



**HARLEY-DAVIDSON BENELUX B.V.
PRESS RELEASE**



**Gear Up for the Ride
Harley-Davidson & Buell are coming to you this summer!**

Leiderdorp – April 11 2008 – On 30 March, Harley-Davidson Benelux started its striking **Gear Up for the Ride Truck Tour**. A mighty 24-tonne truck, fully branded in Harley-Davidson and Buell regalia, will be making its way right across Benelux between April and October, giving motorcyclists the chance to try out the various Harley-Davidson and Buell bikes for free.

From 1 to 4 May, the Gear Up for the Ride Truck Tour will be on the **Belgian Dark Dog Tour**. The truck can be found near the abbey in Stavelot, so make sure you're there!

This spectacular demo tour is being arranged in close collaboration with the Authorized Harley-Davidson dealers, and will stop off wherever biking fans are to be found, both at dealerships and at external events. The idea behind the tour is to make it even easier for people to try out the bike of their dreams. The truck carries at least 15 different 2008 model year bikes, including the Buell 1125R, the Harley-Davidson Fat Bob and, coming shortly, the Harley-Davidson XR 1200.

The 17 metre-long truck is an enormous crowd-puller, especially as it also combines with a 17 X 14 metre inflatable tent to convert any car park or market place into a true Harley and Buell paradise. According to the producer Publiair, this is the biggest inflatable tent ever made. Who said size doesn't matter???

Test rides are free of charge: anyone with a valid motorcycle licence can try out – accompanied – one of the many bikes at no cost and with no strings attached. Jessica Riemsdijk, Marketing Manager Harley-Davidson Benelux: "We have opted to approach new customers in this way and allow them to discover our bikes. The truck makes us much more mobile, and we can go to the people. By working with the local dealer, we can ensure that people instantly get a whiff of that atmosphere that's inextricably associated with riding Harleys and Buells."

Background to Harley-Davidson and Buell

Harley-Davidson, Inc. is the parent company of the group which trades as Harley-Davidson Motor Company, Buell Motorcycle Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company produces heavyweight and custom street and touring motorcycles and offers a complete line of motorcycle parts, accessories, apparel and general merchandise. Buell Motorcycle Company produces sports motorcycles in addition to motorcycle parts, accessories and apparel. Harley-Davidson Financial Services, Inc. provides wholesale and retail financing and insurance products to Harley-Davidson/Buell dealers and customers.

For more information, contact:
Jessica Riemsdijk

Marketing Manager Harley-Davidson Benelux
T: +31 (0)71 581 37 50
jessica.riemsdijk@harley-davidson.com

