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Jim's Harley-Davidson MVP

# GET INTO THE GAME

January 2 - 31, 2011

Dear Jeremy,

It's time to GET INTO THE GAME. Just in time for the single-biggest sporting event of the year. The rules are simple.

1. Starting January 2, register with any associate at Jim's Harley-Davidson.
2. Accrue as many points as you can during January. Also, look out for accelerated point accumulation email updates. You'll receive one entry into the sweepstakes for the first 20 points you accrue. You will then receive an additional entry for every 5 points thereafter. The more points you accumulate the more chances you have of winning.
3. Winners will be picked February 5, 2011 at random from the pool of qualified contestants. Contestants do not have to be present to win but are encouraged.

You can win 1 of 3 grand prizes. 1st prize is a HDTV Home Entertainment Package. 2nd prize is a Charcoal Grill Package. 3rd prize is a Jim's H-D Gift Card Package. Details on each package are listed below.

Jim's Harley-Davidson MVP is making it easy for everyone to qualify for this contest. Scroll down to check out the accelerated point accumulation opportunities. Also, look out for email updates throughout the month of January for more ways to earn.

For contestant rules, prizes and full list of accelerated point earning opportunities visit **JIMSHD.COM**

# GET INTO THE GAME

**Win the Ultimate Big Game Giveaway**

- 50" Plasma HDTV with surround sounds system
- 4 Jim's logoed canvas chairs
- 4 HD Travel Packs

**2nd Prize Winner will win**

- A Charcoal Grill Package
- 4 Jim's logoed canvas chairs
- 4 HD Travel Packs

**3rd Prize Winner will win**

- A \$250 Jim's Gift Card
- 4 Jim's logoed canvas chairs
- 4 HD Travel Packs

10 additional winners will win a HD travel pack and a Jim's logoed canvas chair.

**It's as easy as 1 2 3**

- 1 Register at Jim's Harley starting 01/02/11
- 2 Accrue as many points as you can during January. Also, look out for accelerated point accumulation email updates. You'll receive one entry for the first 20 points and an additional entry for every 5 points earned thereafter.
- 3 Winners will be picked on 2/5/11. Contestants do not have to be present to win but are encouraged.

**JIM'S HARLEY-DAVIDSON OF ST. PETERSBURG**  
 2805 54th Ave N | St. Pete, FL 33714 | 727-527-9672 | info@jimshd.com

Grand Prize Package

2nd Prize Package

3rd Prize Package



{\*for display purposes}  
**50" Plasma HDTV with  
Surround Sound System  
4 Jim's H-D Logoed  
Canvas Chairs  
4 H-D Travel Packs**

**\$850 value**



{\*for display purposes}  
**Charcoal Grill Package  
(includes charcoal grill, apron,  
charcoal, utensils, and spices)  
4 Jim's H-D Logoed  
Canvas Chairs  
4 H-D Travel Packs**

**\$650 value**



{\*for display purposes}  
**\$250 Jim's H-D Gift Card  
4 Jim's H-D Logoed  
Canvas Chairs  
4 H-D Travel Packs**

**\$450 value**

[Click Here to Print out Full List of Accelerated Point Accumulation Opportunities](#)

### Accelerated Point Accumulation Opportunities

#### Storewide

- Double MVP Points on purchases of \$125 or more.
- Triple MVP Points on purchases of \$500 or more.
- 2 Bonus Points for the purchase of any sale item.
- Triple MVP Points on all referrals:
  - o New MVP Member (10), New Service Customer (10), Motorcycle Sales Referral (20), Rider's Edge® Referral (2) and Rentals Customer Referral (2).
  - o Referral customers must mention at time of purchase the MVP member's name and #.

#### Sales Department

- Test Ride a motorcycle (Must make an appointment. Limit 1.) - 2 points
- Purchase a new motorcycle - 30 points
- Purchase a used motorcycle - 25 points

[Click Here for Full Sweepstakes Rules and Regulations](#)

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