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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