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NEWS

HARLEY-DAVIDSON® TO OFFER DREAM JOB TO ONE LUCKY RIDER

**Europe-wide search launched to find one adventurer
for spectacular touring ride in 2015**

OXFORD (Feb. 18, 2015)

WANTED BY HARLEY-DAVIDSON: One passionate motorcycle rider willing to take on a two-month expenses-paid trip through Europe. And as if the experience is not enough, the lucky rider will be given the Street Glide™ motorcycle used on the trip and be paid €25,000.

It sounds like a dream. But it isn't. That is the job on offer to one lucky candidate as motorcycle legend Harley-Davidson launches the 'Discover More' initiative, set to be headed-up by one chosen motorcycle adventurer who will embark on the greatest ride of their life.

Starting this summer, the lucky winner will be required to plan and star in their own road trip adventure, travelling through more than 20 European countries, seeking out the best riding roads in Europe and sharing their experiences through social media and a dedicated website. After a month of preparation and planning, the fortunate rider – accompanied every step of the way by a dedicated professional film crew - will travel for two-months to document this amazing riding experience.

Sound too good to be true? The chosen rider will start the trip in May 2015. All candidates are encouraged to apply at www.h-d.com/riderwanted and explain why they should be the rider to take on this incredible journey. Closing date for applications is March 20, 2015. The chosen rider will be announced in April. Then the planning for this once-in-a-lifetime road trip can begin.

All prospective riders must have a valid European Union passport, a full motorcycle license, and most importantly, the passion for telling a story that inspires others to consider a similar adventure.

“Last year's Discover More was a trial run for the 2015 real deal – selecting a single ambassador to show the world just what an incredible experience a trip like this on a Harley can be,” said Harley-Davidson EMEA Marketing Director Mike Johnstone. “Discover More is designed to show how riding the best roads in Europe on a Harley-Davidson motorcycle is one of the most incredible things anyone can do in a lifetime - and we want to inspire other riders to experience the magic that comes with touring on a Harley.”

Getting involved in Discover More

Later this year, Harley-Davidson will give riders across Europe, the Middle East and Africa the chance to upload content and share highlights from their own rides with fellow touring enthusiasts. An online community created by riders for all riders, whatever bike you ride, it will allow travelling motorcyclists across the region to research and discover interesting roads and places local to them when out on the road.

The 2014 Discover More journey saw a number of riders take one motorcycle on the ride leg of their dreams, as part of an extraordinary pan-European trip over four-months. This year, a single rider will be chosen to make the whole trip their own personal journey of discovery.

For more information on the rider search, visit www.h-d.com/riderwanted and for media inquiries, please contact your country Harley-Davidson communications team <http://h-dmedia.eu/eu/contact.html>.

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 www.h-d.com.

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