

BLACK WIDOW'S INNER WEB

HARLEY-DAVIDSON® OWNER'S LOYALTY PROGRAM

The Inner Web. Your all-access pass to premium benefits enjoyed exclusively by owners of Black Widow Harley-Davidson Motorcycles. Purchasing your bike from Black Widow Harley-Davidson gains you admittance to an elite league of riders with discerning taste.

When you purchase a Harley-Davidson® Motorcycle from Black Widow Harley-Davidson®, you will receive an Inner Web Loyalty Card linked to your Black Widow Harley-Davidson® account.

The Inner Web Loyalty Card will afford you all of the benefits listed herein. Membership is renewable after one year from the date that you receive your card, with the purchase of a Harley-Davidson® Motorcycle.

You must present your Inner Web Loyalty Card at the dealership each time you wish to take advantage of one of the Inner Web benefits.

•Double Your Rewards

Earn double the rewards when you shop at Black Widow Harley-Davidson®. In our regular Loyalty Card Program, for each dollar spent, a point is issued. Once you have earned 300 points, your reward will be issued and it will be double the amount issued under our regular Loyalty Card Program. Inner Web members and their immediate family may spend their Spider Bucks on MotorClothes, Parts & Accessories, After Market items, Gift Certificates, Extended Service Plan, New or Used Bike purchase or Labor. You're part of the Black Widow Family now, your loyalty deserves our loyalty and at the end of the day, isn't that what it's really all about?

•Priority Service Scheduling

Jump to the front of the line when you make your appointment to have your bike serviced. Inner Web Members are given priority consideration for their service appointments so their bike gets in and out without delay. Walk-ins will be handled as promptly as possible.

•Additional \$500.00 Trade-In Value

Receive an additional \$500.00 over appraisal value when you trade your current Big Twin Harley-Davidson® motorcycle in for a new one at BlackWidow Harley-Davidson®. Receive \$250.00 over appraisal value on Sporster® models traded in for a new Harley-Davidson® motorcycle.

•Spider Silk

Bring us a lead and if we convert your lead into a new bike sale, we'll add a little "Spider Silk" to your Loyalty Card worth 1500 points. That translates into \$250.00 added to your account!

•Free Tire Installation

When you purchase new tires from Black Widow Harley-Davidson®, our service department will install them on your motorcycle for free.

•Members Only Sales

Black Widow Harley-Davidson® will periodically offer specials and discounts on Parts, Accessories, MotorClothes and Services for members only. Members will be notified of such sales by email or text message.

•Rental Discounts

Visiting family and friends receive 10% off our regular rate for renting a Harley-Davidson® Motorcycle from our fleet.

