



STAY COOL THIS SUMMER WITH THE NEW HARLEY-DAVIDSON® SUMMER COLLECTION

- **Innovative designs ensure better durability and versatility on the road: from the bike to the beach –**

OXFORD (1st May, 2015) – With summer just round the corner, Harley-Davidson has today unveiled its latest Summer Collection designed to provide greater functionality, versatility and durability to riders as they seek ultimate comfort and product performance both on and off the bike.

The collection takes its inspiration from the broad sand deserts and beach atmospheres found in Baja California in northern Mexico. The laid-back adventurous spirit of this region is evident in the design's aesthetics, colours and warm-weather functionality, allowing both riders and passengers to display their originality and express their fun, cooler side.

This season's focus is on durability and comfort and makes use of innovative high-performance features and fabrics. Elements such as wicking and mesh will help to regulate body temperature and increase airflow for a more relaxing ride, perfect for those long summer days. Harley-Davidson's 'Switchback Technology' provides the ultimate solution for riding jacket versatility and is featured in both the Men's and Women's Collections. These jackets contain a textile outer panel that creates a mesh jacket, allowing riders to remove panels in warm weather and add panels in cooler weather, thus enhancing comfort on the road.

The Men's Summer 2015 collection features warm weather functionality and distressed materials drawing from the West Coast lifestyle that embodies summer. Performance technologies and new innovations continue to feature in the existing riding gear and casual apparel line-up. The Harley-Davidson® **Triple Vent System™ Roadworn Leather Jacket** features three strategically placed vents on each side of the body allowing for versatile and customizable airflow. Combined with inventive styling and distinct seasonal graphics and colours, the new collection allows you to express your individuality and explore the road longer.

The Women's Summer 2015 Collection features high fashion warm weather riding gear and casual apparel with distressed materials, distinct graphics and bold colours, providing a fresh look to the Harley-Davidson Summer Collection. The **Dark Shadows Leather Biker Jacket** features lightweight washed cowhide leather with crushing treatment and embroidered appliqué graphics with stud embellishment on the back, creating a more fashion-conscious style. With new textures, colours and washes, the new collection stands out, giving the new generation of riders style to take to the road.

The collection also sees the introduction of coldblack® protective finish technology, which reduces heat build-up and provide reliable protection from UV rays, resulting in tangibly better heat management with no adverse effect on look, feel or breathability.

All items can be purchased at your local Harley-Davidson® dealership. For more information about the collection, visit www.Harley-Davidson.eu/motorclothes.

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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.