



Mr. John Doe
J-Doe's Honda Superstore
123 S Main Street
Anytown, US 00000
(123)867-5309

August. 31, 2018

Dear Mr. Doe:

It's an amazing opportunity Honda has provided with this new Gold Wing line. When we bought our first Gold Wing in 1985, we were given a Membership that was complimentary from the dealer. This made us feel valued by the dealer and we have since purchased 5 Gold Wings from that same dealer.

GWRRRA wants to create that same feeling and give you that same opportunity. We see this as a win/win. There is definite value to your customer, as they buy that touring bike, so they find riding groups as well as enjoy all the many benefits offered by GWRRRA. Since it is a gift from you, they will appreciate you that much more. We then want to recognize you, the dealer, by listing you on our website, Gold Book and our Social Media as a Supporting Dealer to GWRRRA Members. We can further offer to you the opportunity to receive *Wing World* magazine to give out to your customers monthly.

We have created a very brief application, as suggested by American Honda, that you can have them fill out when you are doing the ownership paperwork. We want to offer this to a customer purchasing a new or used touring bike, specifically a Gold Wing but we are open to all. We ask that you, at least weekly, email or fax those applications to GWRRRA so we can quickly contact the new owner and invite them to an upcoming ride and/or meeting.

We've included with this letter the brief application and a benefits page to give to the customer and they can keep the benefits and return the application to you.

Please forward us your information and how many magazines you would like us to send you each month to the email address dealerprogram@gwrra.org and we will follow up with you periodically to see how the program is working.

Any questions please let us know and we appreciate you considering the opportunity.

Best regards,

Anita M. Alkire
President



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