



HARLEY-DAVIDSON® ANNOUNCES THREE MORE NEW BIKES FOR 2014
The Return of the Iconic Low Rider®; Tour-Ready SuperLow® 1200T
and Rebellious Street Bob Special Edition® Revealed

OXFORD, UK (March 6, 2014) – Harley-Davidson (NYSE:HOG) is at it again. Fresh off the back of unveiling the new H-D Street™ 750 and the launch of Project RUSHMORE, America’s leading motorcycle manufacturer unleashed today three new motorcycles that expand its diverse line-up of street bikes, and put more models for more riders on the showroom floor of each Harley-Davidson dealer.

The mid-year release of the retro-cool Low Rider, nimble SuperLow 1200T and mean Street Bob Special Edition completes the largest new-model launch in Harley-Davidson’s 110-year history and keeps the throttle pinned on the company’s accelerated, customer-led product-development process.

“It’s been an incredible year,” said Rob Lindley, Vice-President and Managing Director, EMEA. “First Project RUSHMORE, then H-D Street, and now the new Street Bob Special Edition, SuperLow 1200T and Low Rider, all the result of riding with our customers and delivering what they want, each executed with the technical prowess and rebellious spirit that we infuse in each and every new Harley.”

Low Rider

In 1977 Harley-Davidson created a ride-it-hard, put-it-away dirty, make-your-own-boundaries custom motorcycle that became an icon – the Low Rider.

Today that defiant attitude returns with a vengeance as the legendary Low Rider model name is reprised for an all-new cruiser that rolls with old-school class and exciting new performance. A polished headlamp visor and wrinkle black trim are touchstone styling elements from the original Low Rider model. The unrelenting thrust of the Twin Cam 103 powertrain signals departure with a satisfying, throaty tone through twisting header pipes feeding a 2-into-1 exhaust. Suspension is calibrated for all-day comfort and precise handling, while dual-front disc brakes deliver capable stopping power. The new adjustable seat and handlebar risers enable a perfect fit for more riders. Ample Genuine Motor Accessories offer endless possibilities for self-expression, so any rider can own the look and own the road.

SuperLow 1200T

Harley-Davidson opens the door to touring adventure further with the introduction of the new

SuperLow 1200T, a motorcycle that combines a nimble chassis with essential touring features and the power to ride to the horizon. A detachable windshield, locking saddlebags and Michelin® Scorcher™ 11T touring tyres are standard equipment. Docking points accommodate detachable accessory racks and backrests for ease of customization. A new seat and control ergonomics are shaped specifically to give more riders long-distance comfort. The SuperLow 1200T can run with the pack thanks to the power of a 1200cc Evolution V-Twin engine. Also weighing in at 53.5kg less than the lightest Harley-Davidson Big Twin touring motorcycle, it is the lightest touring bike in our line-up. The finish is premium Harley-Davidson with aluminum wheels, optional two-tone paint scheme and plenty of brilliant chrome.

Street Bob Special Edition

The new Street Bob® Special Edition, a custom model that retains the stripped-down and undistilled essence of a Big Twin Street Bob, returns for 2014 with a raft of new eye-catching features that pack in even more power and style for Harley-Davidson riders around the world. Inspired by Harley-Davidson's Factory Customization programme, this new motorcycle is only available in select markets, including those in the European, Middle East and African regions.

The Street Bob Special Edition takes rebellious Harley-Davidson customization to the max and gets some seriously special treatment with a powerful 1690cc engine, 5-spoke cast wheels, and a unique two-tone paint job with graphics. The added ever-popular and stylish Badlander® two-up saddle, forward controls and drag handlebars give this rowdy bobber an even meaner, leaner attitude for riders who appreciate the pure essence of motorcycling.

The new model also retains all the key styling features of the stripped-back Big Twin, which include the chopped rear fender, Fat Bob® fuel tank, and blacked-out powertrain. Broken down feature-by-feature, the model begins with Split Five Spoke cast aluminium wheels, finished in black with contrast cut highlights. A flat Drag-style handlebar replaces the stock mini-ape bar and lowers the bike's profile while the two-up Badlander seat replaces the stock solo seat and offers a smooth, clean line from the fuel tank all the way to the rear fender.

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.

###