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**HUNDREDS OF OPTIONS TO CUSTOMIZE EIGHT NEW NEXT REVOLUTION
2018 HARLEY-DAVIDSON CRUISER MOTORCYCLES**

First-To-Market Softail Accessories Lead Way For Custom Fit, Style & Performance

MILWAUKEE (Sept. 15, 2017) — Harley-Davidson continues its leadership as one of the most customized motorcycle brands in the world with the launch of over 300 new parts and accessories designed for its eight all-new 2018 Softail® motorcycles. Harley-Davidson Genuine Parts & Accessories are developed alongside the new motorcycles to provide riders with the highest quality and the most extensive range of customization options starting from the same day the motorcycles launch. Harley-Davidson gives owners immediate customization choices for a personalized look, a tailored ride, the perfect fit and increased performance over a stock bike. The research and development of these brand-new accessories focused on making customization the easiest it has ever been by requiring less parts and installation time than ever before.

STYLE: EXPRESS YOURSELF

The new Softail accessories are designed to be combined for a wide variety of customization styles. Harley-Davidson expands its leading accessory lineup with the new Brass Collection, expansion of other popular collections such as Defiance, and ensuring a full suite of essential custom styled parts for the new Softail motorcycles. The Brass Collection is a living finish that allows parts to age naturally for a one-of-a-kind look. With a bare bones, garage-built look and feel, the parts have a cohesive pre-aged look that makes a bold statement.

FUNCTION: READY TO RIDE

Harley-Davidson has a broad offering of accessories that allow quick and easy conversion of an urban prowler into a cross-country warrior with comfort and style. Build a new Softail to go the distance with a few key additions such as HoldFast™ sissy-bars, luggage racks, Tour-Pak mount; detachable saddlebags; and windshields. The new HoldFast system is best in its class, with an intuitive detachable latch system designed from the ground up in tandem with the new Softail chassis to ensure a premium fit and finish, with minimal effort and complexity during installation. The intuitive snap-in and release design enables easy installation and removal of HoldFast accessories. Also the one-piece backrest design eliminates the need for side plates and turn signal relocation kits. HoldFast accessories are available in chrome and black finishes.

FIT: TAILOR THE RIDE

Harley-Davidson Parts & Accessories create a great riding experience by tailoring the bike to fit every rider and passenger, based on how comfort, fit and style are prioritized. For 2018, ergonomic seats get a face-lift for Softail models with new styling that matches the personality of each bike and comfort seating launches with a wide variety of fitment. Numerous handlebar, foot control and suspension options are also at the ready to build customers a perfect fit for their new bike.

PERFORMANCE: SCREAMIN' EAGLE®

Screamin' Eagle® Stage I, II, III and IV Kits offer complete, street compliant performance configurations and retain the Motorcycle Original Equipment Manufacturer's Limited Warranty. Stage upgrades are engineered to generate specific torque and horsepower gains for the new Softail models equipped with the Milwaukee-Eight® engine.

Harley-Davidson Genuine Parts & Accessories are backed by the highest fit, finish, testing and Original Equipment Manufacturing standards. Harley-Davidson® authorized dealerships are the customization experts and best equipped to help select and install parts and accessories. Find a local dealer in store or online to view the new 2018 motorcycles and the accessory options to make your bike a custom of one.

About Harley-Davidson Motor Company

Since 1903, Harley-Davidson Motor Company has fulfilled dreams of personal freedom with cruiser, touring and custom motorcycles, riding experiences and events, and a complete line of Harley-Davidson motorcycle parts, accessories, general merchandise, riding gear and apparel. For more information, visit www.h-d.com.