



World's Finest Products For Harley-Davidsons

July 7, 2009

To: Custom Chrome® Product Vendor Community
From: 2010 Catalog Production Team
Re: New Product / Product Update Submission Guidelines

To Our Valued Vendor Community,

Production on the 2010 Custom Chrome Catalog has begun. This is our best opportunity to capture in one resource the best parts available to the V-Twin industry and we want you to be a part of it.

In order to provide you enough time for the process of new product submission and consideration as well as updates to existing product lines, we have established a deadline that we hope will guide your efforts toward successful publication in the Custom Chrome 2010 catalog.

Our publication date is designed around a successful launch at the Cincinnati V-Twin Expo and maximum exposure of your products. Every effort will be made to make this year's catalog the most effective and valuable tool available to dealers and consumers!

The new product submission deadline is for receiving new product information from you in order to insure consideration for this year's book. If you have a product that you would like considered, go to: www.customchrome.com and click on the New Product link. Once on the new product page you can click on the New Product Submittal Application link in the upper right to download the necessary form. After completing the new product submittal form, please return it to Custom Chrome in Morgan Hill. You'll find below contact information should you have any questions.

We value the contribution you make to the V-Twin industry and look forward to the continued opportunity to work with you in the coming year.

Sincerely,

Michael Eastman
Director of Marketing and Communications

2010 Custom Chrome Catalog Submission Contacts

Vice President, Marketing & Sales	Steve Veltri	x.5861
Director, Marketing & Communications	Michael Eastman	x.5123
Director, Purchasing	Theresa Rayner	x.5175
Product Line Management	Rich Fulk	x.5856

All Product Submissions must be received no later than Friday, August 28, 2009.

Should you have any questions, please contact Rich or Theresa.