

April 4, 2008

«Company_Name»
«NAME»
«Address_Line_1»
«CITY_STATE_ZIP»

Dear «NAME»,

As you are aware, Big Bear American Made Choppers, Inc. has initiated a recall through the National Highway Safety Administration (NHTSA). Since NHTSA's inception, there have been over 9,000 recalls.

Authorized dealers are key elements of any recall campaign, ensuring both the safety of customers and also in terms of growing or eroding customer satisfaction. Such issues reflect not only on the Big Bear Choppers brand, but also negatively affect the reputation of any dealer selling product they do not stand behind.

For the reasons noted above, your dealer agreement requires, as a condition of carrying our product, that you service and support Big Bear Choppers product. Failure to honor the terms of your dealer agreement will result in forfeiture of your protected territory.

If you have contemplated this in your decision not to support the recall, no further action is necessary. To the extent you have not, please contact Ms. Dena Valenzuela at (909) 878-4340 extension 119 to address this matter immediately.

Sincerely,

David Ryan
General Manager
Big Bear American Made Choppers, Inc.