



Harley-Davidson's Brand Strength Backs the Bottom Line- Sportster Motorcycles Guaranteed on Trade-In Value

Harley-Davidson recently announced it will guarantee the value of its legendary Sportster motorcycles by backing their trade-in value.

Milwaukee, WI ([PRWEB](#)) January 6, 2009 -- Harley-Davidson's Brand Strength Backs the Bottom Line- Sportster Motorcycles Guaranteed on Trade-In Value.

[Harley-Davidson](#) riders who either buy a new [Sportster](#) motorcycle or trade in their recently purchased [Sportster](#) between Dec. 26, 2008 and Mar. 31, 2009, will get the Sportster's original MSRP value (see note below) when they trade up to a Harley-Davidson Big Twin or VRSC motorcycle.

"This effort is driven by the uniquely strong value of Harley-Davidson motorcycles," said Mark-Hans Richer, Harley-Davidson Senior Vice President and Chief Marketing Officer. "Our strong trade-in values allow us to offer something nobody is likely to match."

The offer includes the following details:

- Riders purchasing 2008 or 2009 model year Sportster 883 or 1200 motorcycles (excluding XR1200) at a participating Harley-Davidson dealership between Dec. 26, 2008 and Mar. 31, 2009 can trade that Sportster in within one year to receive original MSRP on trade-in for qualifying Harley-Davidson Big Twin or VRSC motorcycles.
- Riders trading in a 2007-2009 model year Sportster 883 or 1200 motorcycle at a participating Harley-Davidson dealership between Dec. 26, 2008 and Mar. 31, 2009 will receive the original MSRP on that Sportster toward the purchase of qualifying Harley-Davidson Big Twin or VRSC motorcycles.

For additional information on the offer, interested customers should visit a participating Harley-Davidson dealer or go to www.h-d.com/ridefree.

The MSRP value used for trade-in will be the factory-delivered MSRP (including factory installed options) of the qualifying new motorcycle excluding parts and accessories, taxes, titles, licenses, set-up/prep charges, Extended Service Plan, GAP coverage and any dealer add-ons, and regardless of the amount actually paid.

Harley-Davidson Motor Company, the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and a complete line of motorcycle parts, accessories and general merchandise. For more information, visit Harley-Davidson's Web site at www.harley-davidson.com

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http://www.harley-davidson.com/wcm/Content/Pages/2008_campaigns/ride_free/rideFreeNew.jsp?locale=en_

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