

**LIFE HAS UPS AND
DOWNS...**

AND UPSIDE DOWNS.

When your bike is a total loss, you now have more to lose than ever before. Current economic circumstances often require a longer-term loan agreement to make financing affordable. This extends the length of time you're left "upside down" on your loan, owing more than the bike's actual cash value (ACV).

Remember, with a lengthier loan term, you could be "upside down" for several years. The actual cash value your insurance would pay in the event of a total loss could be as much as 30% less than the amount you still owe. That could be thousands of dollars out of your pocket!



PROTECT YOUR RIDE

**THERE ARE TWO TYPES OF
PEOPLE IN THIS WORLD, PEOPLE
WHO RIDE MOTORCYCLES AND
PEOPLE WHO WISH THEY COULD
RIDE MOTORCYCLES.**

For Claims Authorization, Call Toll Free:
1-888-804-6531



Administered by Enterprise Financial Group, Inc.
or one of its affiliated companies.

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In Florida: Administered by
Enterprise Financial Group of Florida, Inc.
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exclusions and limitations of the contract may vary from state to
state based on the program chosen by the customer.

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**GAP
PROTECTION**



PROTECT YOUR RIDE

SWEAT WIPES OFF. ROAD RASH DOESN'T, AND YOUR LOAN WON'T GO AWAY.

Pavement surf your bike and you could get hosed!

If your bike is totaled, collision and liability insurance will not completely cover you! Bridge the gap with GAP Protection when you buy a new or used vehicle. It will even cover up to \$1,000 of your primary insurance carrier's deductible, so why risk your financial security? Protect your investment - and your credit - with GAP today! Ask your sales representative for details.



GAP PROTECTION

BIKE OWNERSHIP WITHOUT THE DOWN SIDE

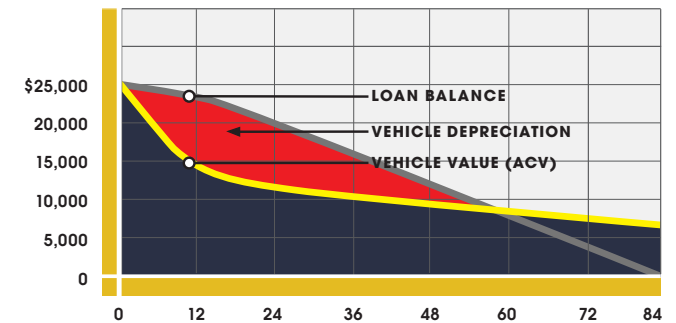
Your new bike depreciates the moment you drive away from the dealer's lot. And if you experience an unforeseen life event that totals your bike, standard insurance policies will pay only the current market value - regardless of how much you owe. Unfortunately, if you're "upside down" on your loan - that is, you owe more than the bike is worth - you could suffer a significant financial loss. GAP protects your credit and offers worry-free protection in the event of a total loss due to the following:



Today, comprehensive and liability insurance combined still doesn't provide true full coverage.

ACCIDENTS HAPPEN.

WITHOUT GAP YOU'RE HOSED.



GAP PROVIDES:

- ✓ Up to 84 months of protection for your loan
- ✓ Coverage on vehicle value and negative equity of up to \$50,000
- ✓ One-time low cost