



RAY C'S HARLEY-DAVIDSON® OF LAPEER



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INTRODUCTION

Welcome to RAY C'S HARLEY-DAVIDSON® OF LAPEER Service. Whether you are new to motorcycling or a seasoned motorcyclist, we are here to take care of your service needs and keep your Harley-Davidson® motorcycle operating at peak performance. We take pride in our staff of highly skilled and experienced Technicians, who know best how to service your motorcycle with factory-approved methods and truly have a passion for quality workmanship and riding.

At RAY C'S HARLEY-DAVIDSON® OF LAPEER we offer immediate access to factory warranty service history, safety campaigns, engine management system upgrades and technical information. We use cutting-edge diagnostic equipment, specialty tools and service techniques developed by Harley-Davidson® Motor Company only for use at Harley-Davidson® dealerships. We'll provide you with clear, up-front estimates, and you'll have peace of mind knowing we use Harley-Davidson® Genuine Motor Parts and Accessories, which meet demanding Harley-Davidson® standards.

About RAY C'S HARLEY-DAVIDSON® OF LAPEER

Family owned and serving the Lapeer area Since 1981, Ray C, Owner is joined by his wife Janet and three sons (Ray Jr, Matthew and Jeffrey). Matthew takes on a new hat as Sales Manager. Ray C's motto: "Old Skool Dealer the Old Skool Way...Taking Care of Big Boys and Girls".

Ray C prides himself on his dedicated staff committed to make you feel like a part of our family and we look forward to servicing you and Welcoming you to our Family.

INTRODUCTION (continued)

Service Appointments

Service by appointment is offered and encouraged when possible. To set up an appointment, go to our website at www.raycsh-d.com, or call 810-664-9261 and speak to one of our Service Consultants. We will do our best to schedule a time that suits your needs and allows you to stay on the road to enjoy your motorcycle.

Don't have an appointment? Need a quick service? Be sure to take advantage of our Express Lane™ Service program, where you can get in, get serviced and get riding in about an hour - no appointment necessary. With Express Lane™ Service, we can take care of select services such as oil and filter change, installation of a new tire or installation of new brakes. Give us a call or stop by for more details.

Pick-up and Delivery

If you don't have time to drop off or pick up your motorcycle for service, talk to your Service Consultant about our pick-up and delivery options.

Take-off Parts

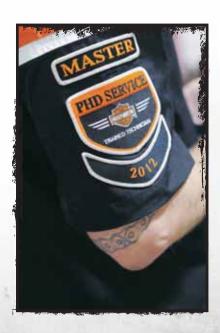
If you want any take-off parts, please let your Service Consultant know during the write-up process. Due to space constraints, we will hold your requested take-off parts for up to three days. After that, we will dispose of them.

Extended Service Plan

Please remind your Service Consultant during the Service write-up process if you have an H-D™ Planned Maintenance Plan or an H-D™ Extended Service Plan. This will ensure you are billed correctly. If you don't currently have an Extended Service Plan, please ask us for details on the various plans available.

YOUR FACTORY-TRAINED SERVICE TEAM

You can have total confidence in your RAY C'S HARLEY-DAVIDSON® OF LAPEER Service team. Our Service Technicians are factory trained and stay current on the latest technologies by attending regular training through Harley-Davidson® University® (HDU) courses. The Technicians are enrolled in the HDU Technician Recognition Program, which keeps them engaged in their technical training by requiring them to continuously participate in web-based training, in-dealership training and instructor-led, classroom training facilitated by HDU subject-matter experts using the latest diagnostic tools and methods. The tools available to your Harley-Davidson® Service Technicians are exclusive to Harley-Davidson® dealerships and help to provide quick, efficient and accurate diagnostics and service.





SERVICE WRITE-UP AREA

No matter what your service needs may be, we are your "go-to" team. Our Service Consultants and Technicians want to get to know you so they have a clear understanding of your riding style, preferences and needs in order to recommend the service procedures, parts and



accessories that best suit your requirements for comfort, confidence and performance. Our Service experts can answer any questions you may have and will get you back on the road fast!



MAINTENANCE PROGRAM

Our Dealership offers a Priority Maintenance Plan - called "Pitt Pass" - with details below. This is a great way to ensure that your motorcycle stays in road-ready shape and maintains top performance. Maintenance is performed by our factory-trained Technicians using only Harley-Davidson® Genuine Motor Parts and Accessories. We pride ourselves with over 192 years of trained service

experience. This benefit includes:

- Locked-in pricing
- Services are performed only by RAY C'S HARLEY-DAVIDSON® OF LAPEER
- Plan is available for both new and used Harley-Davidson[®] motorcycles
- No purchase restrictions regarding motorcycle model age or mileage
- Supports the manufacturer's warranty service requirements
- Product is transferable

\$1299.00 - Covers 5 Maintenance's and 2 Years Unlimited Oil and Filter Change with no additional charge for synthetic upgrade.

- First Maintenance to be scheduled at 1000 miles
- Second Maintenance to be scheduled at 5000 miles.
- All Maintenances after 5,000 miles should be done every 5,000 thereafter.

Our Service Consultant can walk you through all of the benefits. With our Maintenance Program. Never miss another scheduled service visit.

WARRANTY INFORMATION

Since 1903, the name emblazoned on the tank of your Harley-Davidson® motorcycle has symbolized quality, durability and reliability. This is why we stand behind everything we sell. If you have any questions or need additional information about any of the following warranty policies, please talk with one of our Motorcycle Salespersons or Service Consultants.



New Harley-Davidson® Motorcycle Limited Warranty

Harley-Davidson warrants for any new Harley-Davidson® motorcycle that an authorized Harley-Davidson® dealer will repair or replace without charge any parts found under normal use to be defective in factory materials or workmanship. Such repair and replacement will be the sole obligation of Harley-Davidson and the sole remedy for the owner under this limited warranty.

The duration of this limited warranty is 24 months starting from the earlier of (a) the date of the initial retail purchase and delivery from an authorized Harley-Davidson® dealer or (b) the third anniversary of the last day of the model year of the motorcycle. Any unexpired portion of this limited warranty will be transferred to subsequent owners, upon the resale of the motorcycle during the limited warranty period.

WARRANTY INFORMATION

The warranty will not apply when the motorcycle has not been operated or maintained as specified in the Owner's Manual or has been abused, misused or improperly stored. If the motorcycle has been used "off the highway" or used for racing or competition of any kind, the warranty will not apply. Installing components not manufactured to comply with the laws of the Market it is registered in may also void all or part of your new motorcycle warranty.

For a complete explanation of the new vehicle warranty and other limitations, please consult your Owner's Manual or talk with one of our Service Consultants.

Used Harley-Davidson® Motorcycle Warranty

Used Harley-Davidson® motorcycles may have a remaining factory warranty that can be transferred to a new owner. Please contact us to see if such a transfer applies to you if your motorcycle was purchased from a private party and if the motorcycle is less than two years old.

Tire and Wheel Coverage

Coverage for tires and wheels on new models is also available for purchase through our dealership and Harley-Davidson Financial Services. Tire and Wheel Protection covers the costs associated with the repair or replacement of tires and wheels, plus labor and taxes. Please contact one of our Service Consultants for complete details.



NEW MOTORCYCLE Custom Coverage® Program

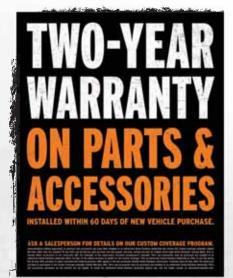
This is an excellent opportunity to extend coverage on Genuine Motor Parts and Accessories beyond the standard warranty for overthe-counter purchases. Simply *purchase and have us install* any new Genuine Motor Parts and Accessories within 60 days of your new



motorcycle purchase and these products will be covered under the remainder of the manufacturer's 24-month warranty. Here are the details:

The Custom Coverage® Program provides a limited opportunity to purchase new accessories and have them installed at an authorized Harley-Davidson® dealership under the extended Custom Coverage® Limited Warranty rather than the standard, post-purchase P&A overthe-counter warranty. The Custom Coverage® Limited Warranty for eligible, street legal Harley-Davidson® Genuine Motor Parts & Genuine Motor Accessories runs concurrent with the remainder of the motorcycle's 24-month manufacturer's warranty. Genuine P&A must be purchased

and installed at an authorized Harley-Davidson® dealership within 60 days of the new vehicle purchase to qualify for Custom Coverage.® Visit an authorized Harley-Davidson® dealership as often as you like during the 60 days after your motorcycle purchase to select, purchase and install accessories. Offer applies to all new, previously untitled Harley-Davidson® motorcycles. Parts and accessories purchased via the Internet are not eligible.



HARLEY-DAVIDSON® EXTENDED SERVICE PLAN

The Harley-Davidson® Extended Service Plan is the *only* H-D factory-endorsed extended service plan. It offers protection that you just can't find anywhere else, covering 1,100* parts and repairs that will be performed by an authorized Harley-Davidson® dealership using Harley-Davidson® Genuine Motor Parts.** You can even transfer your contract if you sell your motorcycle. This can easily increase the resale value.



The H-D™ Extended Service Plan protects you and your vehicle for covered claims wherever you go. If you break down far from home, simply contact H-D® Nationwide Repair Location Assistance to direct you to the nearest Harley-Davidson® dealership. The H-D™ Extended Service Plan will even help you pay for towing, meals, lodging and a rental vehicle during any covered repair.

Be sure to obtain the H-D™ Extended Service Plan before your standard 24-month limited warranty expires. You can include the plan on your Harley-Davidson Credit loan or even put it on your H-D™ Visa® Card. Contact one of our Service Consultants to purchase the plan and start receiving the many benefits that are included:

- Coverage for over 1,100 parts
- Expense reimbursement package
- Optional tire and wheel coverage
- Nationwide repair location assistance
- Future contract guarantee
- Contract transfer

^{*}Not all parts and services are covered. See the H-D™ Extended Service Plan contract for specific coverage, exclusions and restrictions, which are subject to change.

^{**}When available.

HARLEY-DAVIDSON® SECURITY SYSTEM OPERATION (for '07 and later models)

Operation

To arm the system:

When the motorcycle is parked and the ignition key is turned to **OFF**, the Harley-Davidson® Smart Security System arms automatically within five seconds if no motion is detected. Upon arming, the turn signals will flash twice and the optional siren will chirp twice. While armed, the key icon in the speedometer face will flash every three seconds.

To disarm the system:

With an assigned fob present, the system automatically disarms when the ignition key is turned to **IGNITION**. When the module disarms, the optional siren will chirp once and the key icon will illuminate for a solid four seconds and then turn off.



Manual Override Process

In the event of a misplaced or disabled fob, your Harley-Davidson® Smart Security System can be disarmed by using your five-digit, Personal Identification Number (PIN). Follow each step in the process below carefully. Note: Do not turn handlebars, straddle seat or lift motorcycle off the jiffy stand. During a PIN disarm, if the Smart Security System detects motorcycle motion the system will activate the alarm.

STEP NO.	ACTION
1	If necessary, verify the current 5-digit PIN.
2	Turn ignition key to IGNITION.
3	Quickly (within 2 seconds of turning ignition key) hold both turn signal switches in until confirmation. Key icon flashes at fast rate. In the odometer window, a flashing dash will be followed by four more dashes.
4	Enter first digit (a) in the PIN by pressing left turn switch a times. The first digit (a) in the odometer will be the first digit in the PIN.
5	Press right turn switch 1 time . The first digit is stored and the dash will flash.
6	Enter second digit (b) in the PIN by pressing left turn switch b times. The second digit (b) in the odometer will be the second digit in the PIN.
7	Press right turn switch 1 time . The second digit is stored and the next dash will flash.
8	Enter third digit (c) in the PIN by pressing left turn switch c times. The third digit (c) in the odometer will be the third digit in the PIN.
9	Press right turn switch 1 time . The third digit is stored and the next dash will flash.
10	Enter fourth digit (d) in the PIN by pressing left turn switch d times . The fourth digit (d) in the odometer will be the fourth digit in the PIN.
11	Press right turn switch 1 time . The fourth digit is stored and the next dash will flash.
12	Enter fifth digit (e) in the PIN by pressing left turn switch e times. The fifth digit (e) in the odometer will be the fifth digit in the PIN.
13	Press right turn switch 1 time . The fifth digit is stored. The key icon stops blinking and the Smart Security System is disarmed.

For easy access, enter your five-digit PIN below.

PIN:				
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BREAK-IN RIDING PROCEDURE

First 500 Miles

The sound design, quality materials and workmanship that are built into your new Harley-Davidson® motorcycle will give you optimum performance right from the start.

To allow your engine to wear-in its critical parts, we recommend that you observe the riding rules provided below for the first 500 miles.

1. During the first 50 miles of riding, keep the engine speed below 3,000 RPM (5,000 RPM for VRSC™) in any gear. Do not lug the engine by running or accelerating at very low RPM, or by running at high RPM longer than needed for shifting or passing.

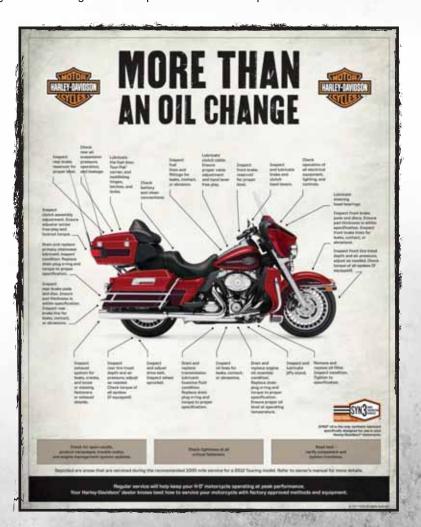
NOTE: For models without a tachometer, operate the motorcycle according to the following table.

Break-in Upshift Gear Speeds: 0-500 Miles					
SPEED	GEAR				
	1st to 2nd	2 nd to 3 rd	3 rd to 4 th	4 th to 5 th	5 th to 6 th
MPH	15	25	35	45	55

- 2. Up to 500 miles, vary the engine speed and avoid operating at any speed for long periods. Engine speed up to 3,500 RPM (7,000 RPM for VRSC™) in any gear is permissible.
- 3. Drive slowly and avoid fast starts at wide-open throttle until the engine has warmed up.
- 4. Avoid lugging the engine by not running the engine at very low speeds in higher gears.
- 5. Avoid hard braking. New brakes need to be broken-in by moderate use for the first 200 miles.

MORE THAN AN OIL CHANGE

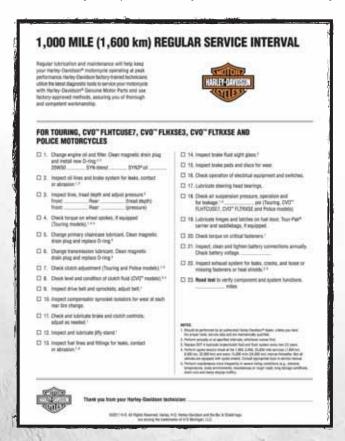
Our Harley-Davidson factory-trained Technicians will provide the ultimate in service maintenance, which, depending upon the model and mileage, can include up to 26 checkpoints. Our Technicians utilize the latest diagnostic tools to service your motorcycle with Harley-Davidson® Genuine Motor Parts and only use factory-approved methods, assuring you of thorough and competent workmanship.



REGULAR SERVICE INTERVALS

Adhering to a regular service maintenance schedule for your Harley-Davidson® motorcycle is essential to keeping your vehicle in optimum riding condition.

Regular service interval maintenance operations are required to keep your new motorcycle warranty in force. The use of parts and service procedures other than those approved by Harley-Davidson may void the warranty. Refer to your Owner's Manual for the recommended service mileage intervals for your specific Harley-Davidson® model and year.



THIS IS... More Than an Oil Change!

TIPS FOR MAINTAINING YOUR MOTORCYCLE

Performing both cosmetic and mechanical maintenance on your motorcycle regularly will keep your ride looking like new and running smoothly. Here are some easy tips for you to follow:

Cosmetic

- Refer to the "Cleaning and General Care" section of your Owner's
 Manual for information on the proper Harley-Davidson® products
 for maintaining all surfaces of your motorcycle tanks and fenders,
 saddlebags (leather and hard bags), windshields, wheels and tires
- Also under "Cleaning and General Care" you will find the recommended process for properly washing your motorcycle. By following this step-by-step process you will be able to keep your bike looking as spectacular as it did the day you brought it home
- Keep your bare aluminum wheels looking like new with Harley® Preserve Bare Aluminum Protectant – Individual Wipes (P/N 99846-10). These single-use wipes have a long-lasting formula that provides superior corrosion control for bare aluminum surfaces by forming a protective polymeric coating that is detergent and UV-resistant

Mechanical

- Be sure to keep tires properly inflated at all times
- Always check tire pressure cold for an accurate reading. Swing by our dealership anytime for an air pressure check
- Keep your motorcycle's battery properly charged between rides by using the SuperSmart® Battery Tender® (P/N 94654-98B). It plugs into a standard AC outlet and can stay connected. Its "smart" feature turns itself on and off as needed so the battery never overcharges
- To make battery charging even easier, ask one of our Service Technicians to install a pigtail harness on your motorcycle, which will allow you to plug into the Battery Tender without having to remove your seat

REFLECT YOUR PERSONALITY THROUGH CUSTOMIZATION

Our Service Consultants are experts in customization. They can help guide you through the online tools and accessorization products you can use to first visualize, then customize, your Harley-Davidson® motorcycle for fit, function, style and performance, so you can turn your dream bike into a reality.

To check out the online tools available to you, visit www.harley-davidson.com, select "H-D1™ Customization" in the menu bar, then click on the links for:

- Factory Customization
- Fit Shop
- Consultation
- Parts & Accessories
- Keep in mind, customization isn't just about chrome, paint and performance motors. We can provide you with some great options to further enhance the enjoyment of your Harley-Davidson° motorcycle, such as high-tech audio, the

addition of cruise

- Bike Builder
- Guide to Customizing
- Inspiration Gallery



control, heated accessories to extend your riding season, and much more. All Genuine Motor Parts and Accessories that are not part of the Custom Coverage Program come with a 1 year Over-the-Counter Warranty. Ask any of our Service Consultants to walk you through the options available.

SERVICE DEPARTMENT

Our team of professionals will treat your Harley-Davidson® motorcycle with total care — providing everything from routine service and accessory installation to powertrain enhancements. Whatever you need, we'll get it done right!



Performance Center w/ Dyno Lab

Be sure to check out *www.harley-davidson.com* for reference on how to give your Harley-Davidson* motorcycle the care it deserves. Simply click on "Owners" in the top menu, then click on "Maintain Your Bike" for information on:

- H-D Authorized Service
- Owner's Manuals
- Maintenance Schedules
- Recall Information



Service Area

SERVICE WHILE YOU WAIT

Our dealership offers a comfortable, welcoming atmosphere. The coffee is always on. So, if you prefer to have your motorcycle serviced while you wait, it's a great time to check out the latest Harley-Davidson®

Genuine Motor Accessories and MotorClothes® merchandise, or enjoy sharing stories of the road with other riders. Free coffee and donuts each Saturday



STORAGE TIPS

Properly preparing your Harley-Davidson® motorcycle for long-term storage is essential. If you do not have the proper tools or facility (a clean, dry location out of direct sunlight), we can offer this service to

you. We have a climate controlled facility. Our Service Consultants can explain different options available to you for winter storage to ensure prime operating conditions when the time comes to hit the road.



FREQUENTLY ASKED QUESTIONS

Q. What do I do if I lose my security fob?

A. In the event of an emergency (e.g., lost or disabled fob), your Harley-Davidson® Smart Security System can be disarmed through the manual override function. This is an involved process, which requires you to enter a pin number that we have programmed into your Smart Security System. Refer to page 11 for the step-by-step process.

Q. Who can I call if I need help when your dealership is closed?

A. If you should become stranded, please call E&L Towing Service of Lapeer 810-664-8811 and ask for the Scooter Skidder. They will pickup and deliver your motorcycle safety to our service department.

Q. Is towing covered by my factory warranty?

A. No, towing is not covered under your factory warranty. However, active-full and full-life membership in the Harley® Owners Group includes H.O.G. Roadside Assistance Standard Package coverage for one tow per year up to \$100 (upgrades are available). In addition, if you take advantage of the Harley-Davidson® Extended Service Plan, you can receive reimbursements for rental vehicles, pick-up, towing charges and even lodging and meals if you are stranded away from home.

Q. How do I join your H.O.G. chapter?

A. If you've just purchased a new Harley-Davidson® motorcycle, you received a complimentary one-year full membership to the Harley® Owners Group.® If you don't have a current membership, contact our local H.O.G. chapter at www.LocalChapterWebAddress.com or check with our dealership H.O.G. representative for details.

HARLEY OWNERS GROUP (H.O.G.)

Being a member of Harley Owners Group® gives you unparalleled access to a whole world of choice benefits, including:

- Exciting events
- H.O.G.® Roadside Assistance
- H.O.G.® Touring Handbook
- Subscription to *H.O.G.® Magazine*
- Being able to join local H.O.G.® chapters
- Participation in member-only H.O.G.® programs
- Membership pins and patches

New Harley-Davidson® motorcycle owners receive a free one-year full membership in the Harley Owners Group® with their purchase. For membership information contact:

NATIONAL

Tel: 800-CLUBHOG Web: www.HOG.com



LOCAL

Lapeer Michigan Hog Chapter "Thunder from the Thumb"

Website: www.lapeerhog.com

Dealership Rep: Ray V Clemens, 810-664-9261 Meeting Dates: First Saturday of each month

SERVICE MAINTENANCE LOG

Use the following checklist to keep track of your service maintenance. Check off the mileage, indicate the date and write down any important notes.

√	MILEAGE	DATE	NOTES
	1,000 mi		
	2,500 mi		
	5,000 mi		
	7,500 mi		
	10,000 mi		
	12,500 mi		
	15,000 mi		



Service Hours

Open Six Days Week

Monday 9 a.m. - 5:30 p.m.
Tuesday 9 a.m. - 5:30 p.m.
Wednesday 9 a.m. - 5:30 p.m.
Thursday 9 a.m. - 5:30 p.m.
Friday 9 a.m. - 7 p.m.
Saturday 9 a.m. - 4 p.m.

Sunday Closed



Matt Middleton Service Manager

Your input is important to us. If you have any questions or comments regarding our Service Department, please don't hesitate to contact me directly at 810-664-4505.

RAY C'S HARLEY-DAVIDSON® OF LAPEER 1422 IMLAY CITY RD LAPEER MI

Phone: 810-664-9261 Fax: 810-664-4523 Email: www.raycsh-d.com

www.raycsh-d.com

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