPING FOR OTHERS  
**IS SHOPPING FOR YOURSELF.**

**INTRODUCING THE NEW 2011 HARLEY® MODELS.**

**BECAUSE YOU'VE BEEN GOOD THIS YEAR, TOO.**



**2011 XL883L Superlow™**  
 Starting at \$7,999



**2011 XR1200X™**  
 Starting at \$11,799



**2011 Road Glide® Ultra**  
 Starting at \$22,499



**HOLIDAYS**  
**2010**

**BE SURE TO CHECK OUT OUR HUGE SELECTION OF  
 NON-CURRENT AND PRE-OWNED MODELS!**



**2011 Night Rod® Special**  
 Starting at \$14,699



**2011 V-Rod® Muscle™**  
 Starting at \$14,999

**HARLEY® DEALER NAME**

**20% OFF**

**OFFICIALLY LICENSED  
 HARLEY-DAVIDSON®  
 MERCHANDISE**

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Valid on Officially Licensed Harley-Davidson® Merchandise only. Offer expires 12/24/2010.

**HARLEY® DEALER NAME**

**20% OFF**

**ANY PINK LABEL  
 MOTORCLOTHES®  
 MERCHANDISE**

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Valid on Pink Label MotorClothes® Merchandise only. Offer expires 12/24/2010.

**HARLEY® DEALER NAME**

**20% OFF**

**ANY MOTORCLOTHES®  
 COLD WEATHER  
 GEAR & ACCESSORIES**

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Valid on MotorClothes® Cold Weather Gear and Accessories only. Offer expires 12/24/2010.

**HARLEY® DEALER NAME**

**20% OFF**

**ANY 2010 HOLIDAY  
 MOTORCLOTHES®  
 MERCHANDISE**

Must present coupon at time of purchase. One coupon per customer. Not valid with any other offers. No cash value. Valid on 2010 Holiday MotorClothes® Merchandise only. Offer expires 12/24/2010.