



07V-580
(6 Pages)

December 11, 2007

RECEIVED
2007 DEC. - 18 PM 2:30
DEFECTS INVESTIGATION
RECALL MGMT DIV.

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 rear fender strut attaching fasteners on certain of its motorcycles. This defect could cause the bolts attaching the rear fender to the motorcycle to fail allowing the fender to detach from the motorcycle. This condition could occur without warning and could result in an injury and/or crash. 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

This condition affects the following Big Dog Motorcycles:

- 2005 – Bulldog, Chopper, and Mastiff
- 2006 – Chopper, Mastiff, and K-9
- 2007 – Bulldog, Chopper, Mastiff, and K-9
- 2008 – Mastiff, K-9, and Mutt models built on or before November 30, 2007

The total population of vehicles affected by this recall is: 8061

Description of Defect

Rear fender strut attaching bolts can fail allowing the rear fender to detach from the motorcycle. There are no reports of any accidents or injuries caused by this condition.

Chronology of Events

In March, 2007, Big Dog Motorcycles commenced an investigation to review the number of instances of strut bolt failures in the field. After an evaluation of this issue, on December 4, 2007, the company decided to implement a voluntary safety recall campaign.

Remedy Program

Big Dog Motorcycles dealers and service centers will remove existing strut bolts and replace with higher tensile strength attaching bolts and updated washers. Higher torque values will be observed when installing the replacement fasteners. Attached is a copy of Big Dog Motorcycles' customer letter and dealer letter as required by 49 CFR Part 577.

Big Dog Motorcycles is prepared to send out the notification letters to its dealers on or about January 7, 2008.

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, 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

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



January 9, 2008

DRAFT – 12-11-07

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

**Re: Safety Recall Notice; Campaign No. 07V-xxx;
Big Dog Motorcycles Rear Fender Strut Bolt Remedy**

Dear Big Dog 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 on certain 2005, 2006, 2007, and 2008 model motorcycles. This defect could cause the bolts attaching the rear fender to the motorcycle to fail allowing the fender to detach from the motorcycle. This could occur without prior warning and could result in an injury and/or a crash.

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 updated with new rear fender strut bolts and washers. There will be no charge to you.

What We Will Do

Your dealer or service center will remove the existing strut bolts and replace with higher tensile strength attaching bolts and updated washers. Higher torque values will be observed when installing the replacement fasteners. 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 previously have incurred to correct this condition. You may call Big Dog Motorcycles Customer Service Department collect if you think you are eligible for reimbursement.

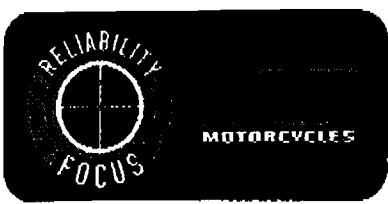
If your dealer, service center, or Big Dog Motorcycles fails, or is unable to remedy your motorcycle without charge within a reasonable time, you may submit a complaint to the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue SE, Washington, DC 20590; or call the toll-free 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



NHTSA SAFETY RECALL

December 26, 2007

DRAFT – 12-11-07

Safety Recall Notice #07V-xxx Rear Fender Strut Bolt Remedy

Dear Big Dog Motorcycles Dealer/Service Center:

Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) has determined that a safety defect exists on certain 2005, 2006, 2007 and 2008 model motorcycles. This defect could cause the bolts attaching the rear fender to the motorcycle to fail allowing the fender to detach from the motorcycle. This could occur without prior warning and could result in an injury and/or crash. A recall notice will be sent to all registered owners of motorcycles within the affected population.

Affected Motorcycles

The following motorcycles are covered by this recall:

- 2005 – Bulldog, Chopper, and Mastiff
- 2006 – Chopper, Mastiff, and K-9
- 2007 – Bulldog, Chopper, Mastiff, and K-9
- 2008 – Mastiff, K-9, and Mutt models built on or before November 30, 2007

What You Should Do

Remove the existing strut bolts and replace with higher tensile strength attaching bolts and updated washers. Higher torque values will be observed when installing the replacement fasteners. 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 remedy. At the time of inspection, enter a warranty claim through AWS using Labor Op R07V-XXX. Follow this rear fender strut bolt remedy for any affected motorcycles in your current inventory. Big Dog Motorcycles will pay .XX hour of labor to perform the remedy at your posted hourly shop rate. Order P/N 243-000010-00 Strut Mounting Hardware Kit through AWS. Contact the Customer Service Department for any questions you may have on this recall.

We will inform the owners of these motorcycles of this recall during the first week of January, 2008. 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.