

# The Goe Loyalty Rewards Program

## Earn Points for Every Dollar Spent

You'll receive one customer loyalty point for every \$1 spent at Goe Harley-Davidson when you purchase items from our MotorClothes®, Parts and Accessories or Service departments.

## Track Your Points

Points are accumulated upon purchase of merchandise or service and will be posted to your account within 24-48 hours. Track your points by visiting our website, <http://www.goeharley-davidson.com>, and clicking on "Goe Rewards Program" in the left navigation link. Then log-in to the form at the bottom of the page. You may also call or stop by the dealership and have one of our employees pull up your account information for you.

## Redeem Your Points for Goe Cash Coupons!

Goe Cash Coupons are redeemable for parts, merchandise and service purchases. You can cash in your points and print coupons by logging into your account online. We'll also be happy to print coupons for you at our store! Once a Goe Cash Coupon has been printed it must be redeemed within 30 days.

## Earn Additional Customer Loyalty Points

You can earn additional bonus points by visiting our store on special event days and by taking advantage of special promotions we will be having, like double points days. Those days will be announced in advance through our email newsletters and on event fliers printed and distributed throughout our store. Bonus points may also be awarded when you purchase a motorcycle from Goe Harley-Davidson!



### How To Turn The Points You've Earned Into Cash!

Once you log-in to your account, you can cash your rewards points in for gift certificate coupons which can be used to purchase items at our store.

Points	Type	Reward
50	Coupon	\$5 Gift Coupon
100	Coupon	\$10 Gift Coupon
200	Coupon	\$20 Gift Coupon
500	Coupon	\$50 Gift Coupon
1000	Coupon	\$100 Gift Coupon
1500	Coupon	\$150 Gift Coupon
2000	Coupon	\$200 Gift Coupon
2500	Coupon	\$250 Gift Coupon
5000	Coupon	\$750 Gift Coupon

\* Goe Cash Coupons are redeemable at Goe Cycles dealerships only.

\*\* Points are not redeemable toward motorcycle purchases.

\*\*\* Once a Goe Cash Coupon has been printed it must be redeemed within 30 days.

Goe Harley-Davidson reserves the right to discontinue the Loyalty Rewards Program privileges and/or void all or a portion of a member's point balance if points have been issued, received, or redeemed through human or computer error, fraud or theft, through illegal means, or in any manner inconsistent with the intent of the program. Goe Harley-Davidson also reserves the right to modify or cancel the Loyalty Rewards Program. All points are given at the discretion of Goe Harley-Davidson. Points can be changed, removed or added at any time. Any or all discrepancies are decided by the General Manager or Dealer Principal of Goe Harley-Davidson, and the decision is final at that time. Any questions should be addressed to Goe Harley-Davidson at 979-849-3681.