



Ride Center Program

At Race Tech we are constantly looking for ways for our dealers to make money. As with any motorcycle, suspension setup can make a big difference in customer satisfaction and safety. Race Tech Ride Centers allow dealers to easily provide their customers with custom setup suspension and increase profits at the same time.

The Products

Race Tech offers a full line of Harley-Davidson suspension products.

- **Complete Fork Kits** - Each kit includes RT Hi-Performance Springs, Gold Valves, valving for a personalized setup, and the option to lower your bike.
- **Gold Valve Cartridge Emulators** - Award winning valves which eliminate orifice style damping to provide a personalized velocity sensitive setup for your forks.
- **G3-S Custom Shocks** - The most advanced shocks in the industry. Completely custom, available in any length and a variety of color combinations.

Program Highlights

- Get more product options and a discount by purchasing **directly from Race Tech**
- Provide a custom suspension setup **straight from your dealership**
- Exclusive **H-D Suspension Training Course**
- **Various levels** of investment
- **Up-sale your new bike customers** by including in finance package
- **Increase customer satisfaction** by recommending a product that performs
- Bring in **returning customers** by offering rebuilds and suspension upgrades
- Receive **national marketing and referral support** from Race Tech with Full and Premium packages
- Take advantage of the **H-D Managers Special** to experience Race Tech's guaranteed performance for yourself at a discounted rate.

Getting Started

Taking advantage of this program takes 3 simple steps...

1. **Complete** the attached Dealer Application form and select a package that meets your needs.
2. **Attend** an H-D Suspension Training Course and/or make your initial purchase
3. **Experience** the advantages of being a Race Tech Ride Center, increase customer satisfaction, and start maximizing your profits!

Packages

Choose the package that best meets the needs of your dealership to begin providing custom suspension on-site.

Race Tech Dealer Package

Benefits

- Dealer Pricing
- Order directly from Race Tech
- Additional products not available through distributors
- Orders shipped within 7-10 days of placement*
- Point of purchase display
- RT H-D Suspension Training Course available (\$300 per person)
- Technical support
- Standard billing

Requirements

- Complete RT Dealer Application
- Meet RT Dealer Criteria

Advancement to Ride Center Basic

Complete the requirements to become a *Ride Center Basic* and receive additional benefits

- Meet annual purchase minimum of \$2500
- Complete H-D Suspension Training Course

Ride Center Basic Package

Benefits

- **Ride Center Pricing** - Receive an additional **5% off Dealer Pricing**
- **RT H-D Suspension Training Course for 2 employees free of charge (\$600 value) with \$2500 initial buy-in**
- **Priority order placement and shipping**
- **RT National Marketing Support**
- **RT Referral Support**
- **Listed RT Installation Center**
- **Protected Ride Center Territory**
- **RT Website Listing**
- **Free Ground Shipping****

Ride Center Basic Package cont...

Benefits cont...

- Order directly from Race Tech
- Additional products not available through distributors
- Point of purchase display
- Technical support
- Standard billing

Requirements

- Complete RT Ride Center Application
- Meet annual requirement of \$2500 in RT product to receive all benefits
- Complete H-D Suspension Training Course
- Point of purchase display in Parts Department

Advancement to Ride Center Premium

Complete the requirements to become a *Ride Center Premium* and receive additional benefits

- Meet annual purchase minimum of \$5,000

Ride Center Premium Package

Benefits

- **Receive an additional 5% off first order of over \$5000+**
- **RT H-D Suspension Training Course for 3 employees free of charge - available once a year for 3 years (\$2700 value)**
- **Premium RT Installation Center Listing**
- **Premium RT Website Listing**
- Ride Center Pricing - Receive an additional 5% off Dealer Pricing
- Priority order placement and shipping
- RT National Marketing Support
- RT Referral Support
- Protected Ride Center Territory
- Free Ground Shipping**
- Order directly from Race Tech
- Additional products not available through distributors
- Point of purchase display
- Technical support
- Standard billing

Requirements

- Complete RT Ride Center Application
- Meet annual requirement of \$5000 in RT product to receive all benefits
- Complete H-D Suspension Training Course
- Point of purchase display in Parts Department

**special orders may require additional time*

***free ground shipping on orders over \$250*

H-D Managers Special

For a limited time, with completion of an Employee Purchase form, management staff at H-D dealers participating in the Race Tech Ride Center Program are eligible for a 50% discount on Race Tech G3-S Custom Series Shocks, Complete Fork Kits, and Gold Valve Emulators.

- **Proven Performance** - At Race Tech, we 100% guarantee each and every set of suspension. It's easy to sell a product you believe in, and we'd like you to experience the performance of Race Tech products with this special offer.
- **Apply to initial purchase** - Not only can you get a great price on Race Tech products for your bike, but the purchase will apply to your dealership's initial order to earn additional Ride Center Program benefits.
- **Shock Trial** - Race Tech will provide a set of trial shocks for 30 days. Like it? You can keep them for 50% retail; otherwise, send them back for no charge.

Promotion Assistance

To provide assistance promoting you as a Race Tech Dealer or Ride Center, we are willing to provide additional promotional items for events in your area. RT will also be willing to provide additional product discounts to key members of your H-D community. Please contact Race Tech's Director of Marketing, **Chris Riesenber** with inquiries.

Phone: 951.279.6655 ext. 116

Email: chris@racetech.com

Contact Us

Have a question or want to start taking advantage of the benefits of the Race Tech Ride Center Program? Feel free to contact **Christie Gunter**, and she'll be glad to help you.

Phone: 951.279.6655 ext. 107

Email: christie@racetech.com



THE SCIENCE OF SUSPENSION

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