



HARLEY-DAVIDSON LAUNCHES ULTIMATE TOURING RIDE, DISCOVER MORE

**- One Harley-Davidson motorcycle set to make epic
20,000 km road trip across the best touring roads in Europe,
Middle East and North Africa-**

OXFORD (April 8, 2014) –The countdown is on to **Discover More**, an iconic touring and online experience from Harley-Davidson that will see a Harley-Davidson® Street Glide® motorcycle take to some of the most incredible touring roads across Europe, Middle East and North Africa, travelling over 20,000km across more than 30 countries.

Starting on the 5th May 2014 in the Middle East, the Discover More Street Glide bike will begin its journey across two continents, riding some of the best touring roads whilst discovering vibrant cultures, sights and sounds that represent the passion, self-expression and discovery of Harley-Davidson touring.

The epic ride will be enlisting the service of over 50 specially selected riders from across Europe, Middle East and North Africa to ride legs of the tour and share their stories online. The riders taking to the road will include a variety of social media fans, celebrities, journalists and influential touring riders. Following the launch of Project RUSHMORE in August 2013, a customer-driven effort by Harley-Davidson to fundamentally improve every aspect of the touring ride, Discover More will demonstrate the amazing experiences that can be had on touring roads across Europe, Middle East and North Africa while enjoying the superb handling and comfort of a Harley-Davidson motorcycle.

To document the tour, Harley-Davidson has partnered for the first time with creative production collaboration KngLAD and itdrewitself to capture the genuine moments of emotion, adventure and discovery experienced on each twist and turn of the journey. A three-person production team will be filming every step of the tour, capturing amazing rider stories and creating engaging content that shows the excitement and thrills of touring on a Harley-Davidson motorcycle. Fans across the globe will be able to tune in to real-time updates, photos and videos from the tour via social media and the Discover More website (www.h-d.com/discovermore).

The finale of Discover More will see the Street Glide arrive at European Bike Week, Austria on the 6th September 2014. Discover More riders will celebrate the culmination of the tour with thousands of other passionate motorcycle fans at Europe's biggest open and free bike festival. The motorcycle, which will be joined by hundreds of other passionate touring riders while out on the road, will be displayed at exhibitions in Europe towards the end of 2014 for fans to see.

Matthew Knott, Harley-Davidson EMEA Communications Manager, commented: "We are very excited to be launching Discover More, which will be the biggest single touring ride ever hosted by Harley-Davidson across Europe, Middle East and Africa. Following the launch of Project RUSHMORE in August last year, Discover More will showcase the incredible adventures and

discoveries that can be made while riding a Harley-Davidson touring motorcycle.”

Local market routes and riders will be announced in due course. Join the conversation on social media using **#DiscoverMore2014** and visit www.h-d.com/discovermore for all the latest Discover More news and updates.

-- ENDS --

Notes To Editors

About Harley-Davidson Motor Company

Harley-Davidson Motor Company produces heavyweight 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.harley-davidson.com.

###