



Harley-Davidson Motor Company, 3700 West Juneau Ave., PO Box 653, Milwaukee, WI 53201 414/342-4680

March 27, 2009

Pegine Echevarria  
437 South Mill View Way  
Suite 240  
Ponte Vedra Beach, FL 32082

Pegine,

Thank you for joining us at the 2009 **Dealer Operations Training (DOT)** held in Washington D.C. in January of this year. While the current economic climate resulted in a decrease in the number of Dealer attendees, attendance for your course was good and the comments from the Dealers were positive. Thanks for becoming part of the Harley-Davidson University team for this event.

Pegine, this was the first time that DOT ever concentrated on these Dealer panels. Your facilitation of the discussion on Outreach marketing was insightful and impactful. You were able to provide the Dealers with a safe environment to share ideas and initiatives that will, I am sure, benefit them all. You did a great job.

Thanks for all you've done for the Dealers and the HDU team.

Very Respectfully,

A handwritten signature in black ink, appearing to read "Ed Schmitt".

Ed Schmitt  
Director Dealer Training