TERMS AND CONDITIONS – UK

Promoter: Harley-Davidson Europe Limited, 192B Park Drive, Milton Park, Oxfordshire OX14 4SD ("H-D").
Offer: A manufacturer-funded contribution of £1,500 (one thousand five hundred pounds) towards the purchase of a new and previously unregistered Street Glide or Road Glide, including applicable VAT and taxes, or a contribution of £1,000 (one thousand pounds) towards the purchase of a new and previously unregistered Street Bob, Breakout, or Sportster S from a Participating Dealer.
Offer Period: From 2 October to 31 December 2026, unless ended earlier in accordance with clause 9.
Territory: United Kingdom.
Eligible Motorcycles: New and previously unregistered Street Glide, Road Glide, Street Bob, Breakout, and Sportster S motorcycles from model years 2025 and 2026. CVO, pre-registered, and used motorcycles are excluded.
Participating Dealers: Authorised Harley-Davidson dealerships in United Kingdom that have elected to participate. The current list is available at https://www.harley-davidson.com/gb/en/tools/find-a-dealer.html.

1. Purchase a new or unregistered Harley-Davidson Street Glide or Road Glide between 2 October to 31 December 2026 and receive a £1,500 (one thousand five hundred pounds) Contribution. Full terms and conditions apply.

2. Purchase a new or unregistered Harley-Davidson Street Bob, Breakout, Sportster S between 2 October to 31 December 2026 and receive a £1,000 (one thousand pounds) Contribution. Full terms and conditions apply.

Full Terms
1. Eligibility. The Offer is available to Genuine End Users aged 18 (eighteen) or older who purchase an Eligible Motorcycle for personal use in the Territory and satisfy these Terms. Employees, fleet customers, resellers, and business purchasers are excluded.

2. Qualifying Purchase. To qualify, the customer must purchase a new or unregistered Harley-Davidson during the Offer Period and the Eligible Motorcycle must be RSWR'd by 31st December, 2026. The purchase contract is between the customer and the Participating Dealer.

3. Application of the Contribution. The Contribution will be applied by the Participating Dealer to the purchase of the Eligible Motorcycle and will be reflected in the Genuine End Users 's quotation and/or invoice as required by applicable law and local invoicing requirements. The Contribution has no cash alternative, is not transferable and cannot reduce the amount payable for the Eligible Motorcycle below zero.

4. Price Claims. The Contribution is a fixed manufacturer-funded contribution and does not, by itself, represent a comparison with a Participating Dealer's previous price, MSRP, RRP or any other reference price. Each Participating Dealer remains responsible for ensuring that

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any price comparison, price reduction announcement, "saving", percentage reduction, crossed-out price or other promotional price claim made by that Dealer complies with applicable law in the relevant Territory, including any requirement relating to the indication of a prior or previous price. Where applicable law requires a previous price to be disclosed in connection with an announcement of a price reduction, the relevant previous price shall be determined by the Participating Dealer in accordance with applicable law.

5. Dealer Pricing. Participating Dealers are independent retailers and remain solely responsible for determining their own retail prices. H-D does not determine, fix or impose the retail price at which an Eligible Motorcycle must be sold. The Contribution is a fixed manufacturer-funded amount and does not require a Participating Dealer to sell an Eligible Motorcycle at any particular retail price. Nothing in these Terms restricts a Participating Dealer from independently determining its retail prices, subject to applicable law.

6. Credit Conditions: Credit will be provided to the Participant Dealer based on RSWR within the Offer Period and based on the sales terms previously shared from the Promoter to the Participant Dealer.

7. Dealer Participation: Participation in the Offer is voluntary and at each Dealer's sole discretion.

8. Combination with Other Offers. Unless expressly stated otherwise by H-D, the Offer may not be combined with another manufacturer-funded Harley-Davidson consumer offer relating to the same Eligible Motorcycle. This does not restrict a Participating Dealer from independently determining its retail price or offering a dealer-funded benefit, subject to applicable law.

9. Availability. The Offer is subject to availability of Eligible Motorcycles at Participating Dealers. Availability may vary by Dealer, model, model year, colour and specification. Genuine End Users should confirm availability with the relevant Participating Dealer before making a purchase decision.

10. Cancellation or Return. If a qualifying purchase is lawfully cancelled or the motorcycle is returned, the Contribution will not be paid in cash. Any refund will be calculated in accordance with mandatory consumer law and the purchase agreement. Nothing in these Terms limits statutory cancellation, refund, repair, replacement or other mandatory rights.
11. Errors and Abuse. H-D may reject a claim obtained through fraud, materially false information or deliberate abuse, after giving reasons and considering any evidence provided by the customer. Obvious clerical or pricing errors may be corrected before a purchase agreement becomes binding; this does not limit any rights arising after contract formation.

12. Changes or Withdrawal. H-D may change, suspend or withdraw the Offer only where reasonably necessary because of a change in law, regulatory requirement, safety issue or event outside its reasonable control that prevents the Offer from operating as intended. H-D

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will give reasonable notice where practicable. No change or withdrawal will adversely affect a customer who has already completed the eligibility steps in clause 2, except where required by law or where performance has become unlawful or impossible. Any required refund or remedy will be provided under applicable law.

13. Liability. Nothing in these Terms excludes or limits liability for fraud, fraudulent misrepresentation, death or personal injury caused by negligence, breach of mandatory consumer rights, or any other liability that cannot lawfully be excluded or limited. Subject to those rights, H-D is not responsible for losses that were not reasonably foreseeable when the customer qualified for the Offer or for business losses incurred by a consumer.

14. Statutory Rights. This Offer is additional to, and does not replace or restrict, the customer's mandatory rights against the seller or any other legally responsible party.

15. Governing Law and Courts. These Terms are governed by the laws of England and Wales and are subject to the jurisdiction of the courts of England and Wales. This choice does not deprive the customer of mandatory protections applicable in the country of habitual residence. The customer may bring proceedings in any court having jurisdiction under applicable consumer law.

16. Local Mandatory Law. This Offer is subject to the mandatory laws applicable in the Territory in which the Eligible Motorcycle is purchased. If any provision of these Terms conflicts with a mandatory provision of applicable consumer law, the mandatory provision will apply to the extent of that conflict.

17. Language. These Terms are available in English.

18. Severability. If any provision is invalid or unenforceable, the remaining provisions continue to apply to the extent permitted by law.

19. Contact. Questions about the Offer should be directed to the Participating Dealer or Harley-Davidson Europe Limited, 192B Park Drive, Milton Park, Oxfordshire OX14 4SD