
HONDA
RED RIDER
2016
REWARDS PROGRAM

SUPPORTING THE NEXT GENERATION OF CHAMPIONS

Honda Canada is rewarding your loyalty. It's easy, it's fun and it pays to ***Ride Red!***

Join the 2016 Honda Red Rider Rewards Program!

WHO CAN APPLY?

To apply to the Honda Red Rider Rewards program you must meet the following requirements:

Riders Must

1. Currently own a 2014 or newer Honda CRF, (including CRF450R, CRF250R, CRF150R, CRF150RB) or Honda CBR (CBR1000RR or CBR600RR) Canadian Spec Model† that was purchased through an authorized Honda motorcycle or Honda Powerhouse dealer.
2. Have the qualifying motorcycle registered in their name.
3. Be currently registered and have a valid racing license with either the CMRC, CSBK or Flat Track Canada and be in good standing OR be registered and be in good standing with an eligible racing series. (Please see page 4 for a list of eligible racing series).

If you meet the requirements above and think you have what it takes, go visit your favourite authorized Honda motorcycle or Honda Powerhouse dealer to apply! **http://motorcycle.honda.ca/dealerlocator**

WHY JOIN?

Being a part of the Honda Red Rider Rewards Program is your opportunity to be recognized as a Honda rider and meet other Red Riders across Canada! Not to mention the opportunity to earn Honda Red Rider Bonus incentives—It pays to ride Honda!

HOW DO I APPLY?

1. Visit your favourite authorized Canadian Honda motorcycle or Honda Powerhouse Dealer by June 1st, 2016, and ask about joining the Honda Red Rider Rewards Program.
2. Find out if you qualify and then apply at a participating dealer.
3. An Official Red Rider Welcome Package will be sent to your dealership for pick up.
4. Take your qualifying CRF or CBR to the track and give it your all!

HOW DO PAYOUTS WORK?

Qualified racers finishing in the Top 10 of any of the 10 CMRC Pro or Amateur National Race Series events, as well as among the top three places in select regional race series championships,, will be eligible to receive a Honda Red Rider Bonus (see page 4 and 5 for a list of eligible racing series and classes for Honda CRF and CBR motorcycles). The Honda Red Rider Bonus incentives are redeemable for eligible purchases at your sponsoring Official Honda motorcycle or Honda Powerhouse Dealer. All Honda Red Rider Bonus claims must be submitted within 30 days of the race competition date (otherwise they will be voided) and eligible recipients will be paid out by November 1st, 2016.



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2016 Honda Red Rider Rewards Program

Once signed up for and accepted into the Honda Red Rider Rewards Program, you will receive an ***Official Red Rider Welcome Package*** to get you pumped up for the race season! It includes:

1. Official Red Rider Welcome Letter

Just like the pros, Honda Canada welcomes you into the team with an official introduction letter providing the details and incentives of your new rider support program!

2. Red Rider Sticker

Now that you're part of the team, it's time to show it off! This exclusive Honda Red Rider sticker adds style to your red ride and helps you identify other Red Riders at the track.

3. Exclusive Discounts on Select EU Series Honda Generators

A Honda generator is the perfect companion for a weekend at the track. As a member of the Red Rider Rewards Program, you are eligible for exclusive discounts on select Honda EU series generators!





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Eligible Honda Red Rider Bonus Racing Classes & Payouts

Pro Honda Red Riders who finish in the Top 10 are eligible to earn a Honda Red Rider Bonus at all 10 Pro CMRC National Series Events. Amateurs are eligible to earn a Honda Red Rider Bonus at the 2016 CMRC Grand National Amateur Championship and the 2016 Parts Canada TransCan Grand National.

CMRC Pro Nationals Series and Parts Canada TransCan Pro Event (Per National Event)

Class	1st Place	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place
Pro MX1	$1,000	$800	$600	$400	$300	$200	$200	$200	$200	$200
Pro MX2	$800	$600	$400	$300	$200	$100	$100	$100	$100	$100

Amateur MX National Series - CMRC Grand National Amateur Championship & Parts Canada TransCan Grand National

Class	1st Place	2nd Place	3rd Place	4th Place	5th Place	6th Place	7th Place	8th Place	9th Place	10th Place
Intermediate MX1, MX2, MX3*	$500	$250	$125	$75	$50	$50	$50	$50	$50	$50
Junior MX1, MX2, MX3*	$500	$250	$125	$75	$50	$50	$50	$50	$50	$50
Ladies	$500	$250	$125	$75	$50	$50	$50	$50	$50	$50
Plus 40	$500	$250	$125	$75	$50	$50	$50	$50	$50	$50
Vet Master	$500	$250	$125	$75	$50	$50	$50	$50	$50	$50
School Boy 1 & 2	$500	$250	$125	$75	$50	$50	$50	$50	$50	$50
Supermini	$300	$125	$125	$25	$25	$25	$25	$25	$25	$25
85cc 12-16	$300	$125	$75	$25	$25	$25	$25	$25	$25	$25

**MX3 class only eligible where MX1 class is unavailable*



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Eligible Honda Red Rider Bonus Racing Classes & Payouts

Pro Regional Series Championship
(Overall Series Championship Finish)

Class	1st Place	2nd Place	3rd Place
Pro MX1	$1,000	$800	$600
Pro MX2	$800	$600	$400

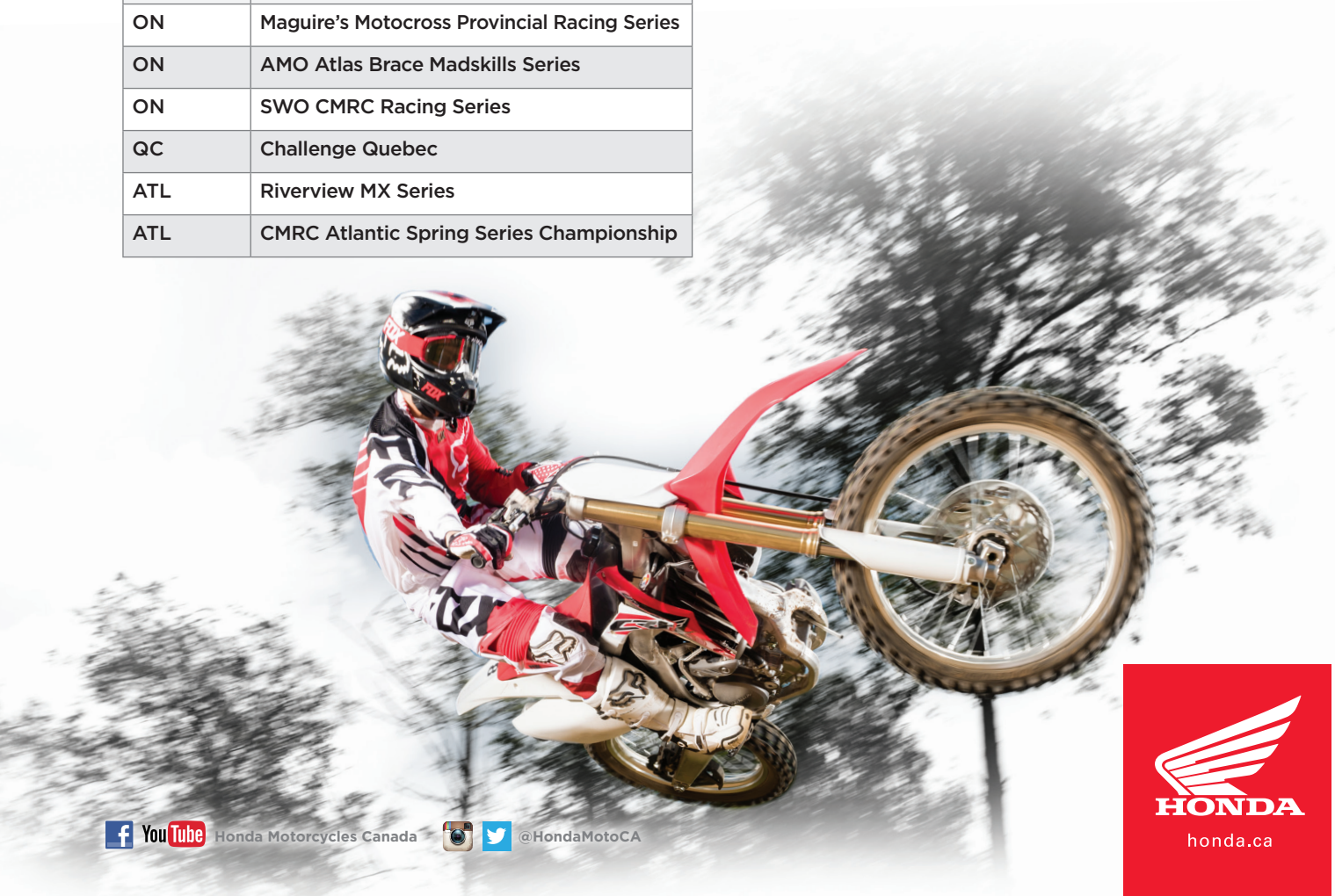
Eligible Regional/Provincial Championship Series Include:

Province	Series Name
BC	Vancouver Island Championship Series
BC	MCQMX South Series
BC	MCQMX North Series
AB	Alberta Championship Series (AMSA)
AB	Alberta Dirt Riders Association Provincial MX Series (ADRA)
SK	Saskatchewan Provincial MX Racing Series (SMA)
ON	Maguire's Motocross Provincial Racing Series
ON	AMO Atlas Brace Madskills Series
ON	SWO CMRC Racing Series
QC	Challenge Quebec
ATL	Riverview MX Series
ATL	CMRC Atlantic Spring Series Championship

Amateur Regional Series Championship
(Overall Series Championship Finish)

Class	1st Place	2nd Place	3rd Place
Intermediate MX1, MX2, MX3*	$500	$250	$125
Junior MX1, MX2, MX3*	$500	$250	$125
Ladies	$500	$250	$125
Plus 40	$500	$250	$125
Vet Master	$500	$250	$125
School Boy 1 & 2	$500	$250	$125
Supermini	$300	$125	$125
85cc 12-16	$300	$125	$75

**MX3 class only eligible where MX1 class is unavailable*
**** Honda Canada reserves the right to alter / add / delete the eligible classes on a case by case basis****
For more information visit http://motorcycle.honda.ca/racing-events



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Eligible Honda Red Rider Bonus Racing Classes & Payouts

CSBK National Championship – 6 Rounds (Payout Per Round)

CSBK Red Rider Program - Per Round

Class	1st Place	2nd Place	3rd Place
Pro Superbike	$1,000	$800	$600
Pro Sport Bike	$800	$600	$400
Amateur Superbike	$500	$350	$200
Amateur Sport Bike	$300	$200	$100

Flat Track National Championship – Overall Series Championship Finish

Flat Track Red Rider Program - Overall Series

Class	1st Place	2nd Place	3rd Place
Open EXP	$3,000	$2,000	$1,000
DTX EXP	$2,000	$1,000	$500
OPEN INT	$1,000	$500	$250
DTX INT	$1,000	$500	$250



Key Points:

- The Red Rider program is subject to full terms and conditions that can be obtained from the dealer.
- Eligible riders must have a valid competition license, be in good standing, and be registered with the Red Rider Rewards Program.
- †Riders must compete on an eligible 2014 or newer Canadian specification model CRF450R, CRF250R, CRF150R CRF150RB, CBR1000RR or CBR600RR containing a genuine Canadian Honda Vehicle Identification Number.
- To be eligible for contingency awards, racers must pre-register with Honda Canada Inc. through a sponsoring dealer by the registration deadline of June 1st, 2016.
- Honda Canada Inc. reserves the right to use racer names, results, and photos in advertising without compensation or notice to the dealer or to the racer.
- Honda Canada Inc. will only pay a Honda Red Rider Bonus in the specified Series & Eligible Races as listed in the 2016 Honda Red Rider Rewards Program.
- To qualify for the Honda Red Rider Bonus program, there must be a minimum of 8 participants in each race in the series.
- Only riders with a valid Canadian address will be eligible.
- Honda Canada is not responsible for any costs or fees incurred in order to race in the eligible series and classes.
- Honda Red Rider Bonuses will be issued once all overall racing results are validated by the race promoters or sanctioning bodies.
- Please note that all payments will be issued by November 1st, 2016. Any errors or missed payments must be reported to Honda Canada Inc. in writing prior to December 31st, 2016.
- It is the rider's responsibility to ensure that Honda Canada Inc. has received their registration form. Honda Canada Inc. reserves the right to modify or amend this program without notice or obligation.
- Honda Red Rider Bonus funds will only be credited to sponsoring dealer's parts account after receiving a complete Honda Race Contingency Claim Form and official series results as proof of performance for your sponsored racer(s)' accomplishment. Claims must be submitted within 30 days following the end of an eligible championship series. Dealers are entirely responsible for claim submission and the distribution of contingency funds to registered racers.
- All claim forms are subject to review by Honda Canada and racing results will be validated through race promoters or official results. Racers found to be submitting false or misleading claims will be subject to removal from the Red Rider Rewards program and forfeit any and all rewards.
- Honda Canada and Authorized Honda motorcycle or Honda Powerhouse dealers reserve the exclusive right to make the final decision on who is an eligible Honda Red Rider, and who is eligible for the Honda Red Rider Rewards Program.
- In order to be eligible to compete, participants must complete and return a signed copy of the Red Rider Participant Waiver.
- ***Honda Red Rider Bonus*** funds can only be used in-store, have no cash value, and are not transferrable.



For more information on our products please visit
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