

Protective

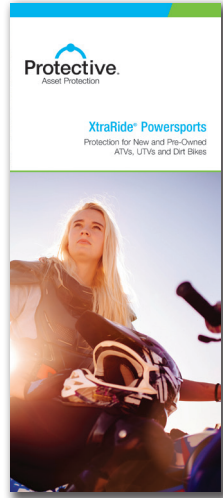
Asset Protection

Marketing Materials

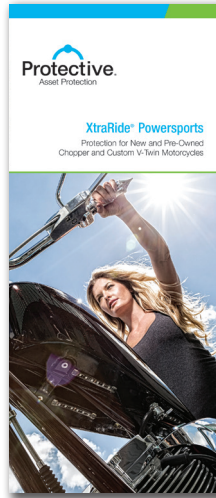
To order these materials simply log on to F&I Café and fill out the XtraRide® Powersports Program supply order form and submit to Protective.



Motorcycle and Scooter/Moped Brochure
Usage: Use as a point of sale marketing tool
Size: 3.7" x 8.5" (folded)
Item Number: PWS-B-MC



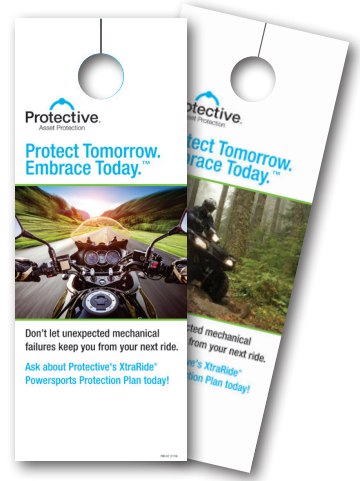
ATV, UTV and Dirt Bike Brochure
Usage: Use as a point of sale marketing tool
Size: 3.7" x 8.5" (folded)
Item Number: PWS-B-ATV



Chopper and Custom V-Twin Brochure
Usage: Use as a point of sale marketing tool
Size: 3.7" x 8.5" (folded)
Item Number: PWS-B-VT



Snowmobile Brochure
Usage: Use as a point of sale marketing tool
Size: 3.7" x 8.5" (folded)
Item Number: PWS-B-SNO



Hang Tag
Usage: Place on all units at dealership
Size: 4.25" x 11" (Double-sided)
Item Number: PWS-HT

Protective Asset Protection
Protect Tomorrow. Embrace Today.™

XtraRide® Powersports
 Enjoy your powersports vehicle to its fullest by protecting yourself against the high cost of certain mechanical failures.

Today's Average Repair Costs

| Category | Part | Cost |
|---------------------|--------------|---------|
| On-Road Motorcycle | Headlight | \$1,200 |
| | Front Fork | \$1,000 |
| | Engine | \$2,500 |
| | Transmission | \$2,700 |
| Off-Road Motorcycle | Headlight | \$1,000 |
| | Front Fork | \$800 |
| | Engine | \$2,000 |
| | Transmission | \$2,100 |
| ATV | Headlight | \$1,000 |
| | Front Fork | \$800 |
| | Engine | \$2,000 |
| | Transmission | \$2,100 |
| UTV | Headlight | \$1,000 |
| | Front Fork | \$800 |
| | Engine | \$2,000 |
| | Transmission | \$2,100 |
| Snowmobile | Headlight | \$1,000 |
| | Front Fork | \$800 |
| | Engine | \$2,000 |
| | Transmission | \$2,100 |

What is Covered
 The XtraRide Powersports Protection Plan provides extensive coverage against the cost of breakdowns due to mechanical defects of all vehicle components unless specifically excluded. A complete list of exclusions can be found in the contract. Items excluded, parts falling within the following component groups are covered:

- Engine
- Transmission
- Primary Drive
- Drive Axle Assembly
- Front and Rear Suspension
- Steering
- Braking System
- Electrical System
- Gauges
- Fuel System
- Touring Bikes Sound System
- Seals and Gaskets (on assembly only)

Additional Benefits
Your Coverage Includes Our Pick-Up and Delivery Benefit
 You receive reimbursement for up to \$500 per occurrence for pick-up and delivery charges when a mechanical breakdown of a covered part disables your vehicle.

The Following Additional Benefits are Included for On-Road Vehicles:

- 24-Hour Roadside Assistance**
 Sign-and-drive coverage for up to \$500 per occurrence for the following:
 - Towing
 - Flat Tire Assistance
 - Jump Start
 - Fuel Delivery (excluding the cost of fuel)
- Meals and Lodging Coverage**
 You receive reimbursement for up to \$100 per day for up to 10 days for meals and lodging when your vehicle is undergoing a covered repair for a mechanical breakdown occurring more than 100 miles from your home address and the repair facility keeps the vehicle overnight.
- Rental Vehicle Coverage**
 You receive reimbursement for up to \$75 per day for up to 10 days per occurrence for a rental vehicle when your vehicle is undergoing a covered repair for a mechanical breakdown.

Limits and Exclusions
 Coverage is subject to deductibles, limits and exclusions. The contract covers repair only of covered parts and only when they suffer a mechanical breakdown as defined in the contract. Under some circumstances, a mechanical breakdown of a covered part may not be covered. Examples include: the failure is due to misuse, lack of proper maintenance or when a non-covered part is what caused the covered part to fail. Also, the exclusions contain a list of parts not covered, some of which may be associated with or contained in component groups that are covered. Examples include brake drums, rotors, pads and shoes; the radiator and thermostat; and the exhaust pipe system. Please see service contract for details.

Optional Coverage
 Available for On-Road Vehicles Only

- Touring Package**
 Coverage for the following specified parts when:
 - Engine
 - Transmission
 - Primary Drive
 - Drive Axle and Axle Assemblies
 - Front and Rear Suspension
 - Steering
 - Braking System
 - Electrical System
 - Gauges
 - Fuel System
 - Touring Bikes Sound System
 - Seals and Gaskets (on assembly only)
- Towed Trailer Package**
 Coverage for the cost of towing and transportation to the repair facility for the covered component and related mechanical repairs for up to \$100 per day for up to 10 days.
- Tire and Wheel Protection Package**
 Reimbursement for a road hazard.

Placemat
Usage: Use during sales presentations
Size: 14" x 8.5" (Side 1: Named Component Coverage, Side 2: Exclusionary Coverage)
Item Number: PWS-PM

Protective Asset Protection
Protect Tomorrow. Embrace Today.™

DON'T LET UNEXPECTED MECHANICAL FAILURES KEEP YOU FROM YOUR NEXT RIDE.

Protect yourself from the high cost of unexpected mechanical failures with Protective's XtraRide® Powersports Protection Plan.

Ask about XtraRide today!

Protective's XtraRide Powersports Protection Plan is available for:
 On-Road / Off-Road Motorcycles | Scooters | Mopeds | ATVs | UTVs
 Choppers | Custom V-Twins | Trikes | Snowmobiles

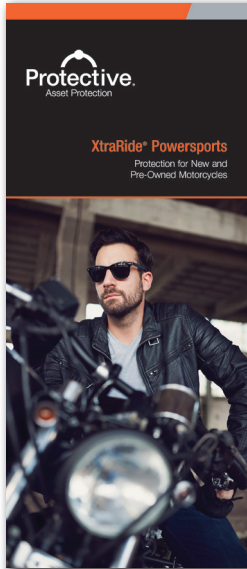
Poster
Usage: Post throughout dealership
Size: 18" x 24"
Item Number: PWS-POSTER



Consumer Webpage
Usage: This webpage was developed for consumers to learn more about the Protective XtraRide Powersports Program. A dealership can post a link on their website directing consumers to this webpage. To utilize this webpage please contact your Protective representative.

To order these materials simply log on to F&I Café and fill out the XtraRide® Powersports Program supply order form and submit to Protective.

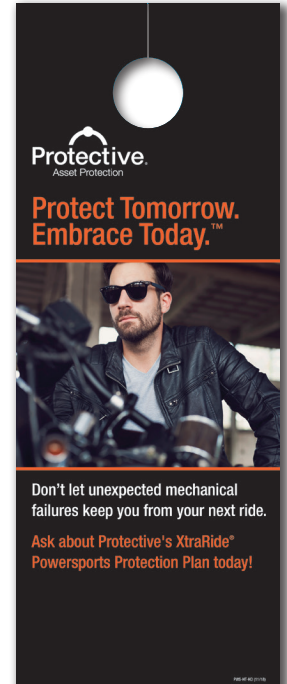
Marketing Materials for Harley-Davidson Dealerships



Brochure for Harley-Davidson Dealerships
Usage: Use as a point of sale marketing tool
Size: 3.7" x 8.5" (folded)
Item Number: PWS-B-HD



Poster for Harley-Davidson Dealerships
Usage: Post throughout dealership
Size: 18" x 24"
Item Number: PWS-POSTER-HD



Hang Tag for Harley-Davidson Dealerships
Usage: Place on all units at dealership
Size: 4.25" x 11" (Double-sided)
Item Number: PWS-HT-HD



Protect Tomorrow. Embrace Today.™

XtraRide® Powersports

Enjoy your powersports vehicle to its fullest by protecting yourself against the high cost of certain mechanical failures.



What is Covered

The XtraRide Powersports Protection Plan provides extensive coverage against the cost of breakdowns due to mechanical defects to all vehicle components unless specifically excluded. A complete list of exclusions can be found in the contract. Unless excluded, parts falling within the following component groups are covered:

- ✓ Engine
- ✓ Transmission
- ✓ Primary Drive
- ✓ Steering
- ✓ Braking System
- ✓ Drive Axle Assembly
- ✓ Front and Rear Suspension
- ✓ Electrical System
- ✓ Gauges
- ✓ Fuel System
- ✓ Touring Bikes Sound System (factory installed, speakers excluded)
- ✓ Seals and Gaskets (on qualifying units)

Additional Benefits*

- ✓ **Pick-Up and Delivery**
You receive reimbursement for up to \$200 per occurrence for pick-up and delivery charges when a mechanical breakdown of a covered part disables your vehicle.
- ✓ **24-Hour Roadside Assistance**
Sign-and-drive coverage for up to \$200 per occurrence for the following:
 - Towing
 - Lock-Out Assistance
 - Flat Tire Assistance
 - Jump-Start
 - Fluid Delivery (excluding the cost of fluid)
- ✓ **Meals and Lodging Coverage**
You receive reimbursement for up to \$150 per day for up to 3 days for meals and lodging when your vehicle is undergoing a covered repair for a mechanical breakdown occurring more than 100 miles from your home address and the repair facility keeps the vehicle overnight.
- ✓ **Rental Vehicle Coverage**
You receive reimbursement for up to \$75 per day for up to 10 days per occurrence for a rental vehicle when your vehicle is undergoing a covered repair for a mechanical breakdown.

*Certain additional benefits may not be available in some states due to state law restrictions. See contract for exact terms, coverages and exclusions.

Optional Coverage

Touring Package
Coverage for the following specified parts within component groups:

- Intercom/CB radio
- Sidelark hardware
- Trunk and saddle bags

Touring Package also includes:

- Increased towing benefit of \$350 per occurrence
- Increased meals and lodging reimbursement of \$250 per day for up to 3 days per occurrence
- Increased rental vehicle reimbursement to \$100 per day for up to 10 days per occurrence

Towed Trailer Package
Coverage for the brake and frame components of the trailer towed by the covered on-road vehicle.

Tire and Wheel Protection Package*
Reimbursement for tire and wheel/rim replacement if caused by a road hazard.

*Coverage not available in all states.

Today's Average Repair Costs

On-Road Motorcycles



*Repair cost estimates based on Protective's internal database (2016-2018, 2019)

The XtraRide® Powersports vehicle service contract program is administered by a Protective company and backed by Protective Property & Casualty Insurance Company, also a Protective company. All claims covered by this plan. In New York this contract is backed by Old Republic Insurance Company, its Products and Operations for Harley-Davidson Powersports vehicle service contract. 810, New York - Oneonta, NY 13827-1000. For more information please contact: 1-800-899-8989. Protective Contract Number: 0011.

PWS-PM-HD

Placemat for Harley-Davidson Dealerships
Usage: Use during sales presentations
Size: 14" x 8.5"
Item Number: PWS-PM-HD