

## WEST COAST HARLEY-DAVIDSON®

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**WEST COAST**  
THE ELITE REWARD CARD

### THE ELITE CARD SCHEME

1. The West Coast Harley-Davidson Elite card is issued by and remains the property of West Coast Harley-Davidson which reserves the right, at any time without notice, to: (a) decline to issue Elite cards; and (b) on reasonable grounds, withdraw or cancel Elite cards or points collected, or to alter or amend the conditions of operation of the Elite Card Scheme.

Reasonable grounds include (i) any abuse or attempted abuse of the scheme, or (ii) any use or attempted use of an Elite card or points in a manner which is contrary to these terms and conditions or (iii) any reasonable suspicion of dishonesty on the part of a member in connection with the scheme.

2. All participants in the Elite Card scheme must be aged 18 years or over.
3. The Elite card is not transferable and can only be used in-store or online by the registered account holder.
4. Members may be removed from the scheme at any time at the discretion of West Coast Harley-Davidson.
5. The Elite card can only be used/redeemed at West Coast Harley-Davidson and cannot be used as a credit card or a guarantee card.
6. A customer can choose to opt out of this promotion at any time.

### POINTS

7. To collect points for a transaction in-store, you must present your Elite card at point of purchase. Points for online transactions will automatically be added if your online account is active.
8. Discounted items / Special Offers – Elite points will not be awarded for these types of transactions however you may use your existing Elite points to purchase any discounted / special offer item.
9. If an Elite card account is inactive for a period of 12 months all points accrued to date will be rendered null and void. A notification email informing customers of this pending lapse will be sent out in advance of cancellation.

**BUYING IN-STORE & ONLINE  
JUST BECAME EVEN  
MORE REWARDING**



## WEST COAST'S ELITE REWARD CARD

West Coast fully appreciates you have a choice, and we also know that many of our customers take great pride in their association with Harley-Davidson & West Coast. We're delighted to reward our customers who regularly buy from us and take an interest in the dealership and recommend us to others... it's the West Coast Elite Reward Card.

**WITH THE ELITE REWARD CARD YOU COULD MAKE HUGE SAVINGS ON YOUR FUTURE PURCHASES, INCLUDING...**



...MOTORCLOTHES® & FASHION



...PARTS & ACCESSORIES



...SERVICING



...RIDING GEAR

### HOW DOES IT WORK?

It's very simple - for every £1 (inc VAT) you spend with us, we credit your personalised reward card with 1 point. You can exchange those points at anytime you wish for any goods or services in the dealership. Most customers wait until they have accumulated enough points to buy or put towards something specific, for instance 200 points are worth a £20 discount.

### DOES IT APPLY TO EVERYTHING AT WEST COAST?

This card can be used when buying anything for sale in the shop other than motorcycles and insurance, however we are very happy to include the cost of any accessories invoiced with a bike. Your points will accumulate when you buy anything from a quart of oil to a jacket and it includes having your bike serviced or buying a tyre. However items already discounted or on special offer are excluded from the Elite Card promotion both online and in-store.

### HOW DO I GET A CARD?

It's free and it doesn't only apply to those who've bought motorcycles from us. Talk to a member of staff in-store or visit [www.westcoastharley.com](http://www.westcoastharley.com) to set up your account and start earning your points today.

### HOW DO I KEEP TRACK OF WHAT'S ON MY CARD?

It's all done online at [www.westcoastharley.com](http://www.westcoastharley.com). Login or register your account and you'll be able to view how many points you've accrued and a history of what you've purchased online - you can also update and change your personal details if you wish.

### WHAT HAPPENS IF I LOSE MY CARD?

Don't worry, each card will be personally identified – so the only person who can be credited with your points is you! If you lose it, come in and see us and we can issue a replacement. You must however remember to bring the card with you when you buy anything in-store, as without it we cannot access your account. However you will still be able to earn points by purchasing through our website using your online account.

### WHAT IS THE ANNUAL FEE?

There is no charge, no minimum spend, no catches. The more you use your card either in-store or online, the more we'll credit your account. Simple.

**REGISTER NOW** either in-store or at [www.westcoastharley.com](http://www.westcoastharley.com)

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