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RECEIVED

May 18, 2005

2005 MAY 20 P 2:38

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

05K-233
(5 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 front fender brackets on certain 2005 model motorcycles produced by Big Dog Motorcycles.

Vehicle Identification

The motorcycles involved in this campaign are 2005 Big Dog Motorcycles' Bulldog models.

Vehicles Potentially Containing Defect

Big Dog Motorcycles is recalling 180 of its 2005 Bulldog model motorcycles manufactured between March 29, 2005 and May 12, 2005. This is the entire population of motorcycles equipped with the subject front fender brackets.

Description of Defect

The front fender brackets could fail allowing the front fender to detach 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

May 2005: Big Dog Motorcycles received several reports of front fender brackets cracking.

May 17, 2005: 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' dealers and service centers will replace the front fender brackets of all members of the subject population. Attached is a copy of Big Dog Motorcycles' customer letter, as required by 49 CFR Part 577. A copy of Big Dog Motorcycles' dealer letter related to this campaign is also included.

Reimbursement Program

Pursuant to 49 CFR Part 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 Part 573.13.

Big Dog Motorcycles is prepared to send out the notification letters to owners on or about May 25, 2005.

Please advise the undersigned or in the alternative, Luke McAfee (at 316-219-6504; or 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 Phone: 316-219-7006
Direct Fax: 316-219-7106



* WWW.BIGDOGMOTORCYCLES.COM *

May 25, 2005

«Firstname» «LastName» «Proj_»
«Address1»
«City», «ST» «Zip»

**Re: Safety Recall Notice; Campaign No. 05V-???;
Bulldog Front Fender Bracket 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 certain 2005 Big Dog Motorcycles Bulldog models in which the front fender brackets could fail allowing the front fender to detach. 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 2005 Big Dog Motorcycles Bulldog 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' Customer Service 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

Trailor your motorcycle to your Big Dog Motorcycles' dealer or service center where the front fender brackets will be replaced. There will be no charge to you.

What We Will Do

Your dealer or service center will replace the front fender brackets with redesigned brackets. This procedure will take approximately one-half hour to perform. 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 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, LLC



May 23, 2005

Safety Recall Notice #05V-???

Dear Big Dog Motorcycles' 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 2005 Bulldog models manufactured between March 29, 2005 and May 12, 2005. The front fender brackets could fail allowing the front fender to detach 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 will be sent to the registered owners of these motorcycles on or about May 25, 2005. Some of the motorcycles affected by this recall are shown in your inventory. A list of these bikes is enclosed. **We ask that you immediately suspend all pending and future sales of motorcycles affected by this recall campaign until the remedy has been performed.** Redesigned fender brackets for motorcycles shown in your inventory are included with this mailing. It is a violation of Federal law for a dealer to deliver a new vehicle covered by this notice under a sale or lease until the defect is remedied. 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 will contact you to schedule this remedy. Enter a warranty claim through AWS using Labor Op R05V-???. Big Dog Motorcycles will pay .5 hour of labor for the replacement of the front fender brackets at your posted hourly shop rate. Contact the Customer Service Department for any questions you may have on submitting claims or receiving additional parts for recall repairs.

We will inform the owners of these motorcycles of this remedy on or about May 25, 2005. 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, contact Customer Service at 316-267-9121.

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