



PRESS RELEASE



MORE THAN 50,000 PEOPLE AND 25,000 BIKERS VISITED CROATIA HARLEY DAYS

BIOGRAD NA MORU (June 20th, 2014) – Croatia Harley Days 2014 is officially over, with more than 50,000 visitors passing through Biograd na Moru and checking out the stunning Harley-Davidson motorcycles coming to Dalmatia from all over the world. More than 25,000 bikers travelled around Croatia in the past few days, and around 10,000 H.O.G. (Harley-Davidson Owners Group) members visited the 23rd European H.O.G.® Rally 2014 in Biograd. Harley-Davidson and the City of Biograd, as the organisers of the event, are extremely satisfied with the organisation, the support from numerous local subcontractors, and the positive comments from participants in the camaraderie-fuelled celebrations. The organisers emphasised that owners and fans of the legendary motorcycle fulfilled the expectations of the Croatian tourism sector, and contributed to the business development and promotion of the local community.

Despite poor weather conditions, the highlight of the largest motorcycle event in the region was the parade from Zadar to Biograd on Saturday. The line-up of Harley-Davidson riders rolling between the two cities came after Friday's Custom Bike Show at the historic Zadar Forum. More than 50 motorcycles registered in the competition, and the judges decided on the most beautiful ones in nine categories. Dream Machines from Slovenia celebrated the prestigious 'Best in Show' award. Two Harley owners from Croatia also won prizes: Rako Lukica in the Antique category, and Vlado Zelzak in the Water-cooled category. Fans of the world-famous brand could also vote for their favourite motorcycle in the People's Choice award, and the most popular one belonged to Rico Cujko from Germany.

Visitors to the event enjoyed music performed by rock bands from across the globe on several stages throughout the city, as well as gastronomic delights in Biograd's many restaurants. Of course, the main attraction was the world's greatest motorcycle, with the sight of hundreds of Harleys riding the streets of Biograd. The Harley-Davidson Central showroom on the event side also showcased the latest models, including the Harley-Davidson Street™ 750.

Located on the seafront, Demo Rides also gave riders the opportunity to test-ride the full fleet of new Harley-Davidson models, and 475 visitors took the chance to enjoy a guided route. There was also something for non-riders, with the always-popular Jumpstart™ Experience allowing future bikers to find out how it feels to sit astride the greatest motorcycle in the world under expert supervision.

As well as official Harley-Davidson dealers from Italy, Austria and Croatia, there was also an extensive trader village on site. Harley-Davidson has had a presence in Croatia since March 2012 when its Zagreb dealership opened. The dealership offers many integrated services, as well as a showroom selling both new and used motorcycles and a full range of Parts & Accessories and General Merchandise, a full-service workshop and demo rides. At the event, the Zagreb dealership had a presence in the dealer area, but also hosted the technical area. Zagreb will remain in the spirit of Harley-Davidson in the coming days, as the Zagreb dealership is organising the 'Harley on Tour' event on June 21st-22nd. The demo truck will have 23 stunning new models available for free demo rides!

For more information and photos please visit www.hogeuropiegallery.com/croatia-harley-days or www.biograd2014.com

About Harley-Davidson Motor Company®

Harley-Davidson Motor Company produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel, and general merchandise. For more information, visit Harley-Davidson's website at www.h-d.com.

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