

Harley-Davidson announces women's activities at Sturgis Motorcycle Rally

MILWAUKEE (July 23, 2009) - In an ongoing effort to celebrate women riders - and those who dream of riding - Harley-Davidson will host its third annual Women's Day on Sunday, Aug. 2, 2009, during the 69th Annual Sturgis Motorcycle Rally. The Motor Company will also offer a variety of activities for women throughout the rally between Aug. 1-7, 2009, at Rushmore Plaza Civic Center in Rapid City, including an interactive women's area featuring motorcycle and product information, seminars and giveaways.

Women who visit the interactive area at the Rushmore Plaza Civic Center will find a wide array of information, from new functional and fashionable gear, to becoming a mentor to new riders, demonstrations on how to pick up a bike, and a scavenger hunt, as well as information for new riders looking to get behind the handlebars of their own motorcycles. Harley-Davidson will donate \$5 to Muscular Dystrophy Association (MDA) for each woman who completes the scavenger hunt.

During Women's Day, the Motor Company will offer special seminars focused on teaching women how to customize their motorcycle for fit, function and style; healthy eating tips while out on the road; and best practices for conducting a pre-ride safety check.

"We're looking forward to Women's Day at Sturgis," said Leslie Prevish, Women's Outreach Manager for Harley-Davidson Motor Company. "These initiatives help showcase our dedication to educating and empowering both current women riders and those who dream of hitting the open road. The events are also great opportunities for women riders to connect and share their inspiration for riding."

Following is a complete schedule of activities planned for Harley-Davidson's Women's Day*:

- * 9 a.m. – 5 p.m. Motorcycle Customization & Fit Shop (located in the P & A Tent)
 - * 10 a.m. How to Pick up a Motorcycle
 - * 11 a.m. Healthy Eating on the Road
 - * 11 a.m. About the Bikes
 - * 12 p.m. How to Pick up a Motorcycle
 - * 1 p.m. T-CLOCS Seminar (pre-ride safety check)
 - * 2 p.m. How to Pick up a Motorcycle
 - * 3 p.m. Healthy Eating on the Road
 - * 4 p.m. How to Pick up a Motorcycle
- * All activities to occur in the Women & Riding Tent unless otherwise noted.

For more information about the special women's activities at Sturgis or general information on women and motorcycling, visit www.harley-davidson.com/womenriders.

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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