

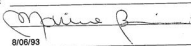
COUPON CODE REGISTRATION FORM

FROM: M. BORSINI

TO: VINCE LOSITO

CC: T. BAYLIES, L. GIORDANO, V. LINDSLEY, J. SCHNEFF, S. RAPISARLDI, N, DISCENZA, E. LUNDBERG

HARLEY-DAVIDSON DTS CPNS

BRANDS(S) APPLICABLE	<u>HARLEY-DAVIDSON</u>
MEDIA	<u>COUPON</u>
ISSUE FREQUENCY/YEAR	<u>OCT - DEC</u>
SPACE/COLOR	<u></u>
COUPON ISSUE DATE	<u>10/11/93</u>
COUPON EXPIRATION DATE	<u>6/30/94</u>
CIRCULATION	<u>2,852,100 - 477,200</u>
GEOGRAPHICAL AREA(S)	<u>NATIONAL</u>
COUPON VALUE	<u>\$ .50</u>
PACK AND OR/CARTON	<u>PACK</u>
ADVERTISING CREATIVE THEME	<u></u>
SIGNATURE OF INITIATOR	<u></u>
DATE INITIATED	<u>8/06/93</u>
ANALYTICAL REQUIREMENTS:	

FOR CONTROL USE ONLY:

CODE ASSIGNED:  
JOB NUMBER:  
EST. REDEMPTION:

8470  
916  
806

91391310