



HUSQVARNA SALES BULLETIN SB2018-25 - US

The Endless Path - 701 Enduro Retail Finance Program

February 2nd to May 31st, 2018

It's a new year with new adventures waiting beyond the horizon – and the path is endless with the 701 Enduro! In order to support this model, we are pleased to announce the The Endless Path program! This aggressive program looks to drive customers into your store as we make it simpler than ever to purchase a 701 Enduro. Your customers are now eligible to benefit from both special financing through FreedomRoad Financial and/or Synchrony Financial AND an Apparel/Accessory credit on MY18/17/16 701 Enduro.

The Endless Path Program

Special Retail Financing through FreedomRoad Financial and/or Synchrony Financial

Rates as low as 0.99% Annual Percentage Rate (APR) on eligible MY'18/17/16 701 Enduro

Qualified customers can take advantage of low rates and low monthly payments through FreedomRoad Financial and/or Synchrony Financial on the purchase of eligible new unregistered, MY'18/17/16 Husqvarna 701 Enduro motorcycles. Special APR rates are available starting at 0.99% APR* for 60 months on select 2018/2017/2016 Husqvarna 701 Enduro motorcycles to highly qualified buyers through FreedomRoad Financial and/or Synchrony Financial.

AND

In combination with the aggressive retail financing program above, customers can also take advantage of Husqvarna Apparel/Accessories in-store credits or the retail rebate on select MY2017 and 2016 701 Enduro (see Appendix A). This gives you and the dealer the most flexibility to secure the sale not only with aggressive financing but also incentives that can be applied to the deal or apparel/accessories!!

This means your customer can benefit from the combined retail financing and Husqvarna Apparel/Accessories credits/retail rebate programs.

Standard Financing from FreedomRoad Financial – 5.25% APR Standard Financing on all MY18, 17, 16

A Standard Financing rate of 5.25% APR standard financing for 60 months is also available for qualifying customers purchasing any MY18/17/16 Husqvarna motorcycles. For eligible MY17/16 Husqvarna 701 Enduro motorcycles, this Standard Financing (5.25%) rate may also be combined with Husqvarna Apparel/Accessories credit offer.

Marketing

Husqvarna will also support this aggressive retail program with a full national marketing campaign. The following measures are planned to help dealers take full advantage of these exciting offers.

Web sites, Digital campaign

- Home page at www.husqvarna-motorcycles.com/us/ features 'The Endless Path' program during the program period
- Links to Finance Landing Page that features program details (models/terms/payments)
- Sector media digital advertising campaigns

Social Media

- Feature 'The Endless Path program' on all Husqvarna social media channels: Facebook, Instagram, etc.
- All social channels link back to Husqvarna Finance Landing Page

Dealer Toolbox

- Digital assets

Dealer POP

- 'The Endless Path' dealership hangtags

Program details

- Program dates: February 2, 2018 – May 31, 2018
- Note that Synchrony Financial rates will be available starting February 7, 2018
- This registration program supersedes all previous rebate programs.
- Special (non-standard) financing rates cannot be combined with any other special offers from Husqvarna
- Only participating Husqvarna Motorcycle dealers are eligible for participation in the 'The Endless Path' program
- Eligible bikes must be new and not retail registered as of program launch.
- Eligible bikes must be retail registered through Dealer Net within 24 hours of retail sale.
- All bikes must be retail registered by May 31, 2018 to qualify.
- Retail Rebates and In-Store credits will be processed as a credit to the dealer's parts account
- This bulletin and any attachments contain confidential/privileged information from Husqvarna North America, Inc. Any dissemination or reproduction of this bulletin to anyone, except those employees required to have this information to perform their job duties within your dealership is strictly prohibited and may result in loss of program participation or benefits.



The Endless Path Program - Appendix A

MY2018 Offers

Model	Rate	Term	Tiers	Down Payment	Est. Monthly Payments
701 Enduro	0.99%	60	Tier 1	\$1,179.90	\$181.47

MY2017 Offers

Model	Rate	Term	Tiers	Down Payment	Est. Monthly Payments
701 Enduro	0.99%	60	Tier 1	\$1,179.90	\$181.47

AND

Apparel/ Accessories Credit	OR	Retail Rebate
\$1,000		\$1,000

MY2016 Offers

Model	Rate	Term	Tiers	Down Payment	Est. Monthly Payments
701 Enduro	0.99%	60	Tier 1	\$1,179.90	\$181.47

AND

Apparel/ Accessories Credit	OR	Retail Rebate
\$1,500		\$1,500

FreedomRoad Financial offer disclosures

*Terms and Conditions: Offers apply to new, untitled and unregistered 2018, 2017, and 2016 model year 701 Enduro as indicated. Financing offer available through FreedomRoad Financial (FRF), a loan production center of Evergreen Bank Group. Where no money down is indicated, it is available only to those well-qualified applicants with approved credit. Annual Percentage Rates (APR) of 5.25% for 60 months, .99% for 60 months, and no down payment offers available to qualified applicants only. Not all buyers will qualify and if approved may receive a higher rate and higher payment, depending on credit score. Some buyers will require a higher down payment in order to receive credit approval. Payment examples: 1) 2018 Husqvarna 701 Enduro with a purchase price of \$11,799, 10% down payment of \$1,179.90, a 60 month repayment term, and .99% APR results in monthly payments of \$181.47. 2) 2017 Husqvarna 701 Enduro with a purchase price of \$11,799, 10% down payment of \$1,179.90, a 60 month repayment term, and .99% APR results in monthly payments of \$181.47. 3) 2016 Husqvarna 701 Enduro with a purchase price of \$11,299, 10% down payment of \$1,129.90, a 60 month repayment term, and .99% APR results in monthly payments of \$173.78. Your actual terms and purchase price may vary, which will impact the monthly payment amount. Tax, title, documentation, dealer prep, set-up, freight and other charges are not included, if included in purchase price your monthly payment amount will be higher. Other charges may apply. Subject to model availability and dealer participation. Subject to credit approval by FRF, not all applicants will qualify. Financing offer can change or be cancelled at any time. Offer valid through May 31, 2018. This offer cannot be combined with any other offers. Finance offer valid through authorized U.S. Husqvarna Motorcycle dealers only. See local authorized dealer for details.

Synchrony Financial offer disclosures

2018 701 Enduro

Payments As Low As \$181.47/MO

\$11,799 MSRP. 10% down. \$10,619.10 financed (0.99% APR) over 60 months on KTM/Synchrony Instalment Loan Account. Participating Dealers. Offer valid from 2/1/18 to 5/31/18.

* Rate of 0.99% or 12.99% will be assigned. Example: A 60-month term of a \$10,619.10 purchase, and 0.99% rate requires monthly payments of \$181.47; and a 12.99% rate requires payments of \$241.56. Program minimum amount financed is \$2,500 and 0%-10% down payment required. Rate and down payment based on credit approval criteria. 15% down payment is required to obtain advertised monthly payment of \$181.47. Offer subject to credit approval by Synchrony Bank.

2017 701 Enduro

Payments As Low As \$181.47/MO

\$11,799 MSRP. 10% down. \$10,619.10 financed (0.99% APR) over 60 months on KTM/Synchrony Instalment Loan Account. Participating Dealers. Offer valid from 2/1/18 to 5/31/18.

* Rate of 0.99% or 12.99% will be assigned. Example: A 60-month term of a \$10,619.10 purchase, and 0.99% rate requires monthly payments of \$181.47; and a 12.99% rate requires payments of \$241.56. Program minimum amount financed is \$2,500 and 0%-10% down payment required. Rate and down payment based on credit approval criteria. 15% down payment is required to obtain advertised monthly payment of \$181.47. Offer subject to credit approval by Synchrony Bank.

2016 701 Enduro

Payments As Low As \$173.78/MO

\$11,299 MSRP. 10% down. \$10,169.10 financed (0.99% APR) over 60 months on KTM/Synchrony Instalment Loan Account. Participating Dealers. Offer valid from 2/1/18 to 5/31/18.

* Rate of 0.99% or 12.99% will be assigned. Example: A 60-month term of a \$10,169.10 purchase, and 0.99% rate requires monthly payments of \$173.78; and a 12.99% rate requires payments of \$231.33. Program minimum amount financed is \$2,500 and 0%-10% down payment required. Rate and down payment based on credit approval criteria. 15% down payment is required to obtain advertised monthly payment of \$173.78. Offer subject to credit approval by Synchrony Bank.