

Motorcycle Safety Foundation (MSF)

RiderCourse Incentive

American Suzuki is excited to announce a Motorcycle Safety Foundation (MSF) Basic *RiderCourse* (BRC) benefit program for new rider graduates. Suzuki will reward a MSF *RiderCourse* graduate \$100.00 upon verification of both the course completion and the purchase of any new Suzuki Scooter, Street or DualSport Motorcycle.

Program Period: January 1, 2012 through December 31, 2012

Eligible Models:

All new unregistered DualSport and Street models including all Burgman Scooter models (regardless of model year).

MSF *Rider Course* Incentive Program Details

1. One Suzuki *RiderCourse* incentive per person
2. Customer must submit a copy of the course tuition receipt
3. Customer must submit a copy of a new eligible Suzuki motorcycle/scooter purchase receipt
4. MSF *RiderCourse* completion may occur up to 6 months before or 6 months after the purchase of any new eligible Suzuki motorcycle/scooter.
5. Complete the attached Suzuki MSF *RiderCourse* reimbursement form and fax **all completed forms** to (714) 996-4545 Attention: MC Sales Order desk.
6. All completed forms and information listed above must be received by American Suzuki within 30 days of course completion.

The Motorcycle Safety Foundation trains over 200,000 plus rider each year. The MSF *RiderCourse* incentive is designed to give your dealership an industry leading tool to help increase rider safety and offer your dealership another great closing tool. In many states MSF *RiderCourse* completion can reduce rider insurance costs as much as 20%. This incentive is a simple very effective way for your dealership to further grow our great industry and increase your customer base.

Call (800)-446-9227 for the MSF *RiderCourse* nearest you.

If you have any questions or need additional information please contact your District Sales Manager.

Way of Life!



Rod Lopusnak

Senior National Sales Manager



MSF *RiderCourse* INCENTIVE FORM

Dear Suzuki Customer:

We would like to thank you for purchasing your new Suzuki Scooter, Street or DualSport Motorcycle and wish you a safe and enjoyable future with your Suzuki product.

Suzuki strongly recommends that you take a Motorcycle Safety Foundation *RiderCourse*. Upon completing the *RiderCourse* along with the purchase of a new Suzuki Scooter, Street or DualSport Motorcycle, Suzuki will reward you with a \$100.00 check (one reward per person).

Training can occur up to six months before or six months after purchase of a new Suzuki Scooter, Street or DualSport Motorcycle and still qualify.

Upon completion of the *RiderCourse*, submit copies of your Suzuki purchase invoice, *RiderCourse* completion card, *RiderCourse* tuition receipt, and payment request form (below) to:

**American Suzuki Motor Corporation
3251 E. Imperial Highway
P.O. Box 1100
Brea, CA 92822-1100
Attn: Motorcycle Sales Order Desk
Fax: (714) 996-4545**

Customer Name (print clearly): _____

Street Address: _____

City: _____ State: _____ Zip code: _____

Phone # _____

Suzuki Dealer Number: _____ Purchase Date : ____/____/____

or

Suzuki Dealer Name: _____

Suzuki Model Name: _____

Vehicle Identification Number (VIN): _____

Customer Signature: _____

Note: Allow 4 to 6 weeks to receive your \$100.00 check.