



LEGENDARY HARLEY-DAVIDSON® TOUR DISCOVER MORE RIDES INTO EUROPEAN BIKE WEEK

**- Iconic Harley-Davidson® Street Glide® set to arrive in Faak am See,
Austria for incredible tour finale -**

OXFORD (September 2, 2014) – Discover More, a unique Harley-Davidson touring experience, which has seen one Street Glide® motorcycle ride over 25,000km through more than 30 countries, is set to arrive in Faak am See on Friday 5th September as thousands of fans celebrates the bike's journey at European Bike Week.

The bike, which has taken to some of the best touring roads across Europe, Middle East and North Africa, will ride into Austria after its incredible journey of discovery over the past four-months, as it incorporated rides through various countries including Egypt, Jordan, Romania, Italy, Spain, France, the United Kingdom and Sweden.

Along the way, the bike has fulfilled the dreams of over 50 riders who have all had the unique chance to ride the Harley-Davidson Street Glide on some of the world's best roads. They have experienced the vibrant cultures, stunning sights and iconic sounds of touring on a Harley – a journey of passion, expression and discovery. The riders have been drawn from a variety of areas including social media fans, celebrities, journalists and influential touring personalities.

Each country created its own dream ride for bikers to experience, which took them on a route through the country showcasing the best touring roads and sights. Highlights included riding the well-known twisty roads of the Grossglockner in Austria, visiting the awe-inspiring pyramids in Egypt, cruising on the stunning Gutai Pass and Transalpina roads in Romania, and looping the world-famous TT circuit on the Isle of Man in the United Kingdom.

The first rider to take Discover More to the roads was former chef to King Abdullah II of Jordan, and now Harley-Davidson dealership owner, Claude Abry. He led an unforgettable opening ride through Jordan which passed through the striking landscapes of the Jordan valley – the lowest land elevation on Earth, the Dead Sea, the desert tracks of Wadi Rum and the stunning sights of the Rose City, Petra.

Also among the riders was former England and World Cup winning rugby player Mike Tindall, who documented his passion for touring through the Welsh mountains of Snowdonia. The tour also saw famous chefs Carsten Olsen from Copenhagen, more widely known as the 'The Bald Chef', and Akseli Herlevi from Helsinki, ride the bike through Scandinavia as they shared the touring inspirations that have defined much of the cuisine in their famous restaurants. Over 30 different automotive and lifestyle journalists also took the Street Glide on their own personal dream ride route as part of the four-month tour. A full selection of dream rider stories can be viewed at www.h-d.com/discovermore.

The tour, which has been documented from start to finish through social media and a video-mini-series, will be presented at European Bike Week through a specially created exhibition stand at the event, as it will give fans the chance to take in the amazing stories, sights and emotions that depicted the epic journey. The bike and presentation will then continue its tour to various motorcycle exhibitions across Europe towards the end of 2014, including a stop in Milan at the world's largest Motorcycle Exhibition, EICMA between the 6th and 9th November 2014.

Matthew Knott, Harley-Davidson EMEA Communications Manager, commented: "Discover More has epitomised what Harley touring is all about. It's been an incredible journey that has spanned three continents and seen so many different personalities take the bike on a personal adventure over the past four-months. We can't wait to show fans at European Bike Week the amazing tour highlights and stay tuned for the next adventure, Discover More 2015!"

Join the conversation on social media using **#DiscoverMore2014** and visit www.harley-davidson.com/discovermore for all the latest Discover More news and updates.

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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.

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