

TO: Parts/Accessories Managers

**RE: *Destination Highways Northern California – A Motorcycle Enthusiast’s Guide to the Best 334 Roads in Northern California.***

**What is it?**

*DH Northern California*, written by riders for riders, is the most comprehensive guidebook ever produced for the motorcycle enthusiast touring Northern California. With over 600 copies pre-sold before publication it’s getting the same reception from riders and reviewers that our first two books, *DH British Columbia* and *DH Washington* received: <http://washington.destinationhighways.com/nextbook.htm>

**Six great reasons you should sell it:**

- 1) Excellent word of mouth sales. Over 12,000 copies of *DHBC* and 9000 copies of *DHWA* (in half the time) have sold to date  
These sales were with very little paid advertising. Our books are popular gift items year round but **especially so at Xmas.**
- 2) Because each book puts motorcyclists on the best roads and minimises the hassle of finding necessary services, they in essence, allow enthusiasts to ride “like a local” rather than “like a tourist”, This helps to maximise their enjoyment and as a result, many riders tell us that they log more (and better) miles. **Sell *DH NorCal* to your customers and they’ll need more parts, accessories and service from you.**
- 3) Our books are **not** currently available through bookstores in the USA. They are **only available directly from us and through bike shops.**
- 4) Sell it **risk free**. Unsold books can be returned for a 100% refund basis (pre-paid shipping) after 90 days, if in the same condition as when received. (\$5 charge for non-returned display stands.)
- 5) Free **destinationhighways.com** listing. Your free listing as a vendor on our popular website will help drive customers looking for *DH NorCal* who don’t want to buy online to your shop.
- 6) Easy display. To stimulate awareness and impulse sales, orders come with a clear plexiglass single book counter display unit. Dealers who get it out from under glass and into the hands of riders sell more copies.  
Put it by your cashier, on your parts counter or other appropriate location. Door/window stickers are provided to inform your customers that you sell our books.

**Ordering:**

To carry this exciting new product just fax us the Order Form. And consider carrying at least a few copies of *DHBC* & *DHWA* (same return policy). After using one of our books, riders often buy the others because they like the concept so much.. **50% of Americans who buy *DHWA* online from us also buy *DHBC*.**

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