

## Gearing up for the Harley faithful's anticipated flocking to Milwaukee;

Street Eagle Milwaukee opens its doors inside the legendary Milwaukee Harley-Davidson -- Now when visiting the birthplace of the American motorcycle, a rider can get out on a Harley for a few hours or a few days and local enthusiasts can enjoy the pleasure of a ride without having to own a bike --

June 6, 2008 -- Milwaukee -- Now enthusiasts can rent a Harley-Davidson motorcycle onsite at the legendary Milwaukee Harley-Davidson dealership. Street Eagle Milwaukee at Milwaukee Harley-Davidson is a Harley rental business, located at 11310 W. Silver Spring Drive and is open seven days a week; business hours are: 10 a.m. to 7 p.m. Monday through Friday, 10 a.m. to 4 p.m. on Saturday and 11 a.m. to 4 p.m. on Sunday. Contact Street Eagle Milwaukee by calling 414-438-7433 or online at [www.streeteaglemilwaukee.com](http://www.streeteaglemilwaukee.com).

"Street Eagle Milwaukee now offers enthusiasts from around the country and throughout the world, who come to Milwaukee to experience the Harley-Davidson Museum and the home of the Motor Company, an affordable option to get out on two wheels during their stay, as well as gives local riders the opportunity to enjoy all the great riding our area has to offer. We provide casual riders the opportunity to get out for a ride without the full commitment of ownership," says Michael Short, president, Street Eagle Milwaukee. "We see this as the perfect time to launch our new business as Milwaukee is positioned to become a true destination for Harley riders with the opening of the museum in July."

Customers interested in renting bikes will need to provide a valid motorcycle license and demonstrate Harley-Davidson motorcycle riding proficiency. There is no mileage limit; rented bikes do need to stay in the United States.

"Mike's new business venture is another sign of the great things that are beginning to happen in Milwaukee because of the new Harley-Davidson Museum," commented Chaz Hastings, co-owner, Milwaukee Harley-Davidson. "As the only Harley-Davidson dealer that can call Milwaukee home, we are thrilled to now be able to offer motorcycle rentals through Street Eagle Milwaukee."

"We are getting calls from riders from around the world wanting to become Street Eagle Milwaukee customers. With the Harley 105th Anniversary, the museum



opening this summer and Milwaukee's great reputation for being 'biker friendly' we look forward to helping make our customers' dreams come true by putting them on late model well-maintained Harley-Davidson motorcycles," says Chad

Cervenka Short, general manager, Street Eagle Milwaukee.

About Michael Short, president, Street Eagle Milwaukee & Hunter Group Michael Short, owner/president of the new Street Eagle Milwaukee, is no stranger to the world of motorcycles. As an avid motorcycle enthusiast from an early age and president of the more than 20-year-old promotion and marketing company the Hunter Group, Mike has taken his passion and translated it into many noteworthy motorcycle-related business success stories.

He helped create the Milwaukee Rally for the Harley-Davidson Dealers of Metro Milwaukee and produced the four-day event for the first three years of its existence. He was also hired by the Motor Company to produce the first Harley-Davidson Festivals at rallies in Sturgis, SD and Daytona Beach, FL and is an advocate for motorcycle safety having created and produced the innovative promotional campaign "RIDE SAFE...Take IT Easy" for the Motorcycle Safety Foundation at the two biggest rallies in the county, the Sturgis Rally and Daytona Bike Week for several years.

### About Street Eagle

Street Eagle and its affiliate rental operators is one of the world's largest motorcycle rental companies specializing in Harley-Davidson, Honda, BMW, and Custom Chopper motorcycle rentals and sales. Street Eagle is partnered with Rent2Ride Nationwide, Blue Sky Motorcycle Rentals, and is a founding member of the National Motorcycle Dealers Association. Together these companies provide a worldwide motorcycle rental network under the umbrella of WorldWide Motorcycle Rentals. Street Eagle has stores located in key cities across the United States and welcomes visits to [www.streeteagle.com](http://www.streeteagle.com) to check out the rental stores close to you or where you vacation, customers can also call (800)717-7970.

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