

New Harley-Davidson Iron 883™ model is dressed for a dark ride

MILWAUKEE (January 26, 2009)

With a defiant attitude embracing the pure essence of riding, the new Iron 883 model is the latest Harley-Davidson® Dark Custom™ motorcycle.

Harley-Davidson Sportster motorcycles like the Iron 883 have stood against the grain since their introduction in 1957, when the modern rebel culture was being bred from restless veterans and hot rod pioneers. Sportster motorcycles became the starting point for many legendary choppers of the 1960s, while also getting pumped up for championship dirt racing and dare devil stunt riding in the 1970s.

The Iron 883 model continues that rebellious tradition with responsive handling, smooth clutch effort and durable carbon reinforced drive belt while pushing the styling of motorcycling minimalism to the edge. Decked in black from fender-to-fender, the new Harley-Davidson Iron 883 motorcycle brings the beat of an 883 Evolution® engine backed up by a combo of gritty, old-school garage features like front fork gaiters, drag style handlebar and side-mount license plate holder. A ticket to ride the Iron 883 starts at just \$7,899 MSRP, leaving plenty of freedom for customization.

"The Iron 883 defies the plastic conventions of other motorcycles at this price," said Mark-Hans Richer, Harley-Davidson Chief Marketing Officer. "It's got old school style, a new school ride and gives the owner a platform for creative customization."

The black powder-coated 883cc Evolution powertrain with black covers takes the Iron 883 deep into the heart of darkness. With Electronic Sequential Port Fuel Injection (ESPFI) and performance tuning with a broad torque curve, the Iron 883 delivers plenty of power for the city scene. The pipes on the straight cut shorty dual exhaust flow the distinctive Harley-Davidson V-Twin sound.

The black chopped rear fender with its combination stop/turn/tail lights shows more of the 150 mm rear tire and black, 13-spoke cast aluminum wheel, while the front tire also rides on a black wheel. The rest of the Iron 883 gets a darker-suited presence with black front forks and fender supports, fuel tank, oil tank cover, belt guard, drag style handlebar and mid mount foot controls.

A one-piece, solo classic seat with a height of 25.3 inches fits the lone rider, while a passenger seat and a backrest in complementing black finishes can be added as accessories.

As the latest of the Harley-Davidson Dark Custom motorcycles, the Iron 883 is stripped down and ripe for custom creativity. Dark Custom motorcycle riders have the youngest average age for Harley-Davidson buyers. Soul mates of the Iron 883 include the Nightster®, Night Train®, Cross Bones®, Fat Bob® and Street Bob® motorcycles. Check out more on Dark Custom motorcycles at www.harley-davidson.com/darkcustom.

The Iron 883 is available in Black Denim and Brilliant Silver Denim colors.

Iron 883 features and highlights:

- Rubber-mounted Evolution 883 cc V-Twin black powder-coated engine
- Electronic Sequential Port Fuel Injection (ESPFI)
- Black fuel tank with unique graphics
- Black front forks with gaiters
- Black belt guard and front fender supports
- Black, 13-spoke cast aluminum wheels, 19-inch front / 16-inch rear
- Black low rise drag style handlebar
- Black mid-mount foot controls
- Black low profile front fender
- Black chopped rear fender with combination rear stop/tail/turn lights
- Chrome staggered shorty exhaust with dual mufflers
- Side-mounted license plate holder

- One-piece, solo Sportster classic seat
- 25.3-inch seat height
- Optional Harley-Davidson Smart Security System
- Classic 3.3-gallon fuel tank

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.