

Text for the press



Harley Davidson

Legend on two wheels



1903 21-year old William S. Harley and 20-year old Arthur Davidson make available to the public the first production Harley-Davidson motorcycle – the „**Silent Grey Fellow**“. The bike was built to be a racer, with 2 hp and 405 cc. The factory in which they worked was a 3 x 2,5m (10 x 15-foot) wooden shed with the words "Harley-Davidson Motor Company" crudely scrawled on the door. Arthur's brother Walter later joins their efforts



1907 Harley-Davidson Motor Company is incorporated on September 17th. The stock is split four ways between the four founders, and staff size has more than doubled from the previous year to eighteen employees.

1909 The six-year-old Harley-Davidson Motor Company introduces its first V-twin powered motorcycle. With a displacement of 49.5 cubic inches, the bike produces seven horsepower. The image of two cylinders in a 45-degree configuration would fast become one of the most enduring icons of Harley-Davidson history.

1920 By 1920, Harley-Davidson is the largest motorcycle manufacturer in the world. New Harley-Davidson motorcycles can be purchased from over 2,000 dealers in 67 countries worldwide.

1937 The first WL models are produced, which got the nickname „Knucklehead“ because of the form of its bell crank cage.

1948 The Knucklehead motor is substituted by the „Panhead“ - the new one piece, chrome plated rocker covers shaped like cake pans. The nickname "Panhead" only seemed logical.

1971 The „**Easy Rider**“ is promoted in this year, last but not least through its star role in the cinema blockbuster „**Born to be wild**“, as the first Chopper model it became the favourite of the rebellious youth.



1989 The introduction of the „Fat Boy“ almost instantaneously becomes a modern legend of motorcycle design.

In the meantime the Harley Davidson company, with approximately 6000 employees, is represented at 8 locations in the United States: in Wisconsin, Pennsylvania, Missouri and Alabama. Of course there were also other branches founded around the world.

1998 Harley-Davidson celebrates its 95th Anniversary. 140,000 plus riders are warmly received by Milwaukee to help with the celebration.

2003 Harley Davidson is celebrating its 100th anniversary.

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The American Way of Life
SINCE 1903

PROMOTION ACTIVITIES

In addition to the exhibition, different promotion activities and actions were implemented from our customers, for instance:

- ✓ Information on our exhibition provided to the motorcycle clubs of the area
- ✓ Annunciation of the show via radio stations and television
- ✓ Contributions in the centre's magazine
- ✓ Poster announcements (fotos and descriptions of the bikes are available to download on our website)

www.classic-bikes.com

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The American Way of Life SINCE 1903

The name on the tank says more than thousand words.

Harley Davidson!

In 1903, the Davidson brothers and William S. Harley built their first motorcycle – and it was not going to be the last!

Different models came and went, but the myth remained the same.

The days from _____ a
must for all Harley Davidson fans.

One cannot help being fascinated, looking at the craziest and most beautiful of the legendary bikes. In addition to the motorcycles, the exhibition of course also features fantastic decorations perfectly designed to reflect the year of construction of each of the models.

LIVE TO RIDE – RIDE TO LIVE is the cult motto of all Harley Davidson freaks and those about to join their ranks.

In this spirit, the shopping centre
_____ hopes that you will enjoy
admiring a collection that is unique in Europe.

www.classic-bikes.com