



HARLEY-DAVIDSON'S TRAVELING MUSEUM



NEWS RELEASE

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FOR IMMEDIATE RELEASE

LEGEND ON WHEELS: H-D CELEBRATES PASSIONATE CUSTOMERS Traveling Museum Tells the Story of the World's Biggest Family

COLUMBIA, SC, March 14, 2007 – What do you get when you combine the world's most passionate riders with the world's greatest motorcycles? You get the epic story of the Harley-Davidson that comes to life in the Harley-Davidson Traveling Museum, an 18-wheel semi trailer packed to the axles with raw Harley-Davidson passion, coming to Thunder Tower Harley-Davidson in Columbia, SC on Wednesday, March 14.

Without a doubt, the passion of Harley-Davidson riders has made Harley-Davidson famous around the world. Because of the close relationship with riders, Harley-Davidson has been able to create great products, services and experiences. The Harley-Davidson Traveling Museum tells the story of how the H-D legend has evolved, from the first Harley V-Twin engine in 1909 to the new Twin Cam 96 engine for 2007; the very first Sportster that rolled off the assembly line in 1957 to the 2007 50th anniversary model. This traveling display of motorcycles, personal photos, memorabilia from the Harley-Davidson Archives presents the story of how a legend was created by one of the world's biggest families.

The Harley-Davidson Traveling Museum rolls across the country every year and stops with its celebrated cargo at only a handful of select dealerships. With exhibits including the 50th anniversary of the Sportster family, one-of-a-kind models from the Harley-Davidson original collection dating back to 1903, and an exciting preview of the Harley-Davidson Museum scheduled to open in Milwaukee, Wisconsin, in 2008, the Traveling Museum is bound to impress.

The Traveling Museum will be at Thunder Tower Harley-Davidson 190 Pontiac Business Ctr. Dr. Columbia, SC 29045 on March 14 from 9AM-6PM. Admission is free but donations for Charity will be welcomed.

For more information, call Media Relations/Marketing Manager, LaJoia Broughton at 803.461.1121.

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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