

RECEIVED

2004 APR -6 P 3:19

OFFICE OF DEFECTS
INVESTIGATION

Via FAX and Regular Mail

April 5, 2004

Ms. Kathleen C. DeMeter
Director, Office of Defects Investigation
National Highway Traffic Safety Administration
400 Seventh Street SW, Room 5326
Washington DC 20590

04V-164
(7 pages)

RE: Notice of Recall in Accordance with the Requirements of 49 CFR Part 573

Dear Ms. DeMeter:

This report reflects a decision by Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) that there is a safety defect in the handlebar controls on 2004 model motorcycles produced by Big Dog Motorcycles.

Vehicle Identification

The motorcycles involved in this campaign are all 2004 Big Dog Motorcycles models.

Component Supplier

The handlebar controls, which are the subject of this campaign, were manufactured by:

Niagara Precision, Inc.
233 Market Street
Lockport, NY 14094
Phone: 716-439-0956
Fax: 716-439-0117

Vehicles Potentially Containing Defect

Big Dog Motorcycles is recalling the entire population (2,098 motorcycles) of its 2004 model motorcycles manufactured between August 8, 2003 and March 26, 2004 with the subject handlebar control. The breakdown by model is as follows:

Bulldog - 173
Pitbull - 179
Boxer - 31
Mastiff - 288
Chopper - 833
Ridgeback - 594

Description of Defect

A screw may become loose in the handlebar control due to the lack of a lock washer and loctite. This could cause the throttle or front brake control to bind. This condition could occur without any prior warning. Big Dog Motorcycles has no reports of any accidents or injuries related to this condition.

Chronology of Events

Approximately March 2004: Big Dog Motorcycles received several reports of a loose screw causing binding in the field.

March 29, 2004: After further review, and after consultation with Big Dog Motorcycles' counsel, Big Dog Motorcycles management decided to conduct a safety recall campaign to address this problem.

Remedy Program

Big Dog Motorcycles will install a lock washer and loctite on the screw. A copy of Big Dog Motorcycles customer letter is attached for the agency's review as required by 49 CFR Part 577. A representative copy of any bulletins or other notices to Big Dog Motorcycles or others related to this campaign is also included.

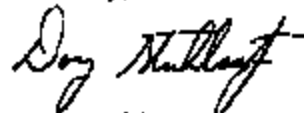
Reimbursement Program

Pursuant to 49 C.F.R. § 577.11(c), Big Dog Motorcycles requests that it be exempted from providing notification of a reimbursement plan. All of the affected units are covered by the manufacturer's 2-year limited warranty. Accordingly, no person would be eligible for reimbursement pursuant to § 573.13.

Big Dog Motorcycles is prepared to send out the notification letters to owners on or about April 12, 2004.

Please advise the undersigned or in the alternative, Luke McAfee at (tele: 316-219-6504 fax: 316-219-6604), of the NHTSA campaign number assigned to this recall.

Sincerely,



Doug Stuhlsatz
General Counsel
Big Dog Motorcycles, L.L.C.
Direct Line: 316-219-7006
Direct Fax: 316-219-7106

April 12, 2004

«FirstName» «LastName»

«Address»

«City», «ST» «Zip»

**Re: Safety Recall Notice: Campaign No. 04V-137 Master Cylinder Piston Remedy
And
Safety Recall Notice: Campaign No. _____ Handlebar Control Screw Remedy**

Dear Big Dog Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) has decided that two defects, which relate to motor vehicle safety, exist in 2004 Big Dog Motorcycles models. The first defect is the rear master cylinder piston may be improperly sized. This could cause the brakes to drag and eventually lock-up. The second defect is a screw in the handlebar control may become loose due to the lack of a lockwasher and loctite. This could cause the throttle or front brake control to bind. Either of the above conditions could occur without any prior warning and could result in a crash.

According to our records, you are the registered owner of a 2004 Big Dog Motorcycles model with VIN «VIN», one of the motorcycles subject to this recall. If you have received this notice and are not the owner of the above mentioned motorcycle, please contact the BIG DOG MOTORCYCLES Warranty Department at 316.267.9121 immediately. Federal regulations require any lessor receiving this letter to forward it to the lessee within 10 days.

What You Should Do

Take your motorcycle to your BIG DOG MOTORCYCLES dealer's service center for replacement of the master cylinder piston and the installation of a lockwasher and loctite on the handlebar control screw. We urge you to make an appointment for this service as soon as possible. There will be no charge to you.

What We Will Do

Your dealer will remove the piston from the rear master cylinder and replace it with a new piston from a kit supplied to the dealer by Big Dog Motorcycles. The dealer will also install the proper

lockwasher and loctite on the handlebar control screw. Your dealer will be able to advise you of the exact turnaround time based on scheduling and any other factors that may exist.

If you are not able to obtain the necessary service on your motorcycle, please contact the BIG DOG MOTORCYCLES Customer Service Department and we will assist you. The address and telephone number for the Big Dog Customer Service Department is:

1520 E. Douglas Avenue
Wichita, KS 67214
Telephone: 316.267.9121
Fax: 316.219.9129
E-mail: anne.dixon@bigdogmotorcycles.com

If your dealer or BIG DOG MOTORCYCLES fails or is unable to remedy your motorcycle without charge within a reasonable time, you may inform the Administrator, National Highway Traffic Safety Administration, 400 Seventh Street SW, Washington, DC 20590, or call the toll-free Auto Safety Hotline at 1-888-327-4236.

We appreciate your cooperation and prompt attention to this important matter. We apologize for any inconvenience this may cause you, and we assure you that we have taken this step as one that is important to your personal safety.

We appreciate your business and want to insure your continued satisfaction with BIG DOG MOTORCYCLES products.

Sincerely,

BIG DOG MOTORCYCLES, L.L.C.

April 12, 2004

«FirstName» «LastName»
«Address»
«City», «ST» «Zip»

**Re: Safety Recall Notice; Campaign No. _____;
Screw in Handlebar Control Remedy**

Dear Big Dog Owner:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Big Dog Motorcycles, I., L.C. (Big Dog Motorcycles) has decided that a defect, which relates to motor vehicle safety, exists in 2004 Big Dog Motorcycles models on which a screw in the handlebar control may become loose due to the lack of a lockwasher and loctite. This could cause the throttle or brake control to bind. This condition could occur without any prior warning and could result in a crash.

According to our records, you are the registered owner of a 2004 Big Dog Motorcycles model with VIN «VIN», one of the motorcycles subject to this recall. If you have received this notice and are not the owner of the above mentioned motorcycle, please contact the BIG DOG MOTORCYCLES Warranty Department at 316.267.9121 immediately. Federal regulations require any lessor receiving this letter to forward it to the lessee within 10 days.

What You Should Do

Take your motorcycle to your BIG DOG MOTORCYCLES dealer's service center for installation of the lockwasher and loctite. We urge you to make an appointment for this service as soon as possible. There will be no charge to you.

What We Will Do

Your dealer will install the proper lockwasher and loctite on the screw in the handlebar control. Your dealer will be able to advise you of the exact turnaround time based on scheduling and any other factors that may exist.

If you are not able to obtain the necessary service on your motorcycle, please contact the BIG DOG MOTORCYCLES Customer Service Department and we will assist you. The address and telephone number for the Big Dog Customer Service Department is:

1520 E. Douglas Avenue
Wichita, KS 67214
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We appreciate your cooperation and prompt attention to this important matter. We apologize for any inconvenience this may cause you, and we assure you that we have taken this step as one that is important to your personal safety.

We appreciate your business and want to insure your continued satisfaction with BIG DOG MOTORCYCLES products.

Sincerely,

BIG DOG MOTORCYCLES, L.L.C.

April 12, 2004

Safety Recall Notice # _____

Dear Big Dog Dealer/Service Center:

This notice is sent to you regarding requirements set forth by the National Highway Traffic Safety Administration (NHTSA).

Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) has determined that a defect, which relates to motor vehicle safety, exists on all 2004 models, manufactured prior to March 27, 2004. A screw may become loose in the handlebar control due to the lack of a lockwasher, which could cause the throttle or front brake control to bind. This condition could occur without any prior warning. At this time Big Dog Motorcycles has no reports of any accidents or injuries related to this condition.

A recall notice has been sent to the registered owners of these motorcycles. Some of the motorcycles affected by this recall are shown in your inventory. Attached is a list of these motorcycles by project number.

What You Should Do

Owners of the above mentioned motorcycles have been urged to contact you to schedule this repair. At the time of receipt of a motorcycle, complete a NHTSA Recall Authorization Form, provided with this notice, and fax to Big Dog Motorcycles Customer Service (316-219-9129) for an authorization number. Follow this procedure for motorcycles in your inventory that must also be repaired. Install the lockwasher and loctite on the screw in the handlebar control pursuant to the instructions enclosed with this notice. These instructions are also posted on the Big Dog Motorcycles website.

Big Dog Motorcycles will pay 20 minutes of labor for this repair at your posted hourly shop rate. We have informed the owners of these motorcycles of this repair. You can advise them of the exact turnaround time based on scheduling and any other factors that may exist.

We appreciate your cooperation and prompt attention to this important matter. Big Dog Motorcycles apologizes for any inconvenience this may cause you, but assures you that we have taken this step as one that is important to our customer's personal safety.

Should you have any questions, please contact the Big Dog Motorcycles Customer Service Department.

Sincerely,
BIG DOG MOTORCYCLES, L.L.C.