



2015 HARLEY-DAVIDSON MODEL LINE-UP DELIVERS MORE RUSH FOR THE OPEN ROAD

MILWAUKEE (August 25, 2014) – Propelled by Project RUSHMORE, the global launch of the Street™ 750 motorcycle and the electric buzz of Project LiveWire™, Harley-Davidson® (NYSE:HOG) stays hard on the throttle with the introduction of its 2015 model line-up. Combining world-class aerodynamics, exhilarating audio performance and dialed-in ergonomic fit, Harley-Davidson expands its diverse offering of motorcycles and gives riders more ways than ever before to lead their own pack to the open road.

“The broad 2015 Harley-Davidson model lineup demonstrates our commitment to delivering amazing products to our customers through world-class, customer-led product design,” said Matt Levatich, President and Chief Operating Officer, Harley-Davidson Motor Company. “We are one with our riders around the world, and everything we do is about delivering what they expect and deserve from Harley-Davidson.”

Customer-led innovations for 2015 include:

Road Glide Special® Motorcycle

The Road Glide Special is fully-loaded with a vented, frame-mounted fairing that minimizes head buffeting, Dual Reflector Daymaker™ LED headlamps, premium Boom! Box infotainment, upgraded suspension, Reflex™ linked braking with Anti-lock Braking System (ABS).

Street Glide® Special

The new Harley-Davidson Street Glide Special is a "fully loaded" version of the popular performance Touring model equipped with a High Output Twin Cam 103™ powertrain, Boom! Box 6.5GT infotainment system, Batwing fairing with splitstream vent, Dual Halogen headlamp, Enforcer cast aluminium wheels and Reflex™ Linked Brakes with ABS.

New Braking System for Softail® Models

A new braking system for Softail models delivers improved modulation and responsiveness and decreases hand lever effort by 40 percent. New front brake components include a rigid four-piston fixed front brake caliper with 34 and 32mm pistons coated to minimize initial displacement, brake pads with high-output friction material, a new master cylinder with a higher mechanical ratio, and a new 300mm front brake rotor. The caliper and master cylinder have been

restyled to enhance the looks of each model.

Ultra Limited Low Motorcycle

Harley-Davidson takes fit further with a package of ergonomic enhancements that offer the lowest seat height and highest rider confidence available in a premium touring bike, combined with a full complement of Project RUSHMORE features and classic Harley-Davidson style.

CVO™ Street Glide® Motorcycle

Boasting a new Boom! Audio system backed by 600 watts of power streaming through four bi-amped front and rear three-way speakers, this limited-production bagger is a rolling concert venue that delivers shocking volume and outstanding sonic quality. Top it off with an intricate paint scheme and the added exclusivity of four color options.

CVO™ Road Glide® Ultra Motorcycle

Drenched in chrome and custom paint, this super-premium touring motorcycle offers world-class aerodynamics, luxury touring essentials and the unrelenting performance of a Screamin'® Eagle Twin-Cooled™ Twin Cam 110™ engine.

Across its 2015 model lineup, Harley-Davidson offers fresh style with eight new paint colors, including new Custom colors Black Magic and Radioactive Green and new Hard Candy Custom™ metal flake colors Cancun Blue Flake and Quicksilver Flake.

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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 www.h-d.com.