

HOLIDAY GIFT IDEAS

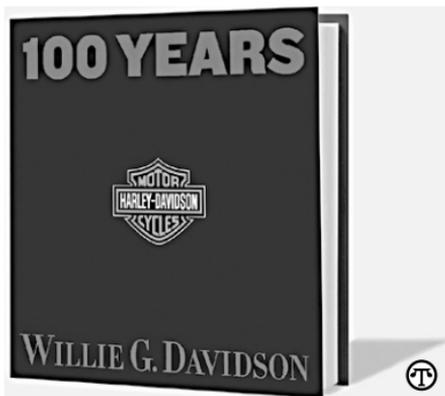
Icon, Heirloom And American Treasure

(NAPSA)—Looking for the perfect holiday gift for the adventurers in your life? Consider a new book that captures a true American icon as never seen before. The pictures, the stories, the passion behind a century of designing, building and riding great motorcycles has been collected and distilled by Willie G. Davidson, grandson of one of the company's four founders, in his new book *100 Years of Harley-Davidson*. Dramatically illustrated with photos and artwork, some never-before-published and many from the author's own collection, *100 Years* also offers the voice and intimate perspective of a man who literally has the Harley-Davidson Motor Company flowing through his veins, who can tell the story like no one else.

In *100 Years*, Willie G. describes his youth in Milwaukee and his growing fascination with motorcycles and design as he takes the first steps down a path that would lead to his current position as Vice President of Styling at Harley-Davidson. Before he could help to create the V-Rod, before he could pen the Fat Boy and the original Super Glide, Willie G. had first to fall in love with motorcycles.

Spanning 288 pages and featuring 500 spectacular images, many rare and unseen, *100 Years of Harley-Davidson* (Bulfinch Press; October 11, 2002; \$65) delves into all facets of the famous brand from its freedom-inspired customers, to Willie G's personal insights and family memories, to vintage and present day bikes, to races and rallies.

Divided into six eras, each chapter not only details the evolu-



A new book is part of the centennial celebration of a company that has become one of America's most recognizable brands.

tion of the Company, but the role Harley-Davidson has played in American culture. Willie G's personal memories are shared from the early days of building the brand with dedicated employees to the evolution of the culture, capturing the history of the Harley-Davidson legacy.

The sleek coffee table book tipped with the Harley-Davidson logo is only one component of the Harley-Davidson 100th Anniversary Celebration. In July 2002, the Harley-Davidson Motor Company kicked off a year-long event, beginning with The Open Road Tour—rolling birthday party that is currently traveling to 10 cities throughout North America, Australia, Asia and Europe.

The multi-city celebration doesn't end until the candles are lit at a final Harley-Davidson 100th Anniversary Party in August 2003 at Harley-Davidson's birthplace, Milwaukee, Wis. *100 Years of Harley-Davidson* is available at bookstores and through online booksellers.