



PRESS RELEASE

HARLEY-DAVIDSON® CVO CREATES FOUR EXCITING MODELS FOR 2010

New CVO Street Glide™ and CVO Softail® Convertible Models Debut Exclusive Features

MILWAUKEE, Wisconsin (July 25, 2009) – Harley-Davidson® Custom Vehicle Operations (CVO) will create four extraordinary motorcycle models for 2010, each an uninhibited expression of American motorcycle performance and style. Now in its 11th year, the mission of the CVO program is to design and build limited-production, factory-custom motorcycles for Customers who appreciate brilliant chrome, exquisite paint, thundering power, and the exclusivity of owning and riding a very special motorcycle.

Harley-Davidson Motor Company will offer two all-new CVO models for 2010.

- **2010 CVO Softail® Convertible Model:** Designed to be a “two-in-one” touring-and-cruising motorcycle, the CVO Softail® Convertible bike features a new compact fairing, leather saddlebags, a passenger pillion, and upright with backrest that are each quickly detachable. A new full-coverage rear fender, a five-inch digital speedometer with analog tachometer, Stinger chrome aluminum wheels, and Ventilator high-flow engine air intake all debut on the CVO Softail® Convertible bike.
- **2010 CVO Street Glide™ Model:** The ultimate hot rod bagger from Harley-Davidson, the CVO Street Glide™ features new 18-inch front and rear “Agitator” contrast chrome wheels, hydraulic rear shocks with adjustable preload, a low-profile custom seat with matching passenger backrest, and a lowered-and-trimmed front fender. New full-depth extended saddlebags are flanked with filler strips incorporating LED stop/tail/turn lighting.

Two CVO models are reprised for 2010 with new paint and features:

- **2010 CVO Ultra Classic® Electra Glide® Model:** This magnificent custom touring machine features a new flamed paint scheme, new LED saddlebag lights, and LED King Tour-Pak brake/tail light. The seat and backrest have a new perforated leather insert. The backrest also now features adjustable lumbar support. New dimpled trim items and medallions are also included.
- **2010 CVO Fat Bob® Model:** Wide and muscular, the 2010 CVO Fat Bob® bike debuts an exclusive new plating process called Midnight Pearl that is featured on the headlight shell, timer and derby covers, fender strut covers, and other components. An all-new paint scheme is offered in three colour combinations.



Each 2010 CVO model is powered by the fuel-injected Screamin' Eagle Twin Cam 110™ V-Twin engine, the largest-displacement engine produced by Harley-Davidson, rated at up to 115 ft-lb of torque. This engine is only available from the Factory in CVO models.

Harley-Davidson® CVO motorcycles are produced in limited numbers by a team of highly skilled technicians in a special assembly area at the Harley-Davidson® production facilities in Kansas City, Missouri, and York, Pennsylvania. CVO models are customized using existing components from the Harley-Davidson® Genuine Motor Accessories™ catalogue, and with many all-new custom parts that are exclusive to CVO models. The CVO program is often used to introduce new custom components and techniques before they are offered as individual accessories. Harley-Davidson® CVO motorcycles are backed by a two-year, unlimited mileage warranty.

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 the website of Harley-Davidson at www.harley-davidson.com.

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About Deeley Harley-Davidson® Canada

Deeley Harley-Davidson® Canada is the exclusive Canadian distributor of Harley-Davidson® and Buell® motorcycles, Genuine Motor Parts and Accessories, and MotorClothes® apparel, which are provided through a national network of authorized Harley-Davidson® and Buell® Retailers. Office and distribution warehouse facilities are located in Richmond, British Columbia, and Concord, Ontario.

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Deeley Harley-Davidson® Canada Media Contact:

Alex Carroni - Public Relations Specialist – (905) 482-4236 or email: alexcarroni@deeley.com