



HARLEY-DAVIDSON® AND JEEP®: TWO AMERICAN ICONS UNITE

Brand partnership announced in the EMEA region

OXFORD (May 5, 2014) –The spirit of adventure is a seam that runs through American automotive history. Both Harley-Davidson® and Jeep® have a story that is as rich as it is varied; both brands have grown and developed to become synonymous with freedom and self-expression. Now these American icons have joined forces to bring two of the world's most exciting two and four wheel brands together in Europe, Middle East and Africa.

Since its introduction in 1903, Harley-Davidson has become the world's leading heavyweight motorcycle manufacturer and a true icon of freedom. Last year a succession of worldwide events were held to celebrate the 110th anniversary of the brand as well as the biggest new-model launch in the company's history – Project RUSHMORE – and the launch of the brand-new Street™ 750 motorcycle.

Jeep builds on the four core values of freedom, authenticity, adventure and passion. As a brand, Jeep was born 73 years ago to answer the modern military needs of the time and then evolved to provide civilians with mobility and the means to rebuild their dreams. Boasting an extraordinary tradition, Jeep has always been able to reinvent itself to offer innovative products marked by a strong personality and benchmark capabilities. Today, as it did seven decades ago, Jeep continues to offer the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. All this, now combined with styling, new powertrains and innovative technology to satisfy the needs of consumers worldwide. The world over, Jeep ensures the ability to “Go anywhere, do anything”– no matter on what ground or under what conditions, but it also provides a mindset that is all about freedom for the soul and enables owners to live their individuality in a strong and distinctive way.

At selected events across the region through 2014, the Jeep Experience will be offering off-road and on-road test drives alongside Harley's own Demo Experience, allowing anyone with a valid driver's license to feel the full power of Jeep's dynamic four-wheel-drive models. Visitors with a valid motorcycle license will also be able to take new Harley® models out for a ride; having just completed Project RUSHMORE – the biggest roll-out of new models in its history – and launched the urban Harley-Davidson Street™ 750 model, now there is the ideal opportunity to select the perfect Jeep, and the perfect Harley-Davidson motorcycle, for your driving and riding style.

The Jeep Experience and the Harley-Davidson Demo and Expo will be available at the following international Harley-Davidson events through 2014: Euro Festival, Golfe de St-

Tropez, May 8-11; European H.O.G. Rally & Croatia Harley Days 2014, Biograd na Moru, Croatia, June 12-15; and European Bike Week, Faaker See, Austria, September 2-7.

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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