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NEWS

HARLEY-DAVIDSON HIRES WINNER FOR MOTORCYCLE JOB OF A LIFETIME

- Luis Castilla to plan and embark on his own spectacular European summer motorcycling adventure -

OXFORD (April. 22, 2015) – After advertising the ‘ultimate job’ search to hire one passionate rider to embark on the motorcycling journey of their dreams, Harley-Davidson’s Discover More 2015 application process has finally come to an end. Drawing from an unprecedented number of applications, Harley-Davidson today announced it has hired Luis Castilla to plan and star in the greatest ride of his life.

In what some applicants described as ‘*the adventure of a lifetime*’ and ‘*the chance to explore the world*,’ Castilla has been chosen by Harley-Davidson to head up its ‘Discover More 2015’ campaign and experience a two-month all expenses-paid European journey of discovery on a Harley-Davidson® Street Glide™ Special motorcycle. Castilla will be paid €25,000 and also given the Street Glide™ Special touring motorcycle used on the road trip to treasure forever.

The seasoned French motorcyclist and adventurer was painstakingly chosen from more than 10,000 applications submitted from 27 different countries. The overall quality of the written and video applications proved inspirational to the Harley-Davidson team, but Luis’s immense passion for riding, adventure, meeting new people and overall suitability for the challenge earned him the coveted job.

After his selection Luis said, “I am absolutely thrilled about this Harley-Davidson opportunity, which will without a doubt, be the most amazing experience of my life. As a biker and a passionate traveller, Discover More 2015 is everything I’ve been looking for. Sharing the experience of riding a Harley-Davidson motorcycle through Europe, listening to other people’s adventures and riding with them through their local towns will make this an extraordinary event and one that will become larger than the sum of its individual parts. I want to share my experience with others so they too, can feel just how incredible this journey will be.”

Castilla will now plan his adventure of a lifetime, embarking in May 2015, to spend the summer cruising through some of the greatest landscapes Europe has to offer. He will be accompanied every step of the way by a professional film crew to document and share his experience on social media and through a blog on the ‘Greatest Rides’ website www.greatesrides.eu

The brand new **GreatestRides.eu** website, also launching today, gives riders across Europe, the Middle East and Africa the chance to upload and share highlights from their own ‘great rides’ with fellow touring enthusiasts; Castilla and his team will use this content in the coming weeks as inspiration as they plan the Discover More route. The online community created by riders for all riders will also support touring motorcyclists across the region to research and discover interesting roads, places and events local to them when out on the road, regardless of the brand or style of motorcycle they ride.

“We were truly humbled – and overwhelmed - by the response to the advert we placed for Discover More 2015,” said Harley-Davidson EMEA Marketing Director Mike Johnstone. “Every application showed a spirit for discovery and spoke about the freedom only riding a Harley provides, but in the end Luis Castilla was the worthy winner. His deep passion for motorcycling and his love for adventure will hopefully inspire riders across the world to experience the magic that comes with touring on a Harley-Davidson motorcycle.”

For more information on the Discover More 2015 Tour, to share your greatest ride and follow Luis Castilla on a journey of a lifetime, visit www.greatestrides.eu.

For media inquiries please contact **(Market to insert contact details)**.

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.