

Harley-Davidson

HERITAGE



The Humble Beginnings

Much like other iconic American companies, Harley-Davidson launched its journey from humble beginnings.

The team's incredible work ethic and passion to produce quality machines turned them into much more than a motorcycle manufacturer. Harley-Davidson is a lifestyle.

ENTERING THE MARKET

It can be hard to imagine that the giant corporation started its venture in a 10-by-15-foot wooden shed in Milwaukee. The highly recognizable bar and shield that Harley is known for was also lacking as "Harley-Davidson Motor Co." was scribbled on the main door by co-founders William Harley and Arthur Davidson.

The duo began working in the shed in 1901 with the blueprint of an engine designed to fit on a bicycle drawn by Harley. It was 1903 when the co-founders introduced their first product to the public, featuring, according to the manufacturer, a 3-and-a-half-inch stroke. While much tamer than today's motorcycles, at the time it was an impressive machine.

In 1904, the first Harley-Davidson Dealership was opened by C.H. Lang of Chicago.



MOVING ON UP

After much applause from the American public, the group determined the shed could no longer support its production efforts. In 1906, a new factory was constructed on what is today Juneau

Avenue. In comparison to their last building, the new addition was a huge upgrade, it measured 28-by-80-foot and employed six people full time.

In 1907, the Harley-Davidson Motor Co. incorporated. By this time, Arthur

Davidson's two brothers joined the crew and stocks were split among the four co-founders. By 1910, the Bar & Shield logo was trademarked at the United States Patent Office. It has remained essentially unchanged since its initial

inception.

Harley would flourish. In 1917 when it dedicated about one third of production to the United States military. After wartime, it held a significant part in American history that continues today.

Harley would flourish.
... After wartime, it held a significant part in American history that continues today.

Visit the Harley Museum

Located in Milwaukee on a 20-acre industrial site is the Harley-Davidson Museum. It first opened its doors to the public in 2009 and has since welcomed millions to share the story of this cherished motorcycle. This year is the 115th anniversary of the manufacturer — what better time to visit than now?

TAKE A TOUR

The museum has so much to see that guests should plan their trips. While a general visit offers many incredible sights, a guided tour is sure to impress diehard Harley-Davidson fans. Visit the museum's website and make your reservations in advance to see private archives and get in-depth detail about exhibits.

An even more exclusive tour, the "Inside H-D: All-Day Experience" occurs on the first Friday of the months of May through October. After seeing all the museum has to offer, the tour then heads to the Harley-Davidson Corporate Headquarters to learn the inner workings of the company.

FEATURED EXHIBITS

The museum will often display special exhibits for a limited time, but there are many staples which are permanent and well worth checking out. Here are a few to get excited about:

- **The Engine Room:** This awe-inspiring exhibit showcases the evolution of the Harley-Davidson engine, from the very beginning to the latest offerings.
- **Custom Culture:** Making a motorcycle your own through customization is part of the Harley-Davidson way. This portion of the museum is dedicated to incredible modifications that enthusiasts and mechanics used to create eye-popping bikes.
- **The Experience Gallery:** A hands-on exhibit allows guests to climb on featured motorcycles and get a taste of the Harley-Davidson lifestyle.



CREATIVE COMMONS/KLAUS NAHR



CREATIVE COMMONS/ED BIERMAN



New in 2019

Each year, fans of Harley-Davidson motorcycles eagerly await the release of a new lineup. Next year's model promises to be no disappointment. In addition to a brand-new model in the Softail family, there are also exciting upgrades in the CVO group. Here's what you can expect.

FXDR 114

The Softail family is welcoming the new FXDR 114 bike. Its sleek appearance takes cues from a drag-racing bike while offering premium suspension and the popular Milwaukee-Eight V-Twin engine. It's built with performance, agility and comfort in mind.

One feature that has every-

one talking about this Softail is its epic-lean angle. Thanks to the large wheels being fine-tuned to the bike's chassis, its handling is incredible. Harley-Davidson paired the engine with an exhaust system unlike anything it's done before.

Its unique appearance stands out as a visual treat while performing flawlessly.

NEW CVO FEATURES

Another popular group of HD motorcycle is their Custom Vehicle Operations family. Under this faction Harley creates limited-production bikes to appeal to the most die-hard fanatics of their machines. In 2019, the manufacturer is including some incredible technology to all their CVO options.

Being included as standard in all new models is the new Boom! Box GTS system which uses Bluetooth to wirelessly connect up to eight headsets with exceptional sound. Communicating with passengers or fellow riders has never been easier.

On board tire-pressure monitoring sensors will reveal the psi in both tires

and displays alerts when pressure is low and can warn of a puncture if it is losing air.

The incredible Milwaukee-Eight 117 is exclusive to CVO models and will be receiving its own recognition on 2019 models.

The rocker boxes are embossed with a bright Blaze Red band to identify the popular motor.

Wartime Impact

The Harley-Davidson name represents much more than motorcycles. It's also about history. During war, the company made machines specifically for the military. Keep reading to learn more.

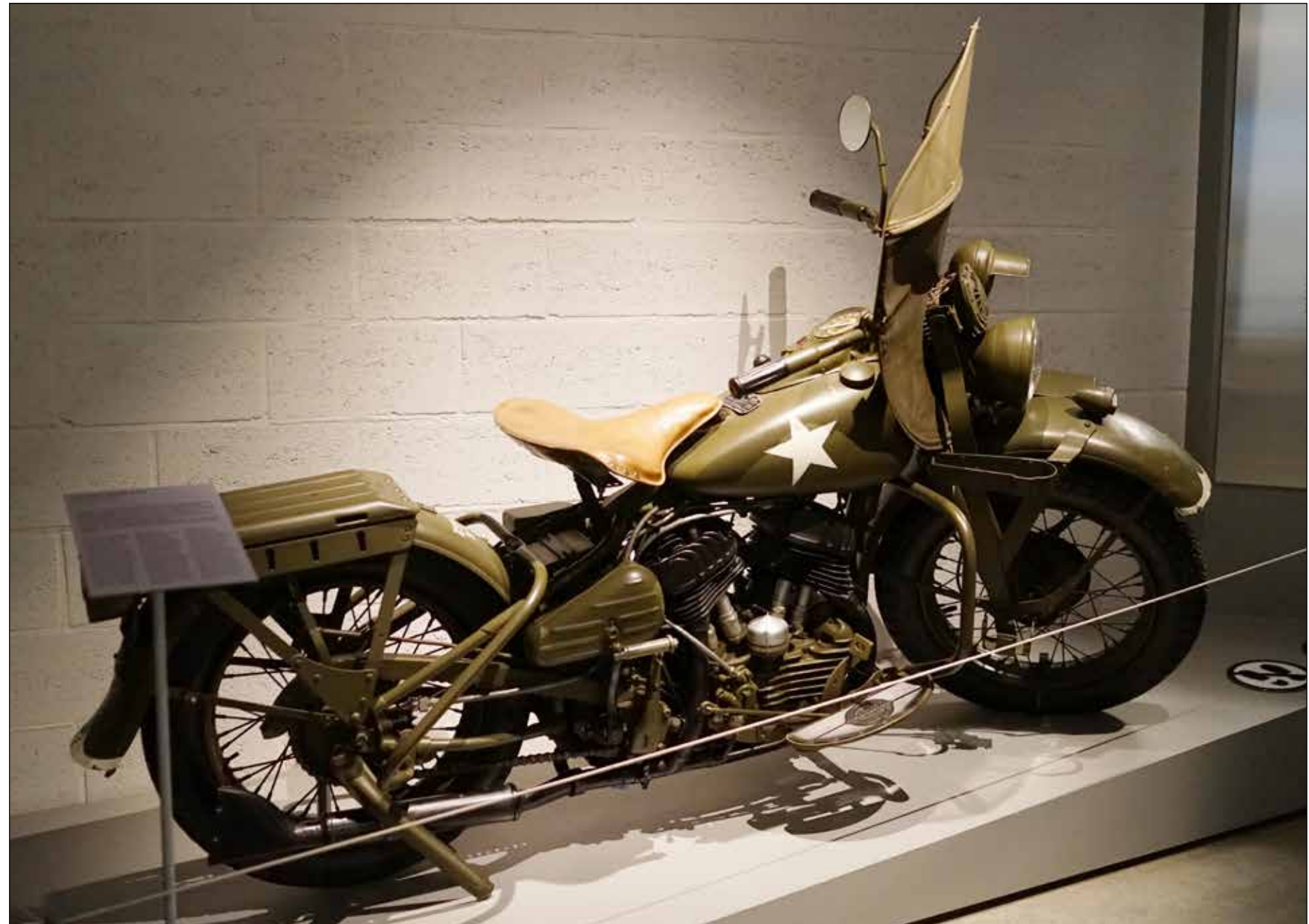
THE MOTORCYCLE'S WARTIME ROLE

The motorcycle was an incredibly flexible and important machine during wartime. Its small stature made it the perfect vehicle to navigate difficult terrains much quicker than on horseback. One important role it had was to transport couriers with important information between units without compromising electronic communications, which were commonly breached by enemy forces. Another way soldiers took advantage of these speedy bikes was to deliver ammunition and even transport injured soldiers out of harm's way. Some machines were even mounted with weapons to be used in battle efforts.

HARLEY-DAVIDSON'S CONTRIBUTIONS

With the popularity of the motorcycle in foreign militaries, it didn't take long for America to take notice and enlist the help of Harley-Davidson to build specially designed bikes.

According to the Corporate history of Harley-Davidson, Gen. John Pershing was tasked with pursuing Mexican Gen. Pancho Villa. Pershing understood he would be traveling difficult terrains and knew a motorcycle would be his best mode of transporta-



CREATIVE COMMONS/BOBVDK

tion.

It just so happened that he was a fan of the Harley-Davidson motorbikes; he placed an order of 12 machines while HD was still generally unknown as a manufacturer. This motion threw

them into the spotlight and led to advertising their motorcycles as "Uncle Sam's Choice."

The team would ultimately deliver approximately 15,000 machines toward the American war efforts. During

World War I, Harley-Davidson worked tirelessly to build higher-horsepower engines and specially designed fenders to make navigating through mud an easier task.

In World War II, HD was the prime supplier when the

United States military ordered the largest deployment of motorcycles in our history.

The manufacturers received a prestigious Army/Navy 'E' Award for Excellence in Wartime Production.

Paving the Way in Tech

Technology in vehicles is advancing at a rapid pace, and the Harley-Davidson motorcycle refuses to be left out in innovation and setting the bar high. It has utilized incredible engineering to offer safer bikes, luxury convenience and a comfortable ride.

See what the manufacturer is including to turn their already-awesome machines into some of the most high-tech vehicles on the road.

ENHANCED INFOTAINMENT CENTER

Select Touring and Trike motorcycles are equipped with the Harley-Davidson Boom! Box. It's an epic interface that connects riders to their bikes with important information. Here are a few of the incredible features included.

- A 6.5-inch screen imitates the appearance of modern tablets and features glass from edge to edge. An important thing to note is the screen is scratch resistant and is designed to work even in wet conditions. It was also treated at the factory to minimize reflection, so it is easily visible when the sun is bright.

- Navigating the infotainment center is familiar to anyone with a smartphone. Setting routes, choosing music and navigating vehicle information is simple.

- The Harley app even suggests rides, challenges and helps with ride planning. It can even alert riders when they are nearing gas stations, Harley-Davidson dealerships and motorcycle events.

BRAKING IMPROVEMENTS

In certain three-wheel motorcycle setups, the all-new Reflex Linked brakes system will aid riders in con-



trolling the bike during accelerations, decelerations and braking during a panic stop or in adverse road conditions. Harley-Davidson says the system works by utilizing the latest inertial measurement unit and ABS sensor technology to enhance traction, stability and braking in a straight line or in corners.

The linked system engages automatically once a bike is above 4.3 miles per hour.

Adaptive LED Headlights

This feature has motorcycle enthusiasts excited and serves as an add-on to compatible bikes. The Daymaker Adaptive Headlamp sys-

tem features a seven-inch LED headlamp. It is much brighter than the stock headlights, but its ability to adjust is where it really shines.

With the help of sensors and electronics, the headlights know when your bike is at a lean angle and will automatically project additional light into unlit corners.



Choosing the Right Harley

If you are planning to purchase your first Harley-Davidson, it's easy to be overwhelmed when you walk in a showroom door. Sure, the salesman will be helpful in determining which bike is right for your needs, but going in prepared helps you set a price point that makes sense to your budget.

Here is a look at a two of the most common types of Harley-Davidson bikes and which riders they are built for.

SOFTAIL

These specialized bikes are ideal for a general rider. The family gets its name due to the hidden rear-suspension system built with springs or absorbers to make riding more comfortable. Harley-Davidson has a great lineup in the Softail family, making it

easy to find the style you like and the handling you need. Each bike in this group is paired with the powerful Milwaukee-Eight V-Twin engine. Newer models also include a reinvented frame which makes the machines lighter and stiffer than previous options.

For the first-time motorcycle owner, a Softail provides performance, easy operation and superior comfort. It's a great option as a daily driver and allows new riders to become accus-

tomed to the Harley-Davidson lifestyle.

TOURING

The Touring family is for anyone who wants to travel the country on two wheels. These machines are built for travel, which means unprecedented comfort, air deflectors and high windshields and intricate details in the body and suspension to create an enjoyable ride.

Another perk to these bikes is their

storage ability. Harley-Davidson realizes long trips require more stuff and most come equipped with under-seat space, saddlebags and even room for a passenger. Accessories like luggage racks can be easily added to most models.

The manufacturer doesn't skimp on power just because these bikes are larger. You'll have no trouble navigating through rough terrains, climbing mountains or even joyriding down the highway.



© HARLEY-DAVIDSON

Celebrating 115 Years

For more than a century, Harley-Davidson has made an impact on American history and pop culture.

115TH ANNIVERSARY EVENT

Thousands of Harley enthusiasts gathered in Milwaukee recently to

pay homage to an American icon.

The event was a huge success as visitors witnessed a death-defying stunt with a rider ripping across a 30-foot-wide barrier known as The Wall of Death.

For the first time in 100 years, spectators witnessed bikes race through the sand on the shores of Lake Michigan.

The historic event featured both new and vintage machines, making it

an awesome experience for enthusiasts from every generation.

The celebration also called for the creation of exclusive gear. Limited-edition anniversary items for your wardrobe, home and even badges for bikes were available at the event and are still for sale at in stores.

35TH ANNIVERSARY OF HARLEY OWNERS GROUPS

There was another cause for cele-

bration as the exclusive HOG club celebrated their 35-year anniversary.

This group offers different levels of memberships, some benefits include Roadside Assistance, member patches, invitations to events and complimentary access to the Harley-Davidson Museum.

For those planning to purchase a brand-new Harley, a one-year full membership is automatically issued, free of charge.