



May 24, 2010

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

**Re: Safety Recall Notice; Campaign No. 10V-180;
Big Dog Motorcycles' Loose Connection 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 on certain model year 2004 Big Dog Motorcycles manufactured from March 30, 2003 to September 30, 2004. Some of these motorcycles may have a loose connection between the harness connector and the electronic harness control, which 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 increasing the risk of a crash. Big Dog Motorcycles is conducting a recall to correct this condition.

According to our records, you are the registered owner of a 2004 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 the 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.

Contact your Big Dog Motorcycles dealer or service center to arrange to have your motorcycle inspected and, if necessary, remedied. If your bike is subject to the recall, the dealer will 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. There will be no charge to you to have this service performed. 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 the Big Dog Motorcycles Customer Service Department and we will assist you. The address and telephone number is:

1520 E. Douglas Avenue
Wichita, KS 67214
Telephone: 316.267.9121
Fax: 316.219.6548
E-mail: customer.service@bigdogmotorcycles.com

If your dealer 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 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