

Las Vegas Harley-Davidson
Red Rock Harley-Davidson

2605 S. Eastern Avenue, Las Vegas 89169
7100 W. Sahara Avenue, Las Vegas 89117

NEWS

FOR IMMEDIATE RELEASE

**FUEL YOUR PASSION: TEST-RIDE A HARLEY® AT
LAS VEGAS OR RED ROCK HARLEY-DAVIDSON
Dealer Demo Event offers free test ride of Harley-Davidson® motorcycles**

LAS VEGAS (February 11, 2008) – Have you always dreamed of what it would be like to experience the rumble and excitement of riding a Harley-Davidson motorcycle? Harley-Davidson is inviting you to get in the saddle at Las Vegas Harley-Davidson and Red Rock Harley-Davidson Dealer Demo Event, Friday-Sunday, February 22-24 between 9 AM and 4 PM for a free test ride. For more information, contact Las Vegas Harley-Davidson at 702-431-8500 or website lasvegasharleydavidson.com/demos or Red Rock Harley-Davidson 702-876-2884 or website redrockharley.com/demos.

The Dealer Demo Event is a popular and exciting way for riders to experience, first-hand, the thrill of riding a Harley-Davidson motorcycle. Open to the general public, the demo program allows motorcycle enthusiasts the opportunity to sample bikes from the 2008 model lineup including the newest Harley-Davidson models, the Rocker and the Cross Bone by taking one out on a test ride, and talk with Harley-Davidson personnel.

Each demo motorcycle is serviced and fueled to guarantee a satisfying experience. A typical demo ride allows you to pick from a representative sample of current models to ride in a variety of riding conditions. Each ride is guided by experienced lead and trail riders. Riders must be at least 18-years of age and possess a valid motorcycle license. Proper riding gear including DOT helmets, eye protection and footwear are required. Both helmets and eye protection are provided for the rider who arrives in four wheels. Las Vegas Harley-Davidson, Red Rock Harley-Davidson or the Harley-Davidson event coordinator retains the right to cancel or suspend the Demo Event activities at any time based on inclement weather or other unsafe riding conditions.

For three days only, Friday-Sunday, February 22-24, Las Vegas Harley-Davidson and Red Rock Harley-Davidson have a huge selection of new and pre-owned motorcycles. They're offering

Zero Down, No Interest and No Payments until June 2008. Harley-Davidson Financial Services representatives will be onsite to assist with financing and insurance. Special sale room MotorClothes® apparel, gifts and collectibles will offer incredible savings. Complimentary food and beverage will be served at both locations.

Las Vegas Harley-Davidson is located at 2605 S. Eastern Avenue (just south of Sahara), Las Vegas, NV and Red Rock Harley-Davidson is located at 7100 W. Sahara (just west of Rainbow).

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, Inc. Harley-Davidson, the only major U.S.-based motorcycle manufacturer, produces heavyweight 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 financing and insurance programs to Harley-Davidson dealers and customers.

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