TERMS AND CONDITIONS – UK

1. The promoter of the Promotion is Harley-Davidson Europe Limited, 192B Park Drive, Milton Park, Oxfordshire OX14 4SD ("Harley-Davidson").

2. Purchase a new or unregistered Harley-Davidson Sportster S or Low Rider ST through a Harley-Davidson Finance ("HDF") finance program between 8 July 2026 and 30 September 2026 and receive a £1,000 (one thousand pounds) Finance Deposit Allowance and a financing rate of 8.9% (eight-point nine percent) APR Representative. Deposit Allowance is also available to cash customers.

3. Purchase a new or unregistered Harley-Davidson Road Glide [Black Trim] or Street Glide [Black Trim] through a Harley-Davidson Finance ("HDF") finance program between 8 July 2026 and 30 September 2026 and receive a £1,500 (one thousand five hundred pounds) Finance Deposit Allowance and a financing rate of 8.9% (eight-point nine percent) APR Representative. Deposit Allowance is also available to cash customers.

4. Trade in your current motorcycle when you purchase a new Harley-Davidson Adventure Touring motorcycle and receive £2,500 additional trade in allowance.

5. Not to be used in conjunction with any other retail offer. While stock lasts.

6. Excludes CVO and Trike. Only applicable to listed models.

7. The Promotion is available to customers from 8 July 2026 until 30 September 2026 (the "Promotional Period") and offered subject to credit acceptance though HDF (a trading style of Blackhorse Ltd) in the UK.

8. This offer is subject to Credit acceptance which is subject to status and approval and is only available to UK residents over 18. Credit in the UK is provided by Harley-Davidson Finance, a trading style of Blackhorse Ltd, St William House, Tresillian Terrace, Cardiff CF10 5BH. Blackhorse is authorised and regulated by the Finance Conduct Authority in the UK. Lending criteria and conditions apply (over 18s only).

TERMS AND CONDITIONS – UK

9. With Harley|OWN™ Personal Contract Purchase (PCP) you have the 3 options after you have paid all of the regular monthly repayments: 1. RETAIN Pay the Optional Final Repayment to own the motorcycle. 2. RETURN the motorcycle and not pay the Optional Final Repayment. If the motorcycle has exceeded the agreed total mileage, a charge of 7.2p (inc VAT at 20%) will apply per excess mile. If the motorcycle is in good condition (fair wear and tear accepted) and has not exceeded the agreed total mileage you will have nothing further to pay. 3. RENEW - Part exchange the vehicle subject to settlement of your existing finance agreement; new finance agreements are subject to status. Harley-Davidson Financial Services Europe (HDFSE) Limited is a credit broker and not a lender. HDFSE Ltd introduces you to an Approved Retailer which acts as a credit broker in its own right. That Approved Retailer may go on to introduce you to Harley-Davidson Finance, a trading style of Black Horse Limited as lender. HDFSE Ltd may be paid a share of some of the income generated by Harley-Davidson Finance as a result of this introduction. Any payments that HDFSE Ltd may receive are not extra fees that you have to pay, but may be factored into the charges that you pay under your finance agreement.

10. Promotion available only at authorised Harley-Davidson dealerships in the United Kingdom.

11. Harley-Davidson reserves the right to amend the terms of the Promotion or to withdraw the Promotion at any time if circumstances beyond its control make this unavoidable, or to refuse redemption of the Promotion in the event of non-compliance with these terms and conditions.

12. With the exception of liability which cannot be excluded by law, Harley-Davidson and any other companies in its corporate group is not liable for, and customer releases Harley-Davidson and any other companies in its corporate group from, liabilities relating to any direct or indirect loss or damage which is suffered as a result of the Promotion.

13. The Promotion and the terms and conditions which apply to the Promotion will be governed by and construed in accordance with the law of UK.