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# NEWS

**HARLEY-**

**DAVIDSON® 2015 EVENT PLANS ANNOUNCED**

*Harley-Davidson Europe announces a host of exciting events for 2015*

**Oxford (March 13, 2015)** - Harley-Davidson® riders from across Europe and beyond are gearing up for an fantastic year of Harley events as the company announces its events schedule for 2015. Each event is designed to have its own unique flavour and atmosphere, giving visitors a distinct and different experience at each venue and a real 'reason to ride' to each one. The only constants will be a schedule of great live music, custom bike shows, demo rides, parades, dealer & traders areas, ride-outs – and the camaraderie of thousands of fellow Harley riders.

The event season kicks off in earnest at Grimaud with the 9<sup>th</sup> annual Harley-Davidson Euro Festival, taking place from 7-10 May in the Golfe de St-Tropez in the chic Cote D'Azur region. There will be a laid back vibe at this increasingly popular beachfront event in the Harley calendar. Over 13,000 Harley devotees attended the 2014 edition of this event, and this year as many or more are expected to soak up the resort atmosphere, listen to some great music on the beach stage and chill out at the many nightclubs and restaurants.

The highlight for many Harley riders each year is the European H.O.G. Rally, which moves to a different location each year. The 24th Annual European H.O.G. Rally takes place 18-21 June in the beautiful setting of sophisticated, chic Spanish marina resort of Puerto Sherry near Cadiz. This stunning location has never hosted a major Harley-Davidson event before and over 10,000 riders are expected to attend this year.

Next on the calendar is the annual Barcelona Harley Days from 3-5 July. Started in 2008 as the official 105th Anniversary celebration for Europe, this open and free event in the heart of the cosmopolitan Catalan capital is a perennial favourite and a massive draw for Harley riders and brand enthusiasts from across Europe.

Finally, the celebrations come to a climax in Austria with the traditional season closing event when Faaker See in Austria will once again play host to Europe's biggest open and free biker festival, European Bike Week. From 8-13 September, more than 100,000 riders from all over Europe and beyond will be turning the province of Carinthia into a massive Harley-Davidson festival. The event will provide entertainment, events and activities to suit every taste, amid some of the most breathtaking scenery and riding roads to be found anywhere in the world.

"2015 is shaping up to be a fantastic year for Harley-Davidson, and we are going to mark the occasion with our most exciting line-up of events yet," said Trevor Barton, Harley-Davidson Europe Consumer Experience Manager . "Harley-Davidson is a customer-led organization and we have listened to what our owners and customers told us to ensure we deliver the best season of Harley-

Davidson events yet'.

Tickets for Euro Festival and the European H.O.G. Rally went on sale on 9 March with tickets starting at just €20 – visit [www.harley-davidson.com/events](http://www.harley-davidson.com/events) for event details and to purchase tickets.

For details of all Harley-Davidson and Harley Owners Group events for 2015, log on to the Events Calendars on [www.harley-davidson.com/events](http://www.harley-davidson.com/events).

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**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).