

Street Motorcycle Rider Education Course Customer Incentive

For 2019, Suzuki Motor of America, Inc. (SMAI) is pleased to announce that Suzuki customers are eligible to receive a \$100.00 Suzuki Rider Education Course incentive by completing any street motorcycle riding course which is recommended or required by a state government's motor vehicle licensing agency. All state-approved rider education course graduates will be rewarded \$100.00 upon verification of both course completion and the purchase of any new Suzuki scooter, street motorcycle, or dual-sport motorcycle during the Program Period.

Program Period

January 1, 2019 through December 31, 2019

Eligible Models

All new, unregistered dual-sport and street models, including all Burgman scooters, regardless of model year.

Rider Education Course Incentive Program Details

1. One Suzuki Rider Education Course incentive per person and one person per purchased Eligible Model.
2. Customer must submit a copy of the course tuition receipt and state-approved rider education completion card.
3. Customer must submit a copy of a new, eligible Suzuki motorcycle/scooter Bill of Sale.
4. State-approved rider education course completion may occur up to six months before or six months after the purchase of any new, eligible Suzuki motorcycle/scooter.
5. Complete the attached Suzuki Rider Education Course incentive reimbursement form and mail, FAX, or e-mail the form together with all supporting documents to:
 - a) Mail: Suzuki Motor of America Inc. – SMAI Sales Order Desk
3251 East Imperial Highway
Brea, CA 92822-1100
 - b) Fax to: 714-996-4545, attention SMAI Sales Order Desk
 - c) Email: mcsalesorderdesk@suz.com, subject – Rider Education
6. All completed forms and information listed above must be received by SMAI within 30 days of state-approved rider education course completion or purchase of a new, eligible Suzuki motorcycle/scooter, whichever occurs later.

Suzuki Rider Education Course incentives are designed to help increase rider safety and offer your dealership another great closing tool. In many states, state-approved rider education course completion can reduce rider insurance costs as much as 20%. This incentive is a simple and effective way for your dealership to help grow our great industry and increase your customer base.

SALES



Way of Life!

MOTORCYCLE / ATV Division

Bulletin No: 19-009

Date: **January 3, 2019**

Rider Education Course Information

Please refer to your specific state-approved provider.

Motorcycle Safety Foundation 1-800-446-9227 www.msf-usa.org

Total Control Training, Inc. TotalControlTraining.net or CaliforniaMotorcyclist.com (beginning motorcyclists)

If you have any questions or need additional information please contact your District Sales Manager.

Regards,

A handwritten signature in black ink, appearing to read 'Chris Coons'.

Chris Coons
National Manager, Sales Planning and Administration



Street Motorcycle Rider Education Course Incentive Form

Dear Suzuki Customer:

Suzuki Motor of America, Inc. (Suzuki) would like to thank you for the purchase of your new Suzuki Scooter, Street, or DualSport Motorcycle and wish you a safe, enjoyable future with your Suzuki product.

Suzuki strongly recommends that you take a state-approved rider education course. Upon completion of the rider education course, along with the purchase of a new Suzuki Scooter, Street, or DualSport Motorcycle, Suzuki will reward you with a \$100.00 check. Only one reward per person per calendar year. Please allow four to six weeks for payment processing and delivery.

Training may occur up to six months before or six months after purchase of a new Suzuki Scooter, Street, or DualSport Motorcycle and still qualify.

Upon completion of the state-approved rider education course, submit copies of your Suzuki purchase invoice, state-approved rider education course completion card, state-approved rider education course tuition receipt, and payment request form (below) to:

**Suzuki Motor of America, Inc.
3251 E. Imperial Highway
P.O. Box 1100
Brea, CA 92822-1100
Attn: Motorcycle Sales Order Desk
Email: MCSalesOrderDesk@suz.com
Fax: (714) 996-4545**

Customer Name (print clearly): _____

Street Address: _____

City: _____ State: _____ Zip code: _____

Phone # _____

Suzuki Dealer Number: _____ Purchase Date : ____/____/____

or

Suzuki Dealer Name: _____

Suzuki Model Name: _____

Vehicle Identification Number (VIN): _____

Customer Signature: _____