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[0:00]

If you're a Harley owner, you may have a tendency to be ... hmm ... how shall we say? A little focused.

Motion graphics spell out "EAT. SLEEP. RIDE."

[0:06]

So you're probably not thinking a whole lot about the details of your bike loan.

Stick figure rides Harley through trees

[0:10]

Okay, it's not as exciting as a week at Sturgis. But definitely important.

Continues riding through trees

[0:14]

Harley Davidson Financial Services wants to make managing your loan easier.

Stick figure vanishes in smoke, which becomes a % sign

[0:20]

So here's what you should know. Harley Davidson Financial Services calculates interest on your bike loan just as any other lender would.

Graphic of arithmetic operations on buttons

[0:27]

This is known as a simple interest loan. When you make a payment, a portion of it goes to interest, and the rest to principal.

Motion graphics animation of "SIMPLE INTEREST" then "INTEREST PRINCIPAL"

[0:34]

Interest is the rate that's charged for the use of a lender's money, and a key component of your loan is per-day interest. Here's how we calculate it.

"PRINCIPAL" morphs into a calendar graphic with pages being torn off.

[0:43]

Say the loan on your Harley is \$20,000, and your interest rate is 10%. You just take the \$20,000, divide it by 365 days, and multiply it by 10%.

We see a loan amount ticking up to "\$20,000". Then, we see "10%". This becomes part of an equation calculating per-day interest.

[0:56]

Hey, we never promised you there wouldn't be a little math. And there it is, your per-day interest.

We see "\$5.48" to represent the per-day interest

[1:02]

But check this out! Your per-day interest rate decreases as you pay back your loan. In our example, your per-day interest rate begins at \$5.48, but if you make each payment on time, after five years that drops to just a buck twenty-three.

A line graph shows the per-day interest declining from \$5.48 to \$1.23

[1:18]

Understanding simple interest and per-day interest can make managing your HDFS loan a much smoother ride.

We see a two-lane road extending out into the distance

[1:24]

To manage your loan online...

Graphic text spells out "QUESTIONS? 1-888-691-4337"

[1:27]

...head on over to myhdfs.com. Now, step away from your computer, and focus on your ride.

Text spells out "MYHDFS.COM"