



Greetings!

Thank you for your interest in becoming a Custom Chrome USA 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 full-time motorcycle business and be accessible for walk-in customers. **No Exceptions!**
- 2) Must be located on a commercial retail storefront or an industrial retail park location.
- 3) Business cannot be located on any residentially zoned property.
- 4) 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) Copy of Resale Certificate
- 3) Copy of Current Tax Permit/Business license or Resale licensing (If business license is NOT required in your area, please indicate)
- 4) Color photos of: Storefront (including signs), Parts department, Service department and Showroom. (Please Note: Photos must be emailed or sent via regular mail. Photos will not be returned and faxed photos are not accepted.)
- 5) **\$1,500 Buy in order placed within 90 days (Can be Split into 3 orders)**
- 6) 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)
- 7) **\$1,500.00** annually in sales of shippable product to stay as an active Custom Chrome USA Dealer.\*\*

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.5555 or email [dealerdev@customchrome.com](mailto:dealerdev@customchrome.com)

\*\*Custom Chrome reserves the right to make changes to the annual sales requirement with a 30 day notice.



## CUSTOM CHROME USA 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 if obtaining an open line of credit). This application must be filled out completely in order for *Custom Chrome USA, LLC* or any of its subsidiaries to process it.

Please forward the completed application to ONE of the following:

Mail: Custom Chrome USA, LLC., 15750 Vineyard Blvd, Suite 100, Morgan Hill, CA 95037

Email: [dealerdev@customchrome.com](mailto:dealerdev@customchrome.com) or Fax: 1-800-729-4333

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

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

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Billing  Shipping Address if different from Above:

Street Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

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

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

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Shop Contact Name: \_\_\_\_\_ Shop Contact Title: \_\_\_\_\_

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

Home Address City State Zip/Postal Code Country

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

Home Address City State Zip/Postal Code Country

Custom Chrome USA LLC  
15750 Vineyard Blvd, Suite 100  
Morgan Hill, CA 95037

(408) 825-5000 Phone  
(800) 729-4333 Fax  
www.customchrome.com



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**Type of Business: Check One**

Partnership       Corporation       Limited Liability Company       Sole Proprietor

State where incorporated/organized \_\_\_\_\_ (req'd for corporation or limited liability company)

Federal I.D. # \_\_\_\_\_ (req'd for partnership, corporation, or limited liability company)

**Trade References:**

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

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Type of account     Open     C.O.D. Company Check     Other    How Long? Years \_\_\_\_\_ Months \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Type of account     Open     C.O.D. Company Check     Other    How Long? Years \_\_\_\_\_ Months \_\_\_\_\_

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Type of account     Open     C.O.D. Company Check     Other    How Long? Years \_\_\_\_\_ Months \_\_\_\_\_

Custom Chrome USA LLC  
15750 Vineyard Blvd, Suite 100  
Morgan Hill, CA 95037

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The undersigned representative of Applicant and the owners/partners of Applicant (by signing immediately below or the Personal Guaranty section) (1) certify that they are the duly authorized representative/officer/manager and owners/partners, respectively, of Applicant, (2) certify that the information provided in connection with this application are true and complete and have been submitted as a material inducement to obtain commercial credit from *Custom Chrome USA, LLC and/or its subsidiaries*, (3) consent to the exclusive jurisdiction of the courts in Santa Clara or Los Angeles County, California and the application of California law for resolution of any disputes related to or arising out of any extension of credit or the sale of any products or services by *Custom Chrome USA, LLC or its subsidiaries* to Applicant or any related guaranty, and (4) AUTHORIZE *CUSTOM CHROME USA, LLC AND ITS SUBSIDIARIES* TO CONTACT ANY PERSON REGARDING THEIR RESPECTIVE CREDIT HISTORY, INCLUDING, WITHOUT LIMITATION, ANY BANK OR TRADE REFERENCE AND ANY CREDIT REPORTING AGENCY, AT ANY TIME CREDIT IS REQUESTED BY APPLICANT OR IS OUTSTANDING AND TO DISCLOSE THE INFORMATION PROVIDED IN CONNECTION WITH THIS APPLICATION TO SUCH PERSONS.

**APPLICANT: (Authorized Representative or Manager)**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

**OWNERS/PARTNERS (Required Signature)**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

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**For CCUSA Use Only:**

**Date Approved:** \_\_\_\_\_

**Assigned Dealer Number** \_\_\_\_\_

**Approved By:** \_\_\_\_\_

**Reactivated Date & Approved By:** \_\_\_\_\_



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**Customer Profile**

Thank you for choosing Custom Chrome USA, LLC 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) **Service/Repair** Not at all \_\_\_ Some \_\_\_ Major \_\_\_  
 What models do you service / repair?  
 Twin Cam \_\_\_ Evolution \_\_\_ Earlier models \_\_\_ Sportster \_\_\_ V-Rod \_\_\_
- 2) **Service Parts** (Lubricants, spark plugs, tires, etc....) Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 3) **Performance Products** (Ignition, Cams, Exhaust, etc....) Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 4) **Apparel** (Helmets, Rain gear, Gloves, etc....) Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 5) **Motorcycle Accessories** (Seats, lighting, mirrors, etc....) Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 6) **Bike Builder** (Qty per month \_\_\_) Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 7) **Custom Fabrication** (Sheetmetal, frames, etc....) Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 8) **Discontinued & Closeouts** Not at all \_\_\_ Some \_\_\_ Major \_\_\_
- 9) **Parts Manufacture** Not at all \_\_\_ Some \_\_\_ Major \_\_\_

**Please briefly tell us about your shop/business and why you would like to become a Custom Chrome USA, LLC Authorized Dealer.**

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## RESALE CERTIFICATE INSTRUCTIONS

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:

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

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

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

That the tangible personal property described herein which I should purchase from **Custom Chrome USA, LLC**, 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 from Custom Chrome USA, LLC for resale:

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

\_\_\_\_\_  
Printed Name of Owner

\_\_\_\_\_  
Date \_\_\_\_\_, 20\_\_\_\_

Signature of Owner