



## EUROPE'S BIGGEST HARLEY-DAVIDSON® FESTIVAL ROARS INTO AUSTRIA

OXFORD (August, 2014) – More than 100,000 Harley-Davidson riders and enthusiasts will descend on the picturesque lakeside village of Faaker See in Austria from 2-7 September as the region transforms into European Bike Week, Europe's biggest open and free motorcycle festival.

Now seen as the closing event for the European Harley-Davidson event season, the annual event



has grown exponentially since it's small beginnings in 1998 in the mountainous lakeside idyll of Carinthia. This year, the 17th iteration of the now-iconic event will host five days and nights of live music, entertainment, great riding on the local roads and all things Harley-Davidson with every hotel room, boarding house and campground within a 20km radius fully booked for the duration.

Centerpiece and the heart of the event will be the Harley-Davidson Village, managed and run by Harley-Davidson Motor Company; around the circumference of the lake other independently-managed regions host other events and activities with something for all tastes, making European Bike Week a continuous ring of biker events and activities around the 25km shore of Lake Faak.

Harley-Village attractions include Harley Central, a huge exposition area showcasing Europe's first view of the new 2015 model year bikes from Harley-Davidson, including the Road Glide Special, Ultra Limited Low and Street Glide Special; Harley-Davidson Authorized Tours and Rentals; the Harley Owners Group, the world's biggest and most successful owners group; and the company's new ranges of parts and accessories and motorcycle clothing. Other attractions in Harley Village include free demo rides on the full range of H-D models; a huge trader area and open air catering area; and a succession of bands from across the world on the main stage.



Other attractions and draws include escorted motorcycle tours through the spectacular alpine roads and scenery, led by local Harley enthusiasts; a Technical Area staffed by experience Harley-trained technicians; the famous

Custom Bike Show with new builds from the greatest custom bike builders in Europe and beyond and an off-road demo area hosted by event partners Jeep.



Friday sees the arrival of the 'Discover More' touring bike, as it reaches the end of its 32 country, 20,000km journey across the greatest riding roads of Europe, Middle East and Africa. For more information, visit <http://www.harley-davidson.com/discovermore>.

For many, the highlight of the event is on Saturday when the legendary Parade attracts a procession of up to 75,000 Harley-Davidson motorcycles and riders stretching 25km throughout picturesque Carinthia.

Every evening the Main Stage and the series of bars and event areas will showcase a huge range of musical talent including Temperance Movement, a blues-rock band fresh from supporting the Rolling Stones in Berlin; the Tenors of Rock; and Grey Shack, an award-winning rock band from India with their first foray on to European soil.

For more information and images: <http://www.hogeuropegallery.com/ebw>

#### **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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