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NEWS

EUROPEAN RIDERS INVITED TO SHAPE THE FUTURE OF PROJECT LIVEWIRE™, THE FIRST ELECTRIC HARLEY-DAVIDSON® MOTORCYCLE

OXFORD (April 1, 2015) – European riders are to have the opportunity to influence the future of Project LiveWire™ - Harley-Davidson's first electric motorcycle.

In keeping with the company's customer-led product development approach, this summer select consumers across Europe will be able to ride and provide feedback on the bike. While not for sale, Project LiveWire is specifically designed to get insight into rider expectations of an electric Harley-Davidson motorcycle.

Launching 1 April 2015, an on-line competition will offer 1,000 riders the opportunity to attend the Project LiveWire Experience tour, ride the exciting new motorcycle and provide feedback on their experience. To enter, riders simply need to answer the following question: 'How would you describe Project LiveWire in three words of no more than 50 characters?'

The Project LiveWire European Tour starts in the United Kingdom at Millbrook Venues on **16-17 May** before travelling to France (**27-28 June**), Italy (**11-12 July**), Germany (**18-19 July**), and the Netherlands (**8-9 August**).

The tour includes a fleet of Project LiveWire motorcycles for test rides along with a feedback process to capture consumer opinion after the rides, as well as displays showing the development process of Project LiveWire, and the opportunity for test riders to capture photos of their experience to share after the event. Even those who don't yet ride will have the opportunity to feel the power of Project LiveWire through the Jumpstart™ demo – a simulated riding experience.

"The Project LiveWire Experience Tour will give European riders the opportunity to provide valuable feedback on what they expect from an electric motorcycle that is authentically Harley-Davidson," said Harley-Davidson EMEA Regional PR Manager, Michael Carney. "After the first phase of the Project LiveWire Experience tour in the US, we're expanding to a European audience to gain more insights from riders to help us shape the future direction of this exciting technology."

Riders may enter the competition from 1 April 2015 by completing the competition questionnaire on projectlivewire.com. The closing date is four weeks prior to the first day of each of the five individual events. Entrants must be at least 18 years old and hold a full valid motorcycle licence. The winners will be notified by email approximately three weeks before each event.

More information about specific locations will be posted on projectlivewire.com as details become available. Harley-Davidson also invites fans to engage with the company on its social media channels, including Facebook, Twitter and Instagram.

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.

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