



BMW motorcycle owners: Save up to 40%* on quality protection for your bike.

Agent A. Agent
1234 East Street
Philadelphia, PA 99999

Ryan Berns
34308 N. Tangueray Dr.
Grayslake, IL 60030-1747

<SAMPLE>, WHERE ELSE CAN YOU GET QUALITY PROTECTION AND ALL THESE WAYS TO SAVE?

- A 10% discount on liability coverage for members of the BMW Motorcycle Owners Association
- A 10% discount just for switching from another insurance company
- Other discounts for good riders, passing a motorcycle safety course and more

To see if you could save up to 40%*,
call 1-XXX-XXX-XXXX!



Allstate

MOTORCYCLE
INSURANCE

For quality coverage
at an affordable price,
call a BMW Motorcycle
Specialist at
1-XXX-XXX-XXXX.

Dear Sample A. Sample:

As a BMW motorcycle owner, you demand a premier driving experience. You expect your machine to provide outstanding performance and exclusive appeal.

And when it comes to protecting your motorcycle, you have the same high expectations. Like unique coverage options. More money-saving discounts. Responsive claim service. Special benefits available only to BMW aficionados.

BMW Motorcycle Insurance by Allstate® delivers all this and more. We offer:

- ✓ **Up to \$30,000 in added equipment coverage** to help protect the things that improve your riding experience — like electronic equipment, luggage, and riding apparel
- ✓ **Guest Passenger Liability Coverage** to help protect those who share your passion for riding
- ✓ **Lease/Loan Gap Coverage** to help pay the difference between your bike's value and what's left of your lease or loan if your bike is stolen or totaled
- ✓ **First Accident Waiver**† to help keep your rates from going up after an accident
- ✓ **A variety of discounts** to make our quality even more affordable
- ✓ **24/7 Claim Service** to assure you'll have help available when you need it most
- ✓ **Original BMW Replacement Parts** to help keep your bike looking and running its best

Trained BMW Motorcycle Insurance Specialists are ready to assist you, so don't wait! Call <1-XXX-XXX-XXXX> for a no-obligation quote.

Sincerely,

Mark D. Pitchford
Vice President
Allstate Motorcycle Insurance

P.S. Call today and you could **save up to 40%* in discounts** with our competitive, low rates!

Important Notice:

* Discounts and insurance are subject to availability and qualifications. Discount amounts may be lower and are not available in all states. Allstate Motorcycle Insurance is not available in MA. Transfer Discount is not available in TN. Optional Equipment Coverage is not available in VA. Allstate Insurance Company, Allstate Indemnity Company, Allstate New Jersey Property and Casualty Insurance Company, Bridgewater, NJ and Allstate Property and Casualty Insurance Company, Northbrook, IL; ©2009 Allstate Insurance Company

† An accident will be considered for waiver if it is the only chargeable accident with any motorcycle in 48 months, if the policy has been in effect with Allstate Property and Casualty Insurance Company for 48 months, if the driver and motorcycle was listed on the policy when the accident occurred and no major violation occurred concurrent with the accident.



ALLSTATE COULD SAVE YOU MONEY. HERE'S HOW:

Pass a motorcycle safe driving program and you are eligible for a
Motorcycle Safety Course Discount

Get rewarded for riding accident-free[†] for at least 6 months with a
Good Rider Discount

Switch to Allstate from another insurer and save an automatic 10%* with a
Transfer Discount

**CALL THE NUMBER ON THE FRONT OF THIS LETTER
TO SEE HOW MUCH YOU COULD SAVE.**

PROTECT YOUR BIKE WITH QUALITY COVERAGE.

With over 600 agents who ride, Allstate knows motorcycles. That's why our policies include optional coverage for custom parts, protection for most types of bikes and we offer discounts of up to 40%*. Plus, we still provide competitive, low rates because we think you deserve great coverage at an affordable price.

So call us today and get quality protection for your bike.

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