



ONE

SWEEPSTAKES

OFFICIAL ENTRY FORM

First Name: _____ Last Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Gender: Male Female Age: _____

Which of the following best describes your ethnic background:

Caucasian African American Hispanic Asian Native American Other

Do you currently own a motorcycle? Yes No, but I used to own No, I never owned

Do you plan on purchasing a motorcycle in the near future? Yes, in less than 3 months

Yes, in 3-12 months Yes, in more than 1 year Not sure No

If You Win, What Will You Add?

- | | | |
|---|---|---|
| <input type="checkbox"/> Backrests/Racks | <input type="checkbox"/> Consoles | <input type="checkbox"/> Motorcycle Covers |
| <input type="checkbox"/> Bags/Luggage | <input type="checkbox"/> Engine Components | <input type="checkbox"/> Exhaust Systems |
| <input type="checkbox"/> Brakes/Suspension | <input type="checkbox"/> Rear End Components | <input type="checkbox"/> Screamin' Eagle® |
| <input type="checkbox"/> Color Shop/Paint | <input type="checkbox"/> Front End Components | <input type="checkbox"/> Seats |
| <input type="checkbox"/> Control Cables/Brake Lines | <input type="checkbox"/> Foot Controls | <input type="checkbox"/> Security/Maintenance |
| <input type="checkbox"/> Decorative Collections | <input type="checkbox"/> Hand Controls | <input type="checkbox"/> Wheels/Sprockets |
| <input type="checkbox"/> Electronics/Gauges | <input type="checkbox"/> Lighting | <input type="checkbox"/> Windshields |

For Official Rules & Regulations Refer to the Back

H-D1™ on One Sweepstakes

Official Rules

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility

The H-D1™ on One Sweepstakes ("Sweepstakes") is open to residents of the 50 United States and the District of Columbia aged eighteen (18) and older. Employees of Harley-Davidson Motor Company, its dealerships, their respective agencies, and members of their respective immediate families, regardless of whether they reside in the same household, are not eligible to enter. Void where prohibited. All applicable federal, state, and local laws and regulations apply.

2. How to Enter

The Sweepstakes begins February 1, 2012 and ends on April 30, 2012 (Sweepstakes Period). To enter: complete a Sweepstakes Entry Form at a participating Harley-Davidson dealer and place it in the designated container for Sweepstakes entries. Limit one (1) entry per person per day.

3. Winner Selection

On or about May 21, 2012 a random drawing will be conducted to select the winning entry. The odds of winning depend on the number of eligible entries received. The winners will be notified by phone, e-mail or regular mail, in the Sponsor's sole discretion. If a winner does not respond to the prize notification within the time set forth therein, he/she may be disqualified in the sole discretion of the Sponsor and an alternate winner randomly selected from the remaining eligible entries.

4. Prize

One (1) grand prize winning entry will be selected. Grand prize includes winner's choice of one of the following: (a) a total value of \$10,000 in Harley-Davidson Parts & Accessories and the service to install the Parts & Accessories chosen by winner, or (b) \$10,000 toward a new Harley-Davidson® motorcycle, or (c) \$5,000 cash. Total Approximate Retail Value (ARV) \$10,000. Adding Parts & Accessories to your H-D Motorcycle can alter the warranty. See dealer for details. Arrangements for prize fulfillment will be made by Sponsor in its sole discretion. Winner is responsible for license, registration and title fees and insurance costs, if applicable. If winner chooses option (b), winner must show evidence of insurance and a valid license to operate a motorcycle at time of delivery, or prize will be forfeited and may be awarded to an alternate winner. For options (a) and (b), motorcycle will be modified or delivered at a Harley-Davidson® retail location near the winners' residence as selected by Sponsor. Winner or an authorized representative must take delivery within thirty (30) days of notification of availability of chosen prize, or prize will be forfeited.

5. Acceptance of Official Rules

As a condition of entry, participants fully and unconditionally agree to these Official Rules and to Sponsor's decisions, which are final and binding in all respects.

6. Entry Errors

Sponsor is not responsible for lost, late, incomplete, damaged, stolen, invalid, unintelligible or misdirected entries. Sponsor is not responsible if online service or equipment is interrupted including without limitation (1) interruptions to any network, server, Internet, Web site, telephone, satellite, computer or other connections, (2) failures of any telephone, satellite, hardware, software or other equipment, (3) garbled, misdirected or jumbled transmissions, or traffic congestion, or (4) other errors of any kind, whether human, technical, mechanical or electric, or (5) the incorrect or inaccurate capture of entry or other information or the failure to capture any such information. If for any reason, the Sweepstakes on any given day cannot be conducted in a manner contemplated by these Official Rules, Sponsor may modify or terminate the Sweepstakes and award prizes to those who entered prior to the time of termination. Sponsor reserves the right to discontinue the Sweepstakes at any time without prior notice.

7. Substitution; Taxes

No assignment or transfer of prizes will be permitted, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a prize with one of comparable or greater value if an advertised prize is unavailable. Winner is solely responsible for all federal, state and local taxes associated with the receipt of any prize. Winner will be issued a Form 1099 in the amount of the prize.

8. Documents and Releases

(a) Grand Prize winner must sign an affidavit of eligibility and a liability/publicity release (unless prohibited) and return within 14 days. If the affidavit of eligibility and liability/publicity release are returned as undeliverable, the prize will be forfeited and Sponsor may select a new winner.

(b) By participating in this Sweepstakes or receiving a prize, entrants agree to release and to indemnify and hold harmless the Sponsor and each of its officers, directors, employees and agents from any liability, injury, death, loss or damages to entrant or any person or entity, including without limitation, damage to personal or real property, caused in whole or in part, directly or indirectly, by participation in this Sweepstakes (or related activities) or the acceptance, possession or use/misuse of a prize.

(c) Except where prohibited, winner grants consent for the Sponsor to use his/her name, likeness, voice, opinions and biographical information for publicity, advertising, trade or promotional purposes in any media or manner, now known or hereafter devised, worldwide, without further payment, consideration, notice or approval.

9. Conditions of Participation

Sponsor reserves the right in its sole discretion, to modify, cancel, terminate, and/or suspend the Sweepstakes and to disqualify any individual who tampers with the entry process, violates these official rules, or acts in a disruptive or unsportsmanlike manner.

10. Disputes/Choice of Law

Except where prohibited, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Milwaukee, WI. (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including without limitation, lost profits, may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. Wisconsin law, without reference to choice of law rules, governs the Sweepstakes and all aspects related thereto.

11. Privacy

Personally identifiable information that is submitted by entrants as part of this Sweepstakes will be used to administer the Sweepstakes, select prize winner and fulfill prize, and will be treated in accordance with Sponsor's privacy policy accessible at www.harley-davidson.com and may be shared with third parties for purpose of Sweepstakes administration.

12. Winner List

For name of winner, send a self-addressed, stamped envelope by August 1, 2012 to: H-D1™ on One Sweepstakes – Winner's List, c/o Harley-Davidson Motor Company, Retail Promotions - P.O. Box 653, Milwaukee, WI 53201-0653. Winner's list available after June 18, 2012. Residents of Vermont may omit return postage.

13. Sponsor

This Sweepstakes is sponsored by:
Harley-Davidson Motor Company Group, LLC
P.O. Box 653
Milwaukee, WI 53201