

Harley-Davidson 2014 Digital Media Kit Guide



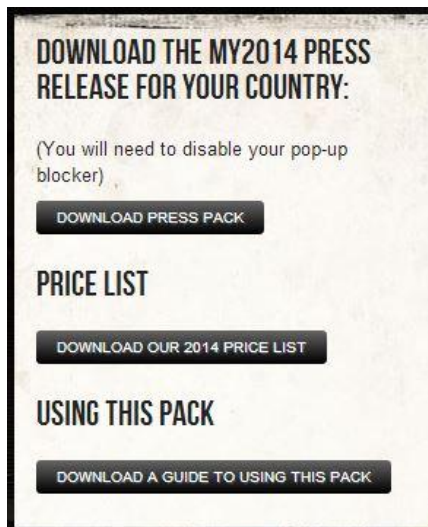
The Harley-Davidson 2014 Model Year Digital Media Kit has been produced to provide media professionals with all the information relating to the entire Harley-Davidson model range available in Australia and New Zealand.

The aim of this Digital Press Kit is for journalists to capture quickly the information they require to compile editorial, and to gain further insights into the Harley-Davidson 2014 model line-up. The Press Kit will be updated during the year as new models are introduced. Please see Terms and Conditions of Usage at the end of this document.

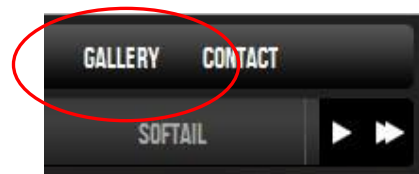
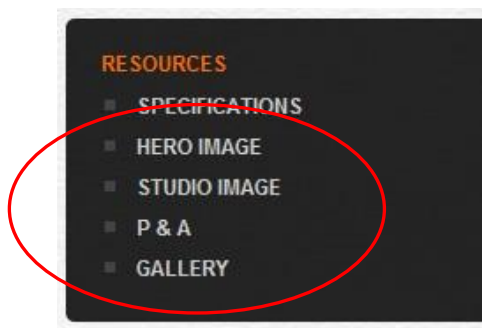
The Media Kit can be viewed from: www.h-d2014my-press.com

The following assets are available from the Press Kit:

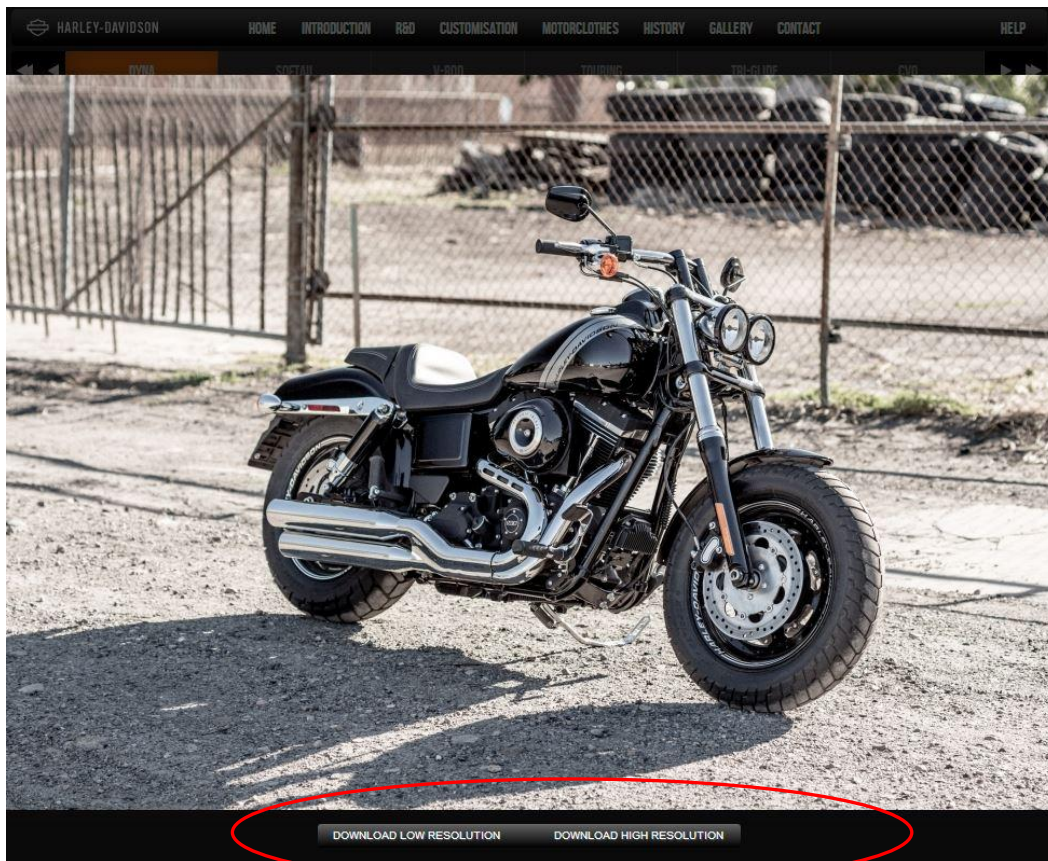
- 2014 Model Year Press Releases and Price List can be downloaded as files from the Introduction page. You will need to disable any pop-up blockers.



- Model Images. These include Studio, P&A and Hero shots, action, detail and lifestyle images. These can be accessed from the Resources section in each product page (top right) or from the Gallery link at the top right of the page.



- Images can be downloaded in high or low resolution from the image viewer. Journalists either save images from their browser to a drive or send links to their news desks by downloading an image, then copying and pasting the url from their browser tab window into a document or email.



Copy and paste
this link into an
email or doc

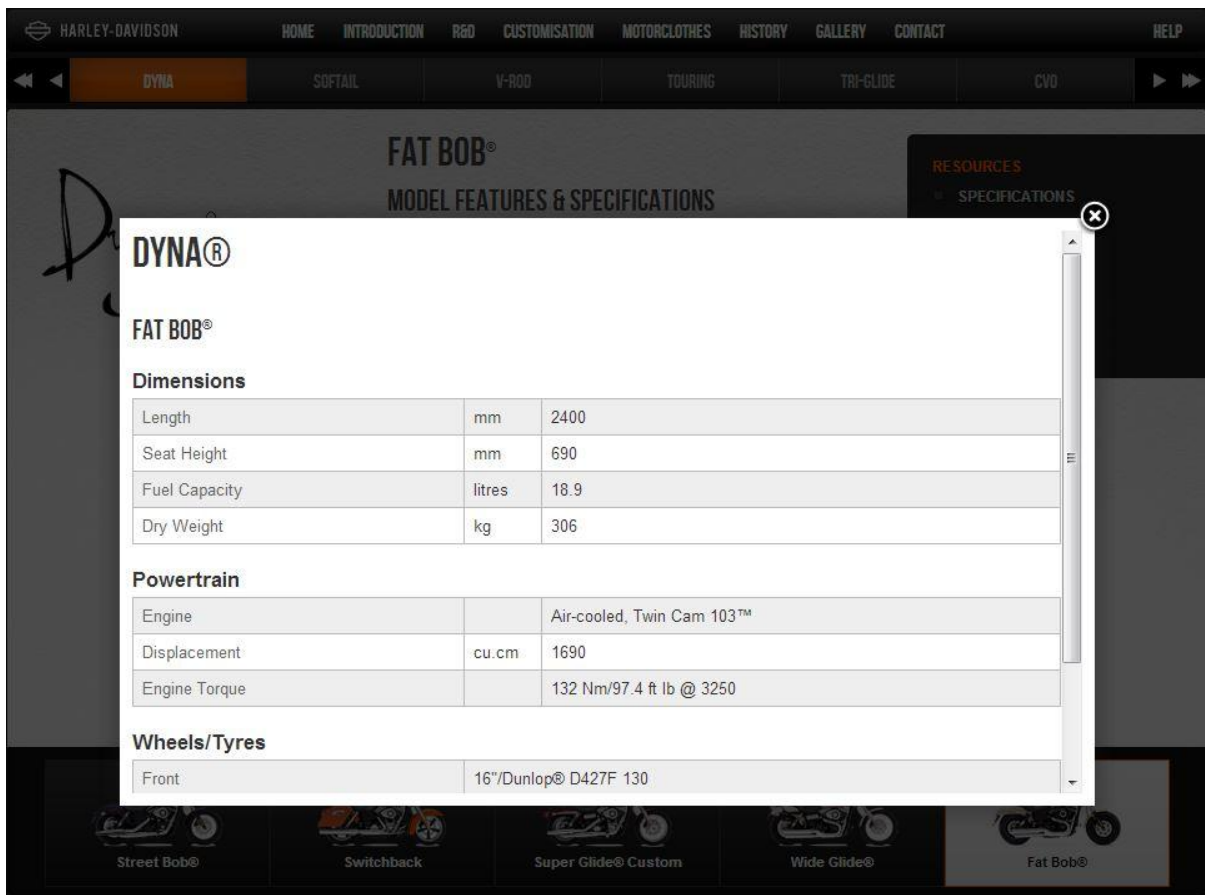
Lightbox – My Collection

We have added Lightbox functionality which means you don't need to download images and send them as attachments - although you can still do this if you prefer. Simply click the small + symbol on a Gallery image and it will add it to a folder called 'My Collection' - you can see this in the bottom right-hand corner of your monitor. Once you have selected all the images you want, click 'My Collection' to see the images. You can download them to your local drive individually by clicking Save, add them as links to an email or copy and paste the links into a document - ideal if you're using webmail, for example. You can remove the images from My Collection by clicking the - symbol.

The image shows a screenshot of the 'My Collection' interface in a Lightbox application. The interface is divided into several sections, each with a callout box explaining its function:

- Top Left:** A gallery image of a motorcycle with a red circle around a small '+' symbol. Callout: "Click the +symbol to add an image to your Collection".
- Top Right:** Two buttons: "DOWNLOAD LOW RESOLUTION" and "DOWNLOAD HIGH RESOLUTION". A red circle is around a small '+' symbol on the right side of the "DOWNLOAD HIGH RESOLUTION" button. Callout: "Click the +symbol to add an image to your Collection".
- Bottom Right:** A button labeled "MY COLLECTION (3)".
- Bottom Left:** A section titled "My collection" showing three small image thumbnails, each with a "Save" button below it. Callout: "Use – sign to remove image from Collection" (pointing to a minus sign on the first thumbnail) and "Save image to your computer or network" (pointing to the "Save" button).
- Bottom Center:** A list of three URLs under the heading "My collection". Callout: "Links to high-res images can be copied and pasted into a document or web email page".
- Bottom Right:** A button labeled "Save". Callout: "Save image to your computer or network".
- Bottom Left:** A button labeled "Clear all". Callout: "This deletes all the images from the Collection".
- Bottom Center:** A button labeled "Show links". Callout: "This takes you back to seeing the images".
- Bottom Right:** A button labeled "Email links". Callout: "This will set up an email in an email utility such as Outlook and embed the image links".

- Harley-Davidson images are copyright protected and available for media use only. Additional Usage is available on request.
- Product specifications can be accessed from the Resources section of each product page (top right). Journalists can copy and paste information directly from the Specification pages.



DYNA®

FAT BOB®

MODEL FEATURES & SPECIFICATIONS

Dimensions

Length	mm	2400
Seat Height	mm	690
Fuel Capacity	litres	18.9
Dry Weight	kg	306

Powertrain

Engine		Air-cooled, Twin Cam 103™
Displacement	cu.cm	1690
Engine Torque		132 Nm/97.4 ft lb @ 3250

Wheels/Tyres

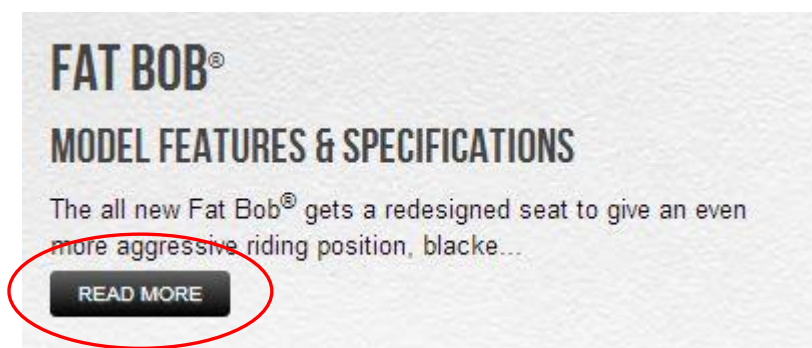
Front		16"/Dunlop® D427F 130
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RESOURCES

SPECIFICATIONS

Street Bob® Switchback Super Glide® Custom Wide Glide® Fat Bob®

- Model Information – click 'Read more' to get a Reader Pane – journalists can cut and paste text from these pages



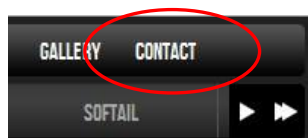
FAT BOB®

MODEL FEATURES & SPECIFICATIONS

The all new Fat Bob® gets a redesigned seat to give an even more aggressive riding position, blacke...

READ MORE

- Contacts – use the Contacts tab in the top-right to find details of Harley-Davidson's PR representatives.

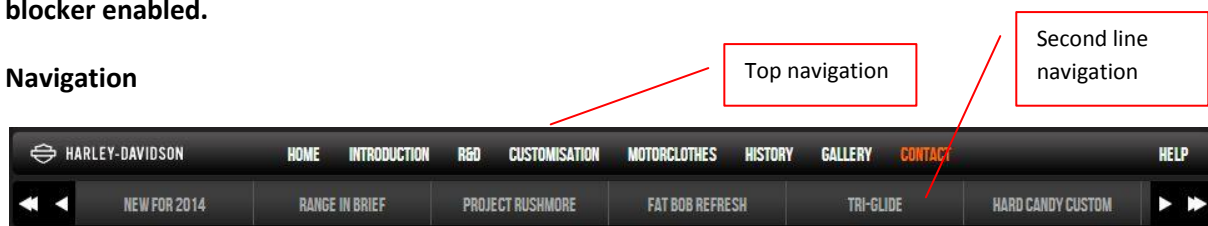


GALLERY **CONTACT**

SOFTAIL

NB: If you are unable to view these images or reader panes, check to see if you have a pop-up blocker enabled on your browser. You should tick 'Allow pop-ups from the site' if you have a blocker enabled.

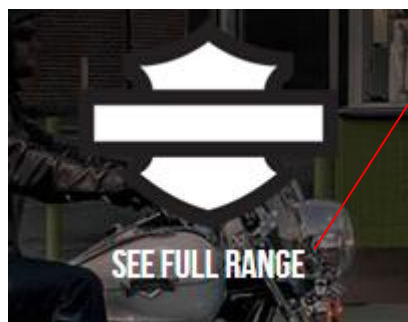
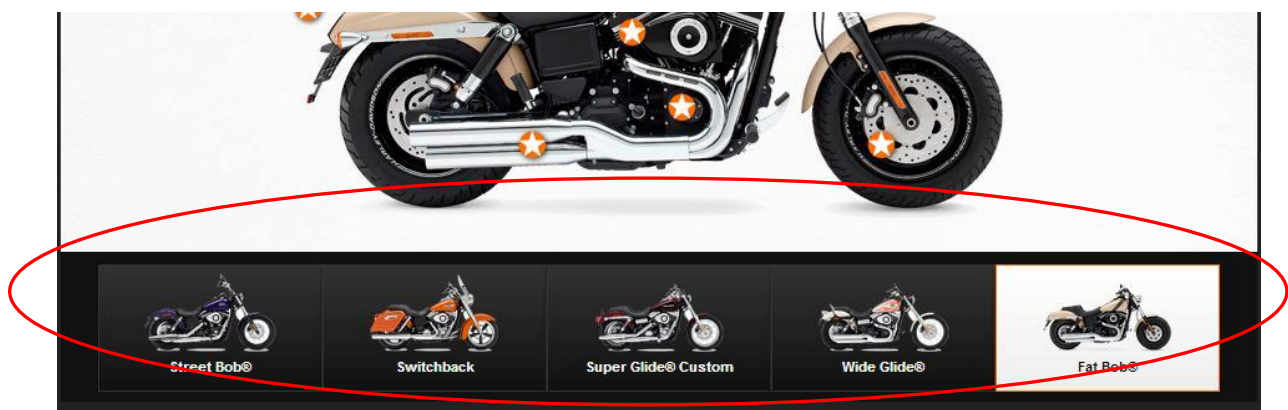
Navigation



The top level of site navigation takes you to pages that give general information about the brand. Simply click the tabs to link to the different sections.

The second level of navigation provides information about the model groups and products. You can navigate through the model families, such as Dyna, Softail etc, by clicking the buttons or using the arrows either side of the buttons. The furthest position arrows take you to the first and last pages.

Once you are in a product group (i.e. Softail), you can navigate through the products by using the carousel of the products at the bottom of the page.



You can navigate directly to any product in the entire 2014 Model Year range by clicking this icon. It is displayed on the introduction page, the New for 2014 page and the Gallery page.

Browser compatibility

This site is compatible with Safari, Chrome, IE8, 9 and 10 Mozilla Firefox and can be viewed on most tablets and smartphones. You can use older browsers but some functionality may be lost.

Terms and conditions of use

The information and images contained in and accessible through this web site are made available for the sole purpose of providing accurate information and quality product images for use by accredited journalists in connection with the publication of articles relating to Harley-Davidson Motor Company and its products. The sharing, distribution, or reproduction of these materials for any other purpose, and specifically for any commercial purpose aside from publication, is expressly prohibited. By logging into this web site, users acknowledge Harley-Davidson's intellectual property rights in these materials and agree not to share these materials with any third party or to make, permit, or knowingly contribute to any unauthorized use of same.

Assistance

If you require immediate assistance, please contact Harley-Davidson's Communications Department by contacting Lydia Murdoch, Marketing Administrator, Harley-Davidson Australia.

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