

GE Commercial Finance  
Commercial Distribution Finance

For Immediate Release

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## **GE Commercial Finance's Distribution Finance Unit**

### **Named Preferred Inventory Financing Source for Big Dog Motorcycles**

**Manufacturer of Award-Winning Custom Choppers & Cruisers  
Started in Small Garage Only 10 Years Ago**

HOFFMAN ESTATES, IL, June 6, 2005 – GE Commercial Finance's Distribution Finance business was recently named the preferred financing source for Big Dog Motorcycles™, a leading manufacturer of V-twin custom motorcycles.

Commercial Distribution Finance (CDF) is a leading provider of inventory financing and asset-based lending to manufacturers and distributors in many industries, including motorcycle and motorsports.

"As Big Dog Motorcycles' preferred financing source, Commercial Distribution Finance will offer financing solutions to our dealers," said Nick Messer, president of Big Dog Motorcycles. "This relationship will provide our dealers with the credit lines, quality service and flexible programs necessary for all of us to grow the business now and into the future."

Big Dog is the leader in the high performance, highly styled cruiser niche and the second largest American V-twin motorcycle manufacturer. The company began about 10 years ago in a two-car garage with just five employees.

"Much like Big Dog motorcycles, our programs are custom designed to improve cash flow, fuel growth and deliver high performance," said Peter Lannon, president of CDF's Motorsports unit. "Being designated as the preferred financing source for Big Dog Motorcycles further cements our relationship with another industry leader."

Mr. Messer added, "CDF really rolled up its sleeves and got to know our business, looking for creative ways to help this once small business continue to get bigger."

#### About Big Dog Motorcycles™

Big Dog Motorcycles, LLC, started production in 1994 and has since become the number two American V-twin motorcycle manufacturer and the leader in its specialized niche. The

company's entire line of motorcycles uses V-twin 117 cubic inch engines, 6-speed transmissions, stretch tanks, right side drives, super fat tires, chrome components, and an extensive variety of custom paint colors and graphics. The 2005 line also includes Big Dog Motorcycles custom-designed electronics, hand controls, foot controls, mirrors, air cleaner cover, coil cover, and other components, all earning the company OEM status. The company, which was named the #1 Motorcycle Manufacturer by a leading industry publication in December 2004, has nearly one hundred dealers throughout the U.S., including Alaska and Hawaii. Eight facilities are Big Dog Motorcycles branded dealerships. Designing, manufacturing and distributing are performed at the company's 175,000 square-foot world headquarters in Wichita, KS, by over 350 employees. For more information, visit the new, comprehensive website at [www.bigdogmotorcycles.com](http://www.bigdogmotorcycles.com).

#### About Commercial Distribution Finance

Commercial Distribution Finance (CDF) - a unit of GE Commercial Finance - is a leading provider of specialized financing products and services for various industries, including motorsports, agriculture, lawn & garden, marine, RV/manufactured housing, technology, electronics & appliances, industrial products and musical instruments. Offerings include inventory financing, accounts receivable financing, asset-based lending, private label financing, collateral management, e-commerce services and related financial products. CDF has operations worldwide. Additional information about CDF can be found online at [www.gecdf.com](http://www.gecdf.com).

#### About GE Commercial Finance

GE Commercial Finance ([www.gecommercialfinance.com](http://www.gecommercialfinance.com)) offers businesses of all sizes an array of financial services and products worldwide. With \$232 billion in assets and an expertise in the mid-market segment, GE Commercial Finance provides loans, operating leases, financing programs and innovative structured capital to help customers grow. A wholly owned subsidiary of the General Electric Company, GE Commercial Finance is headquartered in Stamford, Connecticut, USA.

#### About GE

GE (NYSE: GE) is Imagination at Work -- a diversified technology, media and financial services company focused on solving some of the world's toughest problems. With products and services ranging from aircraft engines, power generation, water processing and security technology to medical imaging, business and consumer financing, media content and advanced materials, GE serves customers in more than 100 countries and employs more than 300,000 people worldwide. For more information, visit the company's Web site at [www.ge.com](http://www.ge.com).

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