



For Immediate Release

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FIT FOR YOUR HARLEY, FIT FOR YOU
Harley-Davidson Fit Shop Helps St. Petersburg Riders Find Their Perfect Fit

St. Petersburg, FL - (July 1, 2009) – Swinging a leg over a Harley-Davidson® motorcycle should feel like sliding into a favorite pair of jeans – fits just right, not too big or too small. Jim’s Harley-Davidson of St. Petersburg offers the exclusive Harley-Davidson Fit Shop experience to help riders find their perfect fit using Genuine Harley-Davidson Parts and Accessories.

“Sometimes people come in, swing a leg over their dream Harley-Davidson motorcycle and are disappointed that it doesn’t fit them,” said Jeremy Coad, Marketing Manager at Jim’s. “The reality is that just about any rider can fit any model Harley-Davidson, which is why we’re thrilled to offer the Harley-Davidson Fit Shop experience at our dealership. Once riders come in and spend one-on-one time with a trained Fit Shop specialist, they can ride out of here feeling confident that they are on the right bike – with the right fit – and feel comfortable out on the road.”

Time to Get Fit

Fit Shop specialists at Jim’s Harley-Davidson will give riders personal attention to help customize the suspension, seat, handlebars or foot controls on a motorcycle to make for a smooth ride – no matter the distance. Stop in at your local dealership today to find out what changes can be made to create a custom fit that your body, and your bike, deserves.

For more information about Harley-Davidson Fit Shop visit the Fit Shop section on www.harley-davidson.com.

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.

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