

## **Harley-Davidson® enthusiasts share inspiration to ride free**

MILWAUKEE (August 28, 2009) - Americans from all walks of life know what freedom feels like. And they have plenty to say about it. Harley-Davidson also knows what freedom is all about and they are giving it a voice on the Free Country section of Harley's Web site.

Go to [www.harley-davidson.com/freecountry](http://www.harley-davidson.com/freecountry) and you'll find statements on the freedom and inspiration of riding a Harley-Davidson motorcycle. There is also the opportunity to create your own banner ad with a freedom statement relating to a specific 2010 Harley-Davidson motorcycle, all of which can be shared on social media sites.

The discussion and debate doesn't live entirely on the Internet however, as participating Harley-Davidson dealerships around the country will give everyone the chance to express what riding means to them on a Freedom Wall at the dealership. Limited edition freedom decals that state "It's a Free Country. Live Like It." will also be available.

"Riders tell us time and again that their Harley-Davidson motorcycle is a very personal expression of their individuality and freedom," said Scott Beck, Senior Director of Integrated Consumer Marketing. "And whether it's a stripped down, blacked-out bobber, or a decked out touring bike, or a super sleek V-Rod, there's a Harley® built to match your individual expression of freedom and there's no better place to see the world than from the seat of a Harley motorcycle."

Harley-Davidson's Free Country campaign kicked off in USA Today, as well as Maxim Magazine, American Iron, HOG and American Motorcyclist magazines. Interactive Web banner ads will appear on numerous Web sites, along with social media sites.

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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