



SUZUKI MOTOR OF AMERICA, INC.
MOTORCYCLE

NOTICE TO CALIFORNIA DEALERS ONLY

MSRP HANG TAGS REQUIRED ON ALL NEW MOTORCYCLES FOR SALE

As a courtesy reminder, motorcycle dealers in the State of California are required to provide a MSRP Hang Tag furnished by the manufacturer on every new motorcycle (including Burgman Scooters) displayed for sale at their dealership. These Hang Tags MUST list the MSRP and describe ALL the additional charges/fees that a retail customer will incur when purchasing the unit.

Suzuki Motor of America, Inc. has developed the current 2013 product line Hang Tags. You may locate these Hang Tags at http://adplanner.suzukicycles.com/product_hangtags.aspx as well as the previous model year. Please display these Hang Tags as required by the law for each new motorcycle (including Burgman Scooters) displayed for sale at your dealership. Please complete the following: (1) print out the appropriate Hang Tag, (2) fill in the dealer-added costs and total recommended retail price, and (3) attach the Hang Tag to the motorcycle (including Burgman Scooters) handlebars.

Please ensure that every unit displayed at your dealership has these required Hang Tags.

Please refer to the below excerpt from California Vehicle Code Section 24014.

V C Section 24014 Motorcycle Sales Required Price Information


Motorcycle Sales: Required Price Information

24014. (a) No dealer shall sell, offer for sale, or display, any new, assembled motorcycle on its premises, unless there is securely attached to its handlebar a label, approved by the Department of Motor Vehicles, furnished by the manufacturer, on which the manufacturer shall clearly indicate the following:

- (1) The recommended retail price of the motorcycle.
- (2) The recommended price for each accessory or item of optional equipment physically attached to the motorcycle at the time of its delivery to the dealer.
- (b) The dealer shall clearly indicate on the label, furnished by the manufacturer, the following:
 - (1) The amount charged, if any, over and above the suggested retail price for transportation to the dealership.
 - (2) The amount charged, if any, for the assembly, preparation, or both, of the motorcycle.
 - (3) The amount charged, if any, for each dealer added accessory or item of optional equipment.
 - (4) The total recommended retail price of the vehicle which shall be the aggregate value of paragraphs (1) and (2) of subdivision (a) and paragraphs (1), (2) and (3) of subdivision (b).

Amended Ch. 623, Stats. 1978. Effective January 1, 1979.

Please contact your Suzuki District Sales Manager if you have any questions.

2013 MODEL	Stock #
Boulevard M109R	
Manufacturer's Suggested Retail Price as of 11-16-12	\$ 14,299.00
Manufacturer's Optional Equipment Price.....	\$ _____
Charge by dealer for Transportation to Dealership	\$ _____
Charge by dealer for Assembly and/or Preparation	\$ _____
Charge by dealer for added Accessories or Options	\$ _____
Other	\$ _____
Other	\$ _____
Total Recommended Retail Price \$	_____
 <small>Suggested Retail Price shown does not include tax, title, or destination charge. Dealer price may vary.</small> 