



GWRRA UNIVERSITY

HOW-TO'S

Dealer Program

What is the Dealer Program and how can a Member support it to recruit new Members?

It starts with you and your favorite dealer.

1. When a Member identifies a Dealer who is interested and agrees to participate in this program, the Member needs to email the Dealers information and contact person to: dealerprogram@gwrra.org
2. Give us your name and Member number so we know where this is coming from and can enter you into our Thank You drawing
3. Let the Dealer know that we will be highlighting them as a Supporting Dealer and we will feature them on our website and the Gold Book.

Starting with you, it allows you and your Chapter and/or District to strengthen your relationship with the dealer and this is always the best way. Home Office will be reaching out to dealers about 30 days after the launch, and after you have emailed us the contact information, giving you the first opportunity to talk and create that critical relationship with your Dealer. Then Home Office will follow up with the Dealer and offer to send them *Wing World Magazines* to the dealership monthly and more materials if they wish. Anything you or your Chapter/District want to add is great.

The program has been created for motorcycle dealerships to offer new motorcycle owners an opportunity to experience Gold Wing Road Riders Association through a free four-month membership. The Dealer may offer this to the purchaser of a new or used motorcycle or trike of any brand but particularly the Honda brand. The program includes a benefits sheet about the Association for the dealer to give to the new Member, an application form for the new Member to fill out and return to the dealer and the dealer will send it to GWRRA.

The benefit sheet highlights the Member Benefits such as Rider and University training, Road Riders Rescue, the 24/7 towing and emergency roadside assistance, Travel, Hotel, Insurance and everyday discounts.

A new owner fills out a form with their information and the dealer emails or faxes it to Home Office. Home Office, in turn, forwards it to the District closest to the potential new Member for contact and an invitation to a Gathering and GWRRA activities in the area.

Another part of the Dealer Program and the part of the program every Member can promote is the Sold Bike Membership. When a pre-owned motorcycle is sold privately, the previous owner, a GWRRA Member, can also offer a free four-month membership. The new owner is asked to mail or fax the form to Home Office. There is also a contact email should the new owner have any questions. The form is available on GWRRA website under Officer Resources, Officer Connect, bottom of the page.

If you have any further questions, please contact memberservices@GWRRA.org or your Chapter or District Team.