



## EUROPEAN H.O.G.® RALLY RETURNS TO CROATIA FOR ITS 23RD EVENT

**OXFORD (May 22, 2014)** – From Thursday 12 to Sunday 15 June 2014, the rumble of Harley-Davidson® engines will again descend upon the quaint seaside town of Biograd na Moru on Croatia's picturesque Dalmatian coast for the annual Harley-Davidson Owner's Group (H.O.G.®) Rally. Following the huge success of the 2011 event with 65,000 attendees, Harley-Davidson® fans the world over are invited to return to partake in the camaraderie-fuelled celebrations.

The event is sure to be a success with a host of attractions lined up to welcome one and all into the world of Harley-Davidson. There will be live music on two stages, one by the beach and one in the harbour, on Thursday, Friday and Saturday night; a captivating mixture of bands from all over Europe, as well as local Croatian talent.

Located on the seafront, Demo Rides will give riders the opportunity to test-ride the full fleet of new Harley-Davidson models, following a guided route of the stunning landscape. There's 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.

The Harley-Davidson Central area brings together numerous displays under one roof. Against a stunning sea view backdrop, visitors can view the latest Harley-Davidson motorcycles in the Expo area, including the new Harley-Davidson Street™ 750. There's also H.O.G. Customer Services, Harley-Davidson Financial Services, plus Harley-Davidson Authorized Rentals & Tours, as well as a bar and hospitality area.

As well as official Harley-Davidson dealers from Italy, Austria and Croatia, there will also be 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 will not only have a presence in the dealer area, but also host the technical area.

Friday's Custom Bike Show will be a key part of the celebrations – the show will be a fantastic opportunity to see some of the most beautiful bikes from across Europe competing for a host of trophies. The People's Choice award allows the crowd to get involved, with onlookers voting for what they consider the best-looking motorcycle. The bikes will also be proudly displayed in Saturday's iconic parade, as the entire Harley-Davidson family takes to the street to ride as one. This show of solidarity is one not to miss.

As well as the official parade, taking place on Saturday, local chapters will offer organised guided tours of the local area plus information about self-guided tours should you wish to explore the beautiful surrounding area alone. Visit the Chapter tent to find out more and register.

If the many bands, bars and restaurants do not quite quench the desire to get out and about, then surrounding areas are ripe for exploration, boasting some perfect riding roads. With sweeping bends and challenging hairpins all framed by views of the Adriatic Sea, you can be sure to satisfy your wanderlust.

Pre-registration for the event is now open – visit <http://bit.ly/1bGkxQv> to purchase a three-day motorcycle pass for €50. This is a free, open event; the €50 registration fee is only for a motorcycle. We advise all H.O.G. members to purchase tickets for their motorcycles in advance as no specific parking areas have been allocated outside of the event area.

We can't wait to get back to Croatia in 2014 – hopefully we'll see you there! For more information, visit [www.hogeuropegallery.com/croatia-harley-days](http://www.hogeuropegallery.com/croatia-harley-days), or visit [www.biograd2014.com](http://www.biograd2014.com) to book accommodation for the event.

### **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](http://www.h-d.com).

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