



MOTORCYCLES

# BUTLER & SMITH, INC.

160 West 83rd Street  
New York, N. Y. 10024

CABLE ADDRESS: MOTORCYCLE  
TEL: (212) 787-6175

March 18, 1969

Dear BMW Dealer:

One of the major factors that will contribute to the continued growth of the motorcycle industry is the establishment of more rider training programs in our high schools. These are absolutely necessary, and the MS&ATA, in conjunction with the National Education Association, is working to create proper training methods for these programs.

Because of the growing popularity of the larger motorcycle, any training course should not neglect the correct way to handle these machines. Familiarity with only a 90 cc motorcycle will not prepare a student for riding a 500 cc or larger motorcycle (which the market trends indicate he will soon wish to purchase).

Butler & Smith wholeheartedly believes in the necessity for more and better training programs. As proof of our endorsement, we will allow a BMW dealer an additional 10% off the net price of a BMW motorcycle sold for use in such a program, with the proviso that the dealer, in turn, passes on this reduction. When such a sale is made, the enclosed affidavit should be completed, signed by the dealer, the high school driver education instructor, and the school principal, and the three signatures should be notarized. Forward the affidavit to Butler & Smith, Inc., and we will credit your account accordingly.

This can be a most beneficial contribution to our industry, and we are pleased to institute such a plan.

BUTLER & SMITH, INC.

The undersigned, an Authorized BMW Motorcycle Dealer,  
herewith affirms that a BMW motorcycle, Model \_\_\_\_\_  
Serial Number \_\_\_\_\_ has been purchased by  
\_\_\_\_\_ for use in the following named  
High School \_\_\_\_\_.

The motorcycle has been sold with a 10% reduction off the  
dealer's usual retail price.

It is further affirmed that the motorcycle has been sold  
for use in a motorcycle education and rider training  
program in the aforementioned High School.

Subscribed and sworn to  
before me this \_\_\_\_\_  
day of \_\_\_\_\_  
19\_\_\_\_

\_\_\_\_\_  
(Dealer)

\_\_\_\_\_  
(Dealer Address)

By: \_\_\_\_\_

Subscribed and sworn to  
before me this \_\_\_\_\_  
day of \_\_\_\_\_  
19\_\_\_\_

\_\_\_\_\_  
(Motorcycle Education Program  
Instructor)

Subscribed and sworn to  
before me this \_\_\_\_\_  
day of \_\_\_\_\_  
19\_\_\_\_

\_\_\_\_\_  
(School Principal)