

## **HARLEY-DAVIDSON MOVES INTO THE HEART OF STURGIS FOR 2010 RALLY**

*Harley-Davidson Road Tour, Motorcycle Displays, Demo Rides and more in Sturgis for 2010*

MILWAUKEE (April 19, 2010) – Harley-Davidson will move its 2010 rally experience to two all-new locations in the heart of Sturgis, S.D., where the Motor Company will celebrate the 70<sup>th</sup> Annual Sturgis Motorcycle Rally with customers and motorcycle enthusiasts August 6-14, 2010.

The Harley-Davidson Road Tour with the newly released 2011 Harley-Davidson<sup>®</sup> motorcycles, Genuine Motor Accessories, MotorClothes<sup>®</sup> merchandise and H.O.G.<sup>®</sup> members-only pin stop will run from Friday, Aug. 6 through Saturday, Aug. 14 at the intersection of Lazelle and 3rd streets in downtown Sturgis. All Harley-Davidson activities in Sturgis are free of charge.

Harley-Davidson demo rides for 2011 motorcycles will be available in Sturgis at a location near Interstate 90 at Exit 30. More details on the exact location, dates and hours of demo rides and other Harley-Davidson activities in Sturgis will follow in the coming weeks.

“Right smack in the middle of Sturgis seems like the ideal place for Harley-Davidson to spend the week,” said Steve Piehl, Harley-Davidson Director, Consumer Events Marketing. “We recently made a similar move to an outdoor rally experience for Daytona Bike Week this year and it was extremely popular. We listen closely to our customers and believe that they will love the new Sturgis locations for our Road Tour activities, demo rides and H.O.G. pin stop.”

In recent years, most Harley-Davidson activities for the Sturgis Rally had been located in Rapid City, S.D. at the Rushmore Plaza Civic Center. “We really enjoyed working with the staff at the Civic Center in Rapid City and have been very pleased with the service and facility over the years,” Piehl said. “We feel that our move to Sturgis will give us the opportunity to reach significantly more rally attendees than we could in Rapid City.”

For the most up-to-date information on Harley-Davidson events at the 2010 Sturgis Rally, please visit the Experience section at [www.harley-davidson.com/sturgis](http://www.harley-davidson.com/sturgis).

Harley-Davidson Motor Company, the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and a complete line of motorcycle parts, accessories and general merchandise. For more information, visit Harley-Davidson's Web site at [www.harley-davidson.com](http://www.harley-davidson.com).

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