

World's Finest Products For Harley-Davidsons

Greetings!

Thank you for your interest in becoming a Custom Chrome USA Authorized Dealer. Like you, we take our business seriously. It is important that you supply us with all of the information that is requested in this package. **Incomplete applications will not be processed**. Please take the appropriate amount of time to thoroughly read this application and fill it out completely.

Our New Dealer Requirements Are:

- 1) Must be in a stand-alone full-time motorcycle business and be accessible for walk-in customers. **No Exceptions!**
- 2) Must be located on a commercial retail storefront or an industrial retail park location.
- 3) Business cannot be located on any residentially zoned property.
- 4) Business location must have a fixed and permanent sign on the exterior of the building.

Aside from the information provided, the following items are required to process your application:

- 1) Dealer Credit Application
- 2) Copy of Resale Certificate
- 3) Copy of Current Tax Permit/Business license or Resale licensing (If business license is NOT required in your area, please indicate)
- Color photos of: Storefront (including signs), Parts department, Service department and Showroom. (Please Note: Photos must be emailed or sent via regular mail. Photos will not be returned and <u>faxed photos are not accepted</u>.)
- 5) \$1,500 Buy in order placed within 90 days (Can be Split into 3 orders)
- 6) If Shop is located on home property, a zoning letter is required from the City or County (Please Note: Shop is still required to meet all qualifications)
- 7) **\$1,500.00** annually in sales of shippable product to stay as an active Custom Chrome USA Dealer.**

Again, we thank you for your interest and look forward to receiving your completed application. If you have additional questions, please call (800) 359-5700 Ext.5555 or email dealerdev@customchrome.com

**Custom Chrome reserves the right to make changes to the annual sales requirement with a 30 day notice.

CUSTOM CHROME USA DEALER/CREDIT APPLICATION

| signed where indicated below (fo this application also must be sig must be filled out completely Please fo Mail: Custom Chrom | or corporations and by each ow in order for <i>C</i> rward the com e USA, LLC., 1 | s and limited liability vner/partner if obtain <i>ustom Chrome USA</i> , pleted application to | s application must be filled out com companies, the Personal Guaranty ning an open line of credit). This ap <i>LLC or any of its subsidiaries</i> to pro ONE of the following: , Suite 100, Morgan Hill, CA 95037 Fax: 1-800-729-4333 | v section of pplication ocess it. | |
|---|---|---|---|---|--|
| Legal Firm Name ("Applicant") | | | Date | | |
| Doing Business As | | | | | |
| Street Address | | | City | | |
| State | Zip/Pos | stal Code | Country | | |
| Billing Shipping Address if diffe | erent from Ab | oove: | | | |
| Street Address | | | City | | |
| State | Zip/Po | ostal Code | Country | | |
| Business Phone () | | Business Fax | () | | |
| Date Business Started/ | / | Days and Hour | rs of Operation | | |
| Email: | | Website: | | | |
| Shop Contact Name: | | Shop Conta | et Title: | | |
| (1) | | | | | |
| (1) | | S.S. # | Home Phone # | | |
| Home Address | City | State | Zip/Postal Code | Country | |
| (2) | | | | | |
| Name of Owner, Par | rtner | | .S. # Home | Home Phone # | |
| Home Address | City | State | Zip/Postal Code | Country | |

(408) 825-5000 Phone (800) 729-4333 Fax www.customchrome.com



World's Finest Products For Harley-Davidsons



World's Finest Products For Harley-Davidsons

| Type of Business: Check O | ne | | |
|---|-------------------------|---|------------------------------|
| Partnership | Corporation | Limited Liability Company | Sole Proprietor |
| State where incorporated/o | organized | (req'd for corporation or limited | liability company) |
| Federal I.D. # | | (req'd for partnership, corporation, or | r limited liability company) |
| Trade References: | | | |
| List at least three businesse motorcycle industry) | es that accept Applicar | nt's company check or extend open terms | (preferably within the |
| Name | | Dealer Account # | |
| Address | | | |
| City | | StateZip/H | Postal Code |
| Type of account Ope | en 🔲 C.O.D. Compa | any Check 🔲 Other How Long? Years_ | Months |
| Name | | Dealer Account # | |
| Address | | | |
| | | State Zip/ | |
| Type of account 🔲 Ope | _ | ny Check 🔲 Other How Long? Years_ | |
| Name | | Dealer Account # | |
| Address | | | |
| | | State Zip/H | Postal Code |
| Type of account Ope | en C.O.D. Compa | nny Check Other How Long? Years_ | Months |



World's Finest Products For Harley-Davidsons

The undersigned representative of Applicant and the owners/partners of Applicant (by signing immediately below or the Personal Guaranty section) (1) certify that they are the duly authorized representative/officer/manager and owners/partners, respectively, of Applicant, (2) certify that the information provided in connection with this application are true and complete and have been submitted as a material inducement to obtain commercial credit from *Custom Chrome USA,LLC and/or its subsidiaries*, (3) consent to the exclusive jurisdiction of the courts in Santa Clara or Los Angeles County, California and the application of California law for resolution of any disputes related to or arising out of any extension of credit or the sale of any products or services by *Custom Chrome USA, LLC or its subsidiaries* to Applicant or any related guaranty, and (4) <u>AUTHORIZE *CUSTOM CHROME USA,LLC AND ITS SUBSIDIARIES* TO CONTACT ANY PERSON REGARDING THEIR RESPECTIVE CREDIT HISTORY, INCLUDING, WITHOUT LIMITATION, ANY BANK OR TRADE REFERENCE AND ANY CREDIT REPORTING AGENCY, AT ANY TIME CREDIT IS REQUESTED BY APPLICANT OR IS OUTSTANDING AND TO DISCLOSE THE INFORMATION PROVIDED IN CONNECTION WITH THIS APPLICATION TO SUCH PERSONS.</u>

<u>APPLICANT: (Authorized Representative or Manager)</u>

| Signature | Print Name | Title | Date |
|--|------------|-------|------|
| <u>OWNERS/PARTNERS (</u> Required Signature) | | | |
| | | | |
| Signature | Print Name | Date | |
| Signature | Print Name | Date | |
| | | | |

| For CCUSA Use Only: | |
|---------------------------------|------------------------|
| Date Approved: | Assigned Dealer Number |
| Approved By: | |
| Reactivated Date & Approved By: | |



World's Finest Products For Harley-Davidsons

Customer Profile

Thank you for choosing Custom Chrome USA, LLC as your preferred partner. We would like to get to know you better so we can better service your needs where you need it most. If you are looking to grow your business we can help. Just take a minute to fill out this one-page questionnaire and simply send along with the other required documents. We will take it from there!!

| 1) | Service/Repair What models do you service / repair? | Not at all Some | Major |
|----|--|-----------------|-------|
| | Twin Cam Evolution Earlier models Sportster | V-Rod | |
| 2) | Service Parts (Lubricants, spark plugs, tires, etc) | Not at all Some | Major |
| 3) | Performance Products (Ignition, Cams, Exhaust, etc) | Not at all Some | Major |
| 4) | Apparel (Helmets, Rain gear, Gloves, etc) | Not at all Some | Major |
| 5) | Motorcycle Accessories (Seats, lighting, mirrors, etc) | Not at all Some | Major |
| 6) | Bike Builder (Qty per month) | Not at all Some | Major |
| 7) | Custom Fabrication (Sheetmetal, frames, etc) | Not at all Some | Major |
| 8) | Discontinued & Closeouts | Not at all Some | Major |
| 9) | <u>Parts Manufacture</u> | Not at all Some | Major |

Please briefly tell us about your shop/business and why you would like to become a Custom Chrome USA, LLC Authorized Dealer.



World's Finest Products For Harley-Davidsons

RESALE CERTIFICATE INSTRUCTIONS

In order to comply with sales and use tax laws, it is necessary that we have a properly completed Resale Certificate from all our customers who claim a sales tax exemption for products that have been purchased for resale.

In the space provided for the "Description of the Property" insert either:

- 1) A list of the particular products to be purchased for resale.
- A general description of the kind of products to be purchased for resale. (A certificate thus describing the products is good until revoked in writing).

RESALE CERTIFICATE

THE UNDERSIGNED HEREBY CERTIFIES:

I hold a valid Seller's Permit Number

Issued pursuant to the Sales and Use Tax law, that I am in the business of selling:

That the tangible personal property described herein which I should purchase from **Custom Chrome USA**, **LLC**, Will be resold by me in the form of tangible personal property, provided however, that in the event any such property is used for any purpose other than retention, demonstration, or display while holding it for sale in the regular course of business. It is understood that I am required by the Sales and Use Tax Law to report and pay any tax, measured by the purchase price of such property or other authorized amount.

Description of property to be purchased from Custom Chrome USA, LLC for resale:

Printed Name of Owner

Date _____, 20____

Signature of Owner