



Thank you for your interest in our products. To become an S&S® dealer you must meet the following criteria:

Please check all applicable to your dealership:

- S&S/Crane Cams Product Dealer: Parts & Service for American V-Twins (Big Dog®, Big Bear Choppers®, Harley Davidson®, etc.)
- Polaris® Dealer
- Victory® Dealer Only
- Honda® Dealer
- Kawasaki® Dealer
- International (Non USA)
- All of the above

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

- Complete an S&S Cycle Dealer application listing 1 or more of the following major V-Twin Distributors or a detailed resume of shops history and preferred vendor list: Drag Specialties®, Bikers Choice®, Custom Chrome®, etc.
- Proof of a full time service/sales business on retail zoned property.
- Proof of service tech credentials to include schooling and or resume.
- Provide a business permit or sales and use tax permit.
- Provide a copy of yellow page ad, business website, and business card.
- Provide photos of the interior showing service area and showroom. (Please do not fax photos)
- Provide exterior photos of the establishment including the complete storefront and a permanent store front sign.
- S&S will not consider applications from performance shops and dealerships that cannot provide service and direct support to its customers.
- Sign and return the original Internet Reseller Policy Acknowledgement/New Dealer Agreement/IRP Enforcement Procedures signature page.
- 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 semi-annual S&S leveling process.

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.

- S&S Performance Products for Polaris® Victory® vehicles are intended for sale to the Polaris dealer network. If you are a Polaris/Victory dealer wanting to carry and support the entire S&S product line please ensure all applicable information is submitted for review.
- To become a "Standard Dealer" you must complete all of the above and become accepted as a "Standard Dealer". Your Customer Support Representative can then instruct you on the "Authorized Dealer" process.
- To be an "Authorized" S&S dealer, the applicant must have 2 service technicians successfully complete the "distance learning" certification programs offered by S&S (IST, Carb Tuning, Quick Set-up installation, and EPA) within 90 days of acceptance into the S&S Dealer Network. Upon completion, a "Standard Dealer" may be posted on our Dealer Locator as an "Authorized Dealer". Validation of completion will be done by the S&S Training and Certification staff upon submission. Failure to successfully validate and complete these courses with S&S will result in the "Standard Dealer" identification on our Dealer Locator. Validation testing will be required every 24 months to ensure the shop has retained the appropriate level of validated technicians (2). S&S may waive the (2) technician requirement based partially on the shop location and territory size on a case by case basis. The Customer Support Representative will also instruct the dealer on further developmental opportunities such as specialized class offerings, "Authorized Dealer" benefits and identification as well as associated costs.

All qualified "Standard" and "Authorized" dealers within the S&S Dealer Network will be extended the opportunity to earn discounts on their purchases, which will be reviewed twice a year.

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 Show, 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 immediately be terminated upon discovery.

S&S offers several key initiatives and programs for American v-twin dealers: Our Dealer Training and Certification Program, Internet Reseller Policy, our new "Pre-Paid and Free Freight Program" (highlighted below) and a more aggressive discount structure. 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. We have incentives for dealers at all levels to experience additional discounts by sending their staff to our Training and Certification facility in La Crosse, Wisconsin. Please ask your Customer Support Representative for further details.

(Continued)

FY2010 Discount Structure: Effective October 1, 2009 thru September 30, 2010

Dealer Level	Annual Volume	Additional Discount on all "Qualified Parts"
Standard Dealer	\$1,250.00 - \$9,999.00	Standard
Authorized Dealer	\$1,250.00 - \$9,999.00	Authorized ("Auth" icon on Dealer Locator*)
Bronze Dealer	\$10,000.00 - \$19,999.00	7.5% Discount
Silver Dealer	\$20,000.00 - \$49,999.00	10% Discount
Gold Dealer	\$50,000.00 and Up	12.5% Discount
* Authorized Dealer - Completed "distance learning courses".		
** Pro Tuning Center - Completed Pro Tuning Certification. All PTC get an additional 2.5%		

All orders are shipped via UPS or Fed-Ex unless they exceed the weight limit and require another form of transportation.

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 dealers. 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.

Also, any active domestic dealer in the 48 contiguous states that places an order directly with S&S for \$300 or more of available products will receive standard ground shipping free of charge. This free shipping policy will include complete assembled engine shipments as well. It is important to note that any domestic dealer desiring shipping faster than ground will be required to pay all shipping for such an order.

All orders are shipped COD cash unless prepaid by credit card, wire transfer or the receipt of certified funds. You may send in a written request for a change in your payment terms. Upon the completion of a credit application, S&S will consider "Open Account" for qualified dealers. S&S Cycle, Inc. accepts Visa and MasterCard.

Once the above information has been received and approved we will send a catalog, price list and all 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.

APPLICATION CHECKLIST

To avoid delays, be sure to include the following:

- Completed S&S Cycle Dealer application, with signed & dated Internet Reseller Policy and Enforcement Procedures Acknowledgement
- Photos of the interior and exterior of the establishment.
- 1 or more major motorcycle industry references.
- Business license or sales and use tax permit.
- Business card.
- Yellow page ad.

PLEASE FORWARD THIS APPLICATION TO:

Dean Young II
Dealer Development
P 608-627-0227
F 608-627-1488
dyoung@sscycle.com

DEALER APPLICATION

Doing Business As:		Sales Volume Last Year:	
Street Address:		Projected Sales for this year:	
City:	State:	Zip Code:	
Billing Address:			
City:	State:	Zip Code:	
Phone:	Fax:	E-Mail:	
Web Site Address:		Business Hours:	
Sole Proprietorship: <input type="checkbox"/>	Partnership: <input type="checkbox"/>	Corporation: <input type="checkbox"/>	State of Corporation: Tax ID:
Driver's License Number:		State:	Social Security Number:

NAME OF OWNERS, PARTNERS SHAREHOLDERS, OFFICERS

Name	Title	Home Address	City/State/Zip Code	SS#	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"/>			

All unpaid accounts will pay interest at the rate of 1.5% per month and there will be a \$15.00 return check fee on each check returned to S&S Cycle, Inc. The account will be placed on hold.

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, overlimit, 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 S&S Cycle Inc.

Signature of Owner/Officer
Title
Date



S&S[®] Cycle, Inc.

14025 County Highway G

Viola, Wisconsin 54664

Phone: 608-627-1497 • E-mail: sscust@sscycle.com

Website: www.sscycle.com

