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**HARLEY-
DAVIDSON®**

NEWS

PROJECT LIVEWIRE™ EXPERIENCE TOUR EXPANDS TO INTERNATIONAL DESTINATIONS

H-D Invites Riders around the World to Help Shape its First Electric Motorcycle

OXFORD (Feb. 24, 2015) – Riders around the world will have the chance to add their voices to help shape the future of Project LiveWire™, Harley-Davidson’s first electric motorcycle, as the company’s Project LiveWire™ Experience tour expands globally in 2015.

Building on the excitement of Project LiveWire’s debut last year, select consumers in Asia, Europe, Canada, and the United States will have an opportunity to ride and provide feedback on the bike, helping to guide the development of the new motorcycle, beginning this week with events at Malaysia’s Sepang International Circuit.

“Project LiveWire has reset expectations about what a Harley-Davidson motorcycle can be,” said Harley-Davidson Chief Marketing Officer Mark-Hans Richer. “The first phase of the Project LiveWire Experience tour provided valuable feedback about the features and experience riders expect from an electric Harley-Davidson motorcycle. This year we’re expanding that experience to a global audience to gain even deeper insights from riders to help us shape the future direction of this exciting technology.”

While not for sale, the Project LiveWire™ motorcycle was specifically designed for the purpose of seeking insight into rider expectations of an electric Harley-Davidson® motorcycle. The Project LiveWire Experience invites customers to test ride and learn more about the story of the motorcycle and provide feedback on their experience. Even those who don’t yet ride will have the opportunity to feel the power of Project LiveWire through the Jumpstart™ demo – a simulated riding experience.

In 2014, more than 15,000 customers provided feedback on Project LiveWire, including more than 6,800 who took demo rides, as part of a 30-stop tour across the United States and at a special consumer event for Latin American customers in Miami. Longer term plans for retail availability of Project LiveWire will be influenced by feedback from riders during the Project LiveWire Experience tour.

Highlights of the 2015 tour, which encompasses events in eight countries on three continents, include:

- Media and invitation-only consumer rides at Malaysia’s Sepang International Circuit from Feb. 25 to March 4.

- A contest for riders throughout Europe to enter for a chance to be one of the first 1,000 people to ride Project LiveWire at one of five locations in the United Kingdom, France, Germany, Italy and the Netherlands from May to August.
 - UK Saturday 16th May – Sunday 17th May 2015
 - FRANCE Saturday 27th June – Sunday 28th June 2015
 - ITALY Saturday 11th July – Sunday 12th July 2015
 - GERMANY Saturday 18th July – Sunday 19th July 2015
 - THE NETHERLANDS Saturday 8th August – Sunday 9th August 2015
- A 13-stop tour in the United States and Canada visiting select Harley-Davidson® dealerships and consumer events beginning in April.

“We are led by what our customers tell us matters most,” said Richer. “Because electric vehicle technology is evolving rapidly, we are excited to learn more from riders through the Project LiveWire Experience to fully understand the definition of success in this market as the technology continues to evolve.”

An Innovative Approach to Advance the Possibilities of Personal Freedom

Project LiveWire blends the company’s styling heritage with the latest technology to deliver a new expression of the signature Harley-Davidson look, sound and feel. The motorcycle offers a visceral riding experience with exhilarating acceleration and an unmistakable new sound.

Fans can learn more about Project LiveWire, at projectlivewire.com. More information about specific dates and locations will be posted on the web site as details become available. Harley-Davidson also invites anyone who is interested in the possibilities of the future to follow and engage with the company on its social media channels, including Facebook, Twitter and Instagram.

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 h-d.com.

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