



Who's News

Even At 105, Harley-Davidson Continues To Attract New Riders

(NAPSA)—In 2008, the iconic motorcycle manufacturer commemorates 105 years of American know-how, chrome, leather and steel. But instead of looking in the rearview mirror at its rich history, Harley-Davidson is keeping its eyes on the road ahead by continuing to welcome new riders into an already diverse family.

Join the Party

Harley-Davidson is the only motorcycle manufacturer that offers a branded rider education program in 42 states through its authorized dealerships. Known as the Rider's Edge New Rider Course, the Motorcycle Safety Foundation-certified program includes both classroom instruction and training on a controlled range. Students learn how to ride on a Buell Blast, a lightweight, easy-to-handle motorcycle with a rider-friendly design. Harley-Davidson dealerships across the country also offer the Rider's Edge Skilled Rider Course for motorcycle enthusiasts interested in taking their riding to the next level.

Since its inception, Rider's Edge has trained more than 138,000 students—and 39 percent of those students have been women, evidence that motorcycle riders can be anyone at all. A survey in late 2003 showed that 84 percent of students get their licenses after completing the course.

Among riding fundamentals,



America is going "hog" wild in honor of a milestone anniversary.

the course also addresses key safety principles, including:

Positioning—Maintaining the proper lane position is part of an effective street-riding strategy.

Visibility—Part of riding safely is making yourself and your bike visible to other drivers at all times.

Know Your Limits—This applies to all riders, regardless of skill level. For some, this means keeping your bike at home during inclement weather or congested rush hour times.

On successful completion of the course, students receive an MSF Completion Card, which may help them get their motorcycle license and receive a discount on motorcycle insurance, depending on their state of residence and insurance provider.

To learn more about an anniversary event near you or how to enroll in a Rider's Edge course, visit the Web site at www.harley-davidson.com.