



Greetings! Thank you for your interest in becoming a Custom Chrome Authorized Dealer. Like you, we take our business seriously. It is important that you supply us with all of the information that is requested in this package. **Incomplete applications will not be processed.** Please take the appropriate amount of time to thoroughly read this application and fill it out completely.

**Our New Dealer Requirements Are:**

- 1) Must be in a stand alone motorcycle business full time and cannot have two businesses under one roof. **No Exceptions!**
- 2) Must be located on a commercial retail storefront location or industrial retail park location.
- 3) Must maintain regular daytime business hours.
- 4) Business cannot be located on any residential zoned property.
- 5) Business location must have a fixed and permanent sign on the exterior of the building.

**Aside from the information provided, the following items are required to process your application:**

- 1) Dealer Credit Application
- 2) Resale Certificate
- 3) Current Tax Permit/Business license or Resale licensing (If no business license is required in your area, please indicate)
- 4) Color photos of: Storefront (including signs), Parts department, Service department and Showroom. (Please Note: Photos will not be returned)
- 5) If Shop is located on home property, a zoning letter is required from the City or County (Please Note: Shop is still required to meet all qualifications)

Again, we thank you for your interest and look forward to receiving your completed application. If you have additional questions, please call (800) 359-5700 ext.5869

E-mail: [dealerdev@customchrome.com](mailto:dealerdev@customchrome.com)



World's Finest Products For Harley-Davidsons

## DEALER/CREDIT APPLICATION

In order to process your request for a dealership or line of credit this application must be filled out completely and signed where indicated below (for corporations and limited liability companies, the Personal Guaranty section of this application also must be signed by each owner/partner). This application must be filled out completely in order for *DAE-IL USA, Inc., doing business as Custom Chrome®* ("Custom Chrome"), or any of its subsidiaries to process it. PLEASE FORWARD THE COMPLETED APPLICATION TO: Custom Chrome/DAE-IL USA, Inc., 18225 Serene Drive, Suite # 150, Morgan Hill, CA 95037

Legal Firm Name ("Applicant") \_\_\_\_\_ Date \_\_\_\_\_

Doing Business As \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Business Phone (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Business Fax (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Date Business Started \_\_\_\_/\_\_\_\_/\_\_\_\_ Days and Hours of Operation \_\_\_\_\_

Dealer Number \_\_\_\_\_ Accounts Payable Contact \_\_\_\_\_

(1) \_\_\_\_\_

Name of Owner, Partner \_\_\_\_\_ S.S. # \_\_\_\_\_ Home Phone # \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

(2) \_\_\_\_\_

Name of Owner, Partner \_\_\_\_\_ S.S. # \_\_\_\_\_ Home Phone # \_\_\_\_\_

Home Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Partnership          Corporation          Limited Liability Company

State where incorporated/organized \_\_\_\_\_ (required if Applicant is a corporation or limited liability company)

Federal I.D. # \_\_\_\_\_ (required if Applicant is a partnership, corporation, or limited liability company)

Bank Name \_\_\_\_\_ Account # \_\_\_\_\_

Bank Address \_\_\_\_\_ Bank Phone # (\_\_\_\_\_) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

List four businesses that accept Applicant's company check or extend open terms (preferably within the motorcycle industry).

Name \_\_\_\_\_ Dealer Account # \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of account      Open            C.O.D. Company Check            How Long? \_\_\_\_\_ mo \_\_\_\_\_ yrs





## RESALE CERTIFICATE INSTRUCTIONS

Dear Customer,

In order to comply with sales and use tax laws, it is necessary that we have a properly completed Resale Certificate from all our customers who claim a sales tax exemption for products that have been purchased for resale.

In the space provided for the "Description of the Property" insert either:

- 1) A list of the particular products to be purchased for resale.
- 2) A general description of the kind of products to be purchased for resale.  
(A Certificate thus describing the products is good until revoked in writing).

## RESALE CERTIFICATE

*THE UNDERSIGNED HEREBY CERTIFIES:*

That I hold a valid Seller's Permit Number \_\_\_\_\_

Issued pursuant to the Sales and Use Tax Law and that I am in the business of selling:

\_\_\_\_\_  
\_\_\_\_\_

That the tangible personal property described herein which I should purchase from

### **CUSTOM CHROME, INC**

Will be resold by me in the form of tangible personal property, provided however, that in the event any such property is used for any purpose other than retention, demonstration, or display while holding it for sale in the regular course of business. It is understood that I am required by the Sales and Use Tax Law to report and pay any tax, measured by the purchase price of such property or other authorized amount.

*Description of property to be purchased:*

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Printed name of Purchaser

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

DATE \_\_\_\_\_, 20\_\_\_\_\_



Shop Name: \_\_\_\_\_

Date: \_\_\_\_\_

### **Customer Profile**

Thank you for choosing Custom Chrome as your preferred partner. We would like to get to know you better so we can better service your needs where you need it most. If you are looking to grow your business we can help. Just take a minute to fill out this one page questionnaire and simply send along with the other required documents. We will take it from there!!

- |   |                                      |
|---|--------------------------------------|
| 1) <b><u>Service/Repair</u></b>   | Not at all ____ Some ____ Major ____ |
| a. What models do you service / repair                                      |                                      |
| Twin Cam ____ Evolution ____ Earlier models ____ Sportster ____ V-Rod ____  |                                      |
| 2) <b><u>Service Parts</u></b> (Lubricants, spark plugs, tires, etc...)     | Not at all ____ Some ____ Major ____ |
| 3) <b><u>Performance Products</u></b> (Ignition, Cams, Exhaust, etc...)     | Not at all ____ Some ____ Major ____ |
| 4) <b><u>Apparel</u></b> (Helmets, Rain gear, Gloves, etc...)               | Not at all ____ Some ____ Major ____ |
| 5) <b><u>Utility &amp; Equipment</u></b> (Bike lifts, bike trailers, tools) | Not at all ____ Some ____ Major ____ |
| 6) <b><u>Motorcycle Accessories</u></b> (Seats, lighting, mirrors, etc...)  | Not at all ____ Some ____ Major ____ |
| 7) <b><u>Bike Builder</u></b> (Qty per month)                               | Not at all ____ Some ____ Major ____ |
| 8) <b><u>Custom Fabrication</u></b> (Sheetmetal, frames, etc...)            | Not at all ____ Some ____ Major ____ |
| 9) <b><u>Discontinued &amp; Closeouts</u></b>                               | Not at all ____ Some ____ Major ____ |
| 10) <b><u>Part Manufacture</u></b>  | Not at all ____ Some ____ Major ____ |

### **Dealer Account Information**

Principal Owner(s) / Officer Name \_\_\_\_\_

Parts Manager \_\_\_\_\_

Additional Contact Numbers \_\_\_\_\_

Website \_\_\_\_\_ E-mail Address \_\_\_\_\_

What type of account are you applying for? (Circle One)

COD                  Open Account                  Credit Card                  Company Check

If credit card:

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_