



A RIDING ADVENTURE THROUGH SWITZERLAND

Harley-Davidson® Europe official partner of Grand Tour of Switzerland

OXFORD: *March 26, 2015* – Harley-Davidson Europe is proud to be an official partner of Switzerland Tourism's newly launched Grand Tour of Switzerland. Adventure is at the forefront of Switzerland Tourism's official route, which is over 1600km long and ideally suited to motorbikes. It's all about the journey on this route, which takes you through the most beautiful parts of Switzerland – it's as if it was made for exploration on a Harley-Davidson motorcycle.

The route takes you through four language regions, over five Alpine passes, to 11 UNESCO World Heritage Sites, through two biosphere reserves and along 22 lakes. This is a unique way to explore Switzerland's beautiful landscape and rich culture while winding along its well-made roads.

Harley-Davidson Europe is offering two places on the August West Loop leg of the Grand Tour of Switzerland as a competition prize for one lucky winner and their guest! For more information please visit: <http://www.hogeuropегallery.com/grand-tour-switzerland/>.

With Harley-Davidson Authorized Rentals, riders from Switzerland and from further afield can easily rent a low-mileage, current model year Harley-Davidson motorcycle to ride the route. Harley-Davidson is the only manufacturer to operate a global network of motorcycle rental locations. Bikers and Harley-Davidson fans can find a selection of the latest bikes at 365 locations around the world, 13 of which are along the Grand Tour of Switzerland route.

The Harley-Davidson Authorized Tours programme offers beginners and experienced bikers the opportunity to explore the most incredible motorbike routes from the comfort of a Harley-Davidson. Harley-Davidson Authorized Tours are now also offering a route along the Grand Tour of Switzerland. Saddle up and ride off: there's nothing in the way of your two-wheeled adventure through Switzerland.

For photos and further information on Harley-Davidson, the Authorized Rentals programme, and the Authorized Tours programme, please visit: www.harley-davidson.com.

You can find more information on Harley-Davidson and the Grand Tour of Switzerland here: <http://www.hogeuropегallery.com/grand-tour-switzerland> or www.MySwitzerland.com/grandtour

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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.