



FOR THE HARLEY-DAVIDSON® ENTHUSIAST SINCE 1916
CANADIAN EDITION ♦



THE 30TH ISSUE

A VISIT WITH WILLIE G. DAVIDSON / GOOD WILL RECOVERY — A TSUNAMI MOTORCYCLE PRESERVED BY H-D MUSEUM™
H.O.G.® 30TH: ONE LONG, HISTORIC RIDE / GLIDE VS. GLIDE / WORN TO BE WILD / 2012 H.O.G.® RALLY RIDES



**YOU'RE SEEN AND HEARD.
NOW MAKE
YOURSELF KNOWN.**



* Vehicle shown may vary visually by market and may differ from vehicles manufactured and delivered. See your Retailer for details.

With the purchase of any new Harley-Davidson® model from an authorized Canadian Harley-Davidson® Retailer, you will receive a free, full one-year membership in H.O.G.® Always ride with a helmet. Ride defensively. Distributed exclusively in Canada by Deeley Harley-Davidson® Canada, Richmond and Concord. Deeley Harley-Davidson® Canada is a proud sponsor of Muscular Dystrophy Canada. The Bar & Shield logo, Harley, and Harley-Davidson are among the trademarks of H-D Michigan, LLC. ©2012 H-D.



Visit your authorized Canadian Harley-Davidson® Retailer today or online at www.harleycanada.com

Set yourself apart with our new Hard Candy Custom™ paint sets. Coated with large flake paint, Hard Candy Custom™ paint drips with attitude. And you won't just find it on the Street Bob®, Blackline™, Seventy-Two™, Forty-Eight™, Softail® Deluxe, and CVO™ Softail® models. Hard Candy Custom™ also makes its debut on a full assortment of parts and accessories, and Black Label merchandise. Inspired by custom shops and garages, Hard Candy Custom™ paints and graphics give you that unruly style straight from the factory, so you can put it out there for the whole world to see.



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On the cover: The Harley-Davidson® Dyna® Switchback™ model near the shores of the Fraser River in the historic Britannia Heritage Shipyard in Steveston Village, B.C. In the background is one of the few remaining buildings on the site, most dating back to 1885. Photograph by Grant Harder.

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Vehicles shown may vary visually by market and may differ from vehicles manufactured and delivered. See your Retailer for details

“THE BEST ALARM CLOCK IS SUNSHINE ON CHROME”



“Sometimes it takes a whole tankful of fuel before you can think straight.”

30 EPIC YEARS AND COUNTING

What an exciting summer! The incredibly awesome weather played a part in encouraging strong turnouts at each of our respective rallies this season (see page 48-51). This is great news, as it means more people are finding out how diverse and fun these events truly are. At the rallies I was able to attend, there is no question that the social aspect played just as important a role as the riding adventure to get there, or the actual activities on-site.

At H.O.G.® we are always trying to increase and enhance your Harley Owners Group® experience through various avenues of communication and feedback. Thank you to those who took the time to fill in our online survey about the *HOG*® Magazine Canada and the things you would like to see with H.O.G.® in the future.

For this issue of *HOG*® Magazine Canada, we are celebrating the 30th Anniversary of H.O.G.® and wanted to share our history of where we have been (see page 28) and look forward to another 30 years of great changes and improvements still to come.

Speaking of celebrations, 2013 will also be the 110th Anniversary of the Harley-Davidson Motor Company, as well as the 30th Anniversary of the Harley Owners Group®. The 110th Anniversary is another great excuse to have an event and throw a party — make that parties — with major events held around the world to make it possible for everyone to participate globally if they cannot get to Milwaukee. Stay tuned for more details on our Canadian flair for this year-long Anniversary celebration in upcoming communications via the H.O.G.® eNewsletter, *HOG*® Magazine Canada, and harleycanada.com.

Owning a Harley-Davidson® motorcycle is just the first step ... it is you, the members of the Harley Owners Group®, that have the power to create the adventures by embracing every good, and sometimes not-so-good, moments and turning it into a memorable experience.

As part of our dream to get every Harley® owner out on the road this year, experiencing those people, places, and events that make motorcycling the best activity in the world, we are asking you to invite *HOG*® Magazine Canada to attend your favourite event. Send us an email to editor@hogcanada.ca with “Ride with Us” in the subject line, attach a photo or an outline of why you think your event is cool, and most importantly, write about why you think this is an unmissable event that we should attend, write about, and share. We will pick at least one of the most interesting ideas and send a writer and photographer out to cover your event for the magazine. We will not be able to attend everything that gets suggested but I am sure there will be a few that we will not be able to resist. And that is what owning a Harley® bike is all about. Have a Safe Journey and Fun Ride!

Gina McNeil
Manager, Enthusiasts Services



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We care about you. Ride safely, respectfully and within the limits of the law and your abilities. Always wear an approved helmet, proper eyewear and protective clothing and insist your passenger does too. Never ride while under the influence of alcohol or drugs. Know your Harley® motorcycle and read and understand your owner's manual from cover to cover.

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Question of the day:

What are your fondest memories of being a H.O.G.® member over the last 30 years?

Editor's Pick

TO WAVE OR NOT TO WAVE

I bought my Harley-Davidson® motorcycle for the solitude of the ride and had no idea how much of a pleasure it is to own one. I'm not into the group ride, riding with buddies, or the "wave". If I wanted to go on a trip with buddies, I'd take the minivan or my car. If I want to ride, I prefer to do that by myself. What is the history of the wave, and why is it necessary? I don't wave to other Dads who drive the Dodge Grand Caravan, and I don't like the pressure of having to wave when someone waves at me. I may come across as dysfunctional, but such is not the case. When I ride, I ride alone; when I wave, it's to my family as I ride away. Is that so bad? — **Rudy Verheyde**



Freedom of the Road, Ladies Style

Seeking freedom on the open road is what describes our Ladies of Harley™ group. It's about the powerful feeling we get from being in control of our own destiny, the kick-ass motorcycle clothes we get to buy, and the feeling of wind in our hair while going to who knows where just to get away from it all. It's about riding the rough roads, steep inclines, and hairpin curves while remaining in control. Nothing exists out there but our bikes, good friends, and the distance between here and there. We are always looking for the next adventure.

We were born to ride. Riding takes split-second decisions and the processing of a lot of raw data while being aware of our total surroundings. We instinctively prioritize, explore options, combine tasks, simplify, and balance it all in our daily lives, so riding is ... no problem. The winding roads through mountains and the great sense of accomplishment have brought us together to share a passion: riding our Harley-Davidson® motorcycles ...!

— **Linda Fredette**

The Tour of Saskatchewan

A while back, one of our Chapter members came up

with the challenge to put together a ride over 1,000 km for the World Ride event. At the time, only six of our members signed up. On June 24, nobody expected to see 15 Harley-Davidson® motorcycle riders show up at 5:45 am. WOW! The oldest rider was about 72 and the youngest was in their 30s. We left from Harley-Davidson® of Yorkton at 6:00 am and rode to Hudson Bay, Sask., (209 km), and on to Prince Albert, Sask., (250 km) by about 10:45 am. From there we headed over to Saskatoon (143 km), and then to Regina (257 km) for supper. After a hearty meal and some refreshments, we were back home in Yorkton by 6:30 pm. What a great day and a fantastic ride. We had no breakdowns, lost fuel caps, detours, close calls, or tickets of any kind. Instead we had sunshine all day, a first ever 1,000 km/day ride (for 8 out of 15 riders), new memories to share, smiling faces, a new meaning of comradeship for some, new friendships, a feeling of accomplishment, and pride in all of us. All I can say is thanks Harley-Davidson

Motor Company for this World Ride event and the great people you bring together for these moments in life that make it worth it. — **Heidi Wanders, Director, Yorkton Chapter**

Shared Love of Motorcycling

After my husband purchased his 2008 Harley-Davidson® Rocker® C motorcycle, we began receiving your magazine and have been regular readers ever since. Your articles illustrate a vast collection of wonderful people, bikes, and great stories from across Canada. It clearly respects the diversity of Canadians and yet, at the same time, brings one and all together from coast to coast to share the passion of motorcycling. Perhaps what may set me apart from other readers is that I do not own a Harley-Davidson® motorcycle. I own a 1,700 cc motorcycle that I enjoy beyond words. I just wanted to drop you a line and let you know that your reader base may be larger than you think. As they say "it's not what you ride — as long as you ride". I look forward to the next issue. — **Audrey Piesinger**

BACKSTAGE

SEPTEMBER 2012





SADDLEBAG FULL OF BLUES

Jake and Elwood Blues — a.k.a. Wayne Catania and Kieron Lafferty of the Official Blues Brothers Revue — got the crowd revved up at the VIP H.O.G.® event during Daytona Bike Week. Great music, perfect weather, enthusiastic crowds, tasty food and drinks, and premium viewing made for a memorable evening. After the show, Jake and Elwood hung around to shake hands, sign autographs, and pose for photos with eager fans.

Photograph by Michael Lichter

GO WITH YOUR GUT

Entering the H.O.G.[®] ABCs of Touring contest leads to some tantalizing choices. But no matter where it leads, you'll always find adventure.

Just ride with a copy of *HOG*[®] magazine and a camera to take pictures of you and your bike with "official signs" for towns and counties from A to Z, and other designated places to earn points. For 2012, it's better than ever, with simpler rules, more prizes, and the chance to win a 2013 Harley-Davidson[®] Switchback[™] motorcycle.

Get out there, get riding, and get started on your 2012 entry.



NO PURCHASE OR PAYMENT NECESSARY TO WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.
Open only to legal residents of the 50 United States and the District of Columbia and Canada who are at least 18 years of age or the age of majority in the state, province or territory where they reside, whichever is older, at the time of entry. A 2013 standard base Harley-Davidson DYNA[®] Switchback[™] Motorcycle has an approximate retail value of US\$25,000 (CAN\$25,600). Sweepstakes begins January 1, 2012 and ends December 31, 2012. Void where prohibited. Visit the Take Part section of members.hog.com or hog.com for a complete set of Official Sweepstakes Rules.



FRONT SHOP / SEPTEMBER 2012

NEWS

100 years of Harley-Davidson® apparel.
Rider's dream comes true

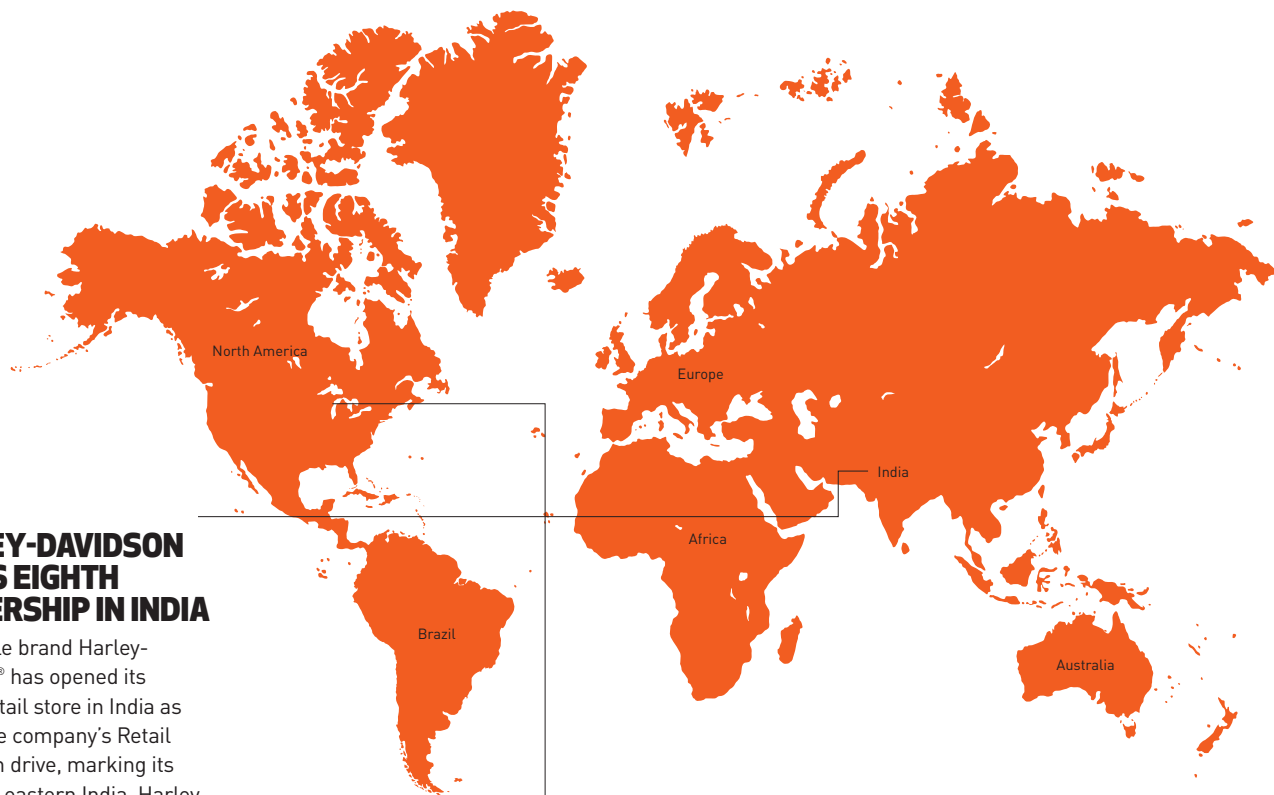
BACKSTORY

A Wild and Wonderful History:
History of the iconic black leather jacket

GALLERY

A bit of everything from HOG® Magazine Canada readers





HARLEY-DAVIDSON OPENS EIGHTH DEALERSHIP IN INDIA

Motorcycle brand Harley-Davidson® has opened its eighth Retail store in India as part of the company's Retail expansion drive, marking its entry into eastern India. Harley-Davidson® bike owners from across eastern India rolled in on their motorcycles to celebrate the launch of Bengal Harley-Davidson®, Kolkata. The group of riders along with the top management of the company undertook a ride through the city. Leading the riders was the Managing Director of Harley-Davidson® India, Anoop Prakash. "At Harley-Davidson, we are proud to lead the way in developing a strong leisure riding culture in the country. The passion, enthusiasm and respect the Brand has received from Customers and enthusiasts in India have been truly amazing. Across the world, Harley-Davidson® Retailer stores are havens for all who seek to experience the camaraderie and joy of leisure riding. With the launch of our first Retail store in Kolkata and the eighth across India, we will now open doors to a new market. With Adarsh

Tulshan at the helm of Bengal Harley-Davidson®, we look forward to steering a new era of motorcycling in India," said Prakash. — *Abhishek Chaliha*

HARLEY-DAVIDSON MUSEUM™ OPENS ITS ARCHIVES

The Harley-Davidson Museum™, also the home of the Harley-Davidson® Archives, has an impressive collection of motorcycles, documents and images that tell America's story of innovation and industrial revolution through the eyes of a great iconic brand. The Museum has launched an upgraded website to provide more opportunities for the public to engage in the Harley-Davidson® history, harley-davidsonimages.com. This new site opens the archives' vault and includes more than 500 images, many

not seen outside the company, and makes them available to the public to purchase as reprints.

The collection of images on the site includes professional photography and candid shots dating back to 1903. There is a 1923 photo of two of the four founders of Harley-Davidson, William A. Davidson and William S. Harley. Both men were avid riders and sportsmen and were known to often sneak away on their Harley-Davidson® motorcycle

for an afternoon of fishing. William A. Davidson's great grandson Bill Davidson is the Vice President of the Harley-Davidson Museum™. The photos being made available from the Harley-Davidson Museum™ and the Harley-Davidson Archives, make the site the exclusive provider of authentic images directly from Harley-Davidson. The site will be updated throughout the year to ensure new and exciting prints are available.





100 YEARS OF HARLEY-DAVIDSON® APPAREL

By Shannon Walker

Ever since the first Harley-Davidson® jersey was introduced in 1912, the Motor Company has been a leader in motorcycle riding apparel for both men and women. MotorClothes® products allow riders, owners, and Brand enthusiasts to participate in the Harley-Davidson® lifestyle, which prides itself on the heritage and legacy that the Brand represents.

Harley-Davidson Motor Company has represented racing from the start, giving an authentic history to look at when looking into the future of MotorClothes® products. If you look back to the starting point, it really was one signature jersey that led the way.

The apparel line offers form, fit, function, and fashion, which are the four key essentials when developing MotorClothes® products. Detailed attention is given to innovation, technology... this is a long way from the original signature H-D® jersey. The products are meant for riding and designed by riders; waterproof leather, 360 reflectivity, and dual-source heated gear are all examples of products that were created to keep you riding longer and more comfortably!

Fashion Quarterly styles for fall 2012 honour the legacy and offer a heritage, authentic, tried-and-true H-D® vibe. Check out the new limited edition styles at your local authorized Harley-Davidson® Retailer today.

CLEARLY BETTER

You've just ridden a tank's worth of kilometres, and now it's time to refuel — yourself and your motorcycle. You fill your tank with premium and get ready to ride next door for a quick bite. Only then do you remember how dirty your windshield is, so you do what comes naturally and hurriedly reach for the squeegee soaking in the bucket of dirty blue water ... and proceed to ruin your bike's windshield.

That's why it's so important to clean your windshield properly. The Harley-Davidson Motor Company helps make that easy, with Harley-Davidson® Brand products specifically formulated for use on your Harley® motorcycle:



Windshield Cleaner:

Single-use wipes, the ultimate in care and convenience. Great for on the road.

Spray Cleaner & Polish:

Safe for all your bike's surfaces, including the windshield. Perfect for home use.

Bug Remover:

Formulated to safely dissolve stubborn and corrosive bug residue.

Windshield Water Repellent:

Individual wipes reduce water surface tension, allowing water to bead and blow off in wet riding.

In addition, be sure to use a non-abrasive cloth — such as a Harley-Davidson® Microfibre Detailing Cloth — when wiping your windshield. And steer clear of automotive and other glass-cleaning products, which likely contain ammonia.

By taking a few extra moments to follow these guidelines, you'll help make sure your windshield stays clean and clear, no matter what the road ahead has in store.



HARLEY® ON SCREEN

Harley-Davidson® Electra Glide® model, in Friday the 13th, Movie, 1980

Harley-Davidson Dyna® Low Rider™ model, in Reno 911!, TV Series, 2003-2009

Harley-Davidson® motorcycle, in The Cannonball Run, Movie, 1981

Harley-Davidson® Heritage Softail™ Classic model, in Independence Day, Movie, 1996

GET READY TO GROW YOUR MO!

By Taso Mascalidis, Senior Manager, Marketing Operations, Deeley Harley-Davidson® Canada

Motorcycles, moustaches and men's health. Movember must be just around the corner. In 2011, Deeley Harley-Davidson® Canada, the exclusive Harley-Davidson® distributor in Canada, partnered with Movember to help change the face of men's health, raising over \$130,000 in support of Prostate Cancer Canada. Nationwide, more than 247,000 Mo Bros and Mo Sistas raised over \$39 Million, with over \$120 Million raised globally.

Deeley Harley-Davidson® Canada is continuing its support for Movember, again enrolling as a major partner. "The Mos at Deeley Harley-Davidson® Canada have been a great addition to the Movember

family," Pete Bombaci, National Country Director, says. "Having such an iconic Brand embrace men's health and come on board as a major partner will make for a truly exciting ride in 2012."

"We were overwhelmed by the positive feedback we received from our Customers, Retailers, and Associates from across the country," says Buzz Green, Senior Vice President & General Manager with Deeley Harley-Davidson® Canada. "It's clear that Movember is a cause that resonates with Harley-Davidson® motorcycle owners. What reinforces the connection between the two and makes the partnership a win-win are the values they share, including

authenticity, integrity, and brotherhood."

When Bobby Tinkler signed up to be a Mo Bro, winning a 2012 Harley-Davidson® Night Rod® Special motorcycle was the furthest thing from his mind. But he did. Bobby's father passed away recently and it was as a tribute to his father that he took on the role as captain of the Movember Team at the family-owned Rona Store in Rawdon, Quebec. "I wanted to do something to honour my father. He was always looking for ways to help others. Dad rode motorcycles himself, and he would have loved taking that Night Rod® Special bike out for a spin." Together the team raised over \$3,800, with Bobby

raising over \$1,000 himself.

Deeley Harley-Davidson® Canada's goal is to surpass its fundraising efforts from last year, and are encouraging H.O.G.® members and Chapters to help achieve that goal.

Movember Chapter Challenge: register your Chapter as a member of your sponsoring Retailer's Movember Team or as part of the Deeley Harley-Davidson® Canada network and compete against other H.O.G.® Chapters. The Chapter that raises the most money will receive fabulous prizes, a cool trophy, and bragging rights for the year. More details will be announced in the *HOG® Magazine Canada E-News*.

A DREAM COME TRUE



For most, owning a Harley-Davidson® motorcycle is the fulfillment of a lifelong dream. For a select few, winning

their dream Harley-Davidson® motorcycle is just the icing on the cake. Steve Hennessy of Hampton, Ont., can now add his

name to that short list of lucky Harley® bike owners.

While surfing online for a new bike, Steve came across the authorized Ontario Harley-Davidson® Retailers' LIVE THE DREAM contest and decided to enter. "I've loved Harley-Davidson® motorcycles since I was eighteen", Steve said. Steve selected a 2012 Ultra Classic® Electra Glide® motorcycle as his dream Harley-Davidson® motorcycle. Not believing he had actually won his dream ride, Steve's friends found out about his good fortune through the Mackie Harley-Davidson® Facebook page. "It still hasn't sunk in that I'm going to be the owner of my dream

Harley-Davidson® motorcycle; I'm speechless." The timing couldn't have been better.

Just a week before learning that he had won the contest, Steve's truck was stolen. "I was really feeling down about my truck, but this made me forget all about that."

"We're really excited for Steve and look forward to helping him keep his dream alive for years to come" said Dan Nadeau, Assistant General Manager with Mackie Harley-Davidson®.

Fortunately, the truck was later recovered, but with his dream Harley-Davidson® Ultra Classic® Electra Glide® motorcycle in tow, Steve's story already had a happy ending.

— Taso Mascalidis



**MADE OF
A HELL OF A LOT
MORE THAN JUST
LEATHER**

Throw on a Harley-Davidson® jacket and everything changes. You've got on more than just a few square yards of handcrafted leather. You're wearing over 100 years of riding, never settling and the stuff legends are made of. Making you ready for the next 100 years.

*Check out our stellar Harley-Davidson®
Leather Jackets at
HARLEYCANADA.COM*



NO LIMITS. NO CAGES.

A WILD AND WONDERFUL HISTORY

The recently opened exhibit at the Harley-Davidson Museum™ in Milwaukee is dedicated to one of the most recognizable icons in all of motorcycling: the black leather jacket. Since early in its history — from humble beginnings as a utilitarian piece of protective gear to its high-fashion status today — this “second skin” has always been about more than keeping out the cold. Items on display in Worn to be Wild: The Black Leather Jacket will run the gamut, from historic garb, hand-decorated specimens and haute couture, to those worn by superstars past and present. To read more about the Worn to be Wild exhibit, see “Backshop” on pages 46-47.



© Photograph courtesy of the Harley-Davidson Motor Company Archives. Copyright H-D.

MEMBERS GALLERY



Dany Gosselin of St-Henri-de-Lévis, Quebec, at Monuments Valley in Arizona.



Barbara Pietraccini of Hamilton, Ontario, trying out the Jumpstart™ at PD13.



Gerry Clark of Saskatchewan, near the Crowfoot Glacier Crossing near Calgary, Alberta.



Don Jemmett of Alton, Ontario, and Willie G. Davidson at Destination Daytona during Bike Week in March 2012.



Group Riding of Kingston, Ontario, to Napanee, Ontario, at night. Submitted by **Chris Spafford** of Sydenham, Ontario.



Robert Drago of La Salle, Ontario, on the Tail of the Dragon in Tennessee in September 2011.

PHOTO SUBMISSIONS: Please send minimum 2 MB files at 300 DPI resolution to: editor@hogcanada.ca



Iain Smith of Murillo, Ontario, in beautiful downtown Murillo.



Sheldon Lubin of Montreal, Quebec, on a trip to Las Vegas and San Diego.



Marlene Bussi eres and her partner **Dany Gosselin**, of St-Henri-de-L evis, Quebec, on the Bonneville Salt Flats in Utah, USA.



Peter Lollar of Toronto, Ontario, at Bear Tooth Pass.



Martin and Jessie at the Ausable Chasm falls on Route 9, near New York. Photo submitted by Martin Beaulne of Saint-Clet, Quebec.



Sheldon Lubin of Montreal, Quebec, on a trip to Las Vegas and San Diego.

MEMBERS GALLERY



Gayle and Mike Porter of Hillsburgh, Ontario, enjoying the "Tail of the Dragon" in April 2012.



Nat looking at his grandmother Francine (submitted by Denis Berthiaume, Outaouais, Que.)



Everett Turner (left) and **Dale Williams** (right).



John Dybevik and family in Las Vegas.



Rick Kenzie of Grande Prairie, Alberta, and his then four-month-old grandson **Austin** on his 2007 Dyna® Wide Glide® model.

PHOTO SUBMISSIONS: Please send minimum 2 MB files at 300 DPI resolution to: editor@hogcanada.ca



Lynn St. Amand of Ottawa, Ontario, riding through downtown Banff on her Harley-Davidson® Sportster® Nightster® model.



Murray Downey's granddaughter Layla, of Saint John, New Brunswick, is excited to start her Harley-Davidson® bike adventure!



The Show 'N Shine winner at Privateers Harley-Davidson® in Spring 2012.



Dustin Woods and his father go for a ride.



Daryl Mahoney of Edmonton, Alberta, shows off his 2009 Road King® Classic model during a solo trip in Alberta, just North of the Badlands.



Wayne Dry of Calgary, Alberta, riding a personalized 2012 Harley-Davidson® Sportster® Forty-Eight™ model, near Borrego Springs, California.



REFLECTING

ON A

CAREER

A Visit with **WILLIE G. DAVIDSON**
of the Harley-Davidson Motor Company

By Matt King

The Harley-Davidson Motor Company announced the retirement of Chief Styling Officer, Willie G. Davidson, last spring, following nearly 50 years of legendary service as the foremost designer for the Company. It was a career so impactful that it forever changed the face of the Harley-Davidson® Brand. Shortly after the announcement, *HOG*® magazine US version editor, Matt King, sat down with Willie G. to discuss his time at the Styling Department helm and what his retirement really means.

Willie G. intends to stay connected to the Motor Company and its Customers as the Brand Ambassador and Chief Styling Officer Emeritus, and you're likely to catch him at rallies and races around the United States — and the world.



MATT KING: Let's go back to the beginning and talk about how you got started at the Motor Company. Can you share a few highlights of your early career at Harley-Davidson?

WILLIE G. DAVIDSON: Very early in my life, I had a passion for drawing and sketching, and many times the subject would be a vehicle: a motorcycle or a hot rod. I tried to find a school where I could focus on my passion for design, and I found the Art Center College of Design in Pasadena, which has a great transportation industrial design program. After I graduated from

the Art Center, I came home with my degree. I always had great interest in the Harley-Davidson® Brand, but when I came out of school I was just a young designer trying to get my feet wet. So I was fortunate to spend some time in Milwaukee working for Brooks Stevens Design Associates.

At that time, Brooks was a well-known designer with great connections to everything from outboard motors to motor scooters, and he was great with automobiles. At the same time, I was moonlighting for Harley-Davidson, which did not have an official design department.

As I worked for Brooks and talked to the people here at H-D, it was evident that it would be great to have an internal design department. So, in 1963 I made the move, and that was the beginning of the Harley-Davidson® Styling Department. It was great because I had free reign to start from scratch. And being a motorcycle enthusiast, and knowledgeable about custom bikes, it was wonderful to have that freedom.

MK: It was just you at first?

WGD: Yes, in the beginning it was just me and a self-taught model maker.

MK: It was obviously smaller and all located at the Juneau Avenue headquarters?

WGD: Yes, it was all at Juneau.

This engineering office [the Willie G. Davidson Product Development Center] didn't exist at all. There were no York, no Kansas City, and no Tomahawk factories. The bikes were being built at Juneau. We were a much smaller operation. Back then, I was working on existing bikes, changing tanks and sheet metal, and some detail things. We also had golf cars in the product line, and I did the bodies on those golf cars — that was a big project. We bought Tomahawk Boat Company in 1964, about a year after I joined, and we were actually in the boat business



1971 SUPER GLIDE® MODEL

Reputed to be the first Factory custom motorcycle, it originated the H-D® FX series of motorcycles by mating Sportster® model components — most notably the front end — with the chassis of the larger big twin motorcycles. The current Super Glide® model is now based on the Dyna® chassis, which offers a wider variety of front ends and trim levels, and continues to fill the intermediate niche between the smallest and largest Harley® models.

FORM DOES FOLLOW FUNCTION, BUT I THINK FORM AND FUNCTION FOLLOW EMOTION, AND THAT'S WHERE WE COME OUT ON TOP.

for about two years. We bought Tomahawk for the fibreglass operation — sidecar bodies, saddlebags, and later on the fairing came on board, the bat-wing in '67. I designed that working with the Tomahawk pattern shop. I'm glad to say that is still alive, the iconic

front-end of Touring bikes, and the bags are still the same shape I created in the late 60s. I'm proud that those designs have lasted all these years as Harley® statements.

MK: Do you remember the first project you worked on?

WGD: Before I joined the Company, I did the emblem with the overlapping "Harley-hyphen-Davidson", it was the circular 1957 model year tank badge. And I did some work on the Topper scooter as a moonlight project in 1962.

MK: What was the first motorcycle that you had a hand in designing?

WGD: I did design work on the Sportster® model; trim and various tank configurations. I also worked on the 1965 Electra Glide® model, which was the first electric-start big twin. I named that bike and created the front fender cast script.

MK: How has the process

of styling — not just the techniques, but the role that styling plays in the final product — changed during your career?

WGD: The biggest single change over all these years is the advent of the computer. Back then we would work in clay. I would make a drawing, and that would be interpreted in clay, and when we got the surfaces where we wanted them we would reverse-engineer them using templates and create the final mould. It was a long process; it's much shorter today.

We always had visuals in mind. That's our real competitive advantage. The emotional part of a purchase has a lot to do with that first visual. It gets people excited. Form does follow function, but I think form and function follow emotion, and that's where we come out on top.

MK: How integral is the relationship between design and engineering in the

development of a motorcycle?

WGD: There's been a great marriage between design and engineering. We're really all working together. Function creates certain shapes, and we chime in on them, go back and forth, and come up with a beautiful engine, side covers, fenders, wheels, paints, bars, etc. But it has to be a very comfortable look, sound, and feel combination going down the road. That's what puts us where we are in the market today.

MK: Do you have a favourite design project that you worked on?

WGD: I did the '71 Super Glide® model with the boat tail, which was far out for its time. Then I did the [XLCR] café racer model. And then I did the first Low Rider® model, which was a big hit. Those bikes in their time period were very strong statements, and I'm very proud of them. There were many favourites between then and now; however, it's rewarding that my design of the current FLHX Street Glide® model has been so well received by our Customers.

... I HAD A PASSION FOR DRAWING AND SKETCHING, AND MANY TIMES THE SUBJECT WOULD BE A VEHICLE: A MOTORCYCLE OR A HOT ROD.



MK: Looking back over the last nearly 110 years, how amazing is it to you the size the Company has grown to and the worldwide impact the Brand has had?

WGD: I think it's staggering! Motorcycling has gone through many different phases. In the early years of transportation, it took over from the horse. Then the Model T came out, which became everyman's device. Then we changed motorcycling from transportation to a sport. It's always attracted a unique following. I think the fun factor was well described, and it got

enough people excited to try it. It's become a great hobby for many people. That's been a huge reason for our success and growth through the years.

MK: What has been your approach to finding design inspiration over the years, and has it changed?

WGD: I'm an artist with gasoline in my veins. I'm not only interested in two-dimensional concepts, such as painting, but I'm very much interested in three-dimensional concepts: vehicles, motorcycles, etc. I'm an enthusiast: I have a motorcycle collection, I'm a rider, I go to the events, I read the books, and I look at the videos. It's a total package of passion, emotion, and enthusiasm. I think it's always on my mind when I'm creating what a new look could be. It's a part of my DNA, the way I visualize things. Whether architecture, fashion, or vehicles, I'm just constantly in that mode.

It doesn't stop and start – it's on all the time. I can't look at anything without analyzing its visual impact, whether it's a book, a logo, a package, a wheel, a car, or a motorcycle. The real advantage I've had over all these years with Harley-Davidson is attending rallies. I can get a feeling for our riders, their riding styles, the whole thing. It's like a one-on-one survey with a hell of a lot of riders.

MK: You're leaving the Styling Department in very good hands...

WGD: Currently, there are 19 people in Styling. We were always very careful, [VP of Styling] Ray Drea and myself, in searching far and wide for talented designers who have a feeling for two-wheelers and their individual parts. We've found a very good team over the years, all of whom have great



ability. It's a diverse group: fabricators, model makers, sensitive designers who understand shapes, paint, trim, and graphics.

Ray is an expert who's been here 19 years. He's a very talented artist and designer, and has orange and black running in his veins. So I think the department is very well equipped for the future.

MK: Will you be involved at all in Styling going forward?

WGD: I'll continue doing special designs and I'll always be either painting or sketching — that's my life. I'll be doing that for as long as I can hold a pencil!

MK: Can you share your thoughts about H.O.G.[®], and what its importance has been to you personally and to the Company?

WGD: If you go way back to the early 1900s, you'll see these huge panoramic pictures of Harley-Davidson[®] motorcycle riders lined up. They're all wearing Harley[®] shirts, and they have Harley[®] pennants on the front of their bikes. Early on, there was a camaraderie among people who gathered as motorcyclists, who enjoyed a ride and enjoyed a gathering. We formalized that in 1983 into Harley Owners Group[®]. That's been very successful, because camaraderie with fellow riders has always been a part of our Brand. Nancy and I have been

XLCR CAFÉ RACER

Café racer styling evolved throughout the time of their popularity. By the mid-1970s, Japanese bikes had overtaken British bikes in the marketplace, and the look of real Grand Prix racing bikes had changed. The hand-made, racing petrol/gas tanks of the 1960s had evolved into square, narrow, fibreglass tanks. By 1977, a number of manufacturers had taken notice of the café racer boom and were producing Factory café racers, most notably the Harley-Davidson[®] XLCR model.

on some great H.O.G.[®] rides together, and those are great memories and high points in our lives. We look forward to future H.O.G.[®] events. It's part of our culture, it's part of the Brand. It's the most successful riding club in the world, and I think by far the biggest because of the nature of our riders, being committed, and excited about owning a Harley-Davidson[®] motorcycle. Our Retailers have backed it, and the riders embraced it. It's a great part of our history and our future.

MK: Your legacy certainly is not complete. But how would you



WHEN YOU GO OUT IN YOUR GARAGE WITH A COLD BEER AND JUST STAND THERE AND LOOK AT THAT MOTOR-CYCLE, IT'S GOT TO EXCITE YOU.

sum up your career to this date? What would you like people to most remember about the work that you've done here?

WGD: Well, I've always felt that Styling is the keeper of the flame. When you go out in your garage with a cold beer and just stand there and look at that motorcycle, it's got to excite you. I want people to feel that way when they go into a Retail Store. I think there's mechanical beauty in a motorcycle, and I think that we as designers understand that. We always have the Brand foremost in our minds, and we want to keep the excitement alive. I think all these words describe my feelings at this point in time. I'm going to stay connected to the Company. That's important.

MK: You'll be transitioning into a new role as Chief Styling Officer Emeritus, and continuing your role as a Company Ambassador

at events and at the Harley-Davidson Museum™, where you'll have an office. Tell us about what that means.

WGD: I see it in a very positive sense because I've always had a very close relationship with our riding fans and enthusiasts, and I really love the events. I've been able to shake hands and be close to our riders. Our Customers are good friends.

Being more involved with the Museum has long been a goal. I've known about the [Archives] collections way before I started working here. At a young age, if I was a good boy when my dad was president he would take me down to the plant, and I could wander through the collection. I've always felt it would be a neat "give-back" to the riders to have a beautiful museum to showcase all these fabulous collectibles.

Our family donated the bronze Hill Climber sculpture, created by Jeff Decker, that's near the entrance. As a family,

we wanted to do something visual for the Museum, and I think that's a fitting tribute to the history of Harley-Davidson. The Museum is very close to me and the family – my son Bill is Vice President. I can't think of a better location for my office, to stay connected to the riders and our history. I look forward to seeing some of you there!

MK: Maybe they'll be short-staffed some days, and Bill will put you to work at the ticket counter!

WGD: Maybe! My life and my family's life — Nancy and I and our children — has always been centred around the Harley-Davidson® Brand. I can't imagine not being involved in some way. So this is just a very logical next chapter in my life. It's great!

To share your own stories about Willie G., or just to say thanks for the memories, visit h-d.com/willieg



THE NUMBER ONE LOGO

Willie G. designed the famous Number One logo in honour of racer Mert Lawwill, who claimed the AMA #1 dirt track plate for Harley-Davidson in 1969. "I wanted to mark the occasion with something extra special," Willie says. "It has become a well-known and time-honoured logo for us, and I'm very proud of it."

ONE LONG, HISTORIC RIDE

30 Years of the Harley Owners Group®: 1983 to the present

THE EARLY DAYS 1983-1987

Emerging from a dark cloud of corporate quicksand that stunted its growth in the 1970s, Harley-Davidson Motor Company regained its mojo following the landmark point in its history when a group of 13 executives bought the company back from the AMF Corporation in 1982. The buyback reenergized and refocused the fabled company on its strongest asset: the most loyal Customers in the world.

Following the deal closure, executives celebrated by riding from York, Pennsylvania, [where the deal was finalized] to Milwaukee, Wisconsin, meeting with and talking to riders, Retailers, and Harley-Davidson® motorcycle enthusiasts along the way. More than just a celebration, the ride was a declaration: the Harley® Brand is back, and we know how to take care of our riders. The seeds of the Harley Owners Group® were being sown.

But the H.O.G.® concept really got off the ground in 1978, the company's 75th anniversary year, when Harley-Davidson organized a series of cross-country rides with different members of the management team. "We saw it as a way to get out on the road, reconnect with Customers, and have some fun," wrote Willie G. Davidson — also a member of the buyback team — in his 2003 book, *100 Years of Harley-Davidson*.

Officially launched on Jan. 1, 1983, the Harley Owners Group® boasted more than 30,000 members. The new club hit the ground running, with some of the now-familiar benefits of H.O.G.® offered from the very beginning: H.O.G.® Fly & Ride launched in 1983; *Hog Tales*® magazine made its early debut with the February/March 1983 edition — a six-page, two-colour tabloid; and, of course, a variety of patches, pins, and other collectibles.

H.O.G.® sponsored quite a number of official events across the U.S. and Canada in 1983. That first year, however, they were staged in conjunction with established motorcycle events, such as the Sturgis Rally, Daytona Bike Week, and various motorcycle races.



The first "stand-alone" events took place in 1984, in Reno, Nevada, and Nashville, Tennessee. Together, they are considered the first official H.O.G.® rallies. The events included many familiar activities — such as demo rides, a Ride-In Show, a Poker Run, drill teams, and self-guided tours to name a few. But the scale was much smaller than we have today: Combined attendance was about 3,000. By the end of 1985, H.O.G.® had reached more than 60,000 members (with 49 official Chapters).

H.O.G.® GOES GLOBAL 1988-1997

As thousands of H.O.G.® members poured into Asheville, North Carolina, for the 5th Annual H.O.G.® Rally in 1988, it would have

1983

On January 1, 1983, Harley-Davidson launches Harley Owners Group®.



Hog Tales® magazine debuts along with H.O.G.®

Fly & Ride program featured in the April/May 1983 edition of *Hog Tales*®.



From the beginning, pins and patches are a great way for members to display their H.O.G.® pride.

1984

H.O.G.® stages two North American national rallies (independent of any pre-existing motorcycle event): one in Reno, Nevada and one in Nashville, Tennessee.

Nearly 100 members take part in the inaugural H.O.G.® ABCs of Touring contest.

1985

H.O.G.® Racing Support Group gives members an opportunity to personally support racers sponsored by Harley Owners Group®.

33,000 MEMBERS

0 CHAPTERS

45,000 MEMBERS

0 CHAPTERS

60,000 MEMBERS

49 CHAPTERS



been difficult to find someone who could say that they had predicted five years previously that it would happen.

Among the objectives that then Manager Bill Davidson set out to meet was the expansion of the presence of H.O.G.® in Europe. Until then, the club's activities had been centred primarily in the U.S. and Canada. But as the Motor Company pulled out of that early-1980s slump and began to thrive again, it made sense to put more effort into serving European Customers.

The first official European H.O.G.® Rally took place in Cheltenham, England, in 1991. It was a joint effort between H.O.G.® and a few motivated members, including Nigel Villiers, who now works as Director, H.O.G.® Europe, Middle East, and Africa.

"I had recently bought a Harley [motorcycle]," Villiers recalls, "and was sitting in a pub talking about how bad the local motorcycle events were. And the more we drank, the more we started thinking, why don't we do our own event? But where?"

"I was working at the local horse track at the time, so I approached the manager about having a Rally there. He said yes,

so we started planning it. About halfway into the planning, H.O.G.® got involved, and it became the first European H.O.G.® Rally."

More than 3,500 members and enthusiasts attended, including such Harley VIPs as Willie G. Davidson and Rich Teerlink, the CEO of Harley-Davidson at the time. It rained through much of the event, but in some ways that only added to the fun. "It was fantastic, a bit like Woodstock," Villiers says. "We had some great music, and we partied away the whole night in the rain."

As H.O.G.® continued to grow (worldwide membership was nearly 200,000 by the end of 1992), some administrative changes were taking place as well. What started out as a shoestring operation with only a handful of staff was becoming more sophisticated. To better serve its growing membership, H.O.G.® moved from enlisting member volunteers as regional managers to hiring full-time staff. Unfortunately, not everyone was in a position to be able to change careers and/or uproot their families and move to Milwaukee.

"That was one of the most difficult things I've ever done in my career," Bill Davidson recalls. "To go to all these volunteers, who



The first H.O.G.® chapters form in 1985. This pin from the Sauk Trail Chapter is among the earliest on record.

1986

1st Alberta H.O.G.® Rally takes place in Nordegg, Alberta, Canada.

Ladies of Harley™ is established. Special LOH™ meetings, events, and activities quickly become popular.

Harley Owners Group® sponsors H.O.G.® Europe Tour '86.



1987

First U.S. regional H.O.G.® rallies are held in San Juan Capistrano, California; Breckenridge, Colorado; and Nashville, Michigan.

1988



H.O.G.® celebrates its 5th anniversary at the Annual Rally in Asheville, North Carolina.

75,000 MEMBERS

153 CHAPTERS

87,000 MEMBERS

305 CHAPTERS

95,000 MEMBERS

431 CHAPTERS

30 YEARS OF THE HARLEY OWNERS GROUP®: 1983 TO THE PRESENT



had put their hearts and souls into H.O.G.®, and tell them we were dissolving the volunteer regional manager program to make them full-time positions.”

But in just 10 years, the Harley Owners Group® had grown from an idea born in a boardroom to a major happening in the motorcycling world. You could see it on the faces of the 20,000-plus members celebrating the H.O.G.® anniversary at the 10th Annual U.S. H.O.G.® Rally. It was the place to be in June 1993. In fact, it can be argued that H.O.G.® more or less invented the touring Rally concept. No one had done anything quite like it before — at least not on this scale.

Among other major developments in Harley Owners Group® between 1993 and 1997 was the continued growth in membership and the expansion of the club around the world. In 1993, H.O.G.® established an official European office in Frankfurt, Germany. By mid-year, there were approximately 20,000 H.O.G.® members and 70 Chapters located throughout Europe.

Official H.O.G.® rallies were taking place in countries such as France, Norway, Germany, Australia, Canada, and New Zealand, to name only a few. Members from all of these countries and more (even China!) were highlighted in the pages of *Hog Tales*® magazine. And in 1996, H.O.G.® opened an office in Japan.

Worldwide, membership passed the 200,000 mark sometime in 1993 and surpassed one-quarter of a million a year later. Bill Davidson, H.O.G.® Director from 1990 to 1993, recalls that the 200,000-member milestone held a certain significance. “I always knew H.O.G.® had a significant impact in the motorcycle community,” he says. “Our rapid growth really reinforced the H.O.G.® impact on the motorcycle scene.”

Along with membership, H.O.G.® events were also growing in scope and scale. Rallies were held virtually around the world, including a two-week touring Rally in South Africa, from Cape Town to Johannesburg, in 1997. More than 40 U.S. state H.O.G.® rallies

1988

Exclusive H.O.G.® activities are a big part of the Harley-Davidson® 85th Anniversary Ride to Milwaukee, the first of the Harley® five-year anniversary celebrations.

Harley-Davidson “re-introduces” the Springer® front end with the FXSTS Springer® Softail®.



The Harley-Davidson® Traveling Museum makes its debut. Original H.O.G.®

Mileage Merit Program begins (a precursor to the Mileage Program).

1990

Harley-Davidson introduces the Fat Boy® model, which goes on to become one of the most iconic Harley® models.



1991

More than 3,500 members from across Europe venture to Cheltenham, England, for the first official international H.O.G.® event: the inaugural European H.O.G.® Rally.

New Fly & Ride Locations: Sydney, Milwaukee, and Atlanta

107,500 MEMBERS
507 CHAPTERS

132,500 MEMBERS
630 CHAPTERS

151,600 MEMBERS
685 CHAPTERS



were held in 1997, as H.O.G.® staged five major national events in the U.S., including two touring rallies — the Made in America: Greatest Hits Tour and the inaugural (drum roll, please) Posse Ride.

Billed as a 12-day, hard-riding adventure, during which riders were “sworn” to “laugh at rain, shout back at thunder, eat bugs, sleep in the dirt, and not bathe for two weeks,” it was a hit before it even began. The 250 available registrations sold out in less than an hour.

In the four short years since the first one, H.O.G.® touring rallies had come a long way. They quickly became a mainstay in the H.O.G.® events schedule, and a lifelong riding memory for those who took part.

RAPID GROWTH 1998-PRESENT

“And what an exciting year it’s going to be!” Editor Christine Sperling (now Adamavich) wrote in the January/February 1998 edition of *Hog Tales*® magazine. “1998 not only marks the 95th

Anniversary of Harley-Davidson, it marks a decade and a half of the Harley Owners Group®.”

In just 15 years, H.O.G.® had grown from a start-up club (with 33,000 members by the end of the first year, many of whom became automatic members by purchasing a new Harley-Davidson® motorcycle) to a worldwide organization with 380,000 members in 99 countries. The scope, scale, and frequency of H.O.G.® events were expanding around the world, and H.O.G.® was planning its “biggest ‘thank you’ party ever, the 15th Annual Rally”. Held in conjunction once again with a Harley-Davidson® anniversary celebration in Milwaukee, the Rally was a huge hit, featuring musical headliners the Marshall Tucker Band, Pam Tillis, and the Nitty Gritty Dirt Band.

A week later, H.O.G.® members and other Harley® motorcycle riders across the Atlantic continued the anniversary celebrations with a huge Rally in Faaker See, Austria. In all, more than 15,000 riders joined the party there. Rally attendees included Motor

1992



Harley-Davidson buys a stake in the Buell Motorcycle Company, started by former H-D engineer Erik Buell.

1993

The Motor Company celebrates 10 years of H.O.G.® More than 20,000 members mark the occasion at the 10th Annual H.O.G.® Rally in Milwaukee.

1994

H.O.G.® enrolls its 250,000th member, as commemorated in the September/October 1994 edition of *Hog Tales*®.

1995

New H.O.G.® Mileage Program is introduced, replacing the original Mileage Merit Program.



1996



H.O.G.® gets epic with the original Route 66 touring rally along America’s Mother Road.

1997

250 adventurous H.O.G.® members take part in the inaugural Posse Ride, a 12-day coast-to-coast riding odyssey from Portland, Oregon to Portland, Maine.

192,000 MEMBERS

750 CHAPTERS

233,500 MEMBERS

805 CHAPTERS

270,000 MEMBERS

858 CHAPTERS

292,000 MEMBERS

895 CHAPTERS

318,000 MEMBERS

939 CHAPTERS

380,000 MEMBERS

988 CHAPTERS

30 YEARS OF THE HARLEY OWNERS GROUP®: 1983 TO THE PRESENT



Company executives Jeff and Brenda Bleustein, Willie G. and Nancy Davidson, and Peggy Lamb.

The big celebrations, of course, were just the beginning of another new era in H.O.G.® history. There was plenty more to get excited about in the months and years that followed. *Hog Tales*® marked the big anniversary events with the September/October 1998 15th Anniversary Commemorative Issue. Among other special features, it included a list of all 1,049 active H.O.G.® Chapters around the world.

In a way, this special expanded edition started a tradition. It was a precursor to the 2003 H-D® 100th Anniversary Edition, which evolved into the annual "Roadbook," proven to be one of the most popular editions of *Hog Tales*® each year.

The year 1998 was also at the dawn of what would become known as the "Information Age" — and H.O.G.® wasted no time merging onto the information superhighway. Harley Owners Group® launched its own Web site, www.hog.com, in 1999, along with a special site for members only (now members.hog.com).

With such a rapidly growing membership (doubling in just about six years) comes growing challenges. But the H.O.G.® staff was up to the task, as volunteer staffing and training capabilities advanced along with the membership. This training was put to good use as new rallies continued to be launched around the world. Inaugural rallies included the Southeast Asia Rally (1998), Argentina National Rally (1999), South America Regional Rally (2000), and Eastern European Rally (2000), to name just a few.

1999

Harley Owners Group® Web site is launched.

H.O.G.® Roadside Assistance program is launched.

Twin Cam 88® engine is introduced.

H.O.G.® reaches its 500,000-member milestone.



2000

Iguazu Falls, Brazil is the backdrop for the 1st South America Regional Rally.

2002

V-Rod® is introduced.



2003

Harley-Davidson turns 100. Hundreds of thousands ride to Milwaukee to celebrate.

2005

Hong Kong and Singapore each stage their first national H.O.G.® rally.

Jim Ziemer is named CEO of the Motor Company, replacing the retiring Jeff Bleustein.

504,500 MEMBERS

1,160 CHAPTERS

582,000 MEMBERS

1,232 CHAPTERS

744,000 MEMBERS

1,334 CHAPTERS

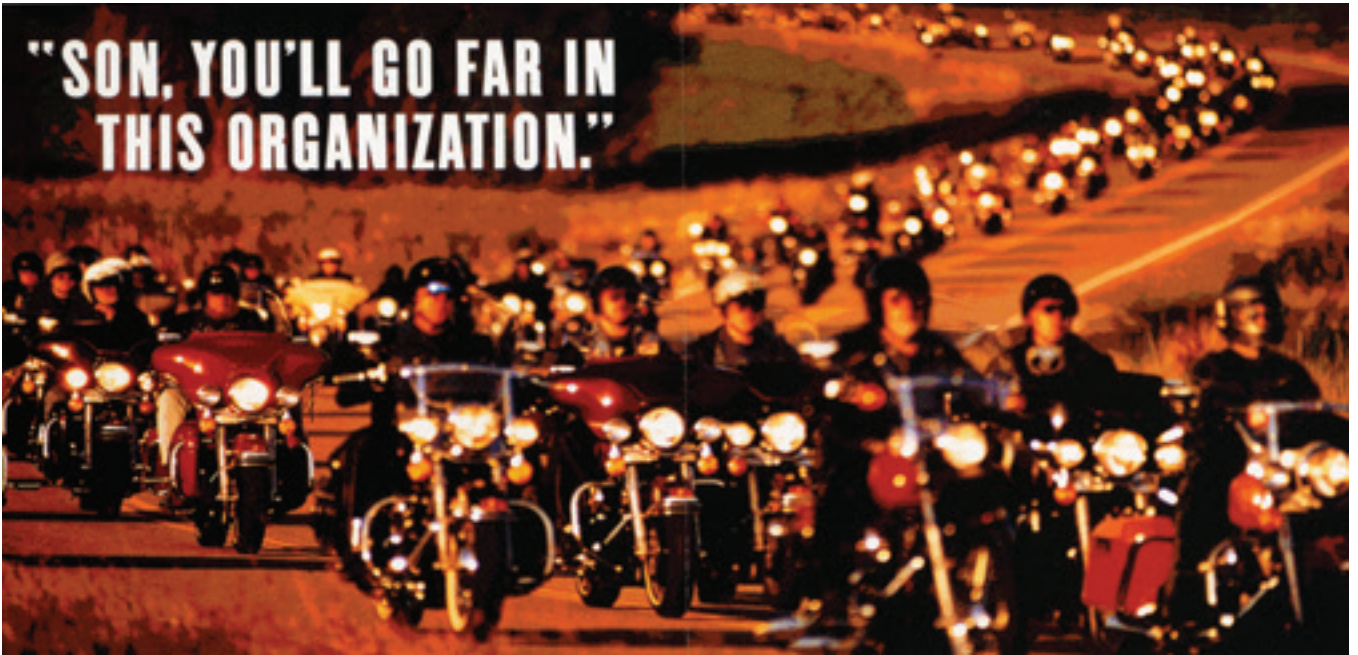
840,000 MEMBERS

1,352 CHAPTERS

993,000 MEMBERS

1,405 CHAPTERS

"SON, YOU'LL GO FAR IN THIS ORGANIZATION."



While H.O.G.® continued to grow in size, it also expanded in scope. New Retail Stores — and, along with them, new H.O.G.® Chapters — opened in different parts of the world. In 2005, the first authorized Harley-Davidson® Retail Store opened in Russia, followed in 2006 by a Retail Store in Beijing, China. In other event news, Australia H.O.G.® members made history when they circled world-famous Ayers Rock, a sacred site known to the native Aborigines as "Uluru". The ride took place as part of the 15th Australia National H.O.G.® Rally and earned the group a spot in the *Guinness World Records* book.

Across the Atlantic, members celebrated 15 years of the Annual European H.O.G.® Rally with a visit to Killarney, Ireland, in 2006.

But perhaps the most significant event of 2006 was reaching the million member milestone. To commemorate, rather than singling out a particular member as the 1,000,000th, H.O.G.® honoured all H.O.G.® members with a special cover on the May/June 2006 edition of *Hog Tales*®. The cover image was a mosaic, formed from some 1,500 smaller images of H.O.G.® members riding, enjoying events, or just hanging out. Together, the tiny photos formed an image of the H.O.G.® logo. Inside, the magazine featured a special million-member timeline, as well as a special "Exhaust" column by Tim Hoelter, Vice President of Government Affairs for the Motor Company. Tim, one of the 13 H-D® executives who repurchased the company from AMF in

1981, reflected on the important role Harley Owners Group® played in helping get the company back on its feet during those lean early years of corporate independence. "Back then," he wrote, "we were optimistic about the future of H.O.G., but none of us in our wildest imagination thought that it would become so successful. ... H.O.G. helped keep the true spirit of [the] Harley-Davidson [Brand] alive while we took care of some challenging business."

Even as everyone was tightening their belts — and in some respects, because they were — H.O.G.® continued to expand the member benefit package in other areas. Million Mile Monday, for example, which debuted in 2008, grew to become a very popular annual tradition, with more interactivity at members.hog.com. Other time-tested programs — such as Roadside Assistance, the H.O.G.® Mileage Program, and the ABCs of Touring contest, to name just a few — remained as popular as ever.

THE FUTURE?

Who knows what the future holds? Change, of course. That's what we know for sure — along with this: No matter what the road ahead has in store for H.O.G.® and Harley-Davidson Motor Company, riders around the world will continue to love their Harley® motorcycles like no other Brand ... in history.

2007

The Posse Ride turns 10 and returns to Portland, Oregon, start of the original Posse Ride, with the Great American Adventure.



1,091,326 MEMBERS
1,414 CHAPTERS

2008

Million Mile Monday makes a strong debut, surpassing expectations with 3,000,960 total miles.

The long-anticipated Harley-Davidson Museum™ opens in Milwaukee.

1,099,215 MEMBERS
1,423 CHAPTERS

2009

H.O.G.® members rock out at the 1st Mainland China Rally.

987,603 MEMBERS
1,460 CHAPTERS

2010



In Svolvær, the H.O.G.® Arctic Chapter hosts the Norwegian National Rally, the northernmost H.O.G.® rally ever.

Naval Air Station Sigonella, Sicily, welcomes the first official military H.O.G.® chapter.

925,494 MEMBERS
1,461 CHAPTERS

2011

The Twin Cam™ 103 debuts as standard equipment on most Softail® and Dyna® models.

The H.O.G.® Fly & Ride program offers merges with H-D® Authorized Rentals.

905,201 MEMBERS
1,437 CHAPTERS

Top: ©1997 WILD West Studios



GOOD WILL RECOVERY

Harley-Davidson Museum™ to preserve the tsunami-swept motorcycle found on British Columbia coast

By Gordie Bowles

THE REMARKABLE RECOVERY of a Harley-Davidson® motorcycle from Japan that was discovered on the coast of British Columbia by a local beachcomber reached a happy ending when the Harley-Davidson Motor Company offered to enshrine the wreckage in its museum to honour those whose lives were lost or forever changed by the disaster.

After drifting for more than a year and 6,500 kilometres across the Pacific Ocean — following the tsunami that crippled Japan on March 11, 2011 — and still bearing its Japanese licence plate, the 2004 FXSTB Softail® Night Train® motorcycle was among several items in the remains of an insulated cargo van container, where it was being stored prior to the tsunami.

When Peter Mark, of Masset, British Columbia, found the rusted-out bike washed ashore on a remote beach on Graham Island at low tide, he kicked off the recovery that made international headlines and a vast outpouring of sympathy for Mr. Ikuo Yokoyama, who lost his home and currently lives in temporary housing in Miyagi Prefecture, Japan.

“It is truly amazing that my Harley-Davidson® motorcycle was recovered in Canada after drifting for more than a year,” said Yokoyama, in a statement. “I would like to take this opportunity to express my heartfelt appreciation to Peter Mark, the finder of my motorcycle. Due to circumstances caused by the disaster, I have been so far unable to visit him in Canada to convey my gratitude.”

The 32-year-old Mark, who was beachcombing on the Queen Charlotte Islands when he discovered the wreckage, was overwhelmed by the support and expressed his compassion towards Yokoyama and others affected by the tsunami.

“My heart really goes out to Ikuo Yokoyama and all the survivors of the Tōhoku earthquake and tsunami for everything that was taken from them. I cannot even begin to comprehend the loss of family, friends, and community,” said Mark. “I look forward to one day meeting Mr. Yokoyama face to face. I would also like to express my gratitude to all those that have taken part in the retrieval of the motorcycle, especially Ralph Tieleman, Steve Drane, and Deeley Harley-Davidson® Canada.”

It was Drane’s foresight and dream to put the wheels in motion to either return the motorcycle to its owner or to attempt to restore it to running order. “I’ve always felt Harley-Davidson® motorcycles have a soul, and their owners obviously have an emotional attachment to their bikes. I just wanted to reunite this bike with its owner,” said Drane.

The motorcycle was recovered by Mark with the help of friends, transported to Victoria with support from Ralph Tieleman and Steve Drane, and then transferred to Deeley Harley-Davidson® Canada, in Vancouver.



“IT IS TRULY AMAZING THAT MY HARLEY-DAVIDSON® MOTORCYCLE WAS RECOVERED IN CANADA AFTER DRIFTING FOR MORE THAN A YEAR.” — IKUO YOKOYAMA

HIS WORDS: HOW A MOTORCYCLE LOST IN THE TSUNAMI CHANGED MY LIFE By Peter Mark

The following excerpts are from a blog posted on CBC.ca by Peter Mark, the man who discovered the Harley-Davidson® motorcycle on the shores of British Columbia near the Queen Charlotte Islands.

The container washed up on a remote beach approximately 50 kilometres south of Rose Spit. When I first arrived on the scene I was in shock. I could see the motorcycle from a distance, but it wasn't until I got closer that I could see the licence plate, a bent, algae-encrusted piece of metal with Japanese characters on it. We knew tsunami debris was coming, but I never expected something this big, this soon, never mind a Harley-Davidson® [motorcycle]!

My first thought was, “What?!?”. It dawned on me that this was something that might be in my backyard, something one of my neighbors might own. The unit had thick Styrofoam under the fiberglass exterior, which allowed it to float. How the bike and other items remained in the container all the way across the Pacific is a mystery to me. The bike was not tied down and the door of the container was ripped off. When I returned home from the beach I told several of my fellow beachcombers and friends about the find. Quickly word spread. It wasn't very long before CBC got in touch with me and I told them that I would supply the VIN number and photos of the licence plate so they could confirm the bike's origins before posting the story. Right away, they called me back. I was informed the plate was registered in the Miyagi Prefecture, one of the areas hardest hit by the tsunami.

The CBC ran the story on the evening of April 29. I was not prepared for the amount of attention the story would receive. Immediately Ralph Tieleman, from Vancouver Island, contacted me and asked if I would be able to recover the motorcycle. I had not considered it, as the bike was in such bad shape I didn't think it would be practical to do anything with. I thought it would stay on the beach,

a memorial to the Tōhoku tsunami. Ralph offered, with the help of his friends, to restore the motorcycle and return it to its owner if they could be located. We knew this would be an expensive undertaking. The bike was virtually destroyed. They would need to strip the bike to its frame and start from almost scratch. I agreed, and the next day, with the help of my friends, we went and recovered the motorcycle.

In the following days I did interviews with four or five major news agencies in North America and five in Japan! Late in the evening on April 30, a Japanese news correspondent located in California called me with good news, the owner of the bike (Ikuo Yokoyama) was alive!

Ikuo lost three family members, including his father and brother. His house, the container in his backyard he used as a garage for his motorcycle and everything he owned were swept away by the devastating wave. I was very happy Ikuo was alive, but overwhelmed by the thought that so many others were not. Ikuo, like thousands of others, is currently living in temporary housing. The man from CBC referred me to an online video interview from NHK with Ikuo. He was looking at pictures of the motorcycle that I had taken. He expressed how happy [he was that] it was found and returning to him, “A miracle!” he stated. He also wanted to thank me.

Then Harley-Davidson [Motor Company] stepped in. They heard what Steve Drane and Ralph Tieleman were planning to do and decided to finance the restoration. They contacted Mr. Yokoyama and told him about the planned restoration. Despite the desire to be reunited with his lost bike, Ikuo declined the offer. He said that he was not financially capable of owning the bike, nor did he have room to store it in his temporary shelter. He thought it wasn't fair to spend so much on his bike when so many others had nothing. It is very honourable that Ikuo has put the needs of others and the needs of his community above his own hopes and desires. Harley-Davidson has offered to give the money they would have spent on fixing and returning the bike to a tsunami relief fund in Ikuo's name instead. Hats off to Harley-Davidson, Steve Drane, and Ralph Tieleman for stepping up to the plate and doing a good thing. — CBC.ca



LOVE IT OR HATE IT: THAT HAS OFTEN BEEN THE REACTION SOME



GLIDE

VS



RIDERS HAVE TO THE HARLEY-DAVIDSON® ROAD GLIDE® MOTORCYCLE.



GLIDE

With its imposing Darth Vader-esque fixed fairing, the Road Glide® motorcycle can be an acquired taste, but for those who have already turned to the Dark Side, there is no going back. You literally can't pry a Road Glide® motorcycle out of the hands of a dedicated rider like Harley-Davidson® Racing Manager, Kris Schoonover, who joined me on a week-long trip through Florida and Georgia to compare the ride, handling, and design features of the Road Glide® Custom and Street Glide® models, and wouldn't give it up!

BY MATT KING PHOTOGRAPHS BY YVE ASSAD/FASTANDDIRTY.COM



OKAY,

maybe “hate” is too strong of a word to describe how some riders feel about the square-jawed look of the Road Glide®-style fairing. Perhaps,

“haven’t yet come to fully appreciate its practicality, unique beauty, and function” would be a better way to put it.

A mainstay of the Harley-Davidson® lineup since its introduction in the early 1980s on the FLT Tour Glide™ motorcycle the popularity of Touring bikes with frame-mounted fairings has been growing in recent years, thanks in large part to the Road Glide® Custom model, a motorcycle that marries the great handling and wind-cheating capability of the Road Glide® Ultra chassis with the sleek custom styling of the Street Glide® motorcycle. Riders now have a choice between the ultimate in long-distance grand touring comfort or boulevard cruising, without giving up their beloved fixed fairing.

Research into Customer preferences by the Harley-Davidson® Motorcycle Product Planning Team reveals one overwhelming fact about Road Glide® motorcycle owners: they ride a lot of miles. In fact, the average Road Glide® Custom motorcycle owner logs nearly 20 percent more kilometres annually than the average Street Glide®

motorcycle owner. Now, before all the bat-wing fairing riders get spun up, we’re talking about a decent amount of annual kilometres ridden in both cases, so you’re all plenty hardcore!

At normal highway cruising speeds in calm conditions, most riders won’t notice a huge difference in the ride experience of a Road Glide® motorcycle versus a Street Glide® or Electra Glide® motorcycle. But when the weather turns sour, and especially when the wind picks up, the Road Glide® motorcycle really starts to own the road. The Road Glide® fairing isolates the rider from the wind much better than a handlebar-mounted fairing or windshield, and over a long, grueling ride, the wind isolating Road Glide® fairing can add up to a much more comfortable ride. Road King® motorcycle riders can appreciate this difference too, although in their case, they give up some wind protection compared to either type of faired motorcycle.

Frame mounting the Road Glide® fairing also lowers the motorcycle’s steering effort. In fact, its handling characteristics are among the top three items rated as “exceptional” by Road Glide® motorcycle owners when asked to rank factors that contributed to their purchase decision. Others are “appearance/styling” and “dependability”, factors the Road Glide® Custom model



Road Glide® motorcycle owners on average LOG MORE KILOMETRES annually than those of any other Harley-Davidson® motorcycle model.



shares equally with other models in the Touring family. Another deciding factor often cited by Road Glide® bike owners is a desire to ride a Harley-Davidson® motorcycle that stands out from the large number of bat-wing-style bikes on the road. Road Glide® motorcycle owners tend to be highly experienced riders too, having owned an average of at least five previous motorcycles before buying their current bike.

Fairing design aside, the Street Glide® model and the Road Glide® Custom model are more alike than different, especially in their styling approach. Both adhere to the styling tradition of “less is more”, with an emphasis on tasteful but subdued use of chrome accents, subtle graphics, minimal trimwork, and monochromatic paint treatments. The combination of the Twin Cam 103™ engine mated to the 6-speed Cruise Drive™ transmission produces identical performance in either chassis, and other standard and optional features such as stereo, cruise control, security, and anti-lock braking systems are likewise comparable.

One compromise the Street Glide® and Road Glide® Custom motorcycles each make to true long-distance touring are their relatively short windscreens. In both cases, the relationship between the height of the screen and the height of the rider can contribute to helmet buffeting at certain speeds. If it's a

problem, this issue can easily be solved by swapping the standard windscreen with a taller or shorter accessory screen as necessary. Lacking a standard Tour-Pak® accessory may also cramp your style a bit on the longest of trips, unless you're good at the minimalist approach to packing. Of course, either bike can be optioned with a quick-detachable Tour-Pak® accessory.

Our trip consisted of 1,300 kilometres crisscrossing the highways and byways of northern Florida and southern Georgia between Orlando, Valdosta, Gainesville, and Savannah. We experienced wind, rain, cold, sun, and heat — just about everything a rider needs to form an opinion about a motorcycle. Both Schoony and I are experienced Road Glide® motorcycle riders – he's racked up more than 400,000 kilometres on the eight of them he's owned, including his current 2012 Road Glide® Ultra motorcycle, and my first Harley® motorcycle was a Shovelhead FLT, the original fixed-fairing touring bike, so we ended up fighting over use of the Road Glide® model for most of the trip.

Schoony won because he's bigger than I am, but he's also capable of waxing eloquently about his preference for Road Glide® motorcycles:

In nearly any condition, the Road Glide® motorcycle has a smooth, nimble feel as it cuts through the wind. I really like how the fairing



is pushed out away from the rider, giving me a more comfortable position to the gauges and the radio. The Road Glide® motorcycle rides like a motorcycle much lighter than it actually is. It's smooth through the twisty corners of a mountain pass, on a straight stretch of four-lane highway, and even during slow manoeuvring on cramped city streets. I've referred to the Road Glide® motorcycle for years as an under-appreciated gem, and those of us who ride them know that we're in an elite club of riders who get it.

We manhandled both bikes on the tight cobblestone roads of Savannah's river district, and along the dirt back roads en route to a small race track near Savannah, where the Harley-Davidson® Screamin' Eagle® Factory flat track racing team was conducting a pre-season test with rider, Kenny Coolbeth; then headed out onto the wind-swept barrier islands off the coast of Georgia, where the Road Glide® motorcycle really found its element. Both bikes were up to every challenging riding task we threw at them, and neither one skipped a beat all week. Along the way, the Ember Red Singlo Street Glide® motorcycle screamed "look at me" and got the lion's share of comments from strangers, but the menacing flat black

The Street Glide® motorcycle's universal appeal reaches wide and deep **ACROSS VIRTUALLY ALL AGE and demographic segments.**

Road Glide® motorcycle held its own with a quiet dignity backed with miles of street cred.

If you're a current Road Glide® motorcycle rider, there's nothing more I need to say, but if you have never swung a leg over one, you owe it to yourself to give one a try. Schedule a test ride at your local Retailer, rent one, or come take a Factory demo ride at one of the major rallies at a city near you. But fair warning: once you do it, there may be no coming back from the "other side".



MORE THAN **SKIN DEEP**

NOT ONLY ARE GENUINE HARLEY-DAVIDSON® PARTS & ACCESSORIES perfectly matched to your bike's unique styling, they're also engineered and manufactured to precise factory tolerances, tested to the toughest H-D standards, and backed by a one-year warranty – along with more than 100 years of know-how and experience. So you can trust that they **perform** as beautifully as they look.*

Demand nothing less than Genuine. Only at your authorized H-D® Retailer.

HARLEYCANADA.COM



NO CAGES

*Some restrictions apply. Applies to certain products only. See Retailer for details.
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BACK SHOP

SEPTEMBER 2012

PIT STOP

Maximum Visibility: Lighting to improve visibility

ARCHIVES

Worn to be Wild: The black leather jacket

RALLY RIDES

Ontario, Quebec, Prairie and Western

GEAR

Shape Shifter: The Harley-Davidson® Softail® Convertible CV0™ model

RIDING STORIES

No Cages — White collar corporate is living the Harley-Davidson® dream.

Home is where the motorcycle is — Couple living up their Golden Years.

Great Canadian Riding Story — New rider opens his eyes to a new world

ENTHUSIASTS

Time Flies — The riding life of H.O.G.® member Frederick H. Peters

EXHAUST

Q&A with Don James



MAXIMUM VISIBILITY

See and be seen. Lighting accessories to improve visibility.



light cast by Harley-Davidson® LED lamps will add to both your offensive and defensive position. Amid the flow of standard incandescent bulbs that characterize nighttime traffic, a bright white LED grabs extra attention. For the rider, that same powerfully bright white light more clearly illuminates everything from road debris to road signs. On high beam, that same H-D® LED lamp casts 38 metres of added depth and 14 metres of added width compared to the stock OE incandescent high beam, offering the rider more time and distance to react to potential hazards. They're available for most 1994-and-newer motorcycles.

Additionally, LED lighting

To borrow an analogy: for a motorcyclist, the best visual defense is a strong offense. And the best offense involves the latest lighting products from Genuine Motor Accessories.

Indeed, while many new Harley-Davidson® lighting accessories are engineered to provide greater visibility for the rider, many new items draw other motorists' attention to the rider in an effort to increase the safety margin.

One of these attention-grabbing items is the Headlamp Modulation Kit, which creates pulsating light cycles of the headlamp low beam, from full- to low-intensity, four times per second.

A light sensor in the system only activates the modulation



FOR THE RIDER, THAT SAME POWERFUL LIGHT MORE CLEARLY ILLUMINATES EVERYTHING...

during the day, while a handlebar-mounted switch allows the rider to turn the kit on and off. Designed exclusively for H-D® motorcycles, the kit offers easy plug-and-play installation, and works with many VRSC™, XL, Dyna®, Softail®, and Touring models, although it's not compatible with HID or LED headlamps.

Those riding certain FL models with auxiliary lamps can increase their bike's visibility

with the new, first-of-its-kind Independent Auxiliary Lamp Wire Harness Kit. Quickly and easily plugged into an FL motorcycle's wiring harness, the kit provides independent control of the auxiliary lamps, enabling their illumination when the headlamps are in either high- or low-beam modes (in stock configuration, the auxiliary lights can be turned on only in low-beam mode).

A switch to the powerful

options are available for auxiliary lamps, tail lamps, and turn signals for many 1999-and-newer models, delivering maximum visibility as running lights, directional indicators, and brake lamps.

For more information on pricing and model compatibility of all H-D® lighting accessories, go to harleycanada.com or see your authorized Canadian Harley-Davidson® Retailer.

NOTHING ELSE COMES CLOSE

OUR BEST JUST GOT BETTER. The only lubricants developed, formulated, blended, and tested exclusively for your Harley-Davidson® motorcycle are now better than ever. An improved formula keeps your oil fresher – to keep you running strong, longer than ever.

HARLEYCANADA.COM



HARLEY-DAVIDSON® LUBRICANTS.
Only at your Authorized H-D® Retailer.

NO CAGES

WORN TO BE WILD

THE BLACK LEATHER JACKET

The black leather jacket. Without any further description, these words conjure up images of rebellion and rock 'n' roll. Even variations on the classic form exude a tough "don't mess with me" attitude. But where did it all begin, and how did a simple garment become so culturally charged?

This summer, the Harley-Davidson Museum™ will explore these and other questions in the exhibition Worn to be Wild: The Black Leather Jacket. The exhibit traces the functional and design history of the biker jacket, along with the evolution of the garment from clothing to cultural shorthand. More than 50 jackets will be on display, ranging from rare historical examples pulled from both the Harley-Davidson® Archives and private collections to those worn by stars of the stage and screen.

The black leather biker jacket has its roots in protective leather garments of the early 20th century. With the advent of outdoor leisure pursuits and open-cockpit transportation, such as motoring and aviation, leather coats became popular for both men and women, and could be purchased through specialty catalogues and major department stores alike.



Motorcyclists were early proponents of leather clothing, and by the 1920s Harley-Davidson Motor Company was offering a three-quarter-length coat, along with a shorter "sport jacket" through its Parts & Accessories catalogue. The "sport jacket" styles remained a popular form of outerwear throughout the '30s and '40s. The exhibit will feature several of these early jacket types, including a rare 1929 Harley-Davidson® belted coat.

During WWII, the flight jacket had a profound influence on the evolution of the leather biker jacket, both in its design and as a canvas for personalization. Flight crews often painted jackets with logos and names that matched those painted on the noses of



Above and opposite page: Arnold Schwarzenegger (in Terminator 2) will be on display in Worn to be Wild; just one example of how Hollywood has cloaked characters in leather. A full costume worn by the villain-turned-hero cyborg. **Left:** One of the classics from the golden era of the biker jacket, a 1950s Buco-brand "J22" model leather jacket with original plaid lining. Jacket from a private collection.

their planes. A military-issue A-2 model with a pin-up girl painted on the back will be displayed, just one of several from this era. Personalized biker jackets from subsequent decades will also be on display, including a heavily decorated Lewis Leathers "rocker" jacket, popular among British youth in the 1950s. A group of jackets customized to the extreme by punk rock kids with studs, safety pins, and even noodles will also be on view.

As servicemen returned home, the jacket styles offered to civilians solidified into a classic waist-length, form-fitting design that offered functional details like a zippered "D" pocket, tapered sleeves with zipped wrists, and collar snaps. Both men's and women's styles were readily available. Harley-Davidson offered its first version of what became the classic "Cycle Champ" in 1947 in



horsehide. Accessories companies such as Buco and Beck — as well as leather specialty shops such as Langlitz, Trojan, and Schott — all sold variations of the classic style alongside national brands such as Sears, J.C. Penney, and Montgomery Ward. Worn to be Wild will include seminal examples from this “golden era” made by many of these manufacturers.

During this same time, the black leather jacket began to take on a host of cultural meanings. It has become Hollywood’s fallback costume for both good and bad “toughs” for the past six decades, ever since Marlon Brando rode onto the screen in the 1953 classic *The Wild One*. The exhibit will feature a number of costume jackets, including one worn by a Fat Boy® motorcycle-riding Arnold Schwarzenegger in *Terminator 2*. A jacket designed for the 2011 production, *The Girl with the Dragon Tattoo*, is a great example of how a black leather jacket can lend extra edge to harden a character whether he or she rides or not.

The black leather jacket also became a natural uniform for rock stars who epitomized countercultural rebellion and “cool”.

Since the early days of rock, it has cut across a wide spectrum of genres, ranging from Judas Priest to Justin Bieber. Early adopters included Elvis Presley, whose mid-’50s J.C. Penney-brand jacket will be displayed alongside an early Harley-Davidson® model worn by his contemporary Gene Vincent. Worn to be Wild will feature jackets from ’70s rockers like Joe Walsh of the James Gang, punk legends such as Billy Zoom of X, and stars of today like Fergie of the Black Eyed Peas. One of the most famous pieces of Hollywood satire will also be represented in the exhibit — by a jacket worn by the character Derek Smalls (Harry Shearer) in the 1984 cult classic *This Is Spinal Tap*.

Hollywood starlets walk the red carpet wearing them. Fashion designers juxtapose them with delicate dresses. Season after season, biker jackets are a staple in most chain Retailers. And bikers around the world still love them. Why? Because some styles go beyond fashion to the timelessness of legend. The black leather jacket is one of them — and is more than worthy of a place in the museum that honours the world’s most legendary motorcycle.



WILD WEST CONVERGE IN PRINCE GEORGE

By Myles Anderson, Western Regional Director

In mid-July, riders from British Columbia, Alberta, Alaska, Washington State, Idaho, Montana, Oregon, and elsewhere converged in Prince George, British Columbia, for a single purpose: the 12th Western Regional H.O.G.® Rally.

It was a beautiful sunny, warm day with nearly 300 registered participants. The first day started off with registration and a meet and greet at the host hotel. It was once again time for old riding friends to get reacquainted and for new friendships to form. Handshakes and hugs were exchanged among many as the participants arrived to share another Rally experience.

The next day started with registration at the Prince George Civic Centre and continued throughout the day. Rally Co-ordinator, Rhonda Rivers, and her cadre

of volunteers were ready for more riders to arrive. Meanwhile, Biker Bingo got underway upstairs; it's not quite as busy as a downtown bingo hall on a Tuesday night, but everyone was still having fun. The observation and poker runs got underway shortly afterwards. These included travelling through the surrounding areas and a barbecue lunch at the local Retailer — Harley-Davidson® of Prince George. If that was not quite enough to fill your day how about seeing just how fast you wanted to push your bike. Local Retailer and drag bike racer, Len Hall, and his racing partner, Kelly McQuaig, were more than happy to take on any and all comers. He did his best and managed a second-place finish in the challenge. And if you thought it was a hot day (which it was), the best option

to cool down was just to jump in the Salmon River. Once again, at least one rider took advantage of this and would probably talk about it for the rest of the week (watch that swimmers itch!).

Friday evening came along quickly, and it was time for some entertainment. A pretty good band provided enough music to encourage lots of people onto the dance floor to have a ball, and if that wasn't enough, its moth-mating time (yes, that's correct — moth mating) in the area. This means walking home was like travelling through a sort of living snow storm. Something you don't experience too often unless you live there.

Saturday morning started with more sunshine and the promise of another great day. The parade started in the university area of Prince George

with the usual accordion effect. The local folks enjoyed it and we waved as we rumbled through the streets. After the parade it was time for the required group photo — the usual "herding of kittens" routine — to, yes, prove that you were there. Afterwards, lunch was again available at Harley-Davidson® of Prince George and then it was back to the Civic Centre for the Biker Games and Show 'N Shine. John Adams lined up his volunteers to make this happen. Never a dull moment for these events (and many others). And then, as fate had it with the sun shining, it was time for the Show 'N Shine. Some were happy and some less than happy, but all agreed that it was a good event. Then it was time for another shower and to change clothes for the banquet and closing ceremonies.

Dinner was absolutely

delicious; more prizes were handed out (Kamloops won the Chapter Challenge); and, as speeches were kept to minimum, this was followed by one of the best entertainers I'd seen in a long time. Elvis was back in the building and kept all of us clapping and laughing for the remainder of the evening. From his singing to his gyrating hips and table dancing, he kept us all entertained and was a great finish to an even better Rally.

Sunday morning meant it was time for the farewell breakfast at Harley-Davidson® of Prince George. Handshakes and hugs were exchanged as the riders bid farewell to both their old and new friends. Always a bit of a sad time, but it leaves you looking forward to the next ride.

While there were just under 300 in attendance at the Rally, this actually resulted in something I've never experienced at a Rally before ... a sense of calm or mellowness. There was no rush for anything, no long lines for food or poker stop stamps (say that three times fast!). People weren't in a hurry to go from one event to another. It was very relaxing and different.

Of course, none of this would have been possible without all of the people who make a Rally come together. To the coordinators, Rhonda Rivers (Harley-Davidson® of Prince George) and John Adams (Prince George Chapter), the Retailer, Len Hall of Harley-Davidson® of Prince George, and all of the volunteers who brought this together and made it work ... thank you very much from all of us who were there. Ride safe and see you all at the next one!

FUN HAD BY ALL AT ONTARIO PROVINCIAL H.O.G.® RALLY

By Vern Wilson, Ontario Regional Director



The 24th Ontario Provincial H.O.G.® Rally started off in unique fashion in Windsor, Ontario, when the 20-member Essex and Kent Scottish Regiment Pipe and Drum Band lead everyone outside for the Blessing of the Bikes with traditional sounds of Scottish Heritage.

Shortly after the cannon blast, which signified the start the Rally, it was back on the bikes, and Rally participants rode together to a block party in the Little Italy district of Windsor, where we wandered about the street, enjoying each other's company as a very good band played.

The Rally Committee had arranged a number of different adventures for the 800-plus attendees for the first day of the Rally, including a Poker Run, four different tours of the wine country of Essex County, an 1812 tour, and a visit to the Lancaster Bomber museum, where some participants took advantage of the opportunity to fly in a vintage Chipmunk airplane. All the tours included a stop at Thunder Road Harley-Davidson® and the Canadian Transportation Museum. Following the tours, the action shifted to Windsor's beautiful Festival Plaza on the Detroit River waterfront. The gardens and pathways along the river with the Detroit skyline as a backdrop, were breathtaking

The first-ever public demonstration of riding skills by the local Police Trainers took place

at Festival Plaza that evening. Observers were very impressed, so future demonstrations will now be taking place around the province. One popular event was a friendly take-down competition where the last bike standing was declared the winner.

Saturday morning saw the assembly of over 500 motorcycles for the traditional Rally Parade. The Ontario Provincial Police and the Windsor Police combined to provide the most professional escort of any Ontario Rally Parade that this author has participated in. The parade featured a number of cannon firings as the bikes rode by the Armoury on the way to the Festival Plaza.

The afternoon consisted of a number of on-bike games, featuring a couple of timed slow races that are new to the Ontario Provincial H.O.G.® Rally scene. There was a balloon tossing event, which participants and spectators enjoyed, followed by a prepare-your-own steak dinner.

The Rally awards were then presented — along with recognizing Thunder Road Harley-Davidson® for their efforts — and the Pink Pig was passed on to next year's Rally host before the closing band took the stage. Congratulations to Retailer, Chris O'Neil, Rally Coordinator, Chris Valentino, and his committee, and all of the volunteers for an excellent Rally with a number of first-time activities.

SASKATOON PUTS ON A SHOW

By Brad Carvery, Prairie Regional Director

It was a lovely Thursday afternoon when I arrived at the host hotel, the Radisson, where motorcycles were already parked on the street near the parking meters, allowing for the upcoming influx of many H.O.G.® members who made their way to Saskatoon for the Rally.

I saw our ABC's of Touring banner already tied to the front of the host hotel. When I entered the host hotel, I could see the staff wearing their Rally shirts and two shiny motorcycles that were supplied by the sponsor, Redline Harley-Davidson®, at the foot of the steps leading up to the registration table. There was only one person at the table, Erin, who was setting up the remaining paperwork for the rally-goers. Erin is one of the coolest people I have ever met at a registration table; her demeanour never changed from good to bad, but only from good to better. She was awesome. I helped with the early arrivals, and then watched as she rolled smoothly on. Nearly all of the Rally attendees registered that day, so we had a good start for the Rally. Erin later mentioned that they had over 400 rally-goers. One cool thing that the hotel gave their overnighters was a room key card that had Redline Harley-Davidson® on it.

I looked around to see what else was going on. To my right was a lovely quilt made up of a lot of our H-D® Retailer's shirts. Right next to that was a smaller blanket with the bar and shield

logo on a white background, which Karen helped to supply.

As it started to get really busy, the Rally volunteers from the Saskatoon Chapter were working to get the Rally packages to the members in a timely manner. Then the registration rolled on into the opening ceremony and the meet and greet. Cindy began to toss out some prizes during that time to add a little kick to the opening evening. Dave welcomed everyone to the Rally and wished them a fun weekend. Everyone chatted the night away, exchanging hugs and kisses and talking about their travel routes from all over North America and Canada.

Friday morning was one to remember, as a rock and roll band played away while the members chowed down on breakfast. That was a pretty cool thing to see ... Roof Rock! We ate, and then got on the saddle to ride either the short or long poker runs, or both. I got to go on a ride with a couple of Deeley Harley-Davidson® Canada executives, Malcolm Hunter, the President & Chief Operating Officer and Mike Harwood, the Human Resources Director, along with Richard Baer, the District Manager, and Duarte Pita, H.O.G.® Events and Communications Coordinator, who works in the H.O.G.® Canada office in Concord. We all rode up to a little diner, escorted by the Rally Coordinator, Dave, and the Chapter Director, Steve. I



watched as these hungry men devoured their lunch. We then rode back with some time to spare before the parade staging. The parade went as smoothly as can be. We had the public waving and clapping as we rode by in a steady rumble of assorted colours of bikes, a sight to see if you could see the end of the parade. We ended up back at the hotel, taking up the whole street for our parking. The evening had us eating one or two buns full of juicy, sweet

pork. The adjacent room was where we listened to some more music that tapered off over the night. We all talked about how awesome the parade was and what was on the schedule for tomorrow.

Saturday was a busy day, filled with never-ending action. We were very lucky to have a guy named Big Show. Why they called him that was obvious, he was the man on the mike, joking and just having fun. The Big Show emceed the

Show 'N Shine, which also had 16 ladies entered into it, and then the bike games for all of us. The display of bikes was showcased to its best with some very well done paint schemes and lots of chrome. The bike games included the famous slow race, bike wash, hogs in a bucket, balloon toss, and plank walk. I even gave the slow race a shot and partnered up with my buddy, Troy, from Calgary Harley-Davidson® for the bike wash, which we almost won (I'm kidding!). While the games were going on, the tattoo contest registration was taking place upstairs in the hotel. We had a full lot for the bike games, and that included the public stopping by to see what kind of fun we were having.

The evening included dinner and entertainment, and I don't mean just the band, but everyone laughing at everything and anything possible. The evening was a riot of fun. We started to hand out the awards and draws. The 50/50 draw (\$1,700!) was won by Dave from the Edmonton Chapter. We had 26 different chapters attend, along with our American brothers and sisters. The big award went to the Calgary Chapter for the most points to win the Chapter Challenge.

Thanks to all of the first time rally-goers and the sponsoring Retailers, Rich and Simone Cote, for having an awesome Chapter who went out of their way to make sure all those Rally attendees had the time of their lives at the Saskatoon Rally.

It was a great weekend, great times, and great memories at the Saskatoon Rally. I hope to see you all next year in Medicine Hat!

LAUGHS ABOUND AT H.O.G.® RALLY IN REPENTIGNY, QUÉBEC

By Michel Roy, Quebec Regional Director



The 16th Quebec Provincial H.O.G.® Rally in Repentigny, Quebec, opened with great weather under radiant skies, with nearly 575 pre-registered H.O.G.® members — many of whom were already there when the doors opened at 9 am at the Rally headquarters — found their way to the grounds of Vision Harley-Davidson®.

The first afternoon saw over 100 motorcycles taking part in a 125-kilometre observation tour in the magnificent Lanaudière countryside. The official opening took place at 8 pm, followed by the first Chapter Challenge. Various dignitaries spoke and our most senior attendee, Violet Flowers, who celebrated her 101st birthday with us, was introduced. Violet, of Sauble Beach, Ontario, is mother-in-law to Mike Splawnyk, a H.O.G.® member. Violet's birthday present was a lifetime International H.O.G.® membership.

Tara Hunter, Pat Kealey, and Richard Ballard, of Deeley Harley-Davidson® Canada, Gina McNeil, of H.O.G.® Canada, and Denise Brown, of Harley-Davidson Motor Company, attended the party. A moment not to be missed!

The second day of the Rally was mostly filled with a 200-kilometre Poker Run over the magnificent roads of the Lanaudière region. We drove through such picturesque villages as Saint-Liguori, Sainte-Marcelline-de-Kildare, and Saint-Alphonse-Rodriguez.

Vision Harley-Davidson® hosted us for an excellent pulled pork sandwich supper. The U2 cover band, Joshua 2, had us dancing to the famous Irish band's tunes with a second set devoted to classic rock. Wow, what a band! A shuttle service was in place to drive the partiers back to their hotel, and those who rode their bikes went in T-shirts, even though it was nearly midnight, due to the oppressive heat.

Before we knew it, the final day had arrived already. We gathered for the group photo and parade going through the streets of Repentigny. We waved to the crowd and gave them a different image of motorcyclists. Then it was time for motorcycle games, and this year, once again, they entertained the spectators. Rally participants then enjoyed some free time to talk, shop at Vision H-D®, go on another tour, or just relax at the hotel.

The evening began with an excellent meal offering four main courses. Then prizes were awarded before the torch was passed to the H.O.G.® Chapter that will host next year; the Outaouais Chapter (the Montérégie Chapter won the Chapter Challenge). The evening ended with entertainment by two great bands, Ribsteak Ron and Body Groove, that had us all dancing past midnight. A big thanks to the Repentigny Chapter for the quality job and to the Vision Harley-Davidson® Retailer for the warmest welcome.



SHAPE-SHIFTER

Harley-Davidson® Softail® CVO™ Convertible model: custom touring or custom cruiser? Buy one, get both.
Story and photos by Dustin A. Woods

Over the course of my time with the 2011 CVO™ Softail® Convertible model, I was approached many times by curious onlookers who would admire the bike and inquire as to what model it was. Inevitably, I was asked, "Isn't every

motorcycle a convertible?" To be fair, it's a valid question. After all, how many motorcycles have you ever seen with a roof? In this case, the term convertible refers to the fact that this CVO™ Softail® model can easily be transformed from a custom

touring bike to a custom cruiser in mere minutes. For those who may be on the fence over which kind of model to purchase next and aren't a fan of compromise, this split personality Softail® model, introduced in 2010, is the best of both worlds.

The CVO™ Convertible has a unique fairing that can be attached or detached in "two shakes of a lamb's tail". Remove the side saddlebags and back rest and presto chango, you're ready to go cruising. Heading out on a long trip? Simply



reattach the two pins that keep the fairing in place, click the saddlebags back on and hit the open road. Cruise control is also standard, which most owners will never bother with but can be a Godsend on a long journey. One of the benefits of Harley-Davidson® baggers is the fact that they include a killer sound system that allows you to enjoy your favourite tunes if, for some unknown



reason, you happen to grow weary of the V-Twin symphony booming from between your thighs. Being a removable unit, it would be too complicated to outfit the convertible with a permanent stereo, but it does house a simple two-speaker system with 20 watts per channel along with an auxiliary input and pocket for an MP3 player. Volume can be adjusted by hitting the + and - buttons on the inside of the front fairing, but if you want to change songs on your iPod, it requires pulling over and shuffling through playlists on the MP3 player so you better make sure you choose your riding music carefully. You've been warned.

CVO™, for those who may be unfamiliar, stands for Custom Vehicle Operations™, a limited production program that adds acres of chrome, accessories that are unavailable on the standard lineup of bikes, and flashy paint schemes like that of the Roman Gold with Burnished Copper Graphics of my tester. This also includes the convertible's leather seat, complete with alligator inserts. Sinking into this handsome saddle is an easy proposition for those who may be in seam

impaired, as it sits at a lowly 665 mm (26.2-inches) — even shorter than the Fat Boy® Lo model. Thumb the starter button and the Twin Cam Screamin' Eagle® V-Twin engine coughs and sputters before roaring to life and settling into that familiar idle with which the Harley® Brand has become synonymous. Keyless ignition means never having to fumble for the keys. Leave the fob in your pocket and forget about it. The Harley® Brand is also famous for torque, and the 110 cubic inch powerplant churns out 110 ft-lbs at 3,000 rpm. Certainly nothing to scoff at; however its running weight tips the scales at a portly 354.3 kg (781 lbs), so don't expect to pass too many gas stations on a long journey if your hand is enthusiastic on the throttle.

While the removable fairing isn't nearly as heavy and cumbersome as that of a Street Glide® model, it adds weight to the front end and also does more to disrupt oncoming air than make friends with it at highway speeds. The ape hanger handlebars are more comfortable than they look, and definitely add to the

custom look, but aren't ideal for carving corners. Nor are the floorboards that I scuffed after about 10 minutes on the bike. Thanks to the booming air-cooled, fuel-injected 45-degree V-Twin engine and six-speed transmission, the convertible CVO™ model is a blast to ride, but definitely isn't purposely built for speed. But then again, that isn't really the point, is it? Like most hogs, it feels most at home when cruising boulevards or smooth two-lane blacktops. Visually similar to the "hardtail" choppers of years gone by, this Softail® model features a hidden shock under the chassis to soften the frost heaves and potholes of our sadly neglected roadways. Reeling in that power wasn't a revelation, but braking was actually better than expected, thanks to the four-piston calipers grabbing up front, two-piston calipers in the rear, and ABS as standard equipment.

The CVO™ Convertible model certainly isn't cheap, but those who were previously considering the possibility of adding another steed to their stable can take solace in the fact that it is essentially two motorcycles in one.

HOME IS WHERE THE HARLEY-DAVIDSON® MOTORCYCLE IS

Husband and wife enter their Golden Years with 110% gusto By Patti Clace

Women have come a long way when it comes to riding motorcycles, and I can attest to that. I started riding 25 years ago, giving it up when I was pregnant with our first child. My husband and I were entering a new and exciting phase in our lives, and put riding on hold.

But then in 2005, with both of our children grown up and having moved away, my husband Turkey (nickname) drove to Gaslight Harley-Davidson® Sales in Morden, Manitoba, and fell in love with a smoky gold 2004 Road King® motorcycle. What a life-changing purchase that was! I previously rode my own bike back in the early '80s, but now we only had one bike, so I agreed to hop on the back and tour the Canadian Rockies.

We rode a total of 21,000 kilometres that summer, and I must say it was spectacular. But ... what a pain in the butt, and I mean that literally! I know that a lot of you female passengers understand what I'm talking about. It was then that I decided to buy my own 2004 Harley-Davidson® Road King® motorcycle at Winnipeg Harley-Davidson®. I immediately fell in love with the bike and the ride.

Retirement was only a few years away, so we started planning the ultimate retirement trip. With only a year away from retirement, 2009 was a good year to upgrade our bikes to two new Road King® motorcycles in preparation for our trip of a lifetime. We gave our notice at work, sold our

house in northern Manitoba and most of our possessions, moved in with our son in Winnipeg (payback time), and then headed out in August 2010.

We try to live our lives to 110%; that is our motto. With that in mind and very little luggage — rain suits and a cooler tied on behind me — we headed out on the road. We left Winnipeg, Manitoba, with five other couples (our annual trip) and rode to Sturgis, South Dakota, for their 70th Annual Bike Week. That was a good way to start our adventure. From Sturgis we rode back to Alberta through the Canadian Rockies to B.C. (a definite must-see). We didn't have a plan in mind, but we watched the weather on a daily basis, which dictated our daily route. From British Columbia we headed into the U.S. and rode through some spectacular roads and viewed some breathtaking scenery. Each night, I downloaded our pictures and, together with a little write-up, documented the highlights of our trip on an online trip journal. We rode through the following seven Provinces and 31 States, in this order: Manitoba, North Dakota, South Dakota, Montana, Alberta, British Columbia, Washington, Oregon, California, Hawaii, Nevada, Arizona, New



Mexico, Texas, Louisiana, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, Virginia, Delaware, Washington DC, Maryland, New Jersey, New York, Connecticut, Massachusetts, New Hampshire, Maine, New Brunswick, Quebec, Ontario, Michigan, Wisconsin, Minnesota, and back to Manitoba.





The highlights of our trip? That's a hard question to answer, but I can tell you that California was our favourite state. The Redwoods, Sequoias, Death Valley, Julian, Anaheim, Disneyland, and San Diego were all highlights to remember. We rented a condo for a month in Oceanside, California, and based day trips out of there. The

Oregon Coastal highway was absolutely phenomenal, and I think it is one of the U.S.'s best kept secrets! Other highlights were being in Las Vegas for New Years; Mardi Gras in New Orleans; meeting up with friends from back home in Florida; Busch Gardens; Universal Studios; and Daytona's 70th Annual Bike Week.

The people we met from all over were fantastic. We received tips on hotels, motels, restaurants, and must-see places of interest. They invited us into their homes and it brought out the true feeling of being a part of the Harley® family. Washington, DC was spectacular, and a place I would recommend to people of

all ages. We are not normally museum goers, but the Smithsonian's exhibits were impressive and a must-see for all.

We experienced some firsts on this trip as well; we ran in a 5 kilometre "marathon" in Oceanside, California, on Thanksgiving called "Turkey Trot" (so fitting). We had a



drenched by every semi that passed us. That was my absolute worst memory of our trip. Heading into New York City was another nightmare, as we missed our exit to go across the Brooklyn Bridge to our hotel. Instead we rode through the Lincoln Tunnel, which brought us through bumper-to-bumper traffic amongst a zillion yellow cabs right through downtown N.Y., on a Friday night at 5:00 pm, RUSH HOUR! We lost our GPS signal due to the skyscrapers. Yikes! That was another horrible experience.

Even though we rode through some bad weather and traffic, overall we enjoyed the trip! On our last leg of our journey, as we drove through Ontario, we began to realize that this trip of a lifetime was nearing its end.

WE HAD BEEN ON THE ROAD FOR 10 MONTHS, WITH NO SCHEDULE, NO PLANS, NO BILLS, NO HOME TO SPEAK OF...

blast touring San Diego on Segways. We attended a Luau in Honolulu and ate at Morimoto's in Hawaii. Our fishing trip in Treasure Island, Florida, was a memorable one. We rode down Crocodile Alley in southern Florida, which totally freaked me out. I rode in a women's MDA ride at Daytona Bike Week.

The brutal rides? We were naïve and misled on a few particulars. We thought that the southern States were all warm in the winter and riding would be trouble free, and that was so not true, as we hit cold temperatures and rain in California during the month of December. So, we parked our

bikes in a self-storage unit, hopped on a plane and went over to Hawaii for a week. We rented Harley® motorcycles over there and rode the Island of Oahu. Great trip! Back to L.A., and more rain in the forecast. We flew back to Canada to spend Christmas with our children, and then back to L.A. to continue our 110% trip. Rain we could handle, but that wasn't the worst of it. It snowed in Las Vegas where the fountain at our hotel froze. We had to buy mittens so that we could partake in the New Year's Eve festivities on the strip. We also had to extend our stay there until the roads were

not icy. As we rode towards Phoenix, there was still snow on the side of the road. That was a funny sight, with the cacti standing tall amid the snow-covered terrain. We kept looking for a warm destination, and finally decided to ride to South Padre Island, Texas. It wasn't until San Antonio, Texas, that the temperatures warmed up a bit, and we turned off our heated jackets.

When we left New Orleans and were headed for Tampa, Florida, it was raining and 2 degrees Celsius. We rode through slush for half of the trip, averaging about 45 km per hour, and got totally

All said it was a great trip, but we felt gloomy and dismal as we neared the Manitoba border in May 2011. We had been on the road for 10 months, with no schedule, no plans, no bills, no home to speak of, and no responsibilities. We were ending our dream trip, and not sure of what lay ahead. We planned on buying property for our retirement, but didn't know where, what, or when. Did it really have to end? HELL NO! We are still homeless, and continuing the ride of our lifetime.

Heck, isn't that what retirement is all about? Home really is where the Harley® motorcycle is! 110% my friends!

GREAT CANADIAN RIDING STORY

A new rider has his eyes opened to the world of living the Harley-Davidson® dream By Ron Herman

This is a story about my first ride with my new friends from the Bow Valley Chapter. I was new to the Harley-Davidson® family; I'd had my bike for about a year and had just joined the Chapter.

The ride started when I met four other Bow Valley Chapter members — Chris Walker, his wife, Connie, Scott Martin, and his wife, Lauren — for breakfast on a perfect morning last summer.

Our destination was Kamloops, British Columbia, for my first H.O.G.® Rally experience. After a hearty breakfast, we made our way out of the city and headed west on the Trans-Canada Highway towards the mountains, picking up another member on the way. When we got to the mountains, we got to the tunnels! If

you've never driven through a mountain tunnel along with other Harley® motorcycle riders, DO IT. The echoing roar of power from the Harley® motorcycles in the mountain tunnel was an unbelievably powerful feeling.

We arrived that evening in Kamloops and settled in for the Rally. Not only did I meet up with several other members of our H.O.G.® Chapter, but also H.O.G.® members from Chapters all over Canada and the States. There were over 1,200 Harley® motorcycles, and of course their riders, at the Rally. That's 1,200 hogs all in one place ... what a sight!

I entered my Ocean Blue Sportster® motorcycle in the Show 'N Shine. My hand shifter was finished just before I left



for the Rally – yes, I said hand shifter; I have a big eyeball right beside my tank that I shift with. My bike took first in the Sportster® class and my H.O.G.® Chapter asked me to carry the Bow Valley Chapter flag in the parade.

If you have never been to a Rally, then you have to go. There are so many people to meet and things to do. In Kamloops, there were Poker Runs, the party at the local Retailer with Trooper playing on the stage, biker games, and on and on. But all good things must come to an end. So, on Saturday night we said our goodbyes, and Sunday morning we packed our Harley® motorcycles to leave. For me, this was also time to say goodbye to my fellow Chapter

members, as the first part of my Great Canadian Riding Story was over.

From Kamloops, I made my way down through Washington, to Lincoln City, Oregon, where I joined the 101 Coast Highway. This highway is a biker's dream: nice smooth asphalt, wide lanes, and banked corners. And if that's not enough, the highway also runs south along the Pacific Coast, winding in and out of redwood forests and amazing ocean views.

I made it as far south as Eureka, California, but had to turn east, as my niece was getting married in Las Vegas. A few days later, I was in Bishop, California, ready to cross the mountains on my way back into Nevada. My GPS told me to take California State Route 168,

which turns into Nevada State Route 266, and then hooks up with Highway 95. It is hard to describe these 230 kilometres of paved, very curvy, narrow, desert road. If you go the way the crow flies, the road would probably only be 100 kilometres long, but on the GPS you see a snake that winds and winds. The road seemed deserted; I think I counted five homes and maybe six vehicles along the way.

I headed south on Interstate 95 to Las Vegas: after a nice wedding, a show, and a couple days of rest, it was time to go home. All good things must end. Back home and back to work. But first, there was some time to see what this little sporty could do with this big guy on it.

LIVING THE DREAM. On my Harley® motorcycle.

BACK SHOP / SEPTEMBER 2012

PIT STOP · ARCHIVES · RALLY RIDES · GEAR · RIDING STORIES · ENTHUSIASTS · EXHAUST



NO CAGES

A white collar corporate veteran has seen the light ... and is living the Harley-Davidson® Dream

By Rudy De Paoli

I smell the manure in the fields — I breathe deeply and love it! I am alive. I am not in a cage.

I roll the throttle and feel the thrust as I rumble on down the road. I really love this machine. We've gone through quite a bit, my 2010 Fat Bob® motorcycle and I. We've both been down and out, but we're here again — hoping. Trusting.

headlights on the Fat Bob® motorcycle were shining their hearts out for anyone to see. She didn't see. I was lying in the roadside ditch.

She apologized to me, "I'm so sorry, I didn't see you" — and she meant it. I couldn't turn my head to see her, and I don't know what she looks like even now — but I said "I forgive you"

behind myself, and forget where I put the key. No cages.

I was in a cage and wanted to scream. I couldn't hear myself. I wanted to fight the power establishment — but I was too exhausted earning a living. I wanted to rebel. I wanted to prove to myself that I mattered, that I had something to say. I wanted to shout out

see them — seeing the cages. Shaking the cages. Breaking the cages. No longer believing in the cages. I could see myself waking up too.

I was afraid of buying a Harley® motorcycle. I bought one. I was afraid of not recovering from broken bones, dislocated body parts, after the crash. I got out of the hospital,



I GOT OUT OF THE HOSPITAL, I GOT OUT OF THE WHEELCHAIR, AND I GOT OUT OF THE FEAR THAT I WOULD NEVER RIDE AGAIN.

I don't know if a machine can trust. I want to believe it can.

On September 16, 2011, I experienced a life changing situation that would help me better understand where I belong in this world.

That was eight months ago and I am very much alive. No cages.

The careless 19-year-old driving the car was distracted enough on the road to not signal a sudden left turn and drove into me. She claimed that she didn't see me. Sunny, warm day. Dry roads, few cars. I had blaze orange flames on my Harley-Davidson® helmet, bright lettering on my orange and black Harley® Classic Cruiser jacket, and both

— and I meant it. I mean ... I heard my voice say that phrase out loud, but some other part of me objected but couldn't find a voice. No cages.

I've been in the corporate world for just under 30 years now. I know the joys, the hopes, and the best of it. I also know the traps, the downsizing, the re-structuring, the dehumanizing cubicles, the broken "motivating" promises, and the manipulative lies that fed my ego. I know the cages.

I know what it's like to work for a powerful establishment that has eroded my ability to respect it. I see the financial traps that I walked into, the cages I willingly walked into, only to shut and lock the door

that I saw the cages. I could see through the advertising, the social apathy, the lost dreams, the hypnosis, the clichés, the destruction of the environment, the GMO push, the tyranny, the lobbying, and the lies leading to the financial collapse, the social injustices. I could see their cages.

I could also see the incredible human sacrifices being made in the name of good. I saw social justice heroes, "occupy movement" heroes, human rights heroes, environmental and organic movement heroes. I could see them saving seeds, fighting against hedge fund investors attempting to turn farmland into an open pit quarry. I could

I got out of the wheelchair, and I got out of the fear that I would never ride again.

I had been in a cage and bought into the myth. Was I really a rebel? Wasn't I just another corporate type with enough money to buy a Harley® motorcycle and pretend I was a rebel? Well I felt like a rebel and I wanted to show that I was rebelling against the cages. I was a corporate type and I had seen the cages. The myth rubbed off on me and helped me be less afraid of seeing the cages. The myth helped me find the courage to stop putting up with the cages. The myth made me face my fears and I got over them. Can something be a myth, a legend, and still



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FOR A WHILE, I NEEDED TO “WEAR” THE HARLEY® BRAND LIKE A TOKEN, TO PROVE TO MYSELF THAT I HAD THE GUTS TO REBEL...

have a transformational effect? I guess it can — especially if you have faith.

For a while, I needed to “wear” the Harley® Brand like a token, to prove to myself that I had the guts to rebel and stand outside of the cage. In that transformation I was able to see others who were standing outside their own cages. I felt like I was OK, in deciding to live a life in a way that seeing cages is possible. I could decide to get out of

my cage — with some help. I could join those who refuse to buy into the false values of the worst parts of our culture. I could commit to transcending all those cages in our lives that seemed like they were there to protect us, only to find out they were there to keep us caged in.

Fears, self-doubts about real values that lead to “making good” in our lives and in our world, self imposed restrictions about what we can become and the good we can do are

the cages. The lies and self-serving corporate greed that runs rampant waving the flag of de-regulation while it plunders personal freedoms and life savings are the cages. No cages.

So I nearly lost myself in the worst aspects of corporate life. For a while, I needed to take refuge in the Harley® legend. It helped me wake up. Now, I don’t need the myth. The eternal truth behind the myth of “the rebel who stands outside of those power establishments that have

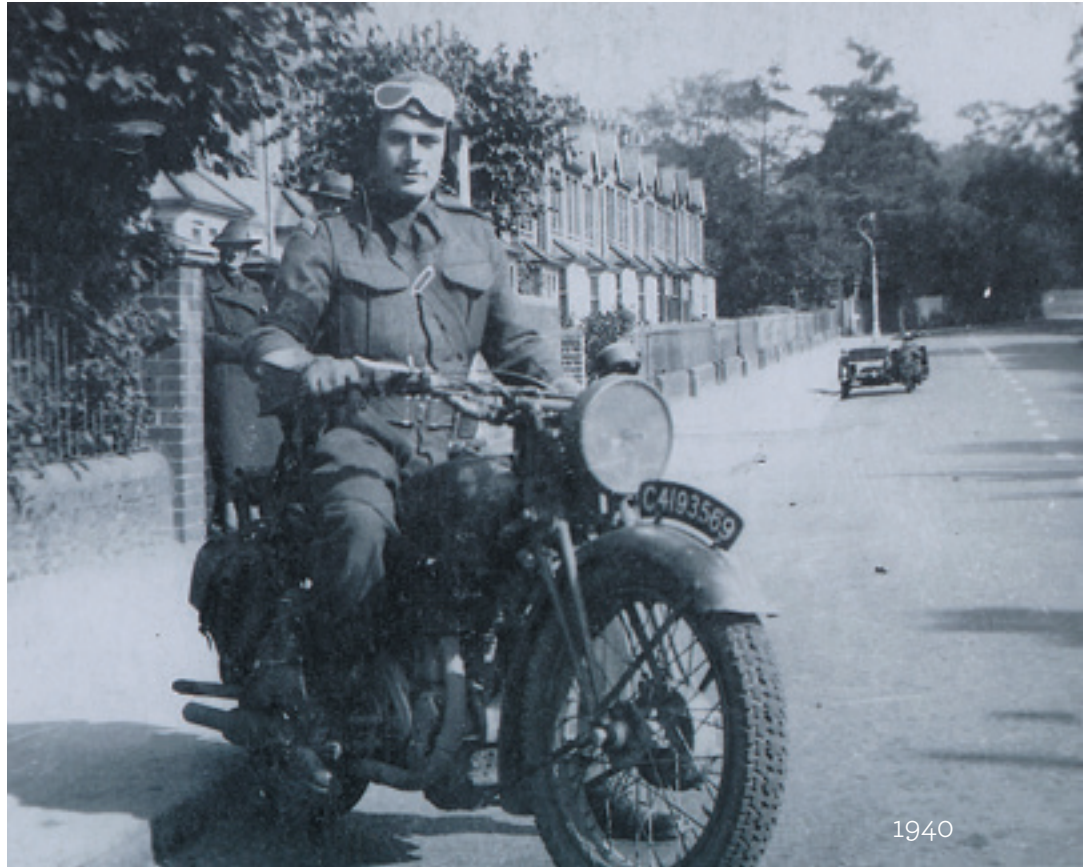
lost their ethical standards” got me through. I no longer need my Harley® motorcycle to be a myth. I don’t need to dress up and pretend I am a tough guy. I am tough enough inside, to stand outside the cage. I can ride my Harley® motorcycle and know that I am willing to do anything for the right cause. I can ride my Harley® motorcycle and know that I am the genuine thing — I am true to the best aspirations of myself and I have the courage to act it out humbly. No cages.

TIME FLIES

The motorcycle life and experiences of H.O.G.® lifetime member Frederick H. Peters.

By Frederick H. Peters

Having been repeatedly reminded by dear relatives and friends that it is time to record the times and experiences of my life with motorcycles, I decided to put together a short history of my life and the one Brand that I always stayed true to.



1919

Frederick H. Peters was born on July 2.

1937

I purchased my first motorcycle, which was a used 1932 45 Flathead motorcycle.

1939

I joined in the battle when Canada declared war on Germany.

1941

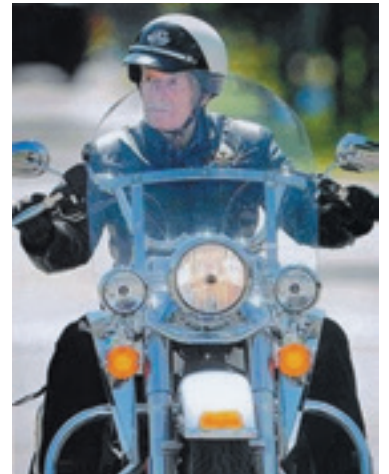
I then joined the Canadian Provost Corps duty in London, Ontario.

1943

Transferred to number 8 company, part of the 4th Canadian Armoured Division.

1945

Headed back home once the war ended.



1974

Years after I returned home from the war, I found favour with a 1974 Harley-Davidson® Panhead motorcycle and then a 1970 Harley® Panhead motorcycle.

1984

Next came the Harley-Davidson® FLH Electra Glide® motorcycle. I continued to purchase new machines every two to three years.

2009

By the time I was 90 years old, and with continued ownership of several Harley-Davidson® bikes, my passion was recognized in the local newspaper, The

Sentinel Review, which was followed by a special event in my honour at the local Harley-Davidson® Retail Store.

The years to follow would only see me riding more and giving up less at my age, and hopefully this year my health will remain intact and will allow me to continue riding every day and stick with my daily routine of stopping for a coffee. This lifestyle has always been appealing to me, and I will continue to do it for as long as I possibly can, as I am now at peace with the world.



MEMBER BENEFITS DO'S AND DONT'S

H.O.G.® **yearly packages** are sent upon renewal. If you have a July 2012 expiry date for instance, you can renew in January 2012 to receive your pack at the beginning of the season. Your membership will still expire in July 2012, but you will receive your materials sooner — so you don't lose any months of membership by renewing early!

H.O.G.® and H.O.G.® **Roadside Assistance** are two separate companies, working closely together but with separate enrolment / renewal systems. To upgrade your package or call for service please call the toll-free number at 1-888-443-5896. You must call this number to receive the necessary assistance as per your H.O.G.® membership benefits. Calling another towing service and submitting receipts after the fact is not the proper procedure and will not be reimbursed.

Motorcycles must be enrolled in the **Mileage Program** first before kilometres can be claimed; this applies to all bikes that you want to claim mileage (including rental bikes). Please enrol at your local Retailer, as they are required to sign the form to validate the number of kilometres.

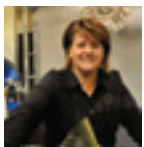
Members receive the year-specific H.O.G.® **pins and patches** when renewing. In the first year of H.O.G.® Membership, the H.O.G.® (eagle) pin and patch are sent out, not the year specific ones. These are received for the first time on your first year of membership renewal.

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Q&A WITH DON JAMES

A chat with the Deeley Harley-Davidson® Canada Chairman By Gordie Bowles



As the Harley-Davidson Motor Company prepares for an epic series of celebrations around its 110th Anniversary, an equally important company milestone has garnered the attention of its founders as well as its members of this massive family of motorcycle riders: the Harley Owners Group® 30th anniversary. Canada has always played a significant role in the shaping of the company and its focus on Customer engagement, in large part because of the efforts of a few individuals who paved the path. Don James, who along with the late Trev Deeley launched Deeley Harley-Davidson® Canada in 1973, has been at the helm of the leadership group as the Deeley Harley-Davidson®

Canada Chairman, and was instrumental in the creation of national H.O.G.® Chapters.

James, who recently spoke to *HOG® Magazine Canada*, reflects on the time when the concept of the Harley Owners Group® was taking shape and its progression over the past 30 years.

HOG® Magazine Canada: Why does Harley-Davidson® attract such fervent Customer loyalty?

Don James: Our Customers are our best ambassadors. Harley-Davidson® Customers are very loyal and tend to be involved with the Brand for a long time. Back in the 70s we had an ad: 'When did it start for you?', which showed a picture of a baby looking at a Harley® [motorcycle]. That is usually what happens

with our Customers; there's a link somewhere. There's a bit of motorcycling in all of us. Somewhere along the line everyone has been touched by a Harley-Davidson® motorcycle. Harley® motorcycle owners don't just buy a motorcycle, they buy a lifestyle and an experience. This has been the cornerstone of the companies guiding principles.

HOG® Magazine Canada: How were you involved in the forming of the Harley Owners Group®?

Don James: When we took on the distribution of Harley®, [Trev Deeley] and I were sitting with Charlie Thompson, then-president of Harley-Davidson [Motor Company], in Daytona. Charlie said, 'I would really like to do something for our

Customers'. That was really unique thinking at the time and was a real gem of an idea that started churning in our minds. The idea was to give something back to Customers, and the vehicle for that had to be at the local Chapter level. This idea of a number one club became the Harley Owners Group®. In Canada, several of our Retailers already had these number one clubs so it was a fairly easy transition to take what was a national concept in the U.S. and transfer that into Canada.

HOG® Magazine Canada: How has the Company managed to not only survive, but thrive, through economically challenging times?

Don James: The desire to own a Harley-Davidson® motorcycle hasn't diminished; it's just that discretionary expenditures have changed. We survived the carnage in the last three years better than our competitors and we're seeing some positive growth, but we have to continually evolve to find reasons to ride a motorcycle.

HOG® Magazine Canada: What do you see in the future of H.O.G.® and the company?

Don James: One challenge is keeping the Brand and the product of Harley® current and appropriate for a broader base. Canada is diverse and multicultural. We need to become more relevant to a younger, more diverse ethnic group including ladies, who are very important as they influence buying decisions.



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