



**HARLEY — DAVIDSON**  
**DEALER EXCHANGE**

**USER GUIDE**



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## Where Trades Turn Into Customers

Many dealers are faced with tough questions such as, “How can I make it easier for customers to do business with my dealership by taking more trade-ins?” or “Where can I get more units to sell?”

Harley-Davidson Financial Services (HDFS) and National Powersport Auctions (NPA) have developed Harley-Davidson® Dealer Exchange (HDDX), an online tool to help your dealership increase its sales and profit. HDDX lets you buy and sell pre-owned Harley-Davidson® motorcycles within the Harley-Davidson® dealer network. In addition, Harley-Davidson® dealers can sell non Harley-Davidson® product on HDDX.

This valuable tool also offers a proprietary Value Guide™ developed by NPA that includes actual auction results for major makes and models, so you can set motorcycle values with more confidence.

## Dealership Benefits & Key Features

- ⚙️ Harley-Davidson<sup>SM</sup> Dealer Exchange allows you to quickly and cost-effectively move units
- ⚙️ Dealers can floor the motorcycles they purchase through Harley-Davidson<sup>SM</sup> Dealer Exchange
- ⚙️ Purchase quality pre-owned motorcycles within the Harley-Davidson® dealer network
- ⚙️ Confidently take any customers trade and post on HDDX
- ⚙️ Sell pre-owned motorcycles quickly and easily
- ⚙️ NPA’s proprietary Value Guide; with real time auction results, gives you the confidence to accept motorcycles of any make or model
- ⚙️ Manage your account anytime you want; view pending bids, view invoices, check account status and much more

## Getting Registered

If your dealership is already registered with National Powersport Auctions, simply use your NPA username and password to login. If you are not registered with NPA, go to <https://www.hd-dealereexchange.com> and click "Register" in the navigation bar. Fill out all information in Sections 1-3, Upload your Licenses, read the Terms and Conditions and click "Submit All".

Please note: After every license renewal period NPA will need an updated copy of your new licenses. Also, licenses requested are general requirements and every license varies from state to state.

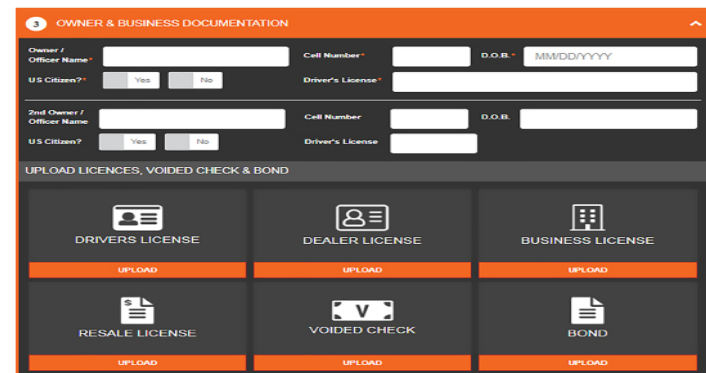
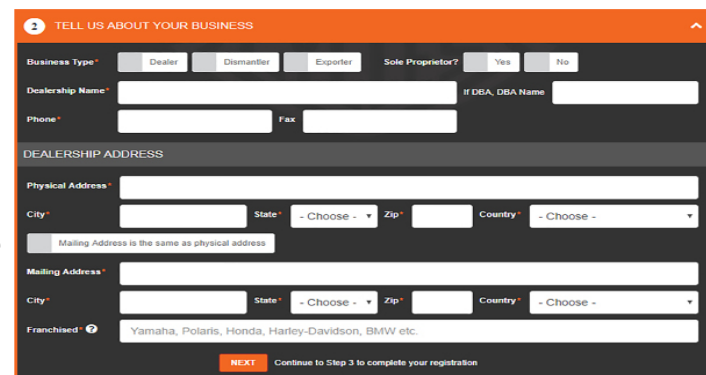
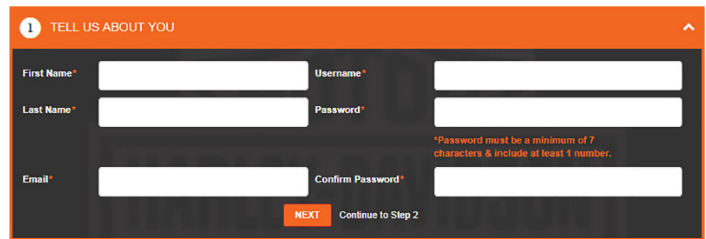
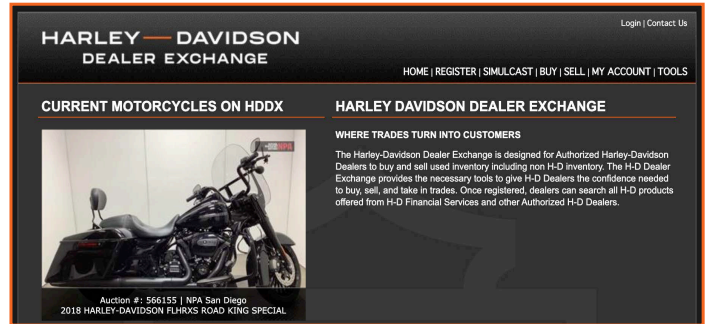
After the form has been submitted you will receive a W-9 via email from Adobe Sign. Please fill this out and click submit at the end of the form. The form will automatically be sent to our registration department. Please allow 24 hours for your registration to be processed.

## My Account Information

After logging in, you will be directed to the "My Account Information" page which lists details about your user profile, recent purchases, bidding history, open invoices, etc.

## H-D Dealer Exchange Menu

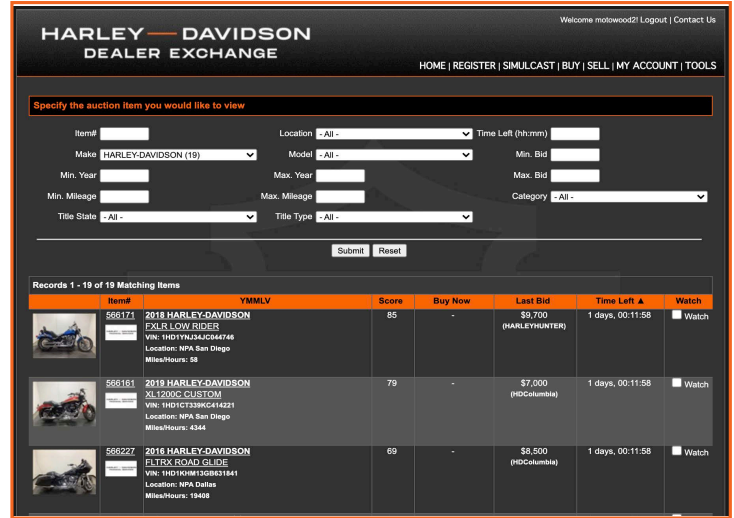
- ⚙ Home: Directs you back to the HDDX home page
- ⚙ Simulcast: Gain access to NPA Simulcast auctions only available to Harley-Davidson dealers
- ⚙ Buy: View and search for available inventory being offered
- ⚙ Sell: Takes you through the steps needed to consign bikes directly from your dealership
- ⚙ My Account: Account details, recent purchases, bidding history, invoices, watch list, etc.
- ⚙ Tools: Access to NPA Value Guide™, transportation information, buy fees, etc.



## Searching, Bidding, Buying

After clicking the “Buy” link in the navigation bar you’ll be directed to the auction page listing all available inventory on HDDX. This page lists pertinent information about each unit which allows you to quickly scan over all the inventory without having to click on each bike. The Search fields at the top of this page also allows you to find bikes by certain criteria like:

- ⚙ Model
- ⚙ Mileage
- ⚙ NPA Location
- ⚙ Auction End Time
- ⚙ Vehicle Title State
- ⚙ Item #



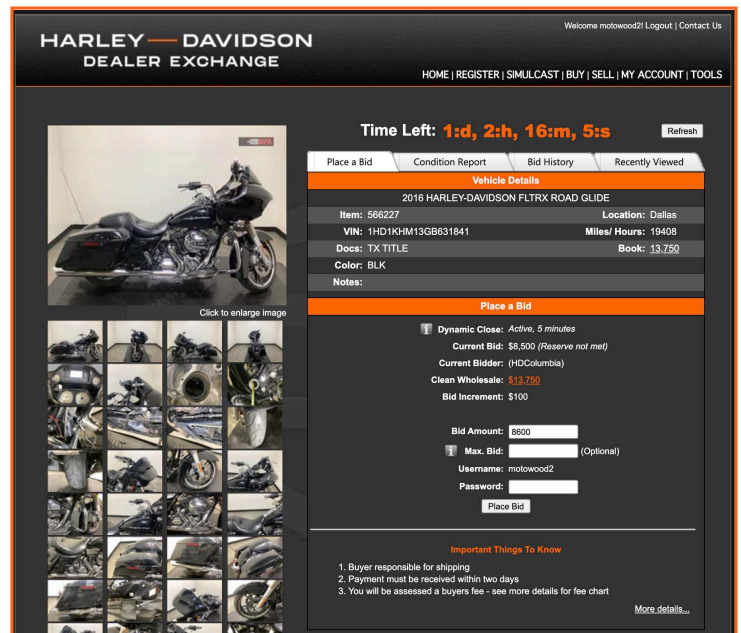
## Vehicle Details Page

Once you’ve identified the bikes you’d like to buy, you can click on the vehicle to view more information. The “Vehicle Details Page” allows you to view the condition report, place a bid, view vehicle bidding history and navigate back to other bikes you may have previously viewed. The “Condition Report” tab provides you with a comprehensive overview of the bikes structural, cosmetic and mechanical condition. NPA’s proprietary condition report system is the most comprehensive inspection in the industry.

## Bidding

When bidding, you’ll be asked to enter your initial bid price, your max bid (which allows you to stay competitive as other dealers try to outbid you), and your password to confirm your bid on the bike.

- ⚙ Max Bid - Allows a dealer to put in a max bid and have the computer bid for the dealer when he gets out bid.
- ⚙ Dynamic Bidding - Dynamic bidding was created to give dealers every opportunity to get the bikes they really want. Upon the end time of the auction, this item remains open as needed until there has been 5 minutes of no bid activity.



## Selling From Your Dealership

By clicking the “Sell” link in the top navigation bar you can upload inventory from your dealership directly to HDDX. You’ll be asked to enter bike information like the VIN, mileage and title document information. Dealers will then be asked to insert pictures of the bike. Dealers can submit up to 12 pictures per vehicle. Follow the directions through each step of the process, including the auction duration for your bike. All items posted to HDDX will automatically load on the “Buy” page.

Please note:  
If an option on the condition report does not apply to the unit being entered select: Not Rated.

## NPA Value Guide™

NPA Value Guide™ allows you to find real-time ACV (Actual Cash Value) for trade-ins and price inventory being offered on HDDX. The market data provided within this powerful tool uses thousands of monthly auction transactions to accurately place a value on the bike in question.

To use the Value Guide™ begin by entering the year, make and model or enter the VIN to auto populate the field, then click “Submit”. A page will open with all possible vehicle candidates with a link to “View Values”. Select the specific bike and a page will open listing the auction values. The page defaults to four months and all locations. From here you can adjust the number of viewable transactions by time frame or location and view the values related to its condition report score.

**NPA Value Guide™**  
Current real-time market prices.

Dealers are given immediate access to current real-time market prices via the NPA Value Guide™. With over 25 years of accumulated proprietary data, this innovative tool assists you in accurately projecting returns on your powersport inventory. With the NPA Value Guide™ you will never turn away another trade due to inaccurate projections.

Specify the vehicle you would like to value below

Year: 2014 | Make: HARLEY-DAVIDSON | Model: FLHXS STREET GLIDE

VIN #: 1HD1KRM37EB624623

Records 1 - 1 of 1 Matching Items

Year	Brand	Model	Action
2014	HARLEY-DAVIDSON	FLHXS STREET GLIDE	<a href="#">View Values</a>

**2014 HARLEY-DAVIDSON - FLHXS STREET GLIDE**  
VIN: 1HD1KRM37EB624623

Location: All Locations | Time: 2 months | Sold Only

VEHICLE SUMMARY				
Current What Book	Units	Avg Score	Avg Mileage	Avg Value
\$12,830	43	76	30,253	\$11,716

CONDITION BREAKDOWN (AVG SCORE - 76)				
Condition	Units	Avg Score	Score Range	Value Range
60-80	11	81	80-86	\$13,863
70-80	29	76	72-79	\$11,562
60-70	1	66	66	\$7,900

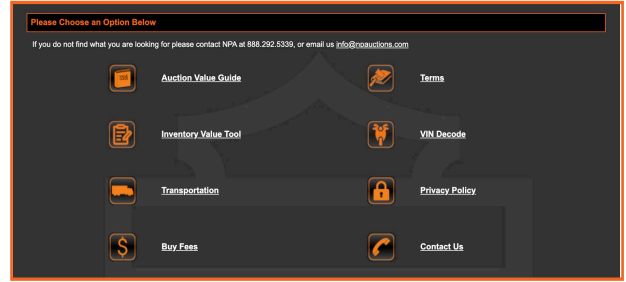
MILEAGE BREAKDOWN (AVG SCORE - 76)					
Condition	0-7500	7500-15000	15000-25000	25000-40000	40000+
80-90	\$14,000-\$15,000 (AVG = 81)	\$12,900-\$14,700 (AVG = 82)	\$14,000-\$14,500 (AVG = 82)	-	\$11,900-\$13,400 (AVG = 80)
70-80	-	\$13,000-\$14,100 (AVG = 78)	\$11,800-\$17,300 (AVG = 76)	\$10,300-\$13,100 (AVG = 77)	\$8,400-\$12,000 (AVG = 76)
60-70	-	-	-	\$7,900 (AVG = 66)	-

TIME BREAKDOWN (AVG SCORE - 76)				
Month	Mileage Range	Units	Score Range	Value Range
Oct	-82,214	13	33-74	\$11,623
Sep	-100,390	22	45-75	\$11,190
Aug	3,001-39,425	8	77-79	\$13,312

VEHICLE DETAILS (AVG SCORE - 76)						
Date	Location	CR Score	CR Info	Mileage/Hrs	Color	Amount

## Additional Tools & Services

The “Tools” page offers tools like the NPA Value Guide™, a list of national transportation providers, buy fees and contact information to help answer questions that may come up as you navigate the site.



## Watch List

This list allows you to quickly and easily access items of interest. To add vehicles to this list when viewing inventory, click the “Watch” button to the right of the vehicle. As vehicles are purchased, these items will be removed from the list. To view your “Watch List” go to your “My Account” page.

## Email Notifications

Dealers receive up-to-date emails on vehicles they have interest in.

- 🔧 Increased Bid
- 🔧 Winning Bid
- 🔧 Outbid
- 🔧 Last Chance Offer

## Transportation Services

NPA’s Transportation department specializes in coordinating the flow of vehicles to and from our nationwide facilities. NPA is the only service provider with dedicated carriers who have the equipment and expertise required to transport motorcycles, ATV’s and other specialty vehicles anywhere in the country.



For transportation information on consignments, inter-facility transfers (IFT), crossdocs and back hauls contact one of our transportation team members at 858.726.2209 or by email at [transit@npauctions.com](mailto:transit@npauctions.com)

### OEM Manager

**Tony Altieri**

Tel: 858.413.1625

Fax: 858.413.1124

Email: [taltieri@npauctions.com](mailto:taltieri@npauctions.com)

### Online Auctions Manager

**Mike McDonald**

Tel: 858.726.2107

Fax: 858.413.1124

Email: [mmcdonald@npauctions.com](mailto:mmcdonald@npauctions.com)

### Dealer Registration

Tel: 888.292.5339 ext. 923301

Fax: 858.413.1124

Email: [dealer-reg@npauctions.com](mailto:dealer-reg@npauctions.com)