

# LOYALTY LAGNIAPPE

## REWARDS PROGRAM

*RIDE HARD. EARN FAST.*

LOYALTY LAGNIAPPE  
REWARDS PROGRAM  
Earn Fast. Ride Hard.

POINTS EARNED	REWARD
100	\$5 Reward Certificate
200	\$10 Reward Certificate
300	\$15 Reward Certificate
400	\$20 Reward Certificate
500	\$25 Reward Certificate
600	\$42 Reward Certificate
700	\$49 Reward Certificate
800	\$56 Reward Certificate
900	\$63 Reward Certificate
1,000	\$70 Reward Certificate
1,200	\$96 Reward Certificate
1,400	\$112 Reward Certificate
1,600	\$128 Reward Certificate
1,800	\$144 Reward Certificate
2,000	\$160 Reward Certificate
2,250	\$202 Reward Certificate
2,500	\$225 Reward Certificate
2,750	\$247 Reward Certificate
3,000	\$270 Reward Certificate
3,500	\$350 Reward Certificate
4,000	\$400 Reward Certificate
4,500	\$450 Reward Certificate
5,000	\$500 Reward Certificate
5,500	\$550 Reward Certificate
6,000	\$600 Reward Certificate
6,500	\$650 Reward Certificate
7,000	\$700 Reward Certificate
7,500	\$787 Reward Certificate
10,000	\$1,050 Reward Certificate
12,500	\$1,312 Reward Certificate
15,000	\$1,575 Reward Certificate
17,500	\$1,837 Reward Certificate
20,000	\$2,100 Reward Certificate

### What is the Loyalty Lagniappe Rewards Program?

The Loyalty Lagniappe Rewards program has been specifically designed for customers of Mike Bruno's Northshore Harley-Davidson. We want to reward our loyal customers! There are **TWO** ways to earn points: purchasing and participation. You will receive one point for every dollar spent excluding F&I products, VIP services, wholesale transactions, insurance paid collision and service warranty. New to this program, you can also earn points by participating at store specified events! The more points you accumulate, the higher your reward.

### How do customers earn points?

Through Participation  
By Purchasing

### Points System for Loyalty Lagniappe Members

Points given for participation

- Specified Store Events - 25 points
- Specified Store Rides - 40 points
- Purchase of a New or Used Motorcycle - 250 points
- Earn 1 point per \$1 spent at store excluding F&I products, VIP Services, wholesale transactions, insurance paid collisions, and service warranty.

### Bonus Point System for Northshore HOG

#### Members:

- - Attend ½ of the Monthly Chapter meetings and earn 500 bonus points.
- - Volunteer for Qualified Dealership events and earn 250 bonus points.
- - Volunteer at Qualified Chapter Rides and earn 100 bonus points
- - Northshore Hog members earn 1.2 points per \$1 spent (subject to limitations). See the Northshore HOG chapter limitations for complete details.

### Point Expiration Policy

Points earned expire one year from issue date of individual card. All points must be redeemed before this date. At the year anniversary of the date the card was issued, all points will revert back to zero.

### Redeeming Points

Log on to your personal profile and print out your reward certificate by going to "Please print the largest dollar coupon FIRST. Alternatively, you may also come into the dealership and have a staff member print out your reward certificate for you. Coupons expire within 30 days of being printed.

# **Northshore HOG Chapter “Loyalty Lagniappe Rewards”**

## **Bonus Point System - “Program Limits”**

This document clarifies the Northshore HOG chapter bonus points limitations mentioned on the attached handout.

1. Chapter must hold **12** meetings to qualify for Bonus points. Individual members must attend at least **6** meetings to earn bonus points. If an individual HOG member attends 6 out of 12 Chapter Meetings then he/she will earn 500 bonus points. Attendance shall be kept by the Secretary or other designee.
2. An individual must volunteer for **(4) Four** “Dealership Events” per year to qualify for 250 bonus points for each event. Events are held monthly at the dealership. Limit of **12** volunteers per event. The number of volunteers is at the discretion of the General Manager and shall be coordinated and communicated with and to the General Manager in advance of the event to ensure actual need for volunteers.
3. An individual must volunteer for **(4) Four** Northshore HOG Chapter Rides to qualify for Bonus Points for each Ride. Rides are held at discretion of the HOG Chapter and volunteerism shall be coordinated through the executive body of the Chapter. Limit **4** volunteers per ride.
4. Northshore HOG Bonus points are subject to **all** program rules.