

The magazine of the H.O.G.® experience | Issue 2 2018

# HOG®



**SPORT GLIDE IN TENERIFE • H.O.G.® 35TH ANNIVERSARY: HISTORY PART 2 • THE BLACK EAGLE SOARS: PART 6 • BATTLE OF THE KINGS 2018 • THE CREW 2: HARLEY® BIKES IN VIDEO GAMES • REGIONAL PROFILE: ITALY • STAROPRAMEN'S SPECIAL BREW**  
**• PLUS THE LATEST FROM H.O.G.® UK & IRELAND**

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## GEARING UP TO GET DOWN

**IT MAY SEEM** like it's been an age, thanks to the characteristically British weather, but we've finally made it through to the start of the summer, and that can only mean one thing – the riding season is upon us! Yes, fellow H.O.G.® members, it's time to start your engines for what's set to be a fantastic year full of adventures, and some very special anniversary celebrations!

The 115th Anniversary of one of the world's oldest motorcycle companies is one that will be savoured throughout the world of Harley-Davidson and the H.O.G. community. Here in the UK we'll be showcasing this occasion at Ireland Bike Fest (June 1-4) and Thunder in the Glens (August 24-26) – so you can be assured extra good fun at these two rallies.

Beautiful Prague will be at the heart of the European celebrations from July 5-8, bringing together H.O.G. members from all over the continent and even beyond. Some of you may have been lucky enough to secure tickets for the Rolling Stones concert the day before the celebrations begin, which is bound to kick things off with a bang!

Later in the year, the big party takes place in Milwaukee, the home of Harley-Davidson. Yes, folks – from August 29-September 2, there will be four days of non-stop anniversary celebrations, culminating in a huge parade through the city. Old friendships will be renewed and new ones will be forged at what's sure to be the party of a lifetime! Both of our Ladies of Harley® officers Lorraine and Elaine will be there, and you can find out more about their plans on page 22 of this issue.

Here on UK soil, you can share in the excitement and anticipation by joining in on the events and activities that various participating dealers have planned in June and July (see pages 28-29). From BBQs to bike checks to live entertainment, there's plenty going on across the country, so be sure to get in on the action. Many riders will be taking part in 'Rides In' to Prague, inspired by the 'Rides Home' events run by our US cousins, and these dealerships will be on hand to make sure everyone is ready for the journey, and to see them off in style.

There's another very special anniversary this year which must be mentioned. The Harley Owners Group® is celebrating turning 35, and we're taking the opportunity to look back at all we've achieved up until now. Check out Part Two of the H.O.G. timeline, along with members' stories from across the decades, on pages 32-37. We've also produced a stunning commemorative hardback book, documenting our amazing journey to this point – get hold of your copy now at hog35book.com.

For Harley-Davidson, our history is ingrained in everything we do. But as well as looking back during this landmark year, we're looking forward to what's to come. So whether you're a long-term H.O.G. member or have just joined the family, there are plenty of memories yet to be created – and it's time to go out and make them! Whatever roads you travel, I hope you are able to celebrate with H.O.G. and Harley-Davidson this year!

**Marjorie Rae**  
Consumer Experience Manager, H.O.G.® UK & Ireland

The new Harley-Davidson® XG750R  
being used in this season's American  
Flat Track (AMF) Twin series – see p7

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**VIDEOS ONLINE**

As well as videos on [hogeuropegallery.com](http://hogeuropegallery.com), we've got a YouTube channel – [HOGEuropeOFFICIAL](https://www.youtube.com/HOGEuropeOFFICIAL)



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# ALL HAIL H.O.G. AT 35!

UPDATE

**IT SURELY HASN'T ESCAPED** your attention that H.O.G.® is marking its 35th anniversary this year. To celebrate this milestone, we have produced a beautiful hardback souvenir book, which delves into H.O.G. history and features images and tales from members all over the world.

H.O.G. would be nothing without you – our brilliant members. This book bears testament to your passion for the Harley® brand, and recounts just a few of the amazing adventures that you have embarked upon over the past 35 years.

The book is now available to buy via [hog35book.com](http://hog35book.com) – but be sure to hurry if you want to get your hands

on it, as only 1,115 copies will be published! The first 115 to be sold will be accompanied by an official H.O.G. 35 patch.

**PAY TRIBUTE**

Get the look on and off the road with our fantastic H.O.G. 35 merchandise. The range includes unisex and women's clothing, patches and accessories, all carrying the official H.O.G. 35 logo. Visit [hogmerch.com](http://hogmerch.com) for full details.

**GEAR UP FOR SUMMER**

As the riding season gets into full swing, make sure you check out the new 2018 range of Harley-Davidson® event merchandise available at

[harley-davidsonmerch.eu](http://harley-davidsonmerch.eu). Official Rally Packs are now available for the Harley-Davidson Euro Festival and European Bike Week®, and can be collected on-site when you arrive at the event. Packs are available for both men and women and include a T-shirt, bag, patch and pin.

**MAKE IT PERSONAL**

It's never been easier to kit out your chapter with our full range of personalised rocker flags, patches and pins, all bearing the Bar & Shield logo. Order online or via email at [hog@eventmerch.com](mailto:hog@eventmerch.com). Orders are processed in just three weeks, and large orders of the same item are subject to a discount.



[HOG35BOOK.COM](http://HOG35BOOK.COM)

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## The race is on

The Harley-Davidson® Factory Flat Track Racing Team has returned to the track this season, competing on all-new Harley-Davidson XG750R motorcycles in the 2018 American Flat Track (AFT) Twin series.

The XG750R model is powered by a modified version of the liquid-cooled, fuel-injected 750cc Revolution X™ V-Twin engine, originally engineered for the Street® 750. It has been developed and engineered in collaboration with team partner Vance & Hines Motorsports.

AFT racing has seen a dramatic

resurgence in the past couple of years, and Harley-Davidson has a team that combines veteran experience with youthful potential. Seasoned pro and 13-time Grand National competition winner Sammy Halbert will be joined by former AMA Basic Twins class champion Brandon Robinson, while rising star Jarod Vanderkooi competes for the first time.

The 19-race series kicked off during Daytona Bike Week, and runs through to the autumn.

**For more information on the racing series, visit [americanflattrack.com](http://americanflattrack.com).**

## Chapter Catch-up

### Kiev Chapter, Ukraine

Founded back in January 2011, the Kiev Chapter from the Ukraine has achieved a great deal in its relatively short history.

The chapter's 80 members (over half of whom are Life Members) are a well-travelled bunch, having visited mainland Europe, Asia, the USA, New Zealand, Scotland and the North Cape over the last seven years, among others. And they're always sure to have a strong presence at the annual H-D gatherings in Saint-Tropez, Lugano, Lake Balaton and Prague. The most popular event has proven to be the incomparable Faaker See, which has been attended by almost every member of the chapter year on year.

Back home in Ukraine, the chapter is just as busy – members are actively engaged in carrying out charity work, organising ride-outs (including the first Ukrainian Ladies' Ride, which took place last year) and helping to preserve H-D heritage, with their unique museum collection run by director Igor Turtsevich.

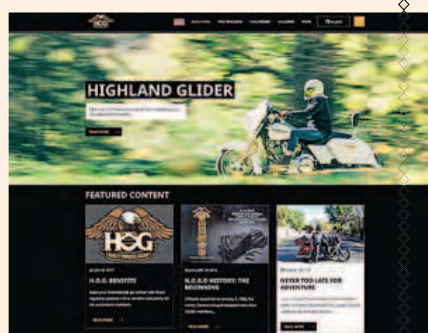
But things don't stop there – this year the chapter's Ladies of Harley® launched an official calendar, and a collection of poems has even been published, celebrating the chapter's milestone events. You may even remember reading about the exploits of some of the more adventurous chapter members in the magazine last year – six brave souls conquered Mount Elbrus, Europe's highest peak, back in 2016, and they've also taken on Kilimanjaro. It seems that the sky's the limit for this chapter, and we can't wait to see what they take on next!

## NEW: [blog.hog.com](http://blog.hog.com)

We're thrilled to announce the launch of our new online content hub, the HOG Blog. As well as offering the latest photo and video galleries, it will also include a new HOG® magazine section bursting with more stories, photos and videos. Also, the stories you read in *HOG Insider* are now archived on the HOG Blog for future reference.

The new site has full search functionality so you can browse for your favourite types of article, all customised for your region.

It's still just as easy for you to send us your photos for inclusion in the Intake Gallery – just click on the 'Galleries' tab and select 'Submit your photo'. You can also submit your 'Ride of the Week' photos directly through the site, as well as looking through the many years of



event photos previously housed on [hogeuropgallery.com](http://hogeuropgallery.com).

The new site aims to make your online H.O.G. experience more accessible than ever before. It's easy to navigate, and there are direct links to the official Events and Merchandise pages. Check it out at [blog.hog.com](http://blog.hog.com).

As always, we'd love your feedback, so get in touch at [hogmagazine.emea@harley-davidson.com](mailto:hogmagazine.emea@harley-davidson.com) with HOG Blog in the subject line.

**SEND US YOUR CHAPTER UPDATES** Are you a new chapter, or have you recently celebrated a milestone event or anniversary? Tell us all about it in no more than 200 words and we'll publish it here. Don't forget to send a photo! [hogmagazine.emea@harley-davidson.com](mailto:hogmagazine.emea@harley-davidson.com)



**VIDEOS ONLINE**

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UPDATE

# #GETSYKED WITH SHAW HARLEY-DAVIDSON

In December 2017, Shaw Harley-Davidson in Sussex changed hands, after 15 years of ownership by John Shaw. At 78, John felt that it was time to step back and enjoy his later years, and the fruits of his many decades of work.

The business was on the market for some time before John Sykes, an independent businessman, closed the deal in December to become the new owner, along with his wife, Denise.

John, himself a Harley-Davidson enthusiast and petrolhead, wasted no time

at all in moving things forward at the Holmes Hill site in East Sussex, and introducing the Sykes philosophy.

After setting in motion some general maintenance and site improvements, John's next step was to organise a '#getsyked' night at the showroom, to get to know H.O.G. chapter members and celebrate this new era for Shaw.

More than 150 members of the 1066 Chapter braved the cold and damp evening for drinks and a hog roast, and there was a great atmosphere. Much food and drink was

consumed, and members were excited to hear about the plans as they listened to John and Dealer Principal, Steve Willis,

talk about the road ahead.

The dealership is now looking forward and is planning site extension, modernisation and a whole new look and feel. One proposal involves extending the workshops to provide 13 bays with six technicians. The aim is to make Shaw Harley-Davidson a one-stop shop, and the go-to dealership for members.

All for freedom, freedom for all!







## TIME TO CELEBRATE IN SWANSEA

**All-American was the** order of the day when Swansea Harley-Davidson recently celebrated its fifth birthday.

Visitors to the dealership were treated to a weekend-long extravaganza of live



entertainment, refreshments and competitions.

Saturday's crowds were lucky to have glorious sunshine, perfect weather for admiring the fleet of American cars on site. A BBQ and performances from local bands helped to get the party started, ahead of a special ride-out with the dealership's Black Mountains Chapter.

There was much to entice visitors throughout the weekend, including free commemorative pins for the first 150 guests to attend on each day, American diner-themed refreshments and, of course, plenty of birthday cake!

A few surprises were also on the menu. Sunday saw a custom bike show and the unveiling of two very special custom bikes, including the unique Willie G. Softail Shop Custom bike. There was also a staff custom competition, which saw three teams battle it out to be crowned the people's winner.

There was a great range of exclusive deals and offers available throughout the weekend,



including a fun 'pop the balloon' discount scheme, which gave customers the chance to win up to 50 per cent off their purchases.

Chris Eady of Swansea H-D said: "Thank you to everyone who joined us for the weekend. The event was well-attended, and a great birthday celebration!"

## SADDLE UP, STATESIDE

**From August 29-September 2**, the H-D® hometown of Milwaukee will be transformed into a party paradise for Harley® lovers.

An event extravaganza will mark 115 years of Harley-Davidson®, including demos, racing, a custom bike show and two entertainment stages. And the best part is you don't need a ticket – the vast majority of events are free.

There couldn't be a better time to make the trip of a lifetime to the Harley® heartland. With four official Rides Home to choose from, each starting from a different US location, and all organised by the H.O.G. team, you can trace some of the most iconic and enjoyable highways across the country en route to Milwaukee.

George 'Mad Dog' McGuire of Dunedin Chapter made the trip for the 100th Anniversary in 2003, and it was one he'll never forget. "The highlight for me was meeting up and riding with different like-minded people every day,"

he said. "Everyone was so friendly and helpful, and keen to know where I had travelled from. It was a truly fantastic experience, and I'd recommend it to anyone."

Everything kicks off with a huge Welcome Home Party at Veterans Park. And they'll be plenty of adrenaline-pumping action, with indoor flat-track racing, side-by-side drag racing and beach racing on the beautiful shores of Lake Michigan. What's more, the H-D

Museum will host a range of special events, with free entry for H.O.G. members. You can also take part in destination rides to local dealerships, the Powertrain Operations factory and the Juneau Avenue headquarters.

The Harley-Davidson 115th Anniversary Parade rounds off the festivities in spectacular fashion on September 2. Make sure you're one of the thousands of riders taking part by planning your trip today.

**For full details of the schedule and other useful information, visit [h-d.com/115](http://h-d.com/115).**







CHECK OUT OUR FAVOURITE SNAPS THAT HAVE BEEN UPLOADED VIA THE H.O.G.® APP! VIEW THE FULL GALLERY AT [BLOG.HOG.COM/APP-SNAPS](http://BLOG.HOG.COM/APP-SNAPS)

DOWNLOAD THE APP FREE FOR YOUR SMARTPHONE AND ENJOY UPLOADING PHOTOS OF YOURSELF AND YOUR HARLEY® WHILE YOU'RE ON THE MOVE.

LOOK OUT FOR MORE IN THE NEXT ISSUE!





This is your place to help fellow H.O.G.® members by sharing knowledge you've acquired on the road.

- When submitting a letter, include your name, address, H.O.G. number and chapter affiliation (if any).
- Keep your submission brief but include enough information to make it interesting. We reserve the right to edit submissions for length and content, but the better your letter begins, the better chance it will find its way into print.
- Submissions can be in **any language**.

You can also email submissions to: [hogmagazine.emea@harley-davidson.com](mailto:hogmagazine.emea@harley-davidson.com)



INTAKE

**★ WINNER!**  
Guy Erkens from the Netherlands is the winner of our mystery H.O.G.® prize. If you want to be in with a chance of winning next time, why not send us a letter?

### BACK ON TRACK

Ever since I was a child, I dreamt of riding my own Harley-Davidson® motorcycle. I loved the raw, black look and the machine's power and sound. It just had to be a Harley®.

I used to play sports at a high level until one day, when I was 28 years old, I became injured with a collided vertebra and hernia. Suddenly, my movements had become very restricted. I could no longer work in sports. In fact,

I couldn't do much at all. My social life went backwards and my daily life was turned upside-down.

However, I could still ride a bike – and that's why I decided to finally get my own Harley. Riding was the only way I could do physical movement without receiving much back pain. I bought a Street® 750 and at last achieved my childhood dream.

When I later underwent surgery, riding my bike became even more

enjoyable. I loved every ride, and joined H.O.G. and my local chapter, the Limburg Chapter. My social life went straight upwards again and I formed new friendships.

Harley-Davidson now plays a huge role in my life and it has put me back on the right track. Thank you Harley, H.O.G. and my chapter!

**Guy Erkens, Netherlands**



**MY H-D® EPIPHANY**

At the end of 2015, after 34 years of riding solely Japanese bikes, I bought a Harley to celebrate my 50th birthday.

But let me backtrack a little. I admit that I started off not really getting the Harley ‘thing’. We’d taken in Biketoberfest during a holiday to Florida in 2008, and while I loved the atmosphere and sights and sounds, I didn’t get the fascination with H-D. But things started to change, and I found myself looking at Harleys more and more. I started to visit local dealerships just to have a nose around, but it took me a year or two to finally go for it.

So it was that on March 17, 2016, I picked up my 2016 Sportster® Iron 883™ from Edinburgh H-D. They did me a great deal, and even fitted the gear I’d bought at Destination Daytona in Florida. I rode home on a cold, wet Scottish March day with the biggest grin on my face, and that’s never changed. The following day, I got a Willie G. skull tattoo.

Fast-forward two more years and I’ve toured all over Scotland and beyond. I’ve attended Wake the Lakes, Thunder in the Glens, Hamburg Harley Days® and Biketoberfest, and am booked up for Prague for the 115th Anniversary celebrations. I’ve got the H-D bug bad: the wardrobe has changed, the house is full of Harley stuff, and I put in more miles each year than I ever have before.

I’ve been a biker all my adult life, living life to the full, but I can say hand on heart that getting my Harley has most definitely changed my life for the better.

**Shaun Fallon, Scotland**

**VINTAGE EDITION**

This is my grandson, Elliott. He is nine years old and is an avid fan of both Harley-Davidson and the UK’s longest-running children’s magazine, the *Beano*. He’s always had two ambitions: to get his picture published in the *Beano*, and to ride on the back of my old 1999 FLSTC Heritage Softail® Classic.

We wanted to help him achieve these dreams, but since his feet don’t reach the footpegs, it had to be a bit of a compromise! So, we came up with the idea of submitting a picture to the comic. We took these photos at home towards the end of last year, and were lucky enough to see him appear in the February edition of the *Beano*. Elliott was over the moon!

I have been a member of the Aire Valley H.O.G. Chapter since 2014. I have clocked up about 27,000 miles on the old Evo to date, mainly on chapter ride-outs in the north of England.

**Steve Wray, England**



**ISLAND DREAMS**

This year I am celebrating 50 years of riding, having bought my first motorcycle at just 12 years old.

Last year for my birthday, a friend bought me a four-day loan of a Harley at a charity auction. I choose a XL1200 Roadster™, and rode around our beautiful island of Jersey for four days. It was just heaven. There’s a great range of coastal and rural roads to cover, and a large Harley-Davidson community on the island, so the set-up for riders is fantastic. Not to mention that it’s the sunniest place in the British Isles! I covered more miles than my other bike, a Triumph, had covered in five years – not bad on an island of only nine miles by five!

At the end of my dream four days riding around Jersey, it was sadly time to return the Harley. My wife, Pam, had never seen me so happy. By the time I arrived at the shop, she had bought me the Roadster for my birthday.

Happy times!

**Paul Bell, Jersey**





**BACK IN THE SADDLE**

Here in Mauritius we have an active chapter, and our members are regularly out on their Harley® motorcycles. However, for our October 2017 ride-out we decided to ramp up the excitement a little: Assistant Director Victor Mendes, Dominique Crepet and I had the idea of bringing together V-twins and real-life horsepower.

After a warm welcome from Victor, the briefing took place and it was time to ride on two wheels. In perfect weather, the journey lasted about two hours along marvellous curving roads in the Chamarel region and the south-west of the island, where we finally reached our destination: the beach of Le Morne.

After parking our bikes, it was time to meet the ‘horsepower’. We all had the chance to ride a horse on the beach and through the surf thanks to the kindness of the Haras du Morne organisation, which offered us several horses to ride.

For many of us this was our first horse-riding experience and, based on the smiles on everyone’s faces, it was an unforgettable one. You could really see in the riders’ expressions what this feeling of freedom meant to them.

To top off a perfect day, I played chef and prepared a giant seafood paella on the beach for everyone to share. It must have hit the spot, as there were no leftovers by the end of the meal!

This was a truly memorable day for our chapter, and everyone is looking forward to our next ride, where we will once more experience the joy of riding together (on our Harleys this time!) and share more beautiful moments. Here in Mauritius we like to believe that nothing is impossible. If you happen to be passing, don’t hesitate to contact us and join the fun!

**Pierre-Yves Roten, Mauritius Island Chapter**

**METAMORPHOSIS OF A HARLEY**

I thought readers of *HOG*® magazine may be interested in my bobber, ‘Metamorphosis’, which has been 30 years in the making. By the time I retired from the fire service I already had my dream bike sketched out on paper – a Harley that incorporated a range of styles and influences, from board track to bobber, vintage to Sportster®. I like a range of custom styles, so I had the idea of building a bike incorporating them all!

‘Metamorphosis’ is based on a 1991 Sportster 1200 with a hardtail frame and leaf-spring front end. The paint is designed to represent different phases of Harley history; as the years pass the paint unveils different eras, from the industrial roots of the early Harleys to modern vivid black, all done in the proper period-matched H-D® colours.

I’m a life member of the Clyde Valley Chapter. I use the bike in all weathers, rain or shine, and for weekend runs out around the lanes in south-west Scotland where I live. It has now been to the Thunder in the Glens event in Aviemore twice – and this year will make it three.

This photograph was taken at Annan Harbour after a ride-out. ■

**Iain Campbell, Scotland**



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# INTAKE GALLERY



Geneviève Fijet and Yves Caudron of the Mons Chapter, Belgium, show off their Street Glide® 'Memphis Belle' at Eilean Donan Castle

## More photos online!

If your photo isn't published here, we may have included it in the digital version of *HOG*® magazine or in the Intake Gallery at [blog.hog.com](http://blog.hog.com)! You can send us your photos through the site too; click on 'Submit your photo'. When sending in your pictures, please make sure they are taken with your camera's quality mode set reasonably high so they are good enough for print. And don't forget to send captions!

**DON'T FORGET – WE ONLY PRINT A SMALL SELECTION IN *HOG* MAGAZINE, BUT WE INCLUDE LOTS MORE IN THE DIGITAL EDITION OF *HOG* MAGAZINE (MAKE SURE WE HAVE YOUR EMAIL ADDRESS SO YOU GET THE LINK IN THE MONTHLY *HOG INSIDER* E-MAGAZINE). WE ALSO UPLOAD LOTS MORE TO THE INTAKE GALLERY ON [BLOG.HOG.COM](http://blog.hog.com) EVERY WEEK. KEEP CHECKING TO SEE YOUR PHOTOS ONLINE!**

There are lots of ways to share your Harley® photos with us:

- Visit [blog.hog.com](http://blog.hog.com) and click on 'upload my photo'
- Download the H.O.G.® App and send us your photos on the move – check out the App Snaps gallery at [blog.hog.com/app-snaps](http://blog.hog.com/app-snaps)
- Upload your photos to the [instagram.com/hogemea](https://www.instagram.com/hogemea) account
- Email us at [hogmagazine.emea@harley-davidson.com](mailto:hogmagazine.emea@harley-davidson.com)



**EVERY PICTURE PUBLISHED IN THE PRINTED EDITION OF INTAKE GALLERY WINS ITS PHOTOGRAPHER A H.O.G.® STAFF PHOTOGRAPHER'S PIN, SO REMEMBER TO SEND YOUR NAME AND ADDRESS TOO!**



## Intake gallery



◀ Hynek Hošek from Karlovy Vary in the Czech Republic took this artistic shot in Dresden



▼ Claudio Quintana Gonzalez and friends from Gran Canaria get up close and personal with the locals in Galicia

▶ Antonio Gaccione rests his Road Glide® on a 22-day journey from Cosenza, Calabria, to the Norwegian North Cape



▶ Prasanna Narayanan of the UAE found a great backdrop for his 2017 Road King® Special – the Burj Khalifa tower in Dubai



▼ Massimiliano Fiore and his friend Francesco stop to admire the view from the Strada della Forra, on the western side of Lake Garda



▲ Paul Johnson from South Africa framed Sue Nagel against this stunning sunset

Intake gallery

Irina Mink, Ladies of Harley®  
Officer and photographer of the  
H.O.G.® Cape Town Chapter,  
snapped her Softail Slim® in the  
sun at the SA Ladies Rally

INTAKE GALLERY







# Smiles

## FOR MILES



For pillion Corinda Edwards, it's still all about the ride

**CORINDA EDWARDS' FIRST** ride on a Harley-Davidson® was a leisurely 200-mile round trip to the south coast, and it's safe to say she was instantly smitten by the experience.

"Back in 2010 I met my partner Steve O'Leary, who owned a Super Glide® at the time. We'd only been together for a couple of weeks when he said we should go for a ride. I was really excited at the prospect," says Corinda.

### *A great initiation*

The plan was to head out from Medway in Kent for a short trip to allow Corinda to experience a gentle introduction to pillion life. However, having enjoyed the initial ride so much, they pressed on to Brighton and then followed the coastal roads back home. "It was a fantastic day out, and a great way to get my Harley® initiation," Corinda says. "I just remember thinking 'I want to do it again'."

The Harley bug had officially taken hold, and it was onwards and upwards from there. "After that we were out most weekends, heading off to various destinations around the country. It soon became the norm to be on the road."

They also became members of the Lakeside Chapter, joining ride-outs from time to time, though initially they kept themselves to themselves. "We'd head out with the group,



though admittedly we kept a low profile. We're both quite shy. It was thanks to Lorraine and Malcolm Seedhouse that we became more involved with the group – that really made the difference. We've made some great friendships – everyone has been really welcoming."

### *Adventures abroad*

After only a couple of ride-outs with the chapter, Corinda and Steve stepped it up a gear, signing on for a chapter ride to glamorous Monte Carlo in 2012. "We were very excited about doing the trip, but also quite nervous as it was an ambitious route. We had lots of chapter meetings to discuss plans, logistics and so on. I think we ended up taking too much stuff in the end!"

Starting off from Calais, the group headed towards Switzerland, then through Italy and on to Monte Carlo via the coastal roads. The trip was so fantastic and memorable, they signed up for an excursion to Barcelona as soon as they returned home. "We initially thought we couldn't afford

another trip so soon after, but we decided that it would be worth it!"

Corinda and Steve have subsequently been on further chapter adventures abroad, including trips to Hamburg, Golfe de St Tropez for the Harley-Davidson Euro Festival, and even across to the US. "St Tropez was a real experience! We had such a great time we ended up staying a week. We like to mix up our adventures, sometimes going with the chapter and other times with friends, but it's always a great experience no matter who you're with."

### *Up for the challenge*

And so to the Chapter Challenge, and the phenomenal circa 22,000 miles clocked up in 2017. "Steve loves being involved in the Chapter Challenge, so we set out to cover a decent distance for the year. But it's not just about the miles, it's more about creating new experiences and making the most of the weekends."

The 2017 mileage was a significant improvement on their previous best of 18,000, and reflects Corinda and Steve's

ever-increasing enthusiasm to explore new horizons. "We now have even more weekends free than previously, so we just book a hotel somewhere in England and head off – we like to find new places to have an ice cream! There are so many areas we haven't been to, so we're always on the lookout."

Trips have included a memorable stay in a rented cottage in the West Country, which allowed them to explore the delights of the west coast at their own pace. "That was a fantastic week. It's great to be able to escape so easily and plot your destinations."

So now that Corinda's a fully paid-up Associate member of H.O.G., how would she sum up her experience of the culture?

"There are so many different elements to it. I think being with the chapter is great, there's such a diverse range of people from all sorts of backgrounds – it opens up a whole new world. And having a partner who's equally passionate about Harley-Davidson means that we can experience all these fantastic adventures together."





## We'll meet again

### Milwaukee is set to see old friendships renewed

**WHILE PLANNING** a road trip in California some years ago I used the H.O.G.® Chapter Locator facility to connect with the Victor Valley Chapter. After meeting up and experiencing that unique H.O.G. hospitality, chapter members escorted my husband and I on various ride-outs to places of interest.

Fast-forward to 2013. As part of the 110th Anniversary event we were able to catch up with two members from Victor Valley who rode from California to take part in the celebrations, arranging a rendezvous at the Harley-Davidson Museum (an absolute must).

It was also during the 110th event that we met the Deer Lake Chapter from Pennsylvania, who were travelling with their family-run sponsoring dealer, Schaeffers. As we hung out at the end of each day, a plan to return for the 115th Anniversary was hatched.

And so here we are. With the anniversary just round the corner, we're looking forward to rekindling those friendships once again in Milwaukee. We also have plans to meet up with friends from the UK who will be visiting the home of Harley-Davidson. Lorraine (see right) will also be there to celebrate.

I'm particularly looking forward to visiting the Wall of Rivets. Ahead of the 110th, I had arranged an engraved rivet as a surprise for my husband, Ray. It won't be as shiny now – in fact, like my Classic Springer®, which has covered many thousands of miles over the past five years, it'll be somewhat weathered – but the rivet is a reflection of how far I've come on this fantastic journey.

The wall itself will undoubtedly have many more rivets on display, as enthusiasts from across the world keep a piece of their own personal Harley history where it all began. That's most certainly where I'll be heading, as it's where my heart is.

#### SHARE THE SPARK,

**ELAINE SHEPHERD**  
NATIONAL CHAPTER LOH OFFICER, UK & IRELAND

## Flying the flag

### This anniversary year is a time for reflection

**LOOKING BACK** five years, I remember being incredibly excited about the journey ahead on my recently purchased Electra Glide® 110th Anniversary motorcycle, which would be accompanying my husband Malcolm and me to Rome for the European celebrations. We'd won tickets to an event that allowed us to park our bike right outside the Vatican, just beyond St Peter's Square.

On his route, the Pope passed just feet away, blessing the bikes – the aura that surrounded him was indescribable. I also took part in mass within the Basilica, another once-in-a-lifetime experience.

Then in August we were off to Milwaukee. I'd previously lived in America but I never thought I'd get the chance to ride pillion on a Harley-Davidson® on this stage, so it completely blew my mind. I took part in the Parade of Flags, carrying my chapter flag with pride – an honour indeed. Seeing thousands of Harley brothers and sisters enjoying the parade, the smiles and energy that each one gave, will live with me for a lifetime. When I saw the American firefighters riding a turntable and ladder in the midst of the parade and everyone clapping and cheering, it brought tears to my eyes.

This year I will again be travelling to the European event, this time in Prague, a city I've always wanted to visit. Once there, I know one of my highlights will once again be the Parade of Flags – a particular favourite, in case you hadn't guessed!

It's one of those events where everyone is energised and in high spirits. After all, who wouldn't be, riding your Harley with fellow H.O.G. members from around the world?

I am hoping to be able to get to know many more lady riders, pillion riders and non-riders through my role this year. Please be sure to say hello if you're lucky enough to be there too!

#### FROM THE REAR SADDLE,

**LORRAINE SEEDHOUSE**  
NATIONAL CHAPTER ASSOCIATE LOH OFFICER, UK & IRELAND





WARR'S  
London - Since 1924

*Europe's oldest Harley-Davidson® dealership*

FOR NEARLY 95 YEARS, FROM SILENT GRAYS TO MILWAUKEE EIGHTS, WARR'S HAS BEEN HOME TO HARLEY-DAVIDSON IN EUROPE. COME AND VISIT OUR LANDMARK DEALERSHIP THIS SUMMER AND EXPERIENCE FOR YOURSELF WHAT MAKES WARR'S SO SPECIAL.

NEW | USED | CUSTOMISATION | WARR'S H-D MUSEUM COLLECTION | RENTALS | PARTS, ACCESSORIES & MOTORCLOTHES



SHOP ONLINE AT OUR BRAND NEW WORLDWIDE USER FRIENDLY WEB STORE - WE HAVE THE WIDEST RANGE OF THE LATEST GENUINE H-D PRODUCTS AND LONDON SOUVENIRS



WARR'S H-D LONDON COLLECTION  
UNIQUE DESIGNS



115TH ANNIVERSARY COLLECTION  
CELEBRATE IN STYLE

VISIT TODAY AND GET A REWARD > [STORE.WARRS.COM/HOGMAG](http://STORE.WARRS.COM/HOGMAG)

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# THE FINAL COUNTDOWN!



The Harley-Davidson® 115th Anniversary celebrations in Prague are just weeks away – now's the time to get up to speed with what you can experience, both on the main event site and on your way there...

Text: Jirí Kolár



**THIS IS THE BIG ONE.** Not only is it time to celebrate 115 years of Harley-Davidson, but it's also 35 years of H.O.G.®, 100 years of independence for the Czech Republic, and 90 years of Harley-Davidson Club Prague. Here's some info about what you can expect at the main event between July 5-8, as well as things to do en route.



TICKETS

### TICKETS

Save money and beat the queues – get your ticket now at [eshop.h-d-prague115.com/en](http://eshop.h-d-prague115.com/en). All entry

tickets contain a unique QR code, which the marshals will scan to check you into the event, before providing you with a wristband. You can also use the QR code to collect your Rally Pack or T-shirt, or to register for the Parade – if you were lucky enough to win a Parade place in the raffle!



MOBILE APP

### MOBILE APP

You don't need to carry a printed copy of your ticket/QR code with you – the most convenient way of

having your ticket and code in your pocket is to download our 115th Anniversary mobile app – search for 'Harley-Davidson 115th Anniversary' in the App Store or Google Play. The app also provides you with 'what's on' information, latest news, an event site map and an event programme. You can also scan participating dealers to claim your Rides In rewards, as well as accessing a map of points of interest in Central Bohemia where you can scan QR codes to participate in the Central Bohemia Challenge – read on for more info!



RIDES IN

### RIDES IN

If you want a pit stop on the way to Prague, there are more than 80 authorised Harley-Davidson dealerships

and Hard Rock Cafes across the continent ready to welcome riders on their way to Prague. These dealerships will offer bike washes, free inspections, refreshments and even live music and parties!



Some dealerships are planning group Rides In along suggested routes from various places across the continent. With the aforementioned 115th Anniversary app, you can also plan your trip to collect as many dealership 'check-ins' as possible – just scan the unique dealership QR codes to give you a chance to get a special Rides In reward! More information is available at <https://h-d.prague115.com/en/road-info/rides-in/>



### CENTRAL BOHEMIA

The Czech Republic has been a crossroads of nations, culture and history for millennia, which makes this part of the continent a true land of stories. Why not extend your stay and enjoy the beauty of the Central Bohemia region? Using the app, you can participate in the Central Bohemia Challenge by scanning unique QR codes to give you the chance to win a special commemorative coin. The challenge takes you to more than 60 locations, including castles, museums, wildlife reserves and memorials connected by scenic roads through forests, meadows and river valleys. Find out more about the best riding tours at [h-d.prague115.com/en/where/central-bohemia-10-routes](https://h-d.prague115.com/en/where/central-bohemia-10-routes). 'Riders Welcome' locations await your visit and offer all kinds of experiences – museums, breweries, fishing, vintage motorcycle displays, restaurants, bars and campsites. And if you need the ultimate reason to ride into the location before the start of the 115th Anniversary celebrations, do not forget the Rolling Stones 'No Filter' tour, a not-to-be-missed concert in Prague on the evening of July 4!



### PRAGUE

If you're flying into Prague's Vaclav Havel airport, the largest and most important in the Czech Republic, you can check in for the event by presenting your ticket at the 115th info booths in the airport terminal. You can also get information on Prague city transport, directions to the main event site and other traveller information.

If you are riding into the main event site there is plenty of bike parking, with overflow parking in a reserved secure parking area nearby with an event shuttle to reach the event entrance. There is also free bike parking across the city in 'blue line' parking zones.



### ACCOMMODATION

#### ACCOMMODATION

Coming on your own, or riding with a group? Search the available options on our website! The

Accommodation Event Team is happy to assist you in finding accommodation options within carefully selected hotels. We can help you to stay in the same hotel as your friends and family, keep your motorbike safe, and make your stay as comfortable as possible. The team can build packages in different pricing tiers and customise them according to your group or even individual needs.



### THE SITE

#### THE SITE

The main event site is at Holešovice Expo Grounds, within walking distance of the historical city centre.

There will be live music across four stages, with The Hives headlining on Saturday night. There's also the H-D® Expo, H-D and Jeep® Demo Rides, Custom Bike Show, biker games, stunt shows, vendors and H-D dealers.

The H.O.G. Village is the home of anyone whose heart beats to the rhythm

of the Milwaukee V-twin. Meet up with other members and celebrate 35 years of H.O.G. – Jack Daniel's and Hard Rock Cafe will also be present!

There will be all kinds of food on offer, from classy restaurants to food trucks, and of course the famous Staropramen beer. As if all that wasn't enough, there's also the European Muay Thai Championship, freestyle motocross, a Jeep obstacle course, special guests from the Davidson family and top Motor Company officials in attendance.

Should you need any service work on your motorcycle, experienced H-D technicians will be on hand to help in the Service Area on the main event site.

To make refreshment queues as short as possible, all food and drink payments within the Expo Grounds can only be made with a payment card. Use your own credit card or, better still, get yourself a commemorative 115th payment card powered by MasterCard, and load it up to get your first Staropramen beer! You can use your 115th payment card for any cashless transaction where MasterCard is accepted – not just on the event site.

The 115th Harley-Davidson Anniversary celebrations in Prague will be a life-changing experience because of you – Harley-Davidson enthusiasts from all over the world, united by riding, living and representing the eternal spirit of freedom for all.



**GET YOUR TICKETS NOW ON  
E-SHOP.H-D.PRAGUE115.COM  
FOR MORE DETAILED INFORMATION  
VISIT H-D.PRAGUE115.COM**





# GET YOUR MOTOR RUNNING

There's only one place to be in September 2018, when thousands of Harley-Davidson® riders will again be heading to Austria for European Bike Week®



**EUROPEAN BIKE WEEK® 2018** is only a few short months away and it's time to start planning your trip to the party of the year.

Since 1998, European Bike Week has become a not-to-be missed highlight on the calendar of Harley-Davidson® enthusiasts from all over the continent and further afield, with a record-breaking 125,000 attendees gathering at the 20th anniversary event in 2017.

Wherever they call home, festival-goers all share a passion for H-D® and there's no better place to get together with fellow fans than the shores of Faaker See, in southern Austria, the location for the festival since it began in 1998.

Someone already planning to be there in 2018 is Ana 'Mamana' Ivancic from Slovenia, who last year was chosen as the winner of a new, unique special-edition Sportster® Forty-Eight® motorcycle as part of the festival's anniversary celebrations.

Ana, who was in Faaker See with husband Jan and two of their five children, says: "I was at the first event in 1998 and loved it so much I have been back every year since on my Harley-Davidson Fat Boy®. I hope to be present at the next





Faaker See – not to mention the vast amount of dealers and traders.

And, of course, there's the music. European Bike Week has always attracted a wide range of bands and artists, from local performers to global stars. The 2018 line-up is still to be confirmed, but there's sure to be a great soundtrack to the event.

Trevor Barton, Consumer Experience Manager, Harley-Davidson International, sums up the enduring appeal of European Bike Week: "After a hectic summer full of Harley-Davidson events and gatherings, the Faaker See event in the heart of beautiful Carinthia is a fantastic five-day party where you meet friends old and new, see every type of Harley-Davidson machine and listen to top-quality live music."

What more could you ask for? Put September 4-9, 2018 in your diary, book the time off work and start planning your trip to Faaker See – you know it makes sense.

**For the latest news and updates on European Bike Week, visit [events.harley-davidson.com](https://events.harley-davidson.com)**

20 European Bike Weeks too." It's not just the stunning location or the fact they'll be enjoying a giant party – the kind that only Harley-Davidson could lay on – in the company of old and new friends that keep people coming back again and again to Faaker See for what has grown into Europe's biggest free motorcycle rally.

Favourite regular features include the Harley-Davidson Village, the chance to see and try the latest H-D models, the Jeep® Experience, including test drives, the Custom Bike Show, celebrating Europe's best builds, and the Parade, with a posse of more than 10,000 riders hitting the road for a tour of the Carinthian mountains and lakes surrounding





### WEST COAST HARLEY-DAVIDSON, GLASGOW

Those north of the border need not miss out on the fun! Glasgow's West Coast Harley-Davidson will have a host of activities going on at their event on June 23. Book a free pre-rally technical check, enjoy some great entertainment and take advantage of the free bike wash facilities. There are also exclusive in-store offers available for H.O.G. members, including free goodie bags!

[westcoastharley.com](http://westcoastharley.com)



# RIDES IN: PRAGUE

## HERE WE COME!

**Dealerships around the country – and beyond – are gearing up for the Harley-Davidson® 115th Anniversary celebrations**

**IT'S GOING TO BE** one heck of a party, both in Europe and over in the US at the home of Harley-Davidson® in Milwaukee, as we celebrate the company's 115th Anniversary.

Ahead of the celebrations in Prague from July 5-8, more than 80 dealerships across continental Europe are planning special events, offers and group rides to mark the landmark event – from Tallinn, Estonia in

the north, to Moscow in the east, to Naples in the south.

In the UK, a number of dealerships are taking part in the fun – here's a snapshot of activities across the country that you can get involved in. Make sure you don't miss out!

To find out more about Rides In activity across Europe, visit: [h-d.prague115.com/en/road-info/rides-in](http://h-d.prague115.com/en/road-info/rides-in)

**NEWMARKET HARLEY-DAVIDSON, SUFFOLK**

The Newmarket team are ramping up the excitement with a range of offers and support facilities available throughout June and July. H.O.G.® members benefit from 10 per cent savings, and you can make the most of priority breakdown local recovery and free bike wash facilities.

The dealership is also proud to be providing a special support truck and trailer for the local Icenis and Fenlanders Chapters as they make their way to Prague. This will include a bag carrying service, basic tool supplies and a couple of spare bikes.

[lindhd.co.uk](http://lindhd.co.uk)



**LAKESIDE HARLEY-DAVIDSON, ESSEX**

The Lakeside dealership team have got you covered with their comprehensive pre-tour package, which includes a 15 point check on your bike.

They've also got some fabulous celebration events planned: on June 23 there's a hog roast and live band, while on Monday July 7 the dealership will be opening at 7am to wave off riders heading to Prague. Come along for coffee and pastries!

[lakesideharley-davidson.co.uk](http://lakesideharley-davidson.co.uk)



**WARR'S HARLEY-DAVIDSON, LONDON AND SOUTH EAST**

There's set to be a real party atmosphere at the Warr's dealerships, with both hosting kick off events – at King's Road on June 23 and Mottingham Road on June 24.

Head over to either dealership for free self-serve refreshments, priority service support, bike wash facilities and in-store savings. Be sure to pick up your exclusive 'Ride to Prague via London' Warr's pin – free when you spend £20 or more in store!

At the King's Road dealership, riders can take advantage of the VIP 'Prague Adventurer' bike corral, which promises dedicated parking and a rest stop. Enjoy live music and make sure you also check out the Warr's Museum Harley-Davidson display including a unique London photo opportunity!

[warrs.com](http://warrs.com)



**READING HARLEY-DAVIDSON, BERKSHIRE**

Be sure to stop off in Reading for special offers and support services, including a free pre-rally ride safety check and bike wash facilities and free coffee and tea. Catering will also be on site for those with an appetite.

[lindhd.co.uk](http://lindhd.co.uk)



**SHAW HARLEY-DAVIDSON, EAST SUSSEX**

The Shaw dealership is welcoming riders with a range of exclusive offers for H.O.G. members. Enjoy free coffee and tea while you check out what's on offer, and benefit from priority emergency service support, bike checks and bike wash facilities.

[shawharley-davidson.co.uk](http://shawharley-davidson.co.uk)



**MAIDSTONE HARLEY-DAVIDSON, KENT**

Kick off the celebrations in style at Maidstone H-D's 115th Anniversary launch event on Saturday June 23, 9am to 6pm. It's a great opportunity to meet fellow riders, whether you're heading to Prague yourself or enjoying the festivities from afar! Free refreshments and exclusive in-store offers will be available, as well as a social media competition where you could win a £115 in-store voucher! All you need to do is purchase a Maidstone Harley-Davidson dealer T-shirt, take a picture in Prague and send to or tag the dealership for a chance to win. Get your bike in tip-top condition, with final checks and free bike wash facilities available.

[mshd.co.uk](http://mshd.co.uk)



- Refreshments
- Savings
- Servicing / Washing
- Entertainment
- Extras



# 2018 H.O.G.<sup>®</sup> RALLIES

Gear up for another spectacular year of events across Europe, the Middle East and Africa

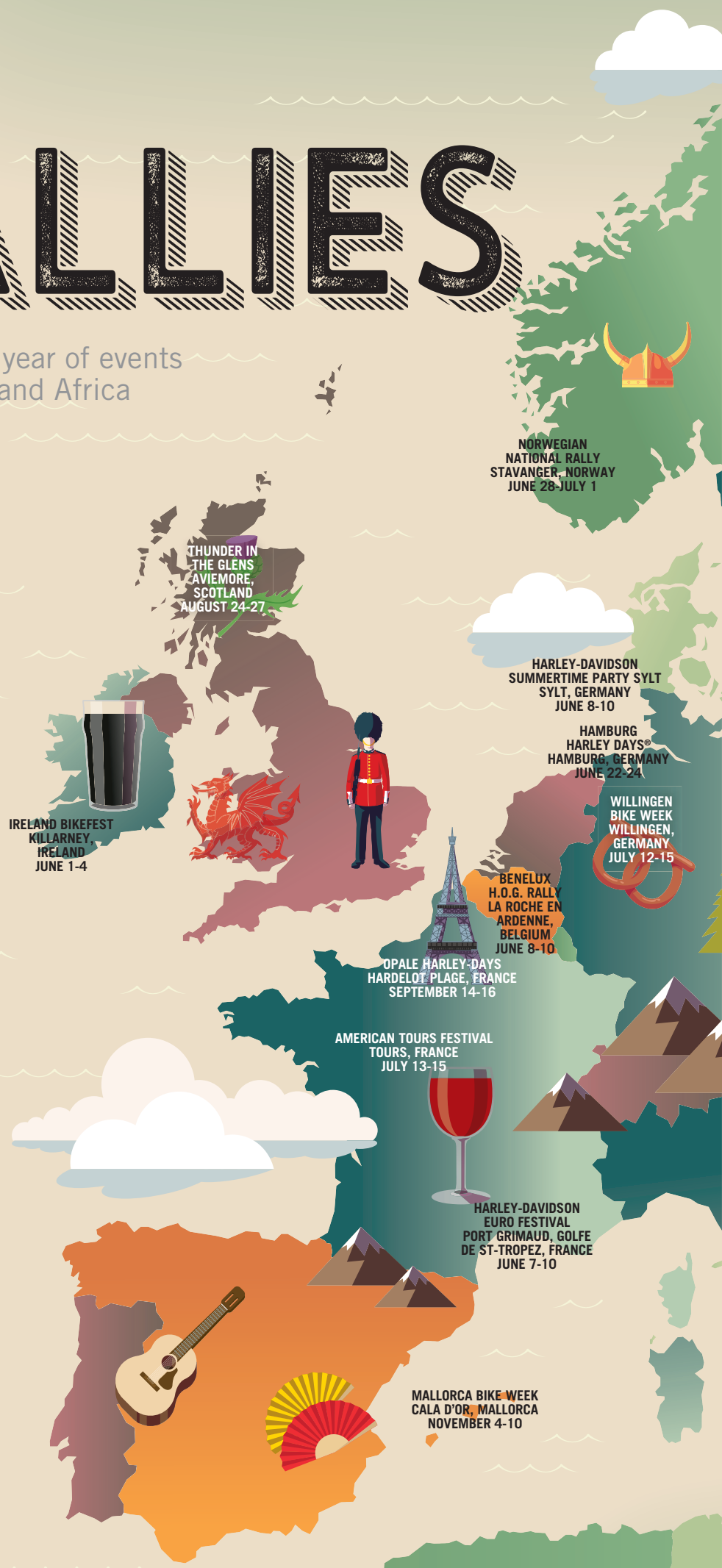


**HARLEY-DAVIDSON<sup>®</sup> MENA - ROAD TO FREEDOM MOTORCYCLE FESTIVAL**  
LEBANON  
OCTOBER 6-7

**H.O.G.<sup>®</sup> LEBANON CHAPTER TOUR**  
LEBANON  
OCTOBER 3-5

**H.O.G. BAHRAIN CHAPTER RALLY**  
BAHRAIN  
NOVEMBER 1-4

**H.O.G. JORDAN CHAPTER TOUR**  
JORDAN  
JULY 11-14



**THUNDER IN THE GLENS**  
AVIEMORE, SCOTLAND  
AUGUST 24-27

**IRELAND BIKEFEST**  
KILLARNEY, IRELAND  
JUNE 1-4

**NORWEGIAN NATIONAL RALLY**  
STAVANGER, NORWAY  
JUNE 28-JULY 1

**HARLEY-DAVIDSON SUMMERTIME PARTY**  
SYLT, GERMANY  
JUNE 8-10

**HAMBURG HARLEY DAYS<sup>®</sup>**  
HAMBURG, GERMANY  
JUNE 22-24

**WILLINGEN BIKE WEEK**  
WILLINGEN, GERMANY  
JULY 12-15



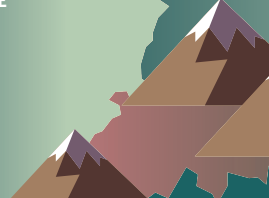





**BENELUX H.O.G. RALLY**  
LA ROCHE EN ARDENNE, BELGIUM  
JUNE 8-10

**OPALE HARLEY-DAYS**  
HARDELOT PLAGE, FRANCE  
SEPTEMBER 14-16

**AMERICAN TOURS FESTIVAL**  
TOURS, FRANCE  
JULY 13-15

**HARLEY-DAVIDSON EURO FESTIVAL**  
PORT GRIMAUD, GOLFE DE ST-TROPEZ, FRANCE  
JUNE 7-10

**MALLORCA BIKE WEEK**  
CALA D'OR, MALLORCA  
NOVEMBER 4-10



NATIONAL H.O.G. RALLY  
JÄRVSÖTREFFEN  
JÄRVSÖ, SWEDEN  
JUNE 14-17

FINNISH HARLEY  
WEEKEND  
TURKU, FINLAND  
AUGUST 2-5

SAINT PETERSBURG  
HARLEY DAYS  
SAINT PETERSBURG,  
RUSSIA  
AUGUST 3-5

H.O.G. RALLY MINSK  
MINSK, BELARUS  
SEPTEMBER 14-15

POLISH BIKE WEEK  
KARPACZ, POLAND  
AUGUST 2-5

115TH ANNIVERSARY OF  
HARLEY-DAVIDSON®  
CELEBRATIONS / EUROPEAN  
H.O.G.® RALLY  
PRAGUE, CZECH REPUBLIC  
JULY 5-8

DRESDEN  
HARLEY DAYS  
DRESDEN, GERMANY  
AUGUST 3-5

EUROPEAN BIKE WEEK®  
FAAKER SEE, AUSTRIA  
SEPTEMBER 4-9

OPEN ROAD FEST  
LAKE BALATON,  
HUNGARY  
JUNE 6-10

ZAGREB H-D® RALLY  
ZAGREB, CROATIA  
JUNE 1-3

TRINACRIA RUN  
SICILY, ITALY  
SEPTEMBER 14-16

[EVENTS.HARLEY-DAVIDSON.COM](https://events.harley-davidson.com)

H.O.G.® History - from the beginning  
to the 35th anniversary Part 2:

1992-2000

IT'S BEEN A  
LONG

AND CRAZY  
RIDE...



1

# MEMBERS CELEBRATE H.O.G.'s 10<sup>th</sup> ANNIVERSARY WITH STYLE

More than 20,000 members showed up to celebrate H.O.G.'s 10th birthday! For those of you who couldn't make it, let's take a walk through the Wisconsin State Fair Park and this year's Annual H.O.G. Rally. There were 26 stations whose staff was ready to register folks quickly so they could get on with the business of having fun!  
Photos by Sam Benveniste-Bennet



1 The first day of the rally featured an exciting Report on page 9 for details.



2 A walk through the HOG's Mall, and you could find everything from face painting to pitstripping, your hair braided. There was even a special U.S. Post Office cancellation for the event!



3 The Poker Run was a beautiful ride through scenic Kettle Moraine. Members raised \$25,000 for MDA during the rally!



4 Other stops during the rally included the Ladies' Your Dads workshop, which both women loved, and the ever-popular Harley-Davidson...

5 Life members got together for a baseball game (Harley vs Yankees) at Milwaukee County Stadium. And, what's a baseball game without a "tailgate party"? Rally's Hamburgers provided the refreshments, but where are the "tailgates"?



6 Four of the previous Ms. Harley-Davidsons showed up to greet members and sign autographs. From left: Tamara Ja'Neil, Kristina Whitley, Dinger (Dinger? He's from Little Rock, AR. He's not a former Ms. H-D!), Gailan Beedy and Jackie McCue.



7 The Ride-In Show brought out some of the most beautiful bikes in the country. Here are just a few featured in...

To be continued... (see next issue)

H.O.G. WAS GROWING RAPIDLY IN THE EARLY 1990S - WORLDWIDE MEMBERSHIP WAS NEARLY 200,000 BY THE END OF 1992...



2

5,000 members attended the event in Castellón.

The success of the European H.O.G. Rally, and the rapid increase in attendance, led to the decision to hold separate annual events in the north and south of the continent, with 1996 events hosted by Rotterdam in Holland and Lake Garda in Italy, drawing 8,000 attendees. In 1997, even larger numbers travelled to Kristiansand in Norway and Biarritz in France. By the time the end of the millennium arrived, the 10th European H.O.G. Rally in Spain drew more than 8,000 members to Lloret de Mar – a sign of things to come.

The success of H.O.G. rallies and major Harley-Davidson® events in this period led to many of the venues of the big annual Harley-Davidson and H.O.G. rallies requesting a permanent annual position in the Harley-Davidson events calendar;

What started out as a small 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.

In just 10 years, Harley Owners Group® had grown from an idea to a major happening in the motorcycling world. You could see it on the faces of the 20,000-plus members celebrating H.O.G.'s anniversary at the 1993 10th Annual U.S. H.O.G. Rally in Milwaukee. Meanwhile, continued growth

in membership led to 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 the European continent. Official H.O.G. rallies were taking place in countries across the world – following the success of the first European H.O.G. Rally in Cheltenham, UK, France hosted the second version the following year, drawing 3,500 members to Alsace, followed by Holland (1993), Germany (1994) and Spain (1995), where more than

3



# 1992-2000

annual events in Golfe de St-Tropez, France and Faaker See, Austria continue to this day, drawing capacity crowds – a reflection of the major economic effect a H.O.G.® rally has on the local area wherever it appears. Quite a change from the early days of H.O.G., when suspicious regional authorities had to be reassured that they were doing the right thing by allowing thousands of Harley riders to descend on their region!

## FROM STRENGTH TO STRENGTH

Further afield, major H.O.G. rallies took place in Australia, Canada and New Zealand, to name but a few. Members from all 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 a quarter of a million a year later. Bill Davidson, H.O.G. Director from 1990-1993, 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 H.O.G.'s impact on the motorcycle scene."

Along with the increase in membership, H.O.G. events were also growing in scope and scale. Rallies were held around the world, including a two-week touring rally in South Africa, from Cape Town to Johannesburg, in 1997. More than 40 US state H.O.G. rallies were held in 1997, as H.O.G. staged five major national events in the US, including two touring rallies – the Made in America: Greatest Hits Tour and the inaugural 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.

## BIRTHDAY CELEBRATIONS

By 1998, the 95th Anniversary of Harley-Davidson, the Harley Owners Group had been in existence for just 15 years, yet had grown from a start-up club to a worldwide organisation with 380,000 members in 99 countries. The scope, scale, and frequency of H.O.G. events were expanding around the world, and in its home country 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® 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-goers included Motor Company executives Jeff and Brenda Bleustein, Willie G. and Nancy Davidson, and Peggy Lamb.

The big celebrations, of course, were just the beginning

5



4

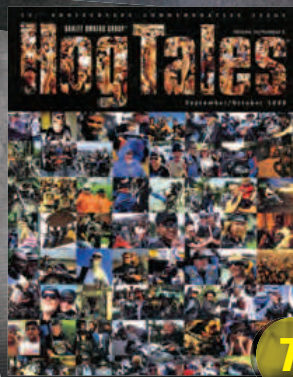


6



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.

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 on to the Information Superhighway. Harley Owners Group launched its own website, [www.hog.com](http://www.hog.com), in 1999, along with a special site for members only, [members.hog.com](http://members.hog.com). The capabilities of the members' site grew quickly, providing member news, information and riding resources, but also as one of the primary means through which many members conduct H.O.G.-related business, such as rally registrations, event merchandise purchases, member enrolment, membership renewals and more. Special sections for chapter officers and rally committee members came online in 2001 to help local chapter officers and rally committees do their jobs more effectively.



7

**MILLENNIUM MILESTONES**

In late 1999, H.O.G. membership worldwide officially topped the half-million mark – as commemorated in the January/February 2000 edition of *Hog Tales*. What a way to kick off the new millennium! With such a rapidly growing membership (doubling in just about six years) came growing challenges, but the H.O.G. staff team was up to the task, as volunteer staffing and training capabilities advanced along with the membership. The H.O.G. Primary Officer Training (P.O.T.) programme for chapter officers, which began in 1995, had grown substantially. By 2002, six P.O.T. sessions were scheduled at locations across the United States. That year, 1,812 people attended, representing nearly two-thirds of US chapters. The programme schedule quickly expanded to include international sessions held in locations around the world.

H.O.G. Rally Coordinator Training (HRCT) was another important programme that was growing rapidly as the new millennium dawned.

Beginning in 1995 as training for US State Rally co-ordinators, the programme became worldwide in 2000.

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. Other significant rallies quickly followed, included the 10th Annual Australian National Rally in Canberra (1999), H.O.G.'s first official 'hub rally' in Albuquerque, New Mexico (1999) and the US Posse Ride, From Sea to Shining Sea Tour (2000).

Through much of this period, however, a good portion of H.O.G. members' collective attention was focused on one particular gigantic event looming on the horizon: the Harley-Davidson 100th Anniversary festivities in Milwaukee. In the world of Harley-Davidson, it just doesn't get any bigger. But more on that in the next instalment... ■

8



1. Members celebrate the 10th anniversary of H.O.G. in style
2. Commemorative patches celebrate the 10th birthday of H.O.G.
3. Riders take it slow during the 1995 U.S. Annual H.O.G. Rally in Richmond, Virginia
4. The 15th Anniversary of H.O.G. in 1998 was celebrated on both sides of the Atlantic
5. The inaugural Posse Ride in 1997 attracted dedicated riders from around the world
6. Riders gather at the end of the inaugural Posse Ride in 1997
7. *Hog Tales* joined in the celebrations with a special birthday issue
8. Members from across South America converge in Iguazu Falls, Brazil for the first South American Regional Rally, 2000

# IT'S **YOUR** ANNIVERSARY!

However you're celebrating the Harley-Davidson® and H.O.G.® anniversaries this year, we want to see it and hear about it!



**AS YOU MAY** have seen on page 6, we are marking our 35th anniversary with a beautiful hardback book. While the book itself has been printed, we are still very keen to receive your contributions to this special year. We will be printing your photos

**JUST A REMINDER  
— GET YOUR HANDS ON  
A COPY AT  
HOG35BOOK.COM**

and stories in a special section in the final issue of this year, so make sure you let us know what you've been up to. Are you new to H.O.G.® and Harley-Davidson® and looking to share your first impressions? Planning an epic road trip with your chapter? Taking a solo ride across a country or continent? We would love to hear from you! ■

## To improve your chances of having your material published, please consider the following:



- What makes your photos **STAND OUT** from the rest? What's in the background?



- Are your images in **HIGH RESOLUTION** (more than 1MB in size, as a general rule)?



- Why is your story **UNIQUE?** Have you shared your *feelings* and *emotions*? (Remember – always write in your first language, our translators are very good!)

**IT'S YOUR CLUB, AND IT ALWAYS WILL BE — AND WE WANT TO KNOW WHAT IT MEANS TO YOU! WE LOOK FORWARD TO RECEIVING YOUR SUBMISSIONS AT [HOGMAGAZINE.EMEA@HARLEY-DAVIDSON.COM](mailto:HOGMAGAZINE.EMEA@HARLEY-DAVIDSON.COM)**



**MAIN IMAGE:** They say a picture speaks a thousand words, and this image is a great example. Rony Puystiens from the Belgian Metropole Chapter captured this during his chapter's road trip in the USA in 2015 – the full story was printed in issue 2/2016 of *HOG*® magazine.

**LEFT:** When Martina Bohinc and a group of friends from Slovenia's Lipa Chapter shipped their Harley® motorcycles to Morocco for an epic road trip, there were plenty of opportunities for eye-catching photos! We ran this story in issue 4/2016 of *HOG* magazine.

# KINGS OF THE ROAD

**The 2017 UK & Ireland Chapter Challenge was as awe-inspiring as ever, with some amazing results achieved by chapters and members from all over the country**

**THE EPIC JOURNEYS** have been completed, the miles have been counted and the results are in. Last year's Chapter Challenge proved to be just as competitive as we've come to expect, with some phenomenal distances covered by both individual riders and chapters, as they tore up the tarmac in pursuit of fun, fame and gift vouchers.

#### **CHAMPION CHAPTERS**

Winning the Greatest Average Number of Miles Award was the St Leger Chapter in Doncaster, while the Dunedin Chapter Scotland took the

Greatest Total Mileage Award. The Dunedin team showed true team spirit, also winning the Greatest Number of Participants Award.

The Surrey-based Hogsback Chapter scooped the Greatest Total Mileage Top Ten Award, which recognises the highest total mileage of the top 10 members from a chapter. The ten winning Hogsback riders were: Andrew Whiddett, Andy Williams, Axel Thill, Cliff Michie, David Hollis, Derek Slenn, Malcolm Bradley, Philip John Harper, Robin Seymour and Stephen Foster. All of them will be awarded an exclusive 'Top 10' pin.





### FEELING INSPIRED BY THESE MASSIVE MILEAGES?

It couldn't be easier to get involved with the H.O.G. UK & Ireland National Chapter Challenge for 2018.

All you have to do is register to participate in the H.O.G. Mileage Programme, stop in at your local dealer to have your mileage recorded in the programme at least twice between March and the end of October, and be sure that your chapter has included you in their membership listing on hog.com.

### AWARDS ARE PRESENTED TO CHAPTERS FOR:

- The greatest number of miles accumulated;
- The greatest number of participants;
- The greatest average number of miles travelled per participant;
- The highest total top 10 score.

Additional Achievement Awards will be presented to the individual participant and the Ladies of Harley chapter member who accumulate the greatest number of miles during the Chapter Challenge period. These riders will also receive a £100 voucher, redeemable at any authorised H-D® dealer in the UK or Ireland.

An award will also be given to the chapter that accumulates the greatest number of points by submitting amusing photos of members at events.

For more information and guidance on the Chapter Challenge, visit [hogeuropegallery.co.uk/benefits/chapter-challenge](http://hogeuropegallery.co.uk/benefits/chapter-challenge)

NOTE: participation in the Chapter Challenge is only open to H.O.G. members and H-D riders.

***Congratulations to all of this year's winners, and good luck to everyone taking part in the 2018 Challenge. And if you're feeling spurred on to take part yourself, don't wait any longer – the Challenge kicked off this March, so it's time to start clocking up those miles!***

Of course, we cannot neglect to mention our friends from the North East (see above) – the comedians from the Geordie Chapter, who received a special award for the greatest number of additional points gained, thanks to the many amusing photos that they submitted throughout the Challenge.

### SOLO STARS

Looking at the individual results, there were some truly impressive mileages racked up. Roy Radford, Director of the Sherwood Chapter, took the prize for Greatest Total Mileage: Individual, with a staggering number of miles exceeding 23,000, while this year's individual Ladies of Harley® winner was

Bev Beechey of the 1066 Chapter, clocking up in excess of 15,000 miles.

Special mention goes to Stephen O'Leary of the Lakeside Chapter (see below), who was just shy of the individual award with near to 22,000 miles in total. Steve said: "It's great to be recognised for my achievement by H.O.G.® – I've enjoyed every single mile covered, whether that be as a lone rider or with the Lakeside Chapter."

Reckon you've got what it takes to join the ranks of these legendary riders? Read on to find out how you can get involved in the Chapter Challenge for 2018. Who knows – next time it could be your name that we print on these pages!



Tenerife

# A GLIDE THRO





# ROUGH ISLAND LIFE



What better way to explore  
the beautiful island of  
Tenerife than on the new  
2018 Sport Glide...

**“THE DESCENT  
BEGINS AND  
SUDDENLY YOU’RE  
SURROUNDED BY  
LAVA FIELDS”**



## TENERIFE – SMALL, BUT PERFECTLY FORMED

To the human eye, Tenerife is not a large island. You could lap it completely by car in a couple of hours. Yet on a geological scale, it's massive – sculpted layer upon layer by successive volcanic explosions that go back millions upon millions of years – and rises to a peak of 3,718m above sea level.

As an enclave of Spain just a three- to four-hour flight away for most of Europe, Tenerife feels familiar in many ways. But there's certainly plenty to discover on this stunning island just 300km from the border of Morocco and the Western Sahara.

It makes sense to start in the south, and then head north. But first, get your bearings: the TF-1 is the highway that cups most of the south side of the island – it's useful but a little dull. The TF-5 services the north-eastern side, and there are two airports: TFS in the south and TFN in the north.

It may be tempting to take the well-trodden path up to the volcano (Pico del Teide) via Arona and the TF-51, but you're likely to get caught up in holiday-rental traffic. Instead, take the TF-54 off the TF-1 through San Isidro, and keep going to Granadilla. Take the sharp left, then right on the TF-21 signed to Vilaflor. You'll wonder what the fuss is about – until the road opens out on to a glorious stretch of two-lane Nirvana that snakes alongside the Montaña Colorada national park.

The stunning sights continue as you pass through Vilaflor, but then the descent begins and suddenly you're surrounded by lava fields – it almost seems like hell has frozen around you. Teide is another 1,000 metres up and there's a cable car that will take you to the summit – the highest point in all of Spain.

As you drop down the north side of the island towards Santa Cruz, the scenery is transformed once more and everything around becomes lush and green, due to the change in climate across the island.

Another distracting route down the south-western side is to take the TF-38 down to Chio from the TF-21 – in its upper reaches it cuts straight through a vast lava field, and provides an amazing view to the left, out to sea and the small island of La Gomera.

## THE HARLEY-DAVIDSON® SPORT GLIDE

What better way to traverse this beguiling island than on a bike that is equally full of surprises. After an absence of 25 years from the H-D® range, the Sport Glide name is back

## Tenerife

in action, and ninth in the line of 2018 Softail® motorcycles.

For a start, while it takes its styling cues from the fully dressed Street Glide®, it's a much more compact proposition. It boasts a relaxed riding position and easy ground reach thanks to the carefully contoured seat and forward-set footpegs, while the curvaceous handlebars sweep back gently to meet you. And while the 1,745cc Milwaukee-Eight engine may now be familiar, it still doesn't fail to impress with its easy, effortless torque – 107lb-ft (145Nm) at just 3,250rpm.

Controlled by throttle-by-wire, the rider's connection to this torque is superb. And while the engine is solidly mounted, twin balance shafts ensure that the H-D® character and soul is felt from the very first rev. The gearbox is precise and each ratio snicks home sweetly. Everywhere you look, you notice how clean the overall design is: no messy cables, pipes or plumbing on display, just a glorious black and chrome V-Twin engine inside a carefully made motorcycle.

And make no mistake: the Sport Glide, with its monoshock Softail rear suspension and dual-bending valve front forks – tied together by a stiff tubular steel frame – handles brilliantly. The grippy roads around Tenerife are a good test of any bike, and the Sport Glide passes every exam, taking on the tightest of corners with a nudge on the bars, a brush of brake and a gentle dollop of throttle.

Then there's the inbuilt flexibility. The svelte fairing comes off with just 30 seconds' effort, and can't be removed while the steering lock is on. Likewise, the lockable rear bags unclip rapidly, so you can go from practical commuter/tourer to long 'n' low cruiser *fast*. While the fairing's wind protection is noticeable at highway speeds, you can strip it off when rolling at a more relaxed pace. There's even a USB charging port tucked away to the left on the steering stem – another nice touch.

The Sport Glide feels very much at home on European roads, especially the gorgeous routes around Tenerife. Yes, it'll bash out big distances in a straight line, and jink through a busy city with absolute ease. But in truth it lives for the corners – haul it up hard, carve a beautiful arc to the apex, pick up the gas early and fire it out of the corner and on to the next, with a beautiful rhythm. ■

For more information on the Harley-Davidson Sport Glide, and the rest of the 2018 Softail range, visit [www.harley-davidson.com](http://www.harley-davidson.com)





## DO...

### Ride H-D on Tenerife

The authorised H-D dealership is based in the north of the island, and will happily rent you a bike – maybe even the new Sport Glide.

### Pick your time to go

Tenerife is a well-trodden tourist destination that serves up year-round sun. Visit in the winter for temperatures that are still comfortable – 15°-20°C – with quieter roads. Take care, though – the base of Teide can have snow, and the northern part of the island can be hit by frost and ice.

### Keep a close eye on...

Rental hatchbacks driven at 15kph with the passenger waving a selfie stick out of the window. They may be about to: stop randomly/perform a U-turn/reverse wildly/do all three in succession. They definitely won't be looking out for motorcycles.

## DON'T...

### Expect to ride for weeks

While Tenerife is the largest of the Canary Islands, there's only so much to explore – although it's enough to keep you busy for two or three days.

### Entirely trust a GPS

If you're using one, what seems like a perfectly sensible shortcut to link up two pieces of decent road may rapidly turn into a vertical, gravelled climb...

### Forget to pack sunscreen

The effect of the sun's UV rays is multiplied at altitude, so it's easy to burn very quickly on mountainous routes.

**WHATEVER SEASON YOU'RE** riding in, there are some elements of your journey that you just can't predict – the weather being one of them. But what you can control is the level of protection and comfort offered by your riding gear.

One of the first considerations for any rider should be protecting your hands from the weather and the conditions of the road. The new Harley-Davidson® MotorClothes® range features a pair of riding gloves to suit every rider, and all are CE-certified, ensuring the highest level of personal protection.

**FOR WOMEN**

Choose versatility with the women's Classic Gloves. Water resistance, a breathable insert and PrimaLoft insulation make them adaptable to all riding conditions, while pre-curved fingers and the ergonomic thumb ensure that riding control is not compromised. The 3M Scotchlite reflective piping is also ideal for night riding.

Meanwhile, the Relay Leather Gloves



**Top left**  
Reaver Leather Gloves  
– 98178-18EM

**Top right**  
Skull Soft Shell Gloves  
– 98364-17EM

**Bottom left**  
Classic Gloves  
– 98374-17EW

**Bottom right**  
Relay Leather Gloves  
– 98371-17EW

# BACK TO BASICS

Get the foundations of your riding gear right and you'll be prepared to take on the road wherever you are, whatever the weather

put comfort front and centre. Crafted from the softest goatskin leather, pre-curved fingers and power-stretch knuckles and cuff provide ease of movement, while Poron padding and the reinforced Amara palm and thumb ensure reduced vibrations and a more comfortable ride.

**FOR MEN**

The new men's range offers just as many options for comfort and style. For a lightweight choice, try the Skull Soft Shell Gloves. A 100 per cent polyester mesh keeps the back of the hand cool and dry, and the stretch fourchettes, ergonomic thumb and touchscreen-compatible index finger make it easy to keep control when riding and also when using devices. The hard, moulded knuckle protector adds an extra layer of protection.

Prioritise ease and flexibility of fit with the Reaver Leather Gloves, featuring an elastic wrist with adjustable tab closure and snap tab. The reinforced Amara palm and moulded knuckle protector guard sensitive areas, while printed graphics and decorative perforated leather accents make for a standout finish.



**READY FOR ACTION**

The new-season MotorClothes outerwear range promises durability and high performance. Jacket outers are crafted from abrasion-resistant and substantial cowhide leather, while polyester linings allow for maximum breathability.

Classic Fit riding jackets are designed to be comfortable and relaxed on the body, with CE-approved removable body armour at elbows and shoulders as standard. All of our CE-approved riding jackets also have back armour pockets, which allow you to further increase the protection.

Buying a riding jacket with CE-approved armour isn't enough... the standards are rigorous and to be truly CE-approved, every element of the product needs to meet these standards. The materials used in the jacket need to meet high standards on impact, abrasion and seam burst.

This season's look is all about refining the classic: iconic brand elements and core design features are set off by distressed finishes and quilting accents. All pieces are underpinned by the most cutting-edge production techniques, ensuring optimum comfort and safety. ■



**JACKETS**

**Left:**  
Victory Lane Leather Jacket  
– 98027-18EM

**Right:**  
Miss Enthusiast Leather Jacket  
– 98030-18EW



Scan the QR code with your smartphone to visit the MotorClothes website

Whatever you need for the coming season, Harley-Davidson MotorClothes has got you covered. For more information, go to [harley-davidson.eu/motorclothes](http://harley-davidson.eu/motorclothes) or visit your nearest Harley-Davidson dealer.



Jeep®

# CUSTOM COUSINS

It's well-known that many H.O.G.® members and Harley-Davidson® riders are masters in the art of customisation. So when Harley-Davidson brand partner Jeep® was looking for people to help judge the best customised Jeep Wranglers, who better to ask than H.O.G. members?

Group asked its members to submit details of their customised Wranglers in an effort to find the 'best of the best', with the three winners receiving an all-expenses-paid trip to the Harley-Davidson 115th Anniversary celebrations in Prague, where their victorious vehicles will also be represented.

H.O.G. members have been voting in their hundreds following an article in the monthly *HOG® Insider* e-magazine, and 10 lucky winners will be given tickets to the Jeep Owners Group's big annual celebration – Camp Jeep – which is taking place in July at the Red Bull Ring in Austria (see next page).

Voting ends on June 19. Check your *HOG Insider* e-magazine for details on how to vote and for the chance to win free tickets to Camp Jeep 2018.

All the winners – on two wheels and four – will be announced in the next edition of *HOG®* magazine and a future edition of *HOG Insider*, and we'll do our best to catch up with the winners at the two events to find out about their experiences. ■

**THE JEEP® OWNERS GROUP** and its members share a great deal in common with H.O.G. members. As well as being fans of a heavyweight of the American automotive industry, they crave freedom and adventure on – and off – the road.

Much as Harley-Davidson motorcycles have become trailblazers in the field of two-wheeled customisation, Jeep vehicles are synonymous with personalisation on four wheels. In particular, the off-road legend that is the Jeep Wrangler has always attracted a raft of additions to further enhance its off-road supremacy.

In April and May, the Jeep Owners







CAMP JEEP®

## OFF-ROAD THRILLS

The most important annual event for the Jeep® Owners Group and Jeep enthusiasts will take place from July 13-15 at the famous Red Bull Ring in the heart of Austria. Expect three days of exciting adventures in pure, authentic Jeep style!

The stunning location will provide a fitting backdrop for the annual get-together, which will feature an action-packed programme of Jeep thrills and adventures. The undisputed star of this year's event will be the new Jeep Wrangler – the fourth



generation of the iconic Wrangler and the most capable off-road ever, thanks to an extensive suite of new technology.

Camp Jeep visitors will be able to put the new model's off-road capability to the test around a series of specially designed courses, and experience first-hand how its on-road manners and improved driving dynamics make it ideal for everyday use.

This fifth edition of Camp Jeep will give visitors the opportunity to test other Jeep models and put their skills to the test alongside expert Jeep Academy drivers in the technical area. They will also have the chance to drive the extraordinary 700hp 6.2-litre V8 Grand Cherokee Trackhawk – the most powerful and fastest Jeep model ever – on the racetrack.

This year's event will be even more special as it will celebrate the Harley-Davidson® and Jeep brand partnership, with the two icons joining forces to bring the world's most exciting two- and four-wheeled vehicles together. Local chapters will be involved, allowing Harley lovers from the area to join the fun and share their passion.

The incredible Jeep Jamboree-style atmosphere will be further enhanced with an array of shows, live music, barbecues and activities for children. It's a winning formula that is adopted for more than 30 such gatherings across the US every year, with the first having been held back in 1953 on the legendary Rubicon Trail between California and Nevada.

To see the full programme for Camp Jeep 2018 and register for the event, visit [campjeep2018.com](http://campjeep2018.com) or check out Jeep's official social media channels.

# NOT TO WORRY



## When out on a tour, it's reassuring to know your tour operator's got your back

**EXPLORING FOREIGN LANDS** with your bike is the ultimate expression of freedom – the sights and sounds, the culture, cuisine and camaraderie. When booking what may be the trip of a lifetime, thinking about sound financial protection – and whether or not who you book with can provide it – may not be at the top of your list of considerations. However, if you're heading out to discover new territories, it's especially important to bear in mind that anything can happen at any time, and ensure you are best protected. If you don't employ common sense when choosing your tour provider, you could be left high and dry in the middle of nowhere.

It's for this reason that David Grist started up H-C Travel, the first company in the UK to offer motorcycle tours and rentals around the world when it was founded in 1994 and the company behind Orange & Black Motorcycle Tours & Rentals. David says: "With H-C Travel, I wanted to be able to offer my customers and suppliers the best service possible. It was important to be able to reassure them we were a genuine business with professional credentials."

He originally joined the Travel Trust

Association (TTA) back in 1996 – the only UK travel association to guarantee total financial protection to the consumer. "They provide a very rigorous process for potential members, which gave me great confidence. I could then pass these reassurances on to my customers and suppliers," says David.

Being a TTA member also simplified the application for an Air Travel Organiser's License (ATOL), required by all tour operators offering flight packages.

"Without an ATOL, a company cannot offer bike tours or rentals that include flights,"

David continues. "As well as the financial security, ATOL holders are required to help customers in the event of a natural disaster or flight problem, which again matches our service standards. In other words, you could lose your dream holiday and your hard-earned money if you sign up with a tour company that doesn't have this accreditation."

There are also other benefits when dealing with an accredited and established UK operator. "There's the guaranteed GBP price, so you know what your holiday will cost, there's the legal protection – we are legally liable for all aspects of your booked holiday – plus, because we're local, we're just a phone call or a visit away to discuss your plans or help out when things don't go to plan," explains David.

Orange & Black also offers its own travel insurance, and arranges any additional travel requirements customers might have, from flight upgrades to motor homes and rail journeys.

David concludes: "Many countries have no advertising standards laws so companies can make all kinds of claims. This means you have no real guarantee on what your tour experience will be if you book with a non-UK tour company – there are plenty of fake photos and customer testimonials to be found out there as evidence."

So, before you head off into the sunset without a care in the world, take time out to ensure that feeling remains for the entire journey.



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# THE FREE

Words: Alan Dykes

Feel like riding  
Route 66? The Crew 2  
video game shrinks  
the US to an online  
playground that lets  
you ride the iconic  
American highway,  
among many other  
places...

# FROM GAME





### IF YOU'VE NEVER RIDDEN ROUTE 66

then it's probably on your bucket list. But while Harley-Davidson® and H.O.G.® embody the spirit of freedom, it's not always practical to cross the Atlantic at a moment's notice to fulfil those epic dreams of adventure. However, the recent release of video game *The Crew 2* from Ubisoft makes this possible in some style.

The first time *HOG*® magazine heard about the game was a promotional video released last October, which featured the CEO of Ubisoft riding an Iron 883™. So we couldn't wait to speak to Ahmed Boukhelifa, CEO of Ivory Tower, the French company that develops the game for Ubisoft, to find out more about *The Crew 2* and how they've worked with the Harley-Davidson Motor Company.

### CREATING AUTHENTICITY

Released on PC, PlayStation 4 and Xbox One this summer, the game not only features more than 9,000km<sup>2</sup> of scaled-down US landscape, it also lets you drive cars, pilot planes, skipper powerboats and – crucially – ride Harley® bikes. But it's not just the ride that caught our eye; it's the level of customisation available and the amount of work put into creating authentic digital motorcycles.

*The Crew 2* works in an online environment – you drive or ride with and against real people. You'll be able to create a 'crew' of up to eight players, or join several crews, with people all over the world. Existing friends, family or chapter members, fellow riders you met at a rally, or even just someone you've made friends with playing the game – you can arrange to meet in this virtual world, decide where to go and what to do, and then just do it.

### JUST LIKE THE REAL THING

"It's Harley-Davidson!" Ahmed exclaims. "When you talk about riding all over the US, Harley-Davidson comes to mind immediately. For a long time we've wanted to include Harley in the game and that's why we're super excited to be able to build this partnership."

To recreate in-game Harley-Davidson motorcycles, Ivory Tower went far beyond just copying publicly available imagery. They got the real bikes, they rode them, they visually captured them from all angles and then added detail using technical and CAD data from Milwaukee.

"We have to have the real bike... it's all about the emotion it conveys. If you want a true experience, you have to feel it. Then, afterwards, we

needed lots of hard facts too; all the details about the engines, because simulation is the core of our game. We also did a recording session in Milwaukee, where we took the bikes out of the factory and recorded them on track to get the true sound."

And then there's modelling the bike's handling: "Once we add all these parts to the game our designers ride the bikes again and again to try to make it as close to the real experience as possible."

*The Crew 2* is impressive in its level of visual detail. It's still very obviously a game, but everything works – the speedometer, the gears – or, as Ahmed puts it: "They're true to the original and work like the real thing."

### A SENSE OF SPACE

The game aims to show off many of the most iconic locations in the United States, with more than 10,000 kilometres of road to traverse. Although you can't yet visit the home of Harley, you can visit downtown Chicago, as well as New York, Miami, Las Vegas and lots of other major cities. But there's as much fun to be had in the vast expanses between the cities, as Ahmed explains. "We wanted to bring the sense of space... the mountains, the desert, huge iconic places like the Grand Canyon."

## PUTTING YOUR PARTS ON

The game is all about progression – earning in-game cash allows you to purchase new vehicles, as well as upgrading and customising your existing ones. This is all managed in your in-game house. “Your house is like a luxury garage,” says Ahmed. “In the middle of your living room you have your vehicle, and you can change whatever you want.”

You start out with a factory model, and then it’s time to have some fun. “It was important for us to create something that’s true to the Harley-Davidson experience,” says Ahmed. “We push the freedom for the player to really customise their bikes and make them unique. You can change the exhaust, the handlebars, front lights, rear lights, fenders, mirrors; it’s all you can imagine.” And yes, you can tune the engine and go wild with the paint job too!

After you’ve learned the ropes and progressed a little way through the game, the first Harley-Davidson® bike you’ll be able to unlock is the Iron 883™. Many real-life riders start out on a bike like the Iron 883 before progressing to bigger models, and in *The Crew 2* it will be no different.

As well as the Iron 883™, just one more Harley-Davidson has been announced so far: the 2017 Street Glide®, which will up the game in terms of power with its Milwaukee-Eight® engine. But while Ahmed couldn’t reveal anything else due to contractual arrangements, if the original edition of *The Crew* (released in 2014) is anything to go by, there will be regular game updates and more motorcycles revealed soon!

“WE GOT THE REAL BIKES, WE RODE THEM, VISUALLY CAPTURED THEM FROM ALL ANGLES AND THEN ADDED DETAIL USING TECHNICAL DATA FROM MILWAUKEE”

## COMMUNITY AT THE CORE

As well as the bikes themselves, there is a specific part of the game world that’s designed just for Harleys: “We have elements that are specifically for bikes, for example the incredible Harley-Davidson race. This is almost 20 minutes long and will take you from Las Vegas to Yosemite National Park. It starts on the strip in Las Vegas and goes up through the hills. Doing that with your crew is a mix of adrenaline and discovery.”

What sets apart *The Crew* game series is its community – nearly four years after its emergence the game remains popular, with people continuing to meet up and race across the vast landscape. “You have this huge world, with whole communities of crews taking part: street-racing, off-road, freestyle and

highway racing. Each of those communities organises events, and each event you go to will build your story and your following. Even when you are done racing, you also have lots of tools to have fun with – for example the camera, which allows you to take pictures as you ride – or even video, which you can upload to YouTube.”

Finally, we quizzed Ahmed on what it’s like to work with Harley-Davidson – has it been what they expected? “It’s exciting because we’ve wanted to work with them for a long time. With Harley-Davidson, it was really love at first sight. They had already seen *The Crew* and imagined what it would be like with motorcycles, so the first contact was very positive. We reassured them that we wanted to recreate their bikes with depth, and they supplied us with everything we needed – engineering data, colour data, visual data and access to the real bikes.”

And, as you’ll see from the artwork on these pages, this close collaboration paid off in the visual impact of *The Crew 2*. Video games may never be able to fully recreate the sensations of rolling down the open road and the beating heart of a real Harley, but for those winter months when the chrome is staying dry, it’s worth knowing that at least one game will let you explore the US on a Harley and create your own crew of like-minded riders. ■



To check out the cool promotional video showcasing Harley-Davidson’s involvement in the game, visit [youtu.be/ADU82T7NXnU](https://youtu.be/ADU82T7NXnU)

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# BACK on TOP

## After a brief hiatus, New Forest's end-of-season rally is back where it belongs

**IF YOU'VE BEEN GIVEN** the major responsibility of holding the end-of-season rally, you need to get it right. And for those in the know, New Forest Branch's calendar sign-offs are the stuff of legend; their Autumn Blitz rallies in the noughties were seen by many as the blueprint for a successful shindig.

John Monks, who as road captain at the time worked for the road crew arranging the events, says: "It's the last

chance for everyone nationally to get together. Many people will always do the first and last rallies, then mix them up in the middle each year."

Such was the success of New Forest's ability to throw a party, at one point they were running three events a year. As well as Sandy Balls at the end of the season, there was Spring Fever and the Winter Ball.

Unfortunately all good things come to an end, and when the financial crisis hit in 2007 the paying public's purse strings were tightened. "Money became a bit scarce," recalls John.



Blazin' Saddles, 2012



Blazin' Cannons, 2013

"Although our rallies were award-winning, they became rather expensive to run, and people didn't want to shell out £140 a ticket at the time."

Furthermore, the affiliated dealership went out of business, so in 2010 New Forest ran its last rally and disbanded. The club regrouped in 2011, backed by a new dealership, but it wasn't until a year later that they put on their first rally. In that time, a steering group of five was formed, headed by John, to decide the overall strategy. Also among the group was Helen Watt, who initially deputised, learning the ropes,

before becoming rally manager.

"When we started up again, we decided to take our time to ensure we got it right. A decision was made to make it more affordable and accessible," says John. A venue in Weymouth was secured for 2012, however this was shared with the public to keep costs down and gauge the response. More importantly, they were allowed to keep their traditional end-of-season slot after discussions with H.O.G.® UK & Ireland's Customer Experience Manager, Marjorie Rae.

Called Blazin' Saddles, after





Blazin' Blazers, 2014

the classic Mel Brooks western, the event was well received by the punters, who took to the cowboy theme in their droves. The plan for the following year was to change the theme to keep things fresh, but in a stroke of inspiration, the Blazin' title was retained, with the theme added at the end – the clue is in the name, as it were.

Since then there's been Blazin' Blazers – a back-to-school special, Blazin' 1920s, Blazin' Blitz and now this year's Blazin' Big Top. Last year's well-received Blazin' Blitz rally was another comeback special, after a break in 2016 to find a new venue.

"The attendance numbers had levelled out, but the prices were going up and up. We decided to look for another location as we

had to pay for the whole site and rally beforehand. If we lost a lot of money we couldn't put on another rally," says John. An alternative approach to ensure stability was hit upon, ensuring less of the financial burden was put on the chapter.

"We now do it on the basis that the site sells the tickets and rebates us with our contribution when we run the rally, which means we haven't got the risk of spending a five-figure amount up front, which is difficult for a club to do," says John.

Now back on track, this year's Blazin' Big Top is destined to once again deliver a suitable finale to the season, so put these dates in your diary now: Friday September 28 to Monday October 1. ■



Blazin' Blitz, 2017

# UK & IRELAND EVENTS 2018



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1-4  
**IRELAND BIKEFEST**  
[irelandbikefest.com](http://irelandbikefest.com)

8-11  
**THE GATHERING**  
Clyde Valley Chapter  
[www.clydevalleyhog.com](http://www.clydevalleyhog.com)

15-17  
**HOGS IN THE HAYFIELD**  
Great Western Chapter  
[greatwesternchapter.uk](http://greatwesternchapter.uk)

29-JULY 1  
**ROAR ON THE MOOR**  
Aire Valley Chapter  
[avhog.co.uk](http://avhog.co.uk)

## JULY

20-22  
**PROUD TO BE RUTLAND RALLY**  
Rutland Chapter  
[rutlandchapter.co.uk](http://rutlandchapter.co.uk)

26-29  
**EAST OF ENGLAND RALLY**  
Fenlanders Chapter  
[fenlandershog.co.uk](http://fenlandershog.co.uk)

27-29  
**HEART 'N' SOUL RALLY**  
Geordie Chapter  
[geordiehog.com/rally](http://geordiehog.com/rally)

## AUGUST

3-5  
**HOG 'N' BOG**  
Belfast Chapter  
[belfasthog.com](http://belfasthog.com)



17-19  
**OLD SKOOL RALLY**  
Nene Valley Chapter  
[nenevalleyhog.co.uk](http://nenevalleyhog.co.uk)

24-27  
**THUNDER IN THE GLENS**  
Dunedin Chapter  
[dunedinhog.co.uk](http://dunedinhog.co.uk)

## SEPTEMBER

14-16  
**HOGS AROUND THE ROCK**  
Jersey Chapter  
[jerseyhogs.co.uk](http://jerseyhogs.co.uk)

14-16  
**SPARKLE AND TWINKLE TOURS WEEKEND**  
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[chapterrepassociateloh@harley-davidson.com](mailto:chapterrepassociateloh@harley-davidson.com)

28-OCT 1  
**BLAZIN' BIG TOP**  
New Forest Branch  
[newforesthog.co.uk](http://newforesthog.co.uk)

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# A MULTICOLOURED PARADISE

With its great mix of roads and natural surroundings, compelling history and cities rich in art and culture, Italy is the perfect destination for touring enthusiasts. Plus, it has the right road for every Harley-Davidson® motorcycle and rider

The Isola delle Correnti beach, in Sicily



**Seaside, mountains, hills,** plains, sunny coastal rides, winding roads up mountainsides, high-altitude passes with dizzying drops, forests blanketing gentle slopes, routes past medieval castles and roads running straight to the end of dry land... Greek and Roman temples, Christian churches in a host of different styles... whatever your preference, and whatever road suits your Harley-Davidson best, if you opt for Italy you are bound to find what you are looking for.

From the peaks of the Dolomites to the timeless tranquillity of Capo Passero and the Isola delle Correnti, Italy offers a huge diversity of roads and geographical surroundings like no other country in the

world. While it's nice to visit the obvious, world-famous locations, it's largely better to keep well off the beaten track and go where your curiosity takes you. You will surely come across a beautiful scenic road you didn't know about, or a tiny medieval hamlet perched on the top of a hill.

With most months tending to offer a mild and temperate climate, Italy is appealing to bikers virtually all year round. So here are three potential destinations for your biking trip to Italy; one in the north, one in the centre and one in the extreme south. Remember that these are simply suggestions drawn from the myriad offered by Italy.

## Regional profile

### THE TRIVENETO – LAKES, MOUNTAINS AND SEA

Few parts of Italy offer the variety of the north-east, with its three regions of Veneto, Friuli-Venezia Giulia and Trentino-Alto Adige complementing each other with a never-ending choice of geographical, cultural and historical settings. Cities that are unique for the style of their monuments and their structure, such as the Venice of the Doges and Roman Verona, are a counterpoint to the busy seaside resorts and destinations popular with bikers such as Lignano Sabbiadoro.

The Gardesana Orientale SR249 from Sirmione to Riva del Garda skirts the eponymous lake, showcasing magical scenery and picturesque towns such as Sirmione, Lazise, Garda, Torri del Benaco and Malcesine, all of which are good for a break. The route via the Palladian Villas, crossing the provinces of Verona and Padua, is another interesting option for a bike tour.

However, the Dolomites and the roads ascending them are the region's truly unrivalled asset. Running through magnificent natural surroundings and past massifs such as the Marmolada, Cristallo, Tre Cime di Lavaredo, Crosa Rossa and Sassolungo are strips of tarmac that climb high to command memorable views from the top.

One possibility, which is considered a must by many bikers (and cyclists), is the Four (or Five) Pass Ride. A ring traced by the SR40, SS242, SS243, SS244 and SP27 roads passing Corvara, Arabba, Canazei and Selva reaches the Campolongo, Pordoi, Sella, Gardena and Falzarego passes in a hundred or so kilometres that are a constant mix of hairpin bends, challenging sections, plains and spectacular descents. It's hard to imagine anything better!

Farther east, close to the border with Austria, is the SR13 – better known as the Pontebbana road – which plays with the Tagliamento and Fella rivers and will treat you to breathtaking passages in the Canal del Ferro valley.

### TUSCANY: THE PROMISED LAND

Some places in the world are every biker's dream, ones that absolutely must be visited on a motorcycle: regions such as the American West, Provence and North Africa. Well, if Italy, too, can boast its very own Mecca for bikers, Tuscany is certainly it. The rolling Chianti hills with their undulating roads



Isola di Levanzo, Sicily

are perfect for Harley® motorcycles. There are medieval villages steeped in history, such as Monteriggioni (praised by Dante in his *Divine Comedy*), and San Gimignano with its towers and cuisine that attracts visitors from all over the world. This all combines to make Tuscany a foolproof destination for an excursion or even a longer holiday.

From the Tyrrhenian coast with the trendy Viareggio and Forte di Marmi to inland cities such as Lucca, Volterra, Pisa and Siena, all roads have their own appeal. You simply can't go wrong if you travel the Chiantigiana road (222) between Florence and Siena, lined by acclaimed villages such as Greve (with its wine museum), Panzano and Castellina.

Farther south is Val D'Orcia, its rolling hills dotted with cypresses and its magnificent scenery, excellent red wines and the ancient splendour of the towns of Montepulciano, Pienza, San Quirico D'Orcia and Montalcino.

This part of Tuscany is crossed by one of the most important consular roads of Ancient Rome, the Via Cassia, which linked the capital to Florence. Now called the SR2, the Via Cassia offers delightful surroundings with wide-open bucolic views. Its route southwards is the optimal way to reach Rome, following in the footsteps of the Empire.

### SICILY – THE CROSSROADS OF CIVILISATIONS

Few lands can boast memories of so many different eras and civilisations as Sicily. From Greeks to Romans and from Arabs to Normans, the succession of peoples have made their mark on the Mediterranean civilisation. Just leave Palermo and travel southwards on an imaginary road from Greek history to Segesta, with its magnificent temple standing solitary atop a hill; sit before it and

The Doge's Palace and Campanile in St Mark's Square, Venice



A dramatic view of Florence





The beautiful town of San Gimignano, in Tuscany



listen as the wind plays with its mighty columns. Then continue southwards across Selinunte, one of the world's most important sites of the Hellenistic civilisation, until you reach Agrigento and the wonders of the Valley of the Temples, dominated by the majestic Temple of Concordia. The route follows roads crossing landscapes that are both fairytale and harsh, scorched by the sun in the summer months.

At the centre of the island, reached along undulating roads past golden wheatfields, is Villa Romana del Casale, which features frescoes and mosaics that illustrate life in Imperial Rome.

Farther east is an area distinguished by Sicilian baroque style, and cities such as Noto with its Cathedral of San Nicolò, a UNESCO World Heritage Site. The road ends with picture-postcard views of Ragusa Ibla and Syracuse on the island's east coast.

Virtually all the island's inland roads are splendid for biking, passing through hills, canyons worthy of the American West and forests. For Sicily is also a triumph of nature – don't miss the coves and limestone cliffs of the Zingaro Nature Reserve on the east coast of the San Vito Lo Capo peninsula, in the Gulf of Castellammare; or the step-like forms of the Scala dei Turchi, a white cliff rising sheer above the sea situated on the coast in the province of Agrigento; or the moonscape slopes of Mount Etna, admired while travelling on the SP92 road that climbs the volcano's slopes.

Finally, return to the other side of the island, where you started, to learn more about two of the island's age-old traditions: those of the salt works (Trapani is the ideal destination for this) and the *mattanza* – the violent yet fascinating ancient method of catching bluefin tuna.

## BIKING AND CULTURE

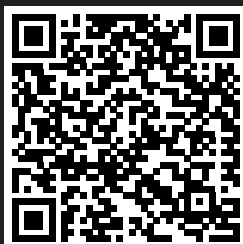
From Turin to Pompeii via Florence – to mention but a few of the country's heritage sites – is an axis along which lovers of sculpture, painting, architecture and history can fill the days of their trip. Certainly Rome, with its Ancient Roman monuments and the majesty of the Vatican, is a compulsory waypoint for all those who see travel as an opportunity to add to their cultural enrichment. Nor can we overlook the gastronomic traditions of all the Italian regions, another legendary legacy that delights all those who choose Italy as their destination. Enjoy magnificent local pasta or a grilled Fiorentina steak in one of the myriad of family restaurants that fill Italy's countless old villages, with their paved streets and crenellated walls.

## A WIDESPREAD NETWORK OF REFERENCE POINTS

Wherever it leads, any Italian trip can rely on points of reference for a safe journey. First and foremost are its Harley-Davidson® dealerships – key to those riding a Harley® in Italy. They form an accessible network and are only too happy to help riders with anything from customer assistance to the purchase of clothing and anything else you might need for your trip.

Travelling also calls for comfort, and Italy provides visitors with plenty of hospitality for all budgets, from prestigious hotels to extremely comfortable B&Bs – you will thoroughly enjoy the hospitality in this land at the heart of the Mediterranean. We look forward to welcoming you soon... ■

## FIND YOUR NEAREST DEALERSHIP



There are many dealerships across Italy – to find out where, visit [h-d.com](http://h-d.com) and click on 'DEALER LOCATOR' at the top of the homepage.



## Wish you were here...

Last issue, we asked current H.O.G.® members to submit picture 'postcards' from their travels to the HOGUKandIreland Facebook page, and you didn't disappoint. From Belfast to France and beyond, we were thrilled to see members out and about enjoying the open road.

Those that sent in snaps received a handy H.O.G. passport holder for their efforts, and their pictures were added to the dedicated 'Greetings From' gallery on the Facebook page. Here are the best of the best for you to enjoy.



1. **Cogs Greenhow** takes a seat on the William Sylvester Harley memorial in Littleport, Cambridgeshire
2. **Steve Graham's** H-D® motorcycle soaks up the scenery on the D158 northeast of Fauquembergues, France
3. **Pete Breen** on his bike at the 2018 H-D bash in Guildford, Surrey
4. **Jean Gazet** sent in this snap of himself with Kevin Bourke and Rodney McCaffrey from the Invicta Chapter at the Boxing Day Classic Bike Rally in Farningham, Kent
5. **Philip Thompson's** lucky mascot has certainly seen some sights on his master's road trips around Europe!



## Show us your pics!

If you'd like to get your hands on a black leather passport holder, embossed with the H.O.G. logo, why not send in a photo from a favourite ride for our HOGUKandIreland Facebook page? Whether you're riding around your county or out of the country, we want to hear from you. Simply submit your picture via a direct message to the Facebook page, including the words 'Greetings From', or email them to [hogukandireland@harley-davidson.com](mailto:hogukandireland@harley-davidson.com) with the subject line 'Greetings From'.

Don't forget to include the name of anyone in the photo, where and when it was taken, the year and Harley-Davidson model seen in the picture, and your H.O.G. membership number so that we can send you the passport holder.

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THE  
BLACK EAGLE  
SOARS

—PART VI—

FROM SEATTLE BACK TO SWITZERLAND



## ROAD TRIP



Werner Frey has some dramatic encounters as he passes through Asia and Russia on the final part of his journey around the world

and San Francisco up to Seattle, where we parted ways once more.

### HARLEY® HISTORY

It was already mid-July by this time, and I wasted no time in heading east. Upon reaching the Midwest, I was relieved to find less

**BACK IN JULY 2015**, I left my home in Switzerland to chase my dream of riding across all continents of the world on my Harley®. First, I crossed the Mediterranean to Israel, then I travelled through the Sinai Peninsula to the African continent. From Cairo, my route took me through Sudan and Ethiopia, through Kenya to Tanzania, then through Zambia and Botswana to South Africa.

In Cape Town I met my now-partner Marlies, then after a four-week stay in South Africa I flew from Johannesburg to Perth. I decided to take the southernmost route of the Australian continent and in Sydney I loaded up my Street Glide® again, this time heading for Santiago in Chile. First I rode to the southernmost city in the world, Ushuaia. In the northern part of Argentina I hit the Andes, then went on through Bolivia, Peru and Ecuador before reaching Bogotá in Colombia. On the way to Bogotá I decided to break up my trip and fly back to Cape Town to spend more time with Marlies.

After the break I flew to Panama. From there, my trip continued through the Central American countries of Costa Rica, Nicaragua,



MAIN IMAGE: ALAMY

Honduras and Guatemala. Travelling through Mexico, I reached the United States at Laredo and continued along the border to San Diego. Now together with Marlies and our new-found friends Andrea and Frank, we travelled through Los Angeles, Las Vegas

traffic. The landscapes are breathtaking, at times almost untouched, and I felt myself to be riding through an America that I knew from cowboy films! Traversing the states of Idaho, Montana and Wyoming, I reached Sturgis in South Dakota. Although the world-famous motorcycle rally was not due to begin for some 14 days, I wished to spend one night here, and I did in fact come across several bikers already occupying the pubs. The next day I visited Mount Rushmore – I simply had to see it with my own eyes.

Each Thursday Harley-Davidson throws a party at its Milwaukee headquarters, an event I also wanted to experience. Harley-Davidson in Switzerland had been in touch with the Milwaukee head office in advance to let them know that I was on my way. I was greeted on arrival and given a tour, which began with a visit to the Harley-Davidson Museum®, where I marvelled at the evolution of the Harley-Davidson company.

As the sun began to set, more and more bikers appeared at the party grounds. It was here that I met Bill Davidson. His calm, composed manner fascinated me, and we discussed motorsports at a level I would never have thought possible. The next day, I was led through the sacred rooms of the Juneau Avenue headquarters, and I was once more deeply struck by the

## ROAD TRIP

intense history behind the Harley-Davidson brand. However, with the far north beckoning and autumn already in the air, I had to leave Milwaukee after two eventful days and head up to the Canadian border. The further north I rode, the more spread apart the towns and villages were. I rode up the Alaskan Highway, across Grande Prairie, Fort St. John, Fort Nelson and on to Yukon, the most northwestern point of Canada, and Whitehorse, its capital city. The route was punishing, with heavy rain and long stretches of roadworks, but the reward for my suffering was an untouched and absolutely breathtaking landscape.

### VENTURING NORTH

On the way to the Alaskan border, I could hardly believe my eyes when a brown bear ambled across the road before me. I was so excited that I stalled my bike as I stopped. I had to dismount my phone from its holder to take pictures, but with the first click of the camera I realised that the lens was filthy. There was no time to clean it, however, as the grizzly was approaching me and already stood only around 15 metres away. Under pressure, I had to return my phone to its holder and immediately restart the stalled bike in order to avoid coming into physical contact with this wonderful creature. A couple of kilometres further on, the scene repeated itself, and this time I was



determined to do things better. I came to a stop approximately 100m away from the grizzly, cleaned the lens of my phone, opened the camera and rode slowly towards my subject. Unfortunately I was once again unlucky; instead of

approaching me, the bear disappeared into the bush.

I crossed the border into Alaska at the Alcan Border, arriving a short while later in Tok, the northernmost part of my trip. As I journeyed south-west to Anchorage, I passed by mountains, glaciers, lakes and forests at a scale I could never have imagined.



When planning my journey, the transfer from the American to the Asian continents had proved to be something of a logistical headache, as there was no direct connection from Alaska to eastern Russia. There was therefore nothing for it but to include an intermediary stop in South Korea.

The bike's last full service had been in Los Angeles, and so I wanted to have the Black Eagle put back into shape prior to our flight. Although my Street Glide® had been rolling without problems, I was anxious to know if my baby had suffered during the rough leg through North America. But I needn't have worried – just a good clean, a standard service and a tyre change, after 77,000km! So, after a few days in Anchorage, I set out again, this time to South Korea, with the Black Eagle travelling separately in a cargo plane.

### ADVENTURES IN ASIA

Acclimatising myself to the humidity in Seoul was tough. My stay in South Korea turned out to be somewhat lengthier than planned – the cargo plane was late leaving Alaska and I consequently missed the once-weekly ferry crossing to Russia. Given that travel through North Korea is prohibited, this ferry is an indispensable connection

ROAD TRIP



ROAD TRIP



ЕЖЕДНЕВН  
АЕТ РАБОТ  
АКРЫТИЯ  
- СРЕДА  
3 04



between the two countries. Traversing South Korea was not without its challenges – firstly, I could not read the road signs as they were all in Korean; secondly, I had not downloaded the map of Korea on to the Street Glide's navigation system, and the Google Map had not yet been released; and thirdly, the heavens opened just as I was setting out. Typically, as I reached the port town of Donghae and arrived at my hotel, the sun then began to shine. The next day I went down to the port first thing to have my papers checked, as I had no desire to wait yet another week in South Korea.

The crossing to Vladivostok took 24 hours and passed without a hitch. Many South Korean bikers take trips over to Russia, and as I recounted my story to some of them I was quickly drawn into their group and enjoyed a thoroughly entertaining crossing.

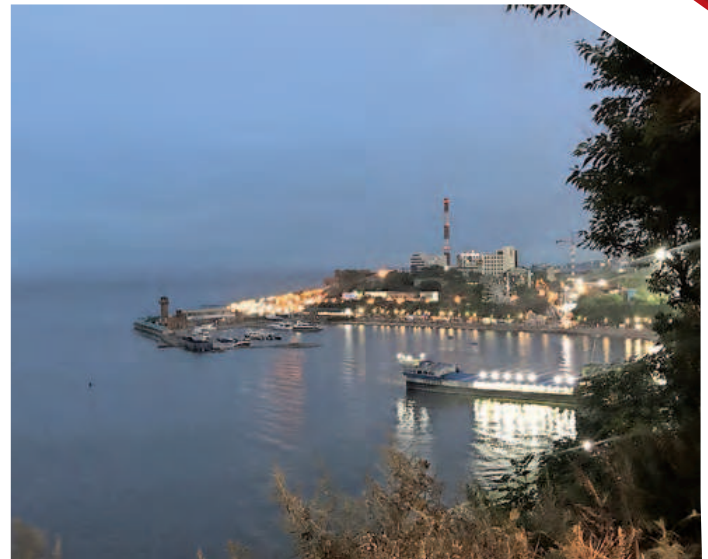
Russia was one country I had not been able to gauge in advance, and I was therefore anticipating difficulties at the border. However, Harley-Davidson® Russia had helped me to obtain a visa and, contrary to my fears, the border-crossing process was quick and professional. That evening in the hotel in Vladivostok, I met a great number of bikers from all over the world who had also somehow landed in the easternmost town in Russia.



### TRAVERSING THE TUNDRA

The next day at around noon I was able to reclaim my Black Eagle from the port. The last leg from Vladivostok back to Switzerland would be approximately 12,000km long, and would take me across eight different time zones. I set out, heading north, with the best possible weather as a friend.

With each signpost in and around Vladivostok I was delighted to see that, contrary to my assumptions, the majority of place names were written in the Latin as well as Cyrillic alphabet. But the volume of dual-language signs reduced the further



I drove away from the city. I was extremely relieved that both my navigation systems worked again now that I was in Russia, so I was able to find my route despite the language difficulties. I had also made sure to bring paper maps with me covering the entire journey – these turned out to be an invaluable resource. Once in Khabarovsk, I turned the bike west and, from here on, the days grew longer as we passed from one time zone to the next.

Traversing the regions of Amur Oblast and Transbaikalia, I reached the town of Ulan-Ude, close to Lake Baikal – the deepest lake on the planet. This vast region, comprising tundra, mountain ranges and coniferous forests, extends across a large part of the Russian territories in Northern Asia. The road crossed the Trans-Siberian Railway many times as the latter made its way between the Japanese Sea and Moscow. The weather was changeable – one day it could be hot, with temperatures rising to 34°C, and then it might rain again, the temperature dropping to just a few degrees above freezing. It was often foggy. The state of the roads was equally inconsistent: smooth as glass for a while, and then a few kilometres further on I would be dodging potholes again.

And then there were the petrol stations: filling up in Siberia is a whole new experience! When riding up to a seemingly empty petrol station, it would be easy to assume that the

## ROAD TRIP

place is shut. However, you will generally find a small hut, set a little distance apart from the forecourt with translucent glass windows. Prior to filling up, you need to estimate how much fuel you need, write down the amount and pass this via a sliding hatch to the attendant inside. He or she then releases the pump at which you are standing – and all this without you uttering a single word!

### CLOSE ESCAPE

Driving the roads through the Asian part of Russia was a little like playing Russian roulette. Negotiating the countless roadworks demanded every ounce of riding skill I had in me – when it rained, the gravel tracks were transformed into slippery toboggan runs. Hardest of all to navigate were the bridge repairs. A ‘temporary bridge’ generally seemed to refer to a stretch of riverbed that had been raised above water level by means of boulders and gravel. A steep slope led to and from the temporary bridge on each bank of the river. When it rained the slopes were unbelievably slippery and, equipped with only street tyres, I was always hugely relieved to find myself back up on street level.



As well as having to negotiate the often thoroughly damaged roads, many of the other commuting vehicles were hardly fit to drive. Many second-hand vehicles are imported from Japan, where vehicles are driven on the left. This means that when driving through Russia, where traffic keeps to the right, the steering wheel is on the wrong side. Time and time again, cars wishing to overtake a truck would suddenly pull out into oncoming traffic as they could not see what was coming the other way. I saw innumerable vehicles abandoned along the sides of the road following accidents. I guessed that

overtiredness had also been to blame for many of these accidents and, in fact, this was one of the greatest challenges of the trip for me – how to stay awake and alert while riding.

That said, until I reached Lake Baikal I had not been involved in a single accident. But here, as I was taking a rest in a parking area located directly at the roadside, I saw a car begin to skid out of control. A pick-up truck was approaching on the other side, and the vehicles made side-on contact, whereupon the pick-up rolled and slid on its roof into the parking lot. Throughout my trip I had, wherever possible, made a point of parking in the rear corner of a parking lot – the furthest point away from the road. This precautionary measure ended up saving me from a much worse fate: the pick-up came to a stop six metres away from the Black Eagle, and I escaped with nothing but shock.

## I passed by mountains, glaciers, lakes and forests at a scale I could never have imagined

### ON THE HOME STRAIGHT

In Novosibirsk – approximately halfway between Vladivostok and Moscow – I made a small stop at the local Harley-Davidson® dealership. Following an oil and tyre check and a new clean air filter, the Black Eagle ran like a dream. It took 11 days for me to cover the 9,000km between Vladivostok and Moscow, and I was relieved and delighted that Sergey Kamenev from Harley-Davidson Russia was there to meet me upon arrival. I rejoiced in the feeling that I had, at last, reached civilisation again. H.O.G. members told me a great deal about this beautiful city and its many historical attractions.

I had originally intended to return to Switzerland via Scandinavia; however, the long, exhausting days on the road, the bad weather in Moscow and the approaching winter all served to persuade me to take the easier route across Latvia, Lithuania, Poland and Germany.

Although the landscape of the Baltic States is truly breathtaking, I felt I was being pulled as if by a magnet towards home; all I wanted now was to see my family and friends again. I drove the 3,000km from Moscow back to Lucerne in just three days.

On August 30, 2017, I was finally able to declare that after 85,000km and 32 countries, and without accident, breakdown or personal injury, my journey with a Street Glide® through all the continents was truly over. ■

For further photos and information about Werner's epic journey, visit his website at [black-eagle.ch](http://black-eagle.ch)

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The Battle of the Kings customisation competition continues to grow across the globe as it enters its fourth year

# ACCUSTOMED TO SUCCESS



UK & IRELAND



**THE BATTLE OF THE KINGS** CUSTOM BIKE BUILDING COMPETITION PITS AUTHORISED HARLEY-DAVIDSON® DEALERS AGAINST EACH OTHER IN A BATTLE OF CUSTOMISATION SKILLS TO SEE WHO CAN PRODUCE THE BEST AND MOST ORIGINAL CUSTOM HARLEY-DAVIDSON PROJECT WITH A LIMITED BUDGET AND ACCESS TO THE OFFICIAL H-D® PARTS & ACCESSORIES CATALOGUE.



Now in its fourth year, the competition has grown to become one of the largest custom bike competitions in the world, showcasing the wealth of in-house custom expertise and talent in the Harley-Davidson dealer network, as well as the vast range of official Harley-Davidson Parts & Accessories available to support customers' customisation requirements.

This year's competition restricts the budget to no more than €6,000 (or £5,500), with at least half of the budget to be used on official Harley-Davidson Parts & Accessories, and allows dealerships a wider range of base bikes to build from.

The seven eligible models for the 2018 competition are the Street 750, Street Rod, Forty-Eight, Roadster, Iron 883, Fat Bob and Street Bob. The limited budget ensures a level playing field and demonstrates to potential customers not just the pool of customisation talent available in the authorised dealer network but also the range of customisation possibilities that can be had for a relatively small outlay. All bikes must be street legal in order to keep the competition realistic for the majority of potential customers looking for a bike that can serve as an everyday ride as well as making a custom statement.

Since the competition was launched in 2015, more than 220 dealers in EMEA have taken part, submitting more than 500 custom builds. This year sees the competition expand to become a truly international affair with dealers in Brazil, China, Thailand, India and Australia included for the first time, and drawing over 100,000 votes from the public – a record for the contest

and an illustration of its global reach.

Fans vote online for their favourite custom build from each region and the five most popular bikes from each region are selected. A panel of judges then picks a finalist from each region. The winner will be crowned in November at the EICMA 2018 show in Milan. Last year's winner was 'Bombtrack', built by Italy's Harley-Davidson Perugia.

Here we look at some of the regional winners heading to EICMA this November. To see the entries and winners by country: [customkings.harley-davidson.com](http://customkings.harley-davidson.com)

#### **UNITED KINGDOM & IRELAND: SYCAMORE HARLEY-DAVIDSON 'ALLEY RAT' (LEFT)**

The UK & Ireland judging took place at the London Motorcycle Show in February, and the winner was Alley Rat, a Sportster Forty-Eight from Sycamore Harley-Davidson of Uppingham in Kent, England.

The design – particularly the retro paint job – references the early-1980s period immediately following Harley-Davidson's 'buyback' from AMF. Designed as a no-frills urban brawler, the majority of the custom parts in this build are straight out of Harley's parts catalogue, with the fuel tank, rear fender and exhaust all custom-fabricated.

The result celebrates original shed-built bikes. It uses a fat front tyre to give the front end an aggressive look, complemented by a solo seat, 4.5-gallon tank with AMF-style graphics, side-mount vertical licence plate with stop light, and Tallboy bars. The look is highlighted using parts from the Harley-Davidson P&A Brass Collection, a Daymaker headlamp, black grips and chrome retro air cleaner.

## Battle of the Kings

### **BELGIUM: WEST-FLANDERS HARLEY-DAVIDSON® 'ROADSTER' (BOTTOM)**

Belgium's winning entry from West-Flanders H-D® is themed around the endurance racing bikes of the 1970s and '80s.

The donor bike was an XL 1200CX Roadster, which was completely stripped by the West-Flanders technicians. Streamlined bodywork was then constructed and fitted, including an iconic twin-headlamp fairing for the endurance racer look along with clip-on bars, rear-set footpegs, bar-end mirrors and a high level exhaust system. The special deep-green paintwork gives the new bike an 'aged vintage' look.

Final assembly took three days, and vintage-style logos, race number and stickers complete the transformation to racetrack hero.

### **ITALY: HARLEY-DAVIDSON BOLOGNA 'FARM MACHINE' (BOTTOM RIGHT)**

Last year's Custom Kings – Harley-Davidson Perugia – came from Italy, and this year H-D Bologna hope to make it two in a row for their home country. The Bologna technicians aimed for a 'barn find' look to their entry, which they describe as 'a tribute to the land and rural traditions'.

Based on a donor Softail® Street Bob®, the

design of 'Farm Machine' nods towards agricultural machinery of the 1950s, with the agricultural retro look enhanced by huge dual-purpose tyres, sprung bucket seat and minimalist bodywork customised to look bleached by the sun. Hollywood handlebars and liberal use of brass accessories in the mirrors, fuel cap and covers for the air filter, clutch and ignition complete the rural Italian look.

### **SPAIN: HARLEY-DAVIDSON TARRACO 'THIRD TIME LUCKY' (RIGHT)**

Harley-Davidson Tarraco's winning entry is based on the café racer of the 1960s, very minimalist and with details reminiscent of the racing personalisation common at the time.

Rather than simply bolting on accessories, the Tarraco team stripped the bike to the frame and minimised the rear end with a tiny rear fender and Goodyear race-style tyre. A single seat and twin high-level race exhausts, along with a race fairing complete with '60s-style Perspex dome for the headlight, keep the design consistent with the racing theme. The bike was then given a classic cream-and-brown paint treatment, complete with Battle of the Kings logo, making the 2018 bike almost indistinguishable from a 1960s café racer.



**BELGIUM**





SPAIN



ITALY





**FRANCE: HARLEY-DAVIDSON®  
LIMOGES: 'LA REPLICA' (ABOVE)**

The winning bike from the French dealer network – 'La Replica' from Route 87, the Harley-Davidson dealership in Limoges – is based on the famous wartime WL7 'Flathead' model from the 1940s. In fact, 'La Replica' is designed as an homage to a very specific WL that sits in the Route 87 showroom and has become the mascot of the dealership.

The team at Route 87 found the design of the new Softail® chassis to be ideally suited for the transformation. The Milwaukee-Eight motor is also much closer to the design aesthetic of the 1940s Flathead engine than the previous Twin Cam

engine, making it an ideal start point for the build.

Design cues from the WL that have found their way on to 'La Replica' include a complete springer front end, 19-inch wheels, solo saddle, bobbed rear fender and antique-style fuel tank. The retro aesthetic is completed by a chain drive conversion and hand gear shift. Mini indicators and modern lighting keep 'La Replica' road legal, despite at first glance appearing to be a custom bike from the 1940s.

The win for Harley-Davidson Limoges cements their place in the top rank of customisation – last year's entry saw a podium finish and their first entry in the competition in 2016 also took first place for their country. ■



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BEHIND THE  
BREWERY  
DOORS



Harley-Davidson® and Staropramen have two things in common: passion and precision. Therefore, it seemed only natural that they work together ahead of this year's 115th Anniversary celebrations in Prague

Words: Denisa Mylbachrova

Photos: Miloš Potužák



**CZECHS KNOW HOW** to have a good time and how to get excited about big, seemingly impossible things – like building a highly successful brewery during a period of low investment in the sector, for example! You can see this passion and enthusiasm in everything we do, and it's particularly evident in our love of beer and in our admiration of powerful machines.

**A PROUD TRADITION**

The Czech Republic is a country of castles and beautiful historical towns... and breweries. All in all, you'll find roughly 400 of them spread across the country, and this figure continues to grow every month. There are currently 44 large breweries and more than 350 microbreweries in the Czech Republic, producing traditional beers and lagers as well as an increasing number of speciality beers.

But no beer is as closely connected with the Czech capital – the 100-spire city of Prague – as Staropramen. For the past 150 years, this beer has been brewed in the district of Smíchov, in view of the former medieval city walls and the Prague castle panorama. It's the same view that you'll find on all labels of this Smíchov beer. You can sample it for yourself in one of Prague's numerous pubs, or even in the city's O2 Arena, where the Czech national ice hockey team plays its biggest games. Czechs and ice hockey – that's a connection that's almost as strong as Czechs and beer!



**HUMBLE BEGINNINGS**

The brewery in Smíchov was founded in 1869, with the objective of brewing decent beer for local residents of this industrial suburb of Prague. The tough men who operated machines in small workshops and large factories by day needed to quench their thirst come evening. They wanted to spend their free time in pubs, playing cards and discussing their problems and their dreams over a pint of beer. The traditional Smíchov 10° beer – well-fermented, with a little bitterness – was created especially for them, and became the model for this type of beer. Today, it's the most widely consumed type of beer in the Czech Republic.

Thanks to strong resolve and the determination to do things its own way, Staropramen grew from brewing just a few thousand hectolitres in its first year of operation to becoming one of the three largest breweries in Europe over the following decades. During the First Czechoslovak Republic, it was in fact the largest brewery in the country, even larger than the Meštanský pivovar in Pilsen (which later became Plzeňský Prazdroj, or Pilsner Urquell).

Today, Staropramen beer is exported to more than 35 countries around the world, from the USA all the way to Australia. Aside from its traditional lager and tap beer, you can also sample the unfiltered wheat 'Nefiltr' beer, the 'Jedenáctka' beer, which features seven types of hops, the 'Granát' beer with caramel malt (which became the official beverage of Prague when it was the European Capital of Culture in 2000), and the 'Extra chmelená' beer, which is



## Staropramen

based on Czech Saaz hops, some of the finest in the world.

### SPECIAL PARTNERSHIP

Just like lovers of Harley-Davidson® motorcycles, those who create Staropramen beer are set apart by their admiration for technology and powerful machines, and their passion and commitment to doing things in their own way, even if the circumstances are not entirely favourable. The brewery also counts many bikers among its staff, so it came as no great surprise that when Harley-Davidson began planning its 115th Anniversary celebrations in Prague it approached the Staropramen brewery. What better way to celebrate the legendary global brand's anniversary than a toast with traditional Czech beer? And so the deal was sealed with a handshake.

Now, an extra-special batch of Staropramen Jedenáctka beer will be brewed to celebrate the anniversary, under the direct supervision of Harley-Davidson staff. The H-D® team recently visited the brewery school and were shown around by the brewmasters, one of whom created the original Jedenáctka recipe. They had a chance to see the brewing room and the bottling line, and also see where the beer ages and acquires its idiosyncratic character. The visit concluded with a beer tasting and a talk by business brewmaster Libor Vávra.

### UNIQUE FLAVOUR

As a result of this collaboration, guests attending the Prague celebrations will be able to sample a beer that is almost as complex and sophisticated as Harley-Davidson motorcycles. Combining seven types of hops and three types of malt – each of which plays a role in developing the beer's characteristic flavour, aroma and colour – is no easy task, but as the creator of this special recipe Jan Špacek explains, the result is worth the effort:

“When you look at Staropramen Jedenáctka, you're captivated by its superb rich colour. When you sniff it, you smell the aroma of the hops first,



accompanied – but not dominated like in dark or semi-dark beers – by a delicate caramel fragrance. Once you taste it, you first perceive a soft touch of caramel, followed by a delicate and unobtrusive bittersweet tail. This always prompts you to take another sip.”

### RAISE A GLASS

Guests will be able to try out this magic formula for themselves when enjoying the festivities this July at the Prague Exhibition Grounds by the Moldau River, located just a few miles downstream from the Smíchov brewery. The freshest Staropramen beer will be on tap at nine stands, as well as in a special pop-up pub, where it will be served in traditional half-litre glass mugs.

Over the course of two days during the celebrations, the brewery in Smíchov will be offering special tours to event visitors. Accompanied by brewmasters, guests will have a chance to see how this traditional Czech beer is brewed in the very heart of Prague. They will also be able to visit the brewery museum in the Visitors' Centre, or enjoy a hearty lunch in the Na Verandách brewery restaurant, a former meeting point of the Prague H.O.G. Chapter.

As visitors will discover, the Staropramen brewing staff's passion doesn't end when the beer leaves the brewery gates. They take it with them to Staropramen's numerous pubs located throughout the city, which will also invite the Harley® family to come in and enjoy this iconic Prague beer. ■

## DON'T DRINK AND RIDE!

**OF COURSE**, it goes without saying that anyone planning on riding their bike during the day will need to avoid sampling the local brews. However, non-drinkers should be more than satisfied by the non-alcoholic beer Staropramen Nealko, which will be on offer throughout the celebrations. Nealko is brewed with extra hopping, along with the traditional Czech technique of controlled fermentation, which adds to its typically bitter taste and brings its flavour close to that of conventional alcoholic beers. New Nealko cans featuring Harley riders and their words of wisdom have been designed especially for the Harley-Davidson 115th Anniversary celebrations.

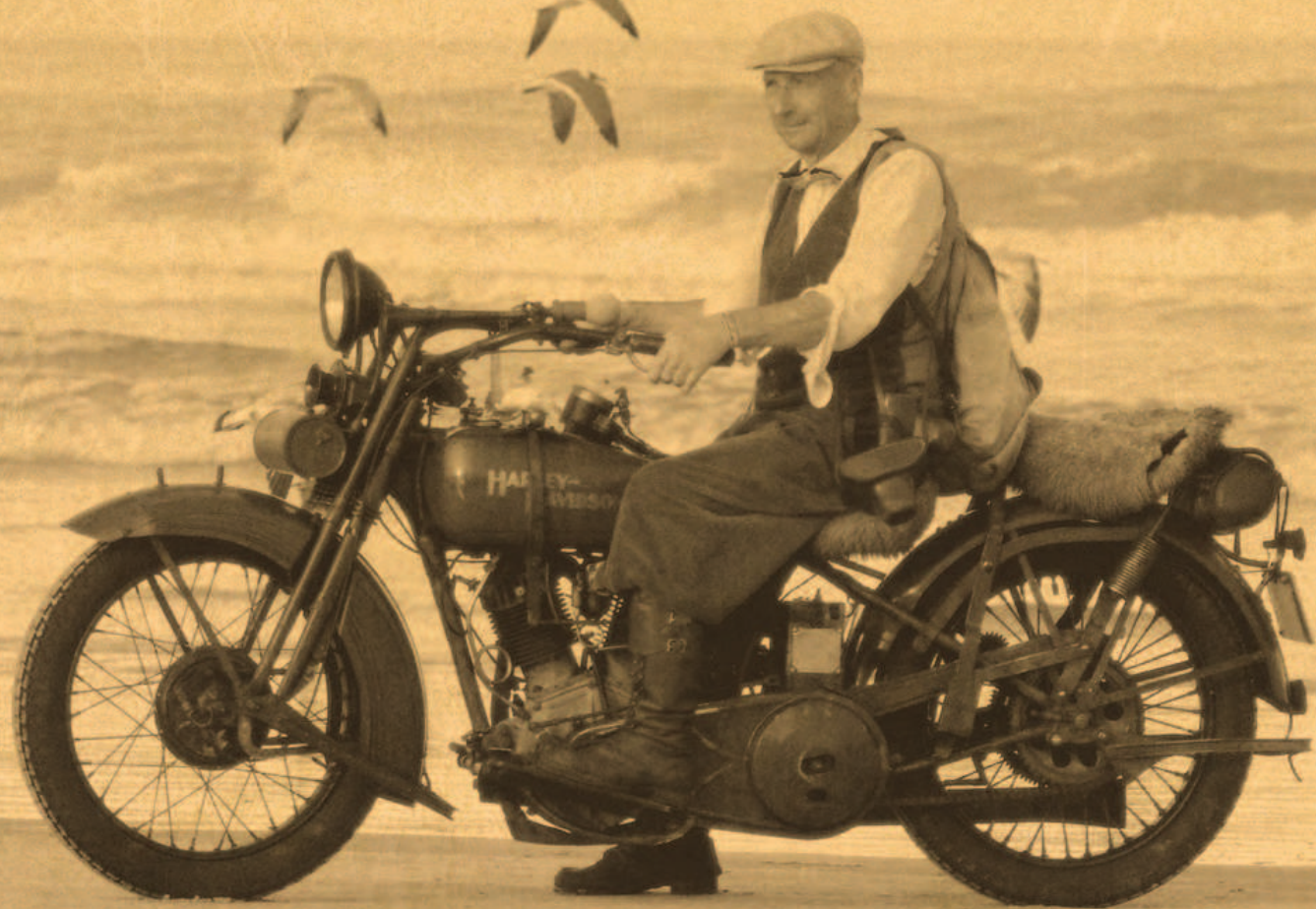
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THAT CAME  
HOME

**GERMAN H.O.G.® MEMBER PETER SCHMIDT** came into possession of his rare 1928 Model JD through a chance meeting at a classic car show in the former East Germany in 1982. Since then Peter and his bike have covered more than 30,000km, including two trips to the USA – and the bike still has its original paint, nickel finish and pistons.

“I bought the bike from its first owner, who had purchased it from a dealership in Bischofswerda, East Saxony in 1928,” says Peter. “The bike had been stored since the Second World War, with a mileage of 32,839, but I managed to bring it back to life within a day. That also brought to life my desire to travel with the bike.”

That desire had to wait until the fall of the Berlin Wall, when travel outside the former East Germany became possible. Peter decided to ship the bike to the USA in 1993 to mark the 90th birthday of Harley-Davidson® with a five-week ride through northern USA and southern Canada, and a pilgrimage to the bike’s birthplace in Milwaukee. New tyres, chains and battery were fitted, but otherwise the bike retained its originality.

Peter loved that trip with his



JD so much that he immediately began planning the next USA trip – the 100th Anniversary of Harley-Davidson in 2003. That year also saw two other anniversaries: the 75th birthday of the bike, and the 65th birthday of Peter himself.

That second trip saw Peter cover 28,000km, taking in not just Milwaukee – and a meeting with Willie G. Davidson – but Niagara Falls, Canada, Daytona Bike Week, New Orleans, Texas and the full length of the original Route 66 from when the bike was born in 1928.

Back in Germany, Peter checked the bike over and replaced the valves and piston rings, but otherwise the bike remains just as it was when it left the factory. “It is still unrestored – the paint and nickel are still unchanged, and that is the way it should stay,” says Peter. ■



# GET TO KNOW US

FIND OUT MORE ABOUT YOUR H.O.G.® CUSTOMER CARE CENTRE TEAM WITH A LITTLE Q&A...



## LESLEY KAMMER

Customer Service Representative

SO, WHAT ARE YOU INTO?



### FAVOURITE BAND:

Booze & Glory, Broilers, Martens Army



### FAVOURITE FILM:

*The Lord of the Rings* trilogy



### FAVOURITE HARLEY®:

V-Rod® Muscle



### LANGUAGES SPOKEN:

Dutch, German and English

**LESLEY'S BEST ADVICE:**  
IF YOU WANT TO HAVE THE FULL EXPERIENCE, JOIN A CHAPTER AND PARTICIPATE IN THEIR RIDE-OUTS.



### Q: How long have you been with the H.O.G.® Customer Care Centre team?

**A:** I've been here since the beginning of the year and I really like my job. I moved from Germany to start working for H.O.G., which was a great decision.

### Q: What happens on a 'normal day' in the office?

**A:** There is no such thing as a normal day because every day is different; often we receive emails or calls that are really interesting, especially now that the new season is about to start and exciting events are being prepared for.

### Q: What events have you been to?

**A:** This is my first year working for H.O.G. so I'm looking forward to what will be my first H.O.G. and H-D® event. As I'm also new to Ireland, I'm planning to go to the Ireland BikeFest® ([www.irelandbikefest.com](http://www.irelandbikefest.com)) in Killarney over the summer Bank Holiday because I've heard great things about it.

### Q: What is the most frequent request you have from members, and what is the answer?

**A:** Most members call to renew their membership or sign up with H.O.G., and of course I'm happy to help with that. They also call to ask general questions about their membership, H.O.G. benefits and pack. I try to solve all the enquiries and answer their questions.

If there is anything I am not sure about I can always ask my colleagues, who are really helpful.

### Q: What's the strangest request you've ever had from a member?

**A:** A member once asked if I could deliver his H.O.G. pack personally because he was very keen to receive it. He asked me to swim over from Ireland and bring the pack to his address on the mainland on foot! We laughed about it and I told him that if it was ever suggested again, then I would.

### Q: What do you like most about working in the H.O.G. family?

**A:** I love my team and the members are really relaxed and nice; it's just fun to work for H.O.G. I've made a lot of new friends and everyone was really welcoming when I started here, which made it very easy for me to settle in.

## CUSTOMER CARE CENTRE

### FOR ALL MEMBERSHIP ENQUIRIES:

Email us: [customerservices@hog-europe.com](mailto:customerservices@hog-europe.com)

Visit online: [hog.com](http://hog.com)

### SPEAK TO THE TEAM:

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**OPENING HOURS:** Monday-Friday 08.00-17.00 (GMT)

**Q: Do members like to chat? What do you usually talk about to members on the phone?**

**A:** Most of them do. We talk about the events and they tell me about their trips or the bikes, or general stuff such as the weather or current events. Everybody is really happy to tell me about their trips and it's really interesting to hear where they went with their Harley-Davidson® motorbikes and what they saw on the way.

**Q: What activities do you like to do in your free time?**

**A:** I do martial arts when I find the time for it because it's my passion. I did karate and kickboxing in the past but I would really like to start krav maga soon. I also love to read books and watch movies on my laptop, so that takes up most of my evenings after work. I mostly read fantasy and crime novels but I also like books about politics. At the weekend, I meet up with my friends and we go to the pub or out to dinner.

**Q: What's your favourite holiday destination?**

**A:** Definitely the Netherlands because a large part of my family live there. I love the water and the people are really open and kind. I try to go there at least once or twice a year, even if it is just for a long weekend. It is always great to go to Amsterdam and walk around the city or sit by the canals and just enjoy the day.

**Q: Are you a rider?**

**A:** Not yet. I'm going to start working for my licence soon and I want to have my own Harley as soon as possible. I've been riding as a passenger with my dad a few times and I sometimes used to drive my friend's dirt bike on the track. I love riding bikes and I hope I can ride on my own soon.

**Join us next issue to meet another member of the Customer Care Centre team...**



**VIRGINIA  
SUESCUN**  
Account Manager



**AARON  
CONLON**  
Fulfilment Manager



**THOMAZ  
ATTISANO LOPES**  
Team Manager



**LÉA  
CASTELLANI**  
Administrator



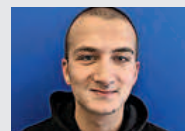
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TINGZON**  
Administrator



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BAGNI**  
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CASU**  
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**LESLEY  
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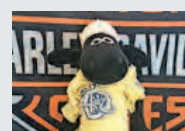
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**YESSICA  
SOGLIANI**  
Customer Service Representative



**ANOUK  
SPITHORST**  
Customer Service Representative



**MEMBERSHEEP**  
Mascot

# MEET THE TEAM



AS WELL AS A MILLION FELLOW H.O.G.® MEMBERS AROUND THE WORLD, THERE IS A TEAM OF PEOPLE TO MAKE SURE YOU **ENJOY EVERY SECOND** OF YOUR HARLEY-DAVIDSON® MOTORCYCLE AND YOUR H.O.G.® MEMBERSHIP...

## H.O.G.® CENTRAL



**TREVOR BARTON**

Regional Consumer Experience Manager, International



**HAYLEY JONES**

Project Manager – Consumer Experience



**YANNICK FOULON**

Marketing Co-ordinator



**BEV ENGLISH**

Event Manager



**VICKI CLARIDGE**

Finance Manager



**SHARLA NEWPORT**

Marketing Programs and Jeep Brand Alliance Project Manager, International

## H.O.G.® MANAGERS



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UK & Ireland  
Regional H.O.G.® & Consumer Experience Manager



**STEPHANE SAHAKIAN**

France  
Regional H.O.G.® & Consumer Experience Manager



**BJORN MARTIN SOLBERG**

Nordic Region  
Regional H.O.G.® & Consumer Experience Manager



**SERGEY KAMENEV**

Commonwealth of Independent States  
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**LISA WACHA**

Germany  
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**TO BE CONFIRMED**

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**SUE NAGEL**

Spain & Portugal  
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**TIM KOEDIJK**

Benelux  
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**FLORIAN RUEBARTSCH**

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Regional H.O.G.® & Consumer Experience Manager



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**2 Bowker Harley-Davidson<sup>®</sup>**  
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**Red Rose Chapter (7772)**  
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 01524 735074  
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 redrosechapter.com

**3 Cheltenham Harley-Davidson<sup>®</sup>**  
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 bladegroupharleydavidson.co.uk

**Rolling Hills Cheltenham England (9070)**  
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 07572 910458  
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 rollinghillshog.co.uk

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 devalegionhog.co.uk

**5 Dublin Harley-Davidson<sup>®</sup>**  
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**Gaelic Chapter Ireland (7766)**  
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 00 353 8 62403953  
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 gaelicchapterireland.com

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 hogsbackchapteruk.org

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 01246 830444  
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**Plymouth Chapter UK**  
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**29 Sycamore Harley-Davidson®**  
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**30 Three Rivers Chapter (9979)**  
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iirivershogchapter.co.uk

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warrs.com



**Chelsea and Fulham London (9085)**  
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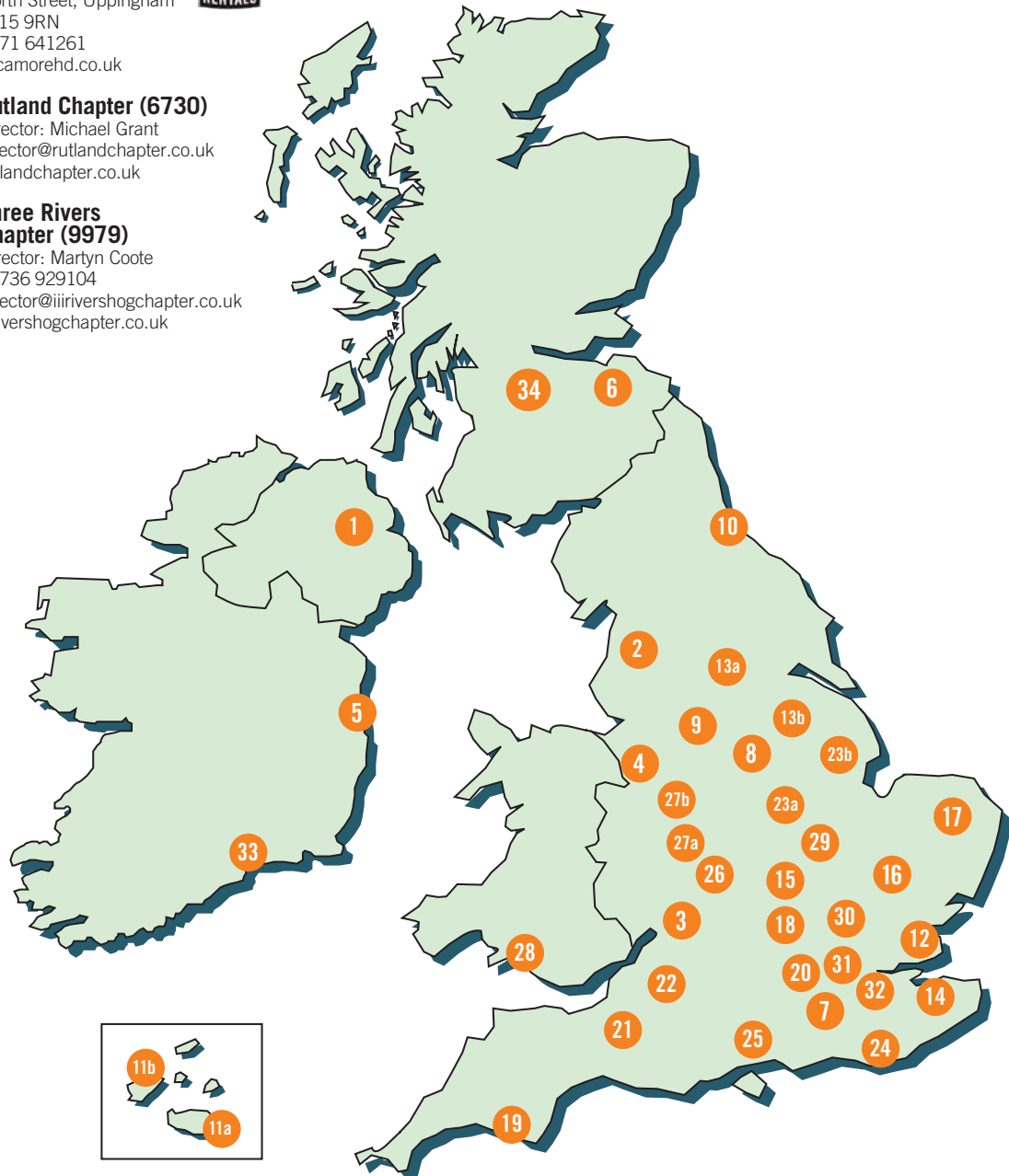
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**34 West Coast Harley-Davidson®**  
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**Clyde Valley (9894)**  
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07540 526307  
director@clydevalleyhog.com  
clydevalleyhog.com



# LOVE OF A LIFETIME

**Yannick Foulon, H.O.G.® Marketing Co-ordinator, has been surrounded by the rumble of Harley® engines since early childhood**

**I CANNOT EXACTLY** pinpoint my first encounter with Harley-Davidson®, and I have good reason for that: I grew up just ten minutes' walk away from the local dealership (Légende 76 in Rouen, France), and I would walk past every weekend with my parents. So, for me, Harley has been part of my life pretty much ever since I could walk.

I remember with nostalgia that oh-so-specific sound emanating from the engines, and the bikes' heat and smell hitting my face. When I was growing up, I would ask my dad repeatedly when he was going to buy one of his own, but he always replied that it wasn't for him. While I understand his view, I still haven't given up hope of seeing him one day riding a Softail® around his favourite region of Brittany.

My first experience on a motorcycle was riding pillion on a dirt bike through a forest in Normandy. I was still a teenager, but this experience remains one of the highlights of my life. I can recall the emotions as if it were yesterday – it's not something I can really put into words, but I am sure that most of you are able to grasp it.

My next riding experience was as a pillion once more – this time, at the 2015 European H.O.G.® Rally. On this occasion I was on the back of a Touring motorcycle, and the experience was quite different – I actually felt like I was watching a movie from an air-conditioned sofa! When I had the chance to attend the European H.O.G. Rally in Lugano I was, of course, the first in line to ask for a ride.

As most of you will probably be aware, this is a very exciting time for Harley-Davidson, with new models coming out with great regularity. I have to say that I am particularly excited about the prospect of electric models being launched in the future. I had the chance to discuss the LiveWire project back in 2014 with some of the lucky individuals who tested the bikes, and the description of the experience that they gave really got me excited!

If I have ever had the chance to meet you during a H.O.G. rally, or if I ever spoke to you on the phone during my time working at the H.O.G. Customer Care Centre, I most likely asked you what the Harley Owners Group® means to you. The interesting thing is that I have had as many answers as I have interactions: it could be pins, patches, chapters, the sense of family, the experiences... I sincerely believe that this is the beauty of H.O.G. – you can tailor your experience based on your personality, your needs and your mood in the moment.

So get out there and make the most of it – ride safe and have fun! ■





# BLACK ONYX COLLECTION



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