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Harley-Davidson and Jane Magazine Roll Out Contest to Honor Women With an Unquenchable Spirit of Freedom

Contest Winner to Score Own Motorcycle and Rider's Edge Course to Learn to Ride MILWAUKEE, June 7 -- In partnership with Jane magazine, Harley-Davidson is cruising the back roads of America to salute women who take life by the handlebars. The first-ever national search - titled the Spirit of Freedom Contest - will recognize and celebrate every-day women who overcome fears, obstacles and boundaries to achieve a life-long dream. One contest grand-prize winner will walk away with a new Sportster 883 Low and Rider's Edge New Rider Course training.

"The adrenaline rush of riding a motorcycle out on the open road is like no other experience," said Kathleen Lawler, vice president of communication at Harley-Davidson Motor Company. "Through this contest, we are saluting women who embody that spirit of adventure through small gestures, inner strength and every-day selfless acts."

The Spirit of Freedom recognitions will not focus solely on motorcycle riders. Instead, the awards will honor women who achieve independence in many ways.

"The Spirit of Freedom Awards will honor those incredible women who often go unrecognized," said Annemarie Conte, editor from Jane magazine. "Whether it's a mother who returns to school after raising her family, a friend who always provides a shoulder to cry on or an athlete pushing her limits to complete a marathon, we are



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Vendors wanted for
Tomahawk Fall Ride
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teaming up with Harley-Davidson to salute women who live life every day to the fullest."

CONTEST SPECIFICS
Nominate yourself or another woman who possesses a strong Spirit of Freedom by visiting <http://www.harley-davidson.com/> for an official award entry form, judging criteria and program rules.

Any woman 18 or older is eligible to win. To nominate someone, simply submit a 200-word essay on how she showcases her spirit. The award will be presented in August during the 2005 Sturgis Rally and Races in Sturgis, S.D.

All entries must be submitted to Spirit of Freedom Awards Program c/o Weber Shandwick, 676 N. St. Clair, Suite 1000, Chicago, IL 60611. Nominators must be at least 18 years of age. Entrants are encouraged to include a picture of the nominee. All entries must be postmarked and submitted by June 30, 2005.

MORE WOMEN HITTING THE OPEN ROAD

More and more women embrace the open road. In fact, the Motorcycle Industry Council reports that women now represent one in 12 U.S. motorcycle owners. The number of female Harley-Davidson owners has grown from only 600 in 1985 to more than 30,000 last year - accounting for nearly 10 percent of new Harley buyers.

Helping fuel the growth of the sport among women is the Harley-Davidson Rider's Edge program, which teaches basic riding skills at select Harley-Davidson dealerships across the country. Since the program's inception in 2000, more than 40,000 people have learned to ride a motorcycle, and 42 percent of the students are women.

Harley-Davidson, Inc. is the parent company for the group of companies doing business as Harley-Davidson Motor Company, Buell Motorcycle Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company produces heavyweight street, custom and touring motorcycles and offers a complete line of motorcycle parts, accessories, apparel and general merchandise. Buell Motorcycle Company produces sport motorcycles in addition to motorcycle parts, accessories and apparel. Harley-Davidson Financial Services, Inc. provides wholesale and retail financing and insurance programs to Harley-Davidson/Buell dealers and customers.



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News Release for 1st Wisconsin Bike Build Off

In the past ten years, Coy and Dana Peterson, the owner and manager of the Boiler Room, have gone to numerous bike shows. What they have noticed is that all of the shows consist of builders and buyers from all over the country. There has not been any competition amongst Wisconsin Bike Builders. After interviewing many builders, we found an actual prejudice and preference to Wisconsin-flavor Bike Building.

The artistic and mechanical mentality that these bike builders have in common is that they were brought up in the state of Harley Davidson. That gives them a sense of cockiness and awareness that they are Wisconsin Iron.

After deciding it was time to do a competition amongst Wisconsin Custom Bike Builders, we sought out builders that had no affiliation with corporate backing. These builders seek out buyers to invest in their creations. The custom bikes range from \$40,000 to \$75,000. This will be the second annual Wisconsin Bike Build Off in Racine, WI. Last year Lil Scott's Customs took the prize. The attendance was well over 1500 bikes. All the same builders are returning with new iron for this year's competition.

Once again, the competition will be held at the Boiler Room, 5200 Washington Avenue (back parking lot of Washington Square), Racine, Wisconsin on Sunday, August 21 starting at 11:00. The public will vote until 3 pm and then the Best Bike Builder in the State of Wisconsin will be announced.

The winner will receive a trophy that he will keep for one year until the next competition. That trophy will be his to lose.

Sponsor and donations will be for the Vietnam Veterans of America, Chapter 767.



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