



GENUINE MOTOR PARTS AND MOTOR ACCESSORIES BULLETIN



PAB1066

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PAB1066: TECHNICAL PUBLICATIONS PRICE INCREASE

Purpose for P&A Bulletin

Harley-Davidson will be increasing prices on technical service literature effective August 23, 2017. Refer to Table 1 for the average range of price increases and dealer margin on the manuals effected.

Table 1. Publication Increase

Manuals	Avg. Price Increase	Avg. Dealer Margin
Owners manuals	75%	42%
Parts catalog	24%	47%
Service manuals	62%	44%

Background

Harley-Davidson has held pricing for over a decade on its technical publications literature. A review of current pricing compared to competitive offerings as well as rising costs has made the change necessary.

Action Required

Be aware of the pricing changes.

Questions

Contact the Dealer Services Representative for any questions.

