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(2 pages)

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April 26, 2010

VIA EMAIL (RMD.ODI@DOT.GOV) and U.S. Mail

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

RE: Notice of Defect in Accordance with the Requirements of 49 CFR Part 573

Dear Mr. Smith:

Big Dog Motorcycles, L.L.C. (Big Dog Motorcycles) has decided to conduct a voluntary recall of certain model year 2004 motorcycles to inspect and correct a possible loose connection between the harness connector and the electronic harness controller (EHC) installed on these vehicles. The following information is submitted in accordance with the National Highway Traffic Safety Administration's defect reporting regulations, 49 CFR Part 573.

Vehicle Identification

The motorcycles involved in this campaign are all 2004 Big Dog Motorcycle models (Chopper, Bulldog, Ridgeback, Mastiff, Boxer, Pitbull) that have not previously had the seal removed and dielectric grease injected into the power and backbone harness connector ports pursuant to Service Bulletin SB1078. Based upon our records, Big Dog Motorcycles believes approximately 1,895 motorcycles are affected.

Component Supplier

The connectors that are the subject of this recall campaign were manufactured by:

Positronic Industries, Inc.
423 N. Campbell Avenue
Springfield, Missouri 65806
Phone: (417) 866-2322
Fax: (417) 866-4115

This component is manufactured in the United States.

Vehicles Potentially Containing Defect

Approximately 1,895 motorcycles are affected by this recall. Big Dog Motorcycles does not know the estimated percentage of vehicles that actually contain the defect, but it is recalling 100% of potentially affected vehicles (as described under "Vehicle Identification" above).

Description of Defect

A loose connection between the harness connector and the electronic harness control (EHC) may cause the motorcycle to experience intermittent loss of electrical power to various components. This condition can lead to, among other things, a loss of headlamp function or a vehicle stall.

Chronology of Events

On or about February 2, 2010, NHTSA opened a recall query (RQ10-002) in response to several vehicle owner questionnaires (VOQs) received by the agency alleging electrical system issues. Upon receiving the RQ and the accompanying VOQs, Big Dog Motorcycles commenced an investigation into these reports. As a result of its investigation, Big Dog Motorcycles determined that the seal between the harness connector and the EHC on certain model year 2004 motorcycles may not allow the connector pins to seat properly. As a consequence, the motorcycle can experience intermittent loss of electrical power to various components, which can lead to, among other things, a loss of headlamp function or a vehicle stall. Big Dog Motorcycles had previously issued a service bulletin (SB1078) to address similar concerns by removing the rubber seal in the connector, injecting dielectric grease injected into the power and backbone harness connector ports, and securing the harness connector. As a result of its investigation and after consultation with the Office of Defects Investigation, Big Dog Motorcycles has decided to upgrade this service bulletin to a safety recall.

Remedy Program

Big Dog Motorcycles will notify owners who have not previously had Service Bulletin SB1078 performed on their motorcycle to bring their motorcycle to a Big Dog Motorcycles dealer or service center to have the remedy performed. Dealers will inspect the connection, remove the rubber seal in the connector, apply dielectric grease to the power and backbone harness connector ports, and re-secure the connector with a plastic tie.

Dealer and Owner Notification

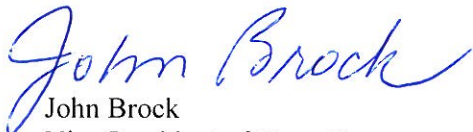
Big Dog Motorcycles expects to notify its dealer network on or about the week of May 17, 2010 and affected owners on or about the week of May 24, 2010. Attached for NHTSA's review and approval is a copy of Big Dog Motorcycles' customer letter, as required by 49 CFR Part 577. We have also enclosed a representative copy of our dealer letter and remedy instructions.

Reimbursement Program

Owners who have incurred expenses to remedy the defect that is the subject of this notice 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, Traci Girrens at 316-219-6564; or fax: 316-219-6664 of the NHTSA campaign number assigned to this recall.

Sincerely,



John Brock
Vice President of Operations
Big Dog Motorcycles, L.L.C.
Direct Phone: 316-219-6583
Direct Fax: 316-219-6683

Enclosures

cc: Mr. George H. Person, NHTSA ODI/RMD
Robert Young, NHTSA ODI
Christopher H. Grigorian, Esq. (Arent Fox LLP)