

RUCKER PERFORMANCE MOTORCYCLE COMPANY

Required Criteria for Dealership Opportunities

Dear Potential Dealer:

We are pleased with your interest in becoming an authorized Rucker Performance Motorcycle dealer. At Rucker Performance Motorcycle Company we value our dealer network. To ensure a relationship that can be beneficial for everyone, we require that certain conditions be met before a dealership is approved.

The following criteria will be used in determining dealership approval:

- The dealership must be an established motorcycle shop with a retail sales department and must have consumer financing available.
- The dealership must have an attached service facility with certified / experienced mechanics qualified to work on American-made V-twin motorcycles.
- The dealership must have accounts set up with approved Rucker Performance Motorcycle Company parts distributors i.e.; Drag Specialties, Tucker Rocky
- There are Rucker Performance Motorcycle Company licensing opportunities available for start up or existing dealers.
- The dealership must be able to pay for and stock one of each Rucker Performance model in the store.

Please provide us with the following information in order to complete your Dealer Application Process:

- Completed Rucker Performance Motorcycle Company Dealer Application
- Copy of your Business Permit
- Original Business Card and Business Letterhead
- Copy of recent advertising
- Photos of the interior and exterior of your business including a visible business sign
- Must provide a business or sale and use tax permit
- Signed Rucker Performance Motorcycle Company Confidentiality Agreement