



January 21, 2008

«OwnerFirst» «OwnerLast» «Proj_»
«Address»
«City», «ST» «Zip»

**Re: Safety Recall Notice; Campaign No. 07V-580;
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. Rear fender strut bolts on these motorcycles may 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