

2011 H-D® TOUR ROCKIES

OFFICIAL PROMOTIONAL RULES

NO PURCHASE NECESSARY.

Prize winners must be at least 18 years of age or older at time and date of entry.

THE 2011 ROCKIES H-D® TOUR

Visit all 15 participating Rockies dealers (SPONSOR) in the Rocky Mountains to collect passport stamps/tickets for your chance to win great prizes!

TIMELINE

The Tour starts at 12 am EST on 6/15/11 and ends at close-of-business on 9/15/11 in-store (official promotion period). The designated SPONSOR computer is the official time-keeping device.

PRIZES

(3) Grand Prize winners will receive The Ultimate Harley-Davidson® Experience:

- Airfare for 2 to Milwaukee
 - 3-days & 2-nights at the Iron Horse Hotel
 - Harley-Davidson® Museum & Factory Tour
- (15) Additional winners will receive a \$200 H-D® Gift Card

Additional prizes include:

- Complimentary 2011 Tour collector pins will be awarded to riders who visit all 15 dealers and complete the 2011 pin request form at home dealer

DRAWING

Grand Prize Winners will be randomly selected on or around September 24, 2011. Grand prize winner & guest will travel as a group to Milwaukee on a date to be determined by the SPONSOR within the 2012 calendar year. Trip subject to availability and blackout dates. Travel must be round-trip from tour state. The SPONSOR has sole discretion to determine the airline and itinerary. No refund or compensation will be made in the event of cancellation by the winners or delay of any flight by the airline. Travel and accommodations are subject to availability. Winners will take possession of their respective prizes by September, 2012 unless date affected by winner. Source of funds to award prizes is the SPONSOR Rockies H-D® Tour account.

RULES & CONDITIONS

All riders must register online or in-store at their home dealer to participate in the H-D® Tour. No purchase or payment is required. A purchase will not improve your odds of winning. By participating in this promotion, you elect to receive information pertaining to the H-D® Tour and subsequent H-D® promotions. If you take-part in any H-D® Tour photo or video-opts at the dealer or state level, your likeness may be used for marketing purposes related to The Tour. We will not share, rent, sell, or lease your information to anyone – it will be used for the sole-purpose of keeping you informed of SPONSOR programs. Passports & tickets are non-transferable and

have no cash value.

Winners will be notified by phone, mail, and/or e-mail. If any potential winner cannot be contacted, does not respond within 5 days, or the notification is returned as “undeliverable”, he or she forfeits all rights to any prize. In this case, an alternate winner may be selected. Eligibility is granted once registration is complete and received by one of the participating dealers as stated herein. Limit 1 winner per-household. All decisions of the judges are final. Registrations that are lost, damaged, illegible, misdirected, incorrect, garbled, or incomplete for any reason (including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at the host servers or elsewhere), will not be eligible. The SPONSOR, in their sole discretion, reserves the right to disqualify any person tampering with the registration process. Use of bots or other automated processes to enter is prohibited and may result in disqualification at the sole discretion of the participating dealers. The participating dealers further reserves the right to cancel, terminate, or modify any promotion not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, force majeure, or technical failures of any sort. In the event of a dispute, entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of registration. The “authorized account holder” is defined as the natural person who is assigned to an e-mail address by an internet access provider, online service provider, or other organization; (business, educational institution, etc.), that is responsible for assigning e-mail addresses or mailing address for the domain associated with the submitted e-mail address. Chances of winning are based on the number of entries received by the participating dealers. The participating dealers will not be responsible for awarding more than the allotted number of prizes. Income and other taxes, if any, are the sole responsibility of the winners. Potential winners may be required to sign an affidavit of eligibility (including social security number) and liability/publicity release. Affidavits and releases must be returned within 5 days or an alternate winner may be selected. The participating dealers are not responsible for errors in the administration or fulfillment of this promotion; including without limitation to mechanical, human, printing, distribution or production errors, and may modify or cancel this promotion based upon such error at its sole discretion without liability.

All rules, regulations, and responsibilities herein apply to the participating dealers, SPONSORS/PMG, and their partners. Void where prohibited.

PARTICIPATION

1. Register online or in-store at your home dealer to receive your complimentary passport and ticket OR;
2. Send your name, address, phone number, and

e-mail address in a self-addressed, stamped envelope for a complimentary entry ticket to:

Rockies c/o Parr Media Group
13120 Westlinks Terrace, Suite 4
Fort Myers, FL 33913

Each participant must be present to register for the Tour and receive his or her passport, stamp, and/or ticket. Limit (1) passport, (1) stamp, and (1) ticket per-person, per-visit – with exception to bonus stamps & tickets, which are received when a rider participates in any of the bonus events at your store and/or completes his or her passport by visiting all 15 dealers. When riders have completed the Tour, having all 15 participating dealer stamps in their passport, they may choose to register for another passport and participate again. Additional registration must take-place at the participant's home dealer by showing the completed passport. Rider cannot present multiple books at a time for stamping/ticketing.

The SPONSOR reserves the right to disqualify any entrant who does not meet all terms and conditions, will not complete all necessary paperwork, and/or will not supply all requested information and documentation.

Decisions of the SPONSOR and the individual members thereof are final in determining the winners through an impartial drawing in September 2011.

Winners must sign a statement acknowledging their responsibility for all local, state, and federal taxes, and if-necessary, will provide their social security number in order to receive IRS form 1099. In order to receive a prize, winners must sign a release that their names, likeness, and testimony can be used for publicity and advertising purposes by the SPONSOR. By taking part in the tour participants agree that Parr Media Group, SPONSOR and affiliates are not responsible for death, injury or bodily harm caused. The SPONSOR is not responsible for accidents and/or damage to property or persons incurred by the winner while using their prize.

Winners must show valid state or federal ID to claim any prize. Prizes are non-refundable and cannot be exchanged for any other merchandise. Employees of the SPONSOR, store-level staff, and their immediate family members are not eligible to participate in this promotion. Additional sponsor employees, partners, and members of media are eligible.

INQUIRIES

Rockies Tour c/o Parr Media Group
13120 Westlinks Terrace, Suite 4
Fort Myers, FL 33913