



# S&S New Dealer Application

*Thank you for your interest in our products!*

Please ensure the following items are included with your S&S Dealer Application submission:

- Complete an S&S Cycle Dealer application, including a detailed resume of shop's history and preferred vendor list
- Proof of a full time service/sales business on retail zoned property (*business license and resale tax exemption certificate — check with your State Department of Revenue*)
- Proof of service tech credentials to include schooling and/or resume
- Provide the business's website and a business card
- Provide exterior photos of the establishment including the complete storefront and a permanent store front sign, and interior photos showing service area and showroom. (*Please e-mail — Maximum file size is 8 MB*)
- Sign and return the original Dealership Application and MAP Policy. (*MAP requirement is for USA businesses only*)
- Acknowledgement signature pages
- The signature of the Dealer Principal on the submitted application serves as acceptance in servicing S&S customers already existing within their territory and acknowledgement of the annual S&S leveling process.

**NOTE:** *S&S will not consider applications from performance shops and dealerships that cannot provide service and direct support to its customers.*

The S&S Dealer Review team will assess and process applications on a regular basis to determine if adequate information has been provided. S&S reserves the right to deny any new application.

- To become a "Dealer," you must complete all of the above and be approved
- To be an "Authorized" S&S Dealer, the applicant must have at least one service technician.

S&S is one of the few manufacturers that make frequent visits to its customers. S&S Staff travels throughout the world on Dealer Development trips as well as trade shows, rally and race appearances. Any dealer wishing to have an S&S representative stop by their establishment should notify their Customer Support Representative for scheduling during future S&S staff visits to that market area. Continual verification of our dealer network is important to S&S. Dealers not operating under the guidelines listed throughout this publication may have their dealer status immediately terminated upon discovery.

S&S offers several key initiatives and programs for American v-twin dealers: Our Dealer Training and Certification Program. At a time when consumers expect excellence in the area of service and product knowledge, S&S makes it beneficial for shops to seek additional training and certification for its technicians. Dealers at all experience levels should consider sending their staff to the S&S Training and Certification program offered through PowerSports Institute ([www.ohiotech.edu](http://www.ohiotech.edu)).

**NOTE:** *All Dealer orders placed and "Pre-paid" for shipment within the continental United States will benefit by S&S applying our freight discount and handling charges to the order rather than the individual dealer's. Our Logistics Department negotiates the best possible freight rates, and we will pass that savings along to you. This will mean significant savings in truck and UPS freight charges, as we operate on a much higher discount level with the major freight carriers.*

S&S accepts payments via credit card (Visa, MasterCard, or American Express), wire transfer or the receipt of certified funds. Dealers may send in a written request for a change in payment terms. After having an account in good standing for at least six months, completion of a credit application, and acceptable reference feedback from references. S&S has the right to terminate terms at any time.

Once the above information has been received and approved, S&S will send a price list, applicable product updates, flyers and additional resources for you to begin putting together your initial order. A Customer Support Representative will contact you with your dealer number and verify your email address.

# ✓ CHECKLIST

---

## APPLICATION CHECKLIST

TO AVOID DELAYS, BE SURE TO INCLUDE THE FOLLOWING:

- Completed S&S Cycle Dealer Application, with signed & dated MAP Policy (*USA Dealers Only*) and Enforcement Procedures Acknowledgement
- Photos of the interior & exterior of the establishment, and signage (*Please e-mail — Maximum file size is 8 MB*)
- One or more major motorcycle industry/vendor references
- Business license and resale tax exemption certificate—*check with your State Department of Revenue*
- Business's website and a business card
- Proof of service technician credentials, to include schooling or resume

Once the above information has been received and approved, S&S will send a price list, applicable product updates, flyers and additional resources for you to begin putting together your initial order. A Customer Support Representative will contact you with your dealer number.

PLEASE SEND APPLICATION AND OTHER REQUIRED DOCUMENTS TO:

[dealerdevelopment@sscycle.com](mailto:dealerdevelopment@sscycle.com)

— or —

S&S Cycle  
Attn: Dealer Development  
14025 Cty Hwy G  
Viola, WI 54664



# S&S New Dealer Application

**Thank you for your interest in our products!**

**Please check all applicable to your dealership:**

- S&S Cycle, Inc. Service and Parts Reseller Dealership
- Harley-Davidson® Dealership
- Indian®/Polaris® Dealership
- Other PowerSports Dealership
- Manufacturer/Custom Bike Builder

Name of Business:		Sales Volume Last Year:	
Street Address:		Projected Sales for this year:	
City:	State:	Zip Code:	Country:
Billing Address:			
City:	State:	Zip Code:	Country:
Phone:	Fax:	E-Mail:	
Website:		Business Hours:	
Sole Proprietorship: <input type="checkbox"/>	Partnership: <input type="checkbox"/>	Corporation: <input type="checkbox"/>	State of Corporation:
		State:	Tax ID:

**NAME OF OWNERS, PARTNERS SHAREHOLDERS, OFFICERS**

Name	Title	Home Address	City/State/Zip Code	Phone
1.				
2.				
3.				

**MAJOR INDUSTRY REFERENCES**

1.	Name:		Dealer Account #:		
	Address:		City:	State:	Zip Code:
	Phone:	Type of Account: Open <input type="checkbox"/> C.O.D. Check <input type="checkbox"/> C.O.D. Cash <input type="checkbox"/>			
2.	Name:		Dealer Account #:		
	Address:		City:	State:	Zip Code:
	Phone:	Type of Account: Open <input type="checkbox"/> C.O.D. Check <input type="checkbox"/> C.O.D. Cash <input type="checkbox"/>			
3.	Name:		Dealer Account #:		
	Address:		City:	State:	Zip Code:
	Phone:	Type of Account: Open <input type="checkbox"/> C.O.D. Check <input type="checkbox"/> C.O.D. Cash <input type="checkbox"/>			

Legal Firm Name: \_\_\_\_\_

By: \_\_\_\_\_  
Signature
Title
Date

The undersigned jointly and severally if more than one, hereby unconditionally and absolutely guarantee to S&S Cycle Inc. the prompt and full payment and performance when due of all indebtedness and obligations whether arising by orders, over limit, returned checks, refused shipments, or in any other manner which (business name) \_\_\_\_\_ may now or at any time hereafter owe S&S Cycle Inc., including without limitations interest and collection costs specified in any document evidencing securing or pertaining to any such indebtedness and obligations and for the purpose of securing payment of indebtedness now or hereafter owing from applicant to S&S Cycle Inc., the applicant hereby grants a security interest to S&S Cycle Inc. in and to inventory of parts, apparel, accessories and equipment including but not limited to those parts apparel, accessories and equipment received from

\_\_\_\_\_  
Signature of Owner/Officer
Title
Date



**USA DEALERS ONLY**

**MINIMUM ADVERTISED PRICE (MAP) POLICY & ENFORCEMENT PROCEDURES ACKNOWLEDGEMENT/NEW DEALER AGREEMENT**

I have read & understand the S&S® MAP Policy and its Enforcement Procedures and agree to all the terms and conditions. I understand that to violate the MAP Policy may result in permanent loss of my dealer status with S&S Cycle, Inc. S&S Cycle, Inc. reserves the right to terminate dealer accounts upon review.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Print Name \_\_\_\_\_

PLEASE SEND APPLICATION AND OTHER REQUIRED DOCUMENTS TO:

[dealerdevelopment@sscycle.com](mailto:dealerdevelopment@sscycle.com)

— or —

S&S Cycle  
Attn: Dealer Development  
14025 Cty Hwy G  
Viola, WI 54664



## **S&S CYCLE, INC. MINIMUM ADVERTISED PRICING POLICY (MAPP)**

14025 COUNTY HIGHWAY G, VIOLA, WI 54664

- S&S Cycle will issue printed price lists indicating Manufacturer's Suggested Retail Pricing (MSRP) and maintain a current listing with effective date of MSRP on its internet website which can be amended at any time by S&S Cycle at its sole discretion. Any priced advertisement in any media such as but not limited to internet or similar electronic media, radio, television, flyers, posters, catalogs, mail order catalogs, magazines, e-mail newsletters, e-mail solicitations, coupons, mailers, inserts, newspapers, and public signage must be not less than the current MSRP as indicated on the printed price list or S&S internet website. Any pricing advertised that does not match or exceed that shown on the current printed price list or MSRP list on the S&S Cycle website will be a violation of this MAP policy and subject to enforcement procedures as identified later in this document.
- Sales of any S&S products listed on the current price list through third party retailing (such as EBay and Amazon) is allowed providing the listed price is not more than 10% below MSRP.
- This MAP Policy applies only to advertised prices and does not apply to the actual price that S&S Cycle products are sold or offered for sale to an individual consumer within Reseller's location or over the telephone. Resellers are free to sell S&S Cycle products at any price they choose under these circumstances.
- The inclusion in advertising of any free or discounted products with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the included S&S Cycle product below current MSRP as indicated on the S&S Cycle internet website or printed price list.
- This MAP Policy does not establish maximum advertised prices. Resellers may offer S&S Cycle products at any price in excess of current MSRP.
- Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with an intent to purchase (adding to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as "add to basket to see price," "we will match any price," "call for price" or similar phrases are acceptable as long as the price advertised or listed for the products is not below current MSRP. In addition, discounts applied at checkout to the customer's entire order based on customers purchasing history with the Reseller, such as discounts for "frequent shoppers," do not violate this MAP Policy.
- S&S Cycle reserves the right to offer promotions on certain products. In such an event, we reserve the right to modify or suspend this MAP Policy in whole or in part by notifying all Resellers of the nature and duration of the change. S&S Cycle further reserves the right to adjust the MSRP with respect to all or certain products at its sole discretion. Such changes shall apply equally to all resellers.

### **ENFORCEMENT PROCEDURES:**

S&S has included its MAP Policy Enforcement Procedures in the Dealer Agreement to ensure all dealers signing the "acknowledgement" page is aware of the severity in which S&S will deal with violators of this policy. Any determinations by S&S under these enforcement procedures shall be binding upon the violator.

### **FIRST OFFENSE:**

Dealer will receive notification of the nature of the violation and will be given thirty (30) calendar days to remove the offending print advertisements from publication and distribution and three (3) business days to remove any offending electronic advertisements from web pages, internet sites, or other electronic media.

### **SECOND OFFENSE:**

Dealer will receive a notification and the account will be placed on a non-ship basis for thirty (30) days from the date of notice.

### **THIRD OFFENSE:**

Dealer will receive a notification and the account will be placed on a non-ship basis for sixty (60) days from the date of notice.

### **FOURTH OFFENSE:**

Dealer will receive a notification and the account will be placed on a non-ship basis indefinitely.

The administration of this MAP Policy and any determinations made under it are solely within S&S Cycle's discretion and authority. All questions about this MAP Policy should be in writing and directed via U.S. Mail to the Vice President of Sales, S&S Cycle Inc., 14025 County Highway G, Viola WI 54664. This policy is subject to change at S&S' sole discretion.