

RECEIVED

2007 AUG -8 A 10:35

DEFECTS INVESTIGATION
RECALL MGMT DIV.



07V-356
(7 pages)

August 6, 2007

Mr. Daniel C. Smith
Associate Administrator for Enforcement
National Highway Traffic Safety Administration
1200 New Jersey Avenue SE
Washington DC 20590

via FAX and Regular Mail

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

Dear Mr. Smith:

Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) has decided that a safety defect may exist in the voltage regulator installed on certain 2005 and 2006 model motorcycles. The following information is submitted in accordance with the National Highway Traffic Safety Administration's defect reporting regulations, 49 C.F.R. Part 573.

Vehicle Identification and Population

The following motorcycles and populations are involved in this voluntary recall campaign:

2005

Mastiff – 345 units
N-Chopper – 998 units
Bulldog – 372 units
Pitbull – 557 units
Ridgeback – 1273 units
DT-Chopper – 407 units

2006

Mastiff – 801 units
Chopper – 217 units
Pitbull – 469 units
Ridgeback – 430 units
K-9 – 1742 units

The total number of all motorcycles that will be recalled in this voluntary safety recall campaign is 7,611.

Component Supplier

The voltage regulators, which are the subject of this recall campaign, were manufactured by:

R. E. Phelon Company, Inc.
Corporate Headquarters
895 University Parkway
P.O. Box 1198
Aiken, SC 29802

Description of Defect

A warped bus bar within the voltage regulator can cause a short circuit, potentially resulting in a fire. This condition could occur without prior warning and could result in a crash. There are no reports of any accidents or injuries caused by this condition.

Big Dog Motorcycles cannot estimate the percentage of motorcycles that actually contain the defect. A manufacturing process change implemented by Phelon on December 13, 2005, appears to have corrected the problem. Many bikes in the field will already have a voltage regulator that was produced after Phelon made this manufacturing process change. However, Big Dog Motorcycles is unable to track which bikes within the target population have the corrected unit without a field inspection of the voltage regulator manufacture date code. Accordingly, Big Dog Motorcycles will be recalling 100 percent of the potentially affected population and replacing voltage regulators with a manufacture date code of 04 or 05 with units that have a manufacture date code of 06 or later.

Chronology of Events

In March, 2007, the company commenced an investigation of warranty claims and complaints related to voltage regulators installed on the subject motorcycles. Based upon this investigation, Big Dog Motorcycles concluded that pre-December 13, 2005 voltage regulators were susceptible to short circuits and potential fires. This investigation culminated in an August 1, 2007 decision by Big Dog Motorcycles' management to conduct a voluntary safety recall campaign to replace the affected component.

Remedy Program

Big Dog Motorcycles dealers and service centers will replace the affected voltage regulators on all motorcycles within the subject population that do not already have a voltage regulator unit that was manufactured after December 13, 2005. Attached is a copy of Big Dog Motorcycles customer letter, dealer letter, and Voltage Regulator Replacement Instructions as required by 49 CFR Part 577.

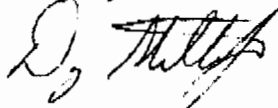
Big Dog Motorcycles is prepared to send out the notification letters to owners on or about October 1, 2007.

Reimbursement Program

Owners who have incurred expenses to remedy the defect that is the subject of this letter will be advised that they may be eligible for reimbursement by Big Dog Motorcycles for some or all of these expenses. These owners will be informed that they can contact Big Dog Motorcycles Customer Service Department collect at 316-267-9121 for full details of the program, its coverage and limitations.

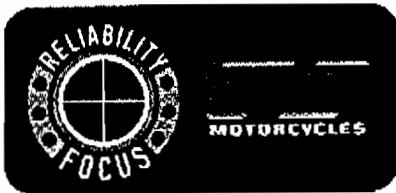
Please advise the undersigned or in the alternative, Steve Zier (at 316-219-6502; or fax: 316-219-6602) of the NHTSA campaign number assigned to this recall.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Stuhlsatz". The signature is written in a cursive style with a large initial "D" and a long horizontal stroke extending to the right.

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

cc: Mr. George H. Person
NHTSA Recall Management Division
By facsimile: (202) 366-7882



NHTSA SAFETY RECALL

August 17, 2007

Safety Recall Notice #07V-_____ Voltage Regulator Replacement Remedy

Dear Big Dog Motorcycles Dealer/Service Center:

Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) has determined that there is a safety defect in the voltage regulator installed on certain 2005 and 2006 model motorcycles. Voltage regulators on these motorcycles with a manufacture date code of 04 or 05 may be susceptible to developing a short circuit which, in turn, may result in a fire without prior warning.

The specific motorcycles that are being recalled are all 2005 and 2006 models. A recall notice will be sent to all registered owners of motorcycles within the affected population.

What You Should Do

We ask that you inspect the voltage regulator manufacture date code on all affected motorcycles. **Voltage regulators with a manufacture date code of 04 or 05 will need to be replaced. Voltage regulators will not need to be replaced if they have a manufacture date code of 06 or later.** We ask that you immediately suspend all pending and future sales of motorcycles affected by this recall campaign until the remedy has been performed. It is a violation of Federal law for a dealer to deliver a new motorcycle 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.

Owners of the above-mentioned motorcycles will contact you to schedule a time for you to perform the inspection and, if needed, the remedy. At the time of inspection, enter a warranty claim through AWS using Labor Op R07V-_____. Follow this voltage regulator inspection procedure for any affected motorcycles in your current inventory. Big Dog Motorcycles will pay .6 hour of labor to make this inspection and, if necessary, replace the voltage regulator, at your posted hourly shop rate. Order replacement voltage regulators (P/N BDM170-00420) through AWS. Contact the Customer Service Department for any questions you may have on submitting claims for this recall.

In addition, any voltage regulator in your inventory with a manufacture date code of 04 or 05 must be returned to Big Dog Motorcycles under an RMA. No restocking fee will apply to the return.

We will inform the owners of these motorcycles of this recall on or about October 1, 2007. 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 customers' personal safety.

Should you have any questions, please contact Customer Service at 316-267-9121.

Sincerely,

BIG DOG MOTORCYCLES, L.L.C.



NHTSA SAFETY RECALL

VOLTAGE REGULATOR Recall 07V-XXX

MODELS: All 2005 and 2006 Models.

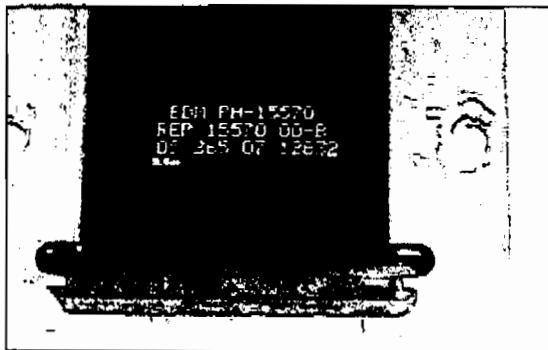
SYMPTOM: Voltage regulator may develop a short circuit and catch fire.

CORRECTIVE ACTION: Remove voltage regulator, inspect the date code and replace if necessary.

***NOTE:** Before performing any of the following procedures, disconnect the battery, ground cable first.*

WARNING! TO PREVENT SPARKING, ALWAYS DISCONNECT GROUND CABLE FIRST AND RECONNECT LAST. SPARKS MAY CAUSE FLAMMABLE SUBSTANCES TO IGNITE OR EXPLODE.

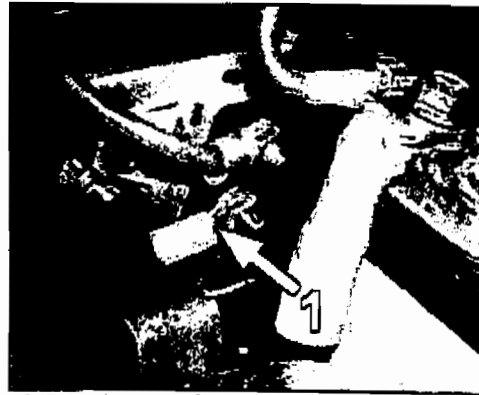
1. Remove the two screws and washers retaining the voltage regulator to the frame.
2. Carefully clean the frame where the voltage regulator is installed, and clean the voltage regulator in order to read the date codes.
3. View the voltage regulator date code as illustrated below. The first two digits (05) on the bottom row of text represent the year of manufacture.



Numbers above red line indicate year of manufacture.

4. If the voltage regulator date code is 06 or later, reinstall and disregard further instructions.

5. If the voltage regulator date code is 04 or 05, remove and replace with P/N BDM170-00420 and follow the remaining instructions.
6. Remove the seat, or the left side cover to gain access to the circuit breaker.
7. Remove the B+ wire (shown below) from the circuit breaker. Cut away wire ties and remove from wire looms all the way to the voltage regulator.



1. B+ voltage regulator wire on circuit breaker.

8. Unplug the voltage regulator from the stator.

***NOTE:** Thoroughly clean threads of all screws removed prior to assembly. Thoroughly clean internal threads at all screw locations. Use Loctite products as indicated. Use torque values specified.*

9. Return replaced units to Big Dog Motorcycles.
10. Installation of the new voltage regulator is the reverse of removal. Use Loctite 2440 on the threads of the voltage regulator screws and tighten.

Enter a Warranty Claim for this procedure through AWS. Use Labor Op R07V-XXX.

If further assistance is needed, contact Big Dog Motorcycles Technical Support at 316-219-7000.



October 1, 2007

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

**Re: Safety Recall Notice; Campaign No. 07V-____;
Big Dog Motorcycles Voltage Regulator Remedy**

Dear Motorcycle 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 the voltage regulator installed on certain 2005 and 2006 model motorcycles. Voltage regulators on these motorcycles with a manufacture date that pre-dates a supplier manufacturing process change date may be susceptible to developing a short circuit that could cause a fire. This could occur without prior warning and result in a crash.

All 2005 and 2006 models are being recalled. It is possible that your motorcycle already has a voltage regulator that was manufactured after the manufacturer implemented the process change. Your Big Dog Motorcycles dealer or authorized service center will inspect the date code on your motorcycle's voltage regulator and replace if required.

According to our records, you are the registered owner of a «Year» 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 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

Contact your Big Dog Motorcycles dealer or service center to arrange to have your motorcycle inspected and, if needed, updated with a new voltage regulator. There will be no charge to you.

What We Will Do

Your dealer or service center will inspect the manufacture date code on your motorcycle's voltage regulator and install a new voltage regulator if required. 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 Big Dog Motorcycles Customer Service Department for assistance. The address and telephone number is:

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

You may also be eligible for reimbursement of expenses you have incurred to remedy a defective voltage regulator that is the subject of this recall. You may call Big Dog Motorcycles Customer Service Department collect if you think you are eligible for reimbursement.

If your dealer, service center, or Big Dog Motorcycles fails, or is unable to remedy your motorcycle without charge within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue SE, Washington, DC 20590; or call the toll-free Vehicle Safety Hotline at 1-888-327-4236 (TTY: 1-800-424-9153); or go to <http://www.safercar.gov>.

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