

SARGENT[®]
CYCLE PRODUCTS
NORTH AMERICA

Dear Prospective Dealer:

Thank you for your interest in Sargent Cycle Products. Sargent has been the motorcycle seating business since 1989, starting with custom upholstery modifications and foam restoration, and now designing and manufacturing high-quality motorcycle replacement seats. As an authorized dealer, we will consider you to be a valuable part of our long-term success.

As an authorized dealer, you will be able to purchase directly from the manufacturer at any time, or for when our distributors are out of stock or do not carry what you are looking for. One of the benefits of buying direct is the ability to speak with a qualified representative who is knowledgeable about the complexities of motorcycle seat comfort. You can also purchase value-added services such as seat heaters and custom colors.

In order to maintain the long-term value of the brand and to promote the product in the best way possible, it is in the best interest of both Sargent and its authorized dealers for Sargent to limit resale outlets to only legitimate businesses whose main focus is motorcycles and motorcycle accessories.

While there is no initial minimum order, dealer discounts are extended with the understanding that the relationship must be viable and mutually profitable. Therefore, dealer status may be reviewed from time to time, and inactive accounts may be discontinued.

Attached you will find our dealer application and Minimum Advertised Price Policy. For the most current information about products and services, you may visit our website at www.sargentcycle.com. Once qualified and approved, we will forward our price list to you.

Thank you again for your interest in becoming an authorized Sargent dealer. If you have any questions, please do not hesitate to call us.

Sincerely,

Staff at Sargent Cycle Products