

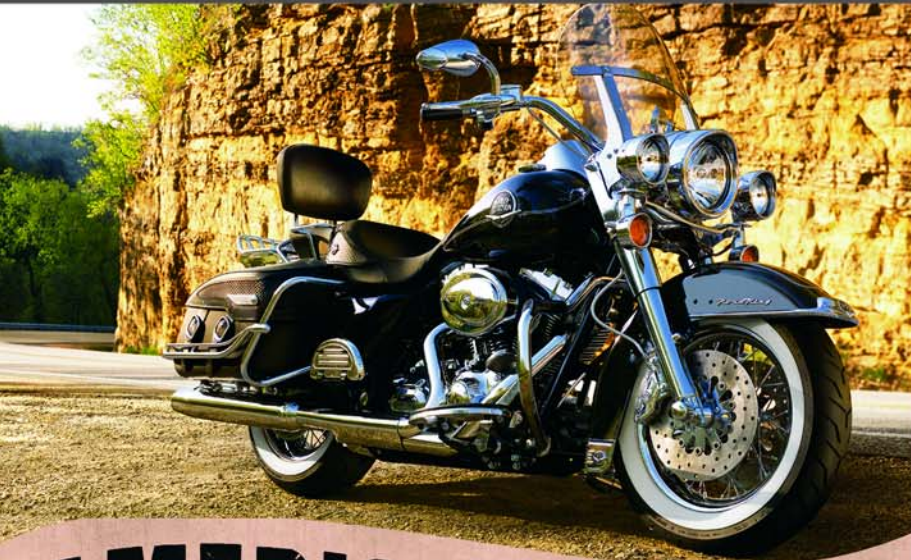
IRON VALLEY



Harley-Davidson/Buell



Celebrating
5 YEARS
 in business
 2003 - 2008



**AMERICA, PLEASE
 DON'T BUY A HARLEY
 BECAUSE IT GETS 50 MPG.**

MPG DESCRIBES RIDING LIKE BIOLOGY DESCRIBES SEX.
 HISTORY HAS SHAPED THIS TANK, NOT THE WHIMS OF FOREIGN OIL.
 AMERICAN WORKERS POUR THEIR SOUL INTO IT.
 LET'S CHASE SUNSETS WHETHER GAS IS 6 BUCKS OR 6 RED CENTS.
 LET'S RIDE TO PARTIES LIKE ROCK STARS.
 LET'S FILL THE TANK THAT GIVES BACK MORE THAN WE PUT IN.
 SO SCREW IT, LET'S RIDE.



LET'S RIDE OPEN HOUSE

Saturday, September 13th, 2008
 9am to 4pm

EVENT HAPPENINGS

DIGITAL SCAVENGER HUNT

Bring your digital cameras
 and a friend!!

Signup at IV by: 11am, Return by: 2pm
 Teams of 2 people
 TOP 3 TEAMS WILL RECEIVE PRIZES!

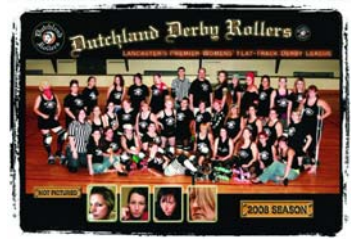
Demo Rides - 9am to 4pm

The perfect opportunity to have a first hand
 experience with the new 2009's. Please bring your
 valid motorcycle license, helmet, long pants, and
 proper riding attire to participate.



Come in and Demo, or buy a new
 Harley-Davidson® motorcycle and receive
 a voucher for a 105th Anniversary DVD.
 Customers must mail back the validated voucher
 to receive the free commemorative
 105th Anniversary DVD in November, 2008.

**Dutchland Rollers
 Derby Girls
 Appearance 1-4pm**



**Special Store Sales
 Customs by Jerry**

**Maurer's Sew Creative
 DJ Larry Fisher 12-4pm**



10am-12pm

Cabal's Lair Tattooing & Body Piercing

Food Vendors

Elstonville Motorcycle Club is providing
 Ice cream • Drinks

Blue Mountain HOG Chapter is Grilling Out
 benefits MDA

Burgers • Hot Dogs • French Fries

IRON VALLEY

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The Latest From JOHN

JOHN BRANDT



GENERAL MANAGER

Hey Everyone!

My desk and office are still not organized but I consider myself officially moved in to my new home here at Iron Valley. It has been a somewhat crazy, but very enjoyable transition and the summer was a lot of fun. I have met a lot of new people and look forward to meeting many more. Getting together with some of you to go riding has been a nice plus as well.

I always try to say "HI" to everyone when they are picking up a bike or just happen to be passing by (but I'm not the best with names... sorry!) The Iron Valley "family" is here to bring you the best level of customer service and make your riding time as enjoyable as possible.

Our experts will get you up to speed on a few of the new arrivals, but I have to say, some cool new parts (including some wild paint sets) and some really attractive MotorClothes® have caught my eye. More are arriving daily!



Don't forget to check out the events page on our website... http://www.ironvalleyh-d.com/event_calendar.asp
We have some great events coming up!

Be safe and ride whenever you get the chance!
John



BUELL TRIPLE 25 INCENTIVE

Between August 15, 2008 and September 30, 2008, customers can take advantage of Buell's Triple 25 Incentive. **That means only \$25 down on the Buell 25th Anniversary 1125R model.** Pay just \$25 down on this extraordinary inaugural year sportbike with diamond anniversary Diamond Blue frame and 25th anniversary edition signature triple clamp plaque. See anyone in Sales or Finance for more information. *Restrictions apply.*



BUELL 1125R

MOTORCYCLE SALES

MIKE RINTZ



SALES MANAGER

New for 2009, ground up restoration of the touring models. New frame, redesigned exhaust and new mounting of the engine highlight the all new fit and feel!

Also new for the model year, the introduction of the Tri-Glide! The new three wheeler is fitted with a 103 cubic inch engine, oil cooler, awesome suspension and a reverse is optional! *This is one smooth trike!* Stop in and talk to one of our sales people for more details.



NEW TOURING CHASSIS WITH EXHAUST ROUTED UNDER THE FRAME

MOTORCLOTHES®

LARK ECKENROTH



MOTORCLOTHES MANAGER

What a great riding season we've already experienced this summer! Fall is approaching fast and it's a beautiful time of the year to continue your riding season. With the temperatures beginning to get cooler, you'll need warmer riding gear to keep you comfortable and make your ride still enjoyable.

The *Fall Men's Collection* captures the feeling of a simpler time by combining warm colors with tribal graphics giving the clothing a casual and relaxed feeling. In the *Ladies' Fall Collection*, the looks are casual and comfortable with a little bit of sexy thrown in. Dusty colors and ornamentation of studs are a great combination! Skulls are still very prevalent and continue to be the top selling items.

- Over 130 items have been added to the Core lineup.** Arriving in October is the Men's Heated Gear with a completely reengineered heating system. Ladies... Harley hasn't forgotten about you! They've added **Heated Gear** this fall. Battery Operated Heated vests and gloves have also been added. Fleece jackets and vests for Men and fleece jackets for Ladies are great for warmth when riding on a chilly day.
- Try one of the new Hybrid Ultra-Light half Helmets. They are 17% lighter than the traditional fiberglass helmets (*available in matte or gloss black*). Stop in and compare the difference for yourself.
 - New chaps have also been added to the *Ladies line*. Top off white chaps with a Cream City Leather Jacket or choose a pair of color blocked Vintage Cruiser Chaps to match the leather jacket.
 - **JUST IN** - New cotton canvas jacket & pants for men with Guardian Technology. Guardian Technology is an abrasion resistant material strategically placed on an item for added abrasion resistance.

The Fall lineup is exciting and new items are arriving at the dealership daily. Stop in when you're out for a ride and browse through the department! As always, if we don't have your size or the item in stock, we will gladly order it for you. *See all of you real soon!*

MEN'S



BLADE SKULL JACKET WITH SWITCHBACK TECHNOLOGY
97071-09VM
\$475



WILDCAT PANT WITH GUARDIAN TECHNOLOGY
97204-09VM
\$95



WILDCAT RIDING JACKET WITH GUARDIAN TECHNOLOGY
97203-09VM
\$175



SKULL MODULAR HELMET
97237-09VM
\$295

LADIES'



LUNA MESH JACKET
97216-09VW
\$175



TEMPEST LEATHER CHAP
97095-09VW
\$255



TEMPEST 3-IN-1 LEATHER JACKET
97086-09VW
\$425



RIPLEY HALF HELMET
97219-09VW
\$175

Celebrating

5 YEARS
in business

2003 - 2008

**WE RIDE!**

Ladies . . . come get your copy of the First
Harley-Davidson Guide for Women: We Ride!

Our supply is limited, get yours while they last!



Live by it.

PARTS

**FRANK
SCARBROUGH**



**PARTS
MANAGER**

Welcome to Fall.

It's the time of year when a lot of us are really putting on miles because of the perfect temperatures but don't forget to stop by and check out the new items available for your bike in between those rides.

One of the hot looks right now is the blacked out look and we have a lot of new items to create that special look for you. Of course, you can always take it to the next level with one of the new **2009 custom paint sets** and really make your bike a one of a kind.

The Harley-Davidson luggage has been taken to the next level with a lot of improved features and with the ease of removal, it makes a great way to haul things when you need to and keep the custom look of the bike when you are not. Check out the *multi-fit section* of the new Parts and Accessories catalog or go online to see what's new in luggage for the bike.



CUSTOM PAINT SETS



HARLEY-DAVIDSON LUGGAGE

No matter what you may be thinking for that favorite bike in your garage, stop in or give me or one of the guys a call. If we don't have it in stock, we will be happy to order it for you.

**SERVICE**

**JJ
FAREN**



**SERVICE
MANAGER**

**Designed for installation or removal
in 60 seconds or less without tools**

Harley-Davidson Detachable accessories give you the flexibility to outfit your bike for the way you'll be riding. If the horizon beckons, add a *Sissy Bar Upright* and *Backrest Pad* for a clean, passenger friendly style or a *Tour-Pak Rack* for removable storage and back support. **To start using**

Detachable, all you need to do is purchase and bolt on the special docking hardware. It's quick and easy. Better yet, it's a one-time deal — the hardware stays on your bike and blends right in.



SISSY BAR UPRIGHT

**Purchase Detachable hardware kits and have one of
our Harley-Davidson technicians install your kit(s)
FOR A 25% DISCOUNT OFF INSTALLATION LABOR**

*Take advantage of this great deal before October, 31st.
Be sure to mention this ad when scheduling your service.*

IRON VALLEY

IRON VALLEY



UPCOMING EVENTS 2008

PIT PASS PROGRAM

Pit Pass Member Only Exclusive Offer

Valid September, 1st 2008 until
October 31st, 2008

**Get 25% OFF
all Heated Gear**

Not to be combined with any other discount or promotion.

For more information on how you can
become an exclusive member of the

PIT PASS PROGRAM

and receive V.I.P. benefits like this offer

please see any Salesperson,
Finance Department or call (717) 664-0888.

SATURDAY, SEPTEMBER 13TH

Let's Ride Open House – 9am to 4pm

SUNDAY, SEPTEMBER 21ST

PA Week for the Animals Benefit Poker Run
departs from Iron Valley Harley-Davidson® / Buell® at 11am

For more info visit...

www.animalweekpa.com and www.pspca.org



Pennsylvania Society for the Prevention of Cruelty to Animals

THURSDAY, 25TH THRU SATURDAY, 27TH SEPTEMBER

York Open House

FRIDAY, 28TH THRU SUNDAY, 30TH NOVEMBER

Black Weekend

WWW.IRONVALLEYH-D.COM



POSTAL CUSTOMER

Return Service Requested

HOURS: Mon.-Fri. 9am-8pm
Sat. 9am-4pm • Sun. 11am-4pm

OPEN 7 DAYS A WEEK!

(717) 664-0888

Manheim, PA 17545

3091 Lebanon Road, Route 72



FIRST-CLASS MAIL
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