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04V-523
(6 pages)

October 27, 2004

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

Via FAX and Regular Mail

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 kickstands on all 2004 model motorcycles and six 2003 motorcycles produced by Big Dog Motorcycles.

Vehicle Identification

The motorcycles involved in this campaign are all 2004 Big Dog Motorcycles models and six 2003 motorcycles that have been retrofitted with 2004 kickstands in the field.

Component Supplier

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

Zodiac Enterprises, Ltd.
SF-4
65 Sung Teh Road
Taipei, Taiwan
Fax: 886-2-27275996

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DEFECTS

Vehicles Potentially Containing Defect

Big Dog Motorcycles is recalling the entire population (4,457 motorcycles) of its 2004 model motorcycles manufactured between August 8, 2003 and September 23, 2004 equipped with the subject kickstand and six 2003 model motorcycles that were retrofitted in the field. The breakdown by model is as follows:

- Boxer - 67
- Bulldog - 356
- Chopper - 1232
- Chopper DT - 747
- Martiff - 572
- Pitbull - 388
- Ridgeback - 1095
- Total 2004 models = 4457

Motorcycles that were retrofitted with the 2004 kickstand in the field:
2003 Mastiff - 2
2003 Chopper - 4

Description of Defect

The kickstand spring attaching stud may break off allowing the kickstand to deploy into the extended position and cause a crash. 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 June 2004: Big Dog Motorcycles received several reports of the kickstand spring attaching studs on 2004 model motorcycles cracking or breaking off in the field and subsequently issued Service Bulletin SB-1039 to address this concern.

October 20, 2004: After further review, and after consultation with Big Dog Motorcycles' counsel, Big Dog Motorcycles management decided to conduct a safety recall campaign to further address this problem.

Remedy Program

Big Dog Motorcycles dealers and service centers will inspect all vehicles that are members of the subject population to determine if the vehicle is equipped with one of the defective kickstands and will replace identified defective kickstands with new units. Attached is a copy of Big Dog Motorcycles customer letter, 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 are also included.

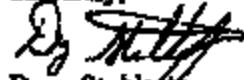
Reimbursement Program

Pursuant to 49 C.F.R. § 577.11(e), 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 December 15, 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 Stoklasie
General Counsel
Big Dog Motorcycles, L.L.C.
Direct Line: 316-219-7006
Direct Fax: 316-219-7106



SERVICE BULLETIN

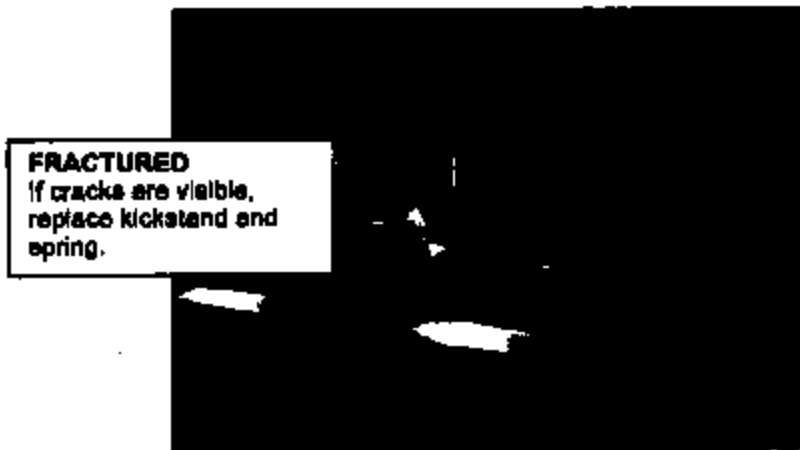
=====URGENT=====

KICKSTAND SPRING STUD FRACTURE

MODELS: All 2004 Models

SYMPTOMS: The spring stud on some kickstands could fracture.

CORRECTIVE ACTION: Inspect kickstand and replace if necessary



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 SERVICE DEPARTMENT

At the first service opportunity, inspect all 2004 kickstands for indications of cracking of the weld attaching the spring stud to the movable stem. If cracks are visible, replace the kickstand and spring.

When ordering use the following part numbers:
 Kickstand - BDM130-00354
 Spring BDM 130-00017



Install the return spring before installing the kickstand to the frame.

Complete a Warranty Claim and fax to 316-219-9129 or submit a claim electronically at www.bigdogdealer.com to receive an authorization number. Big Dog Motorcycles will pay .3 hours for this repair. Use Labor Op SB-1039.

December 15, 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. The kickstand spring attaching stud may break off allowing the kickstand to deploy into the extended position and cause a crash. 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. Federal regulations require any lessor receiving this letter to forward it to the lessee within 10 days.

What You Should Do

Owners of the above mentioned motorcycles have been urged to contact you to schedule this inspection/replacement. At the time of receipt of a motorcycle, enter a warranty claim for this recall through AWS. Use Labor Op R04V-XXX. Follow this procedure for motorcycles in your inventory that must also be repaired. Contact the warranty department for any questions you may have on submitting claims for recall repairs. Inspect the kickstand spring stud weld for any signs of cracking as outlined in Big Dog Motorcycles Service Bulletin # 1039 attached to this notice. Replace any kickstand that exhibits cracking in this area with a new unit. When ordering the replacement kickstands use the following part numbers:

Kickstand – BDM 130-00154

Spring – BDM 130-00017

These instructions are also posted on the Big Dog Motorcycles website.

Big Dog Motorcycles will pay 3 hour 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.

December 15, 2004

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

**Re: Safety Recall Notice; Campaign No. _____;
Kickstand Replacement Remedy**

Dear Big Dog Motorcycles 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 a defect, which relates to motor vehicle safety, exists in all 2004 Big Dog Motorcycles models in which the kickstand spring attaching stud may break off allowing the kickstand to deploy into the extended position. 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 or service center for inspection to determine if your motorcycle is equipped with a defective kickstand. It will be updated with a new kickstand if it is required. 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 or service center will inspect your motorcycle and install a new kickstand if necessary. 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: amps.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.