

Online Order Reservation & Deposit FAQs

August 21, 2025

What is Buell Direct?

The essence of Buell Direct is local delivery and service from your identified Authorized Service Center. Buell will provide your Authorized Service Center with unique training, overnight parts delivery, and responsive communication with our factory tech team after you drop off your vehicle for any service.

Why an Order Reservation and why now?

It's almost time! When a customer who purchased an order reservation has moved up in line and their bike is ready to be built in the next 2 to 8 weeks, they need to confirm their intent to purchase with a \$1,000 deposit. When paying their deposit, they also need to submit their options, delivery location, and preferred service center they would like. After submitting the deposit, someone from our customer service team will contact you to finish any last details and questions.

What does my Order Reservation get me?

A \$50 Order Reservation secures your built slot in the next 2 to 8 weeks for a new Buell Hammerhead, SX, or SuperTouring Buell 1190 motorcycle. This is a refundable Order Reservation.

What does my Order Deposit get me?

A \$1,000 deposit locks in your built slot on the production line for your new Buell Hammerhead, SX, or SuperTouring Buell 1190 motorcycle. This is a refundable Deposit. It is the start of an actual order and delivery timing will depend on options selected and supply chain fluctuations.

Can I make changes to my Order?

You will be able to make changes to your order at any time before you sign your confirmed order. Your deposit and bike build sheet will confirm your vehicle selection and main configuration. A customer service representative will then speak with you to finalize any last details in the order & delivery process.

Can customers choose their Authorized Service Center for their Order?

On your bike build form, you will be asked to identify three (3) potential service centers you would prefer to be your local Authorized Service Center. Our Buell customer service team will work with your three selections to finalize your ideal Service Center, then contact you with the optimal Authorized Service Center selected for your area.

Give me an example of how my local Authorized Service Center options will work.

Let us provide a real-world example. If you live in Birmingham, Alabama we will identify a local Authorized Service Center in or very near Birmingham. However, if you live in

Browning, Montana you might need to travel a little further to Great Falls Montana or Kalispell Montana for your Authorized Service Center.

Will you share my reservation information with my Authorized Service Center?
Your order information will be shared with the Authorized Service Center during this order reservation and deposit process.

Can I cancel my Order?

Yes. You can cancel your order at any time prior to confirming your order and model configuration, however you will not be able to receive a refund after signing your confirmed order. Once you progress from deposit to your confirmed order, cancellation requests will be at the company's discretion. A deposit does not guarantee vehicle delivery nor priority for ordering a vehicle. See Order Terms and Conditions for important details.

What is an online order?

By entering into and completing the Order Reservation and Deposit process along with submitting your Deposit payment of \$1,000, you are not purchasing a vehicle, but placing a deposit to begin your configuration of the vehicle specifics and start the build process. Completing the Deposit process does not guarantee you vehicle delivery nor does it guarantee a set-price for the vehicle. Your price will be set once you sign your Order Confirmation.

What happens to the Deposit & Reservation Payment once I order?

The \$50 Order Reservation and \$1,000 Deposit will be credited as part of the vehicle purchase process.

When will I take delivery of my Buell Motorcycle?

Soon. If you are being contacted for your Deposit, your bike is about ready to move onto the production line. Delivery times may vary based on configuration selected, residency and supply chain fluctuations of any parts or accessories.

What price will I pay for my new Buell?

The pricing for your vehicle will be finalized when you sign your confirmed order. Models start at \$19,995. Price does not include delivery charges, taxes, title and registration fees. Delivery charges are associated with getting the vehicle from the manufacturer to the Authorized Service Center. Your deposit does not guarantee you a specific price.