

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 Europe, the Middle East and Africa.

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 Pack 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 Harley-Davidson 2014 Model Year Digital Press Kit can be viewed from:

<http://h-d2014my-press.eu>

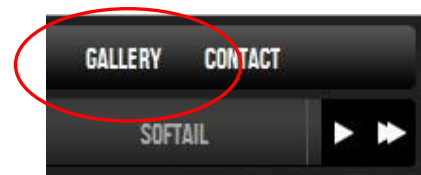
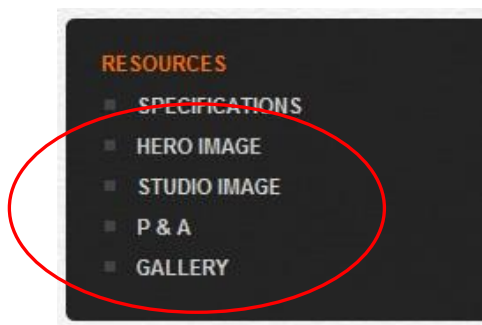
All Digital Press Kits can be viewed from: <http://h-dmedia.eu>

The following assets are available from the Press Pack:

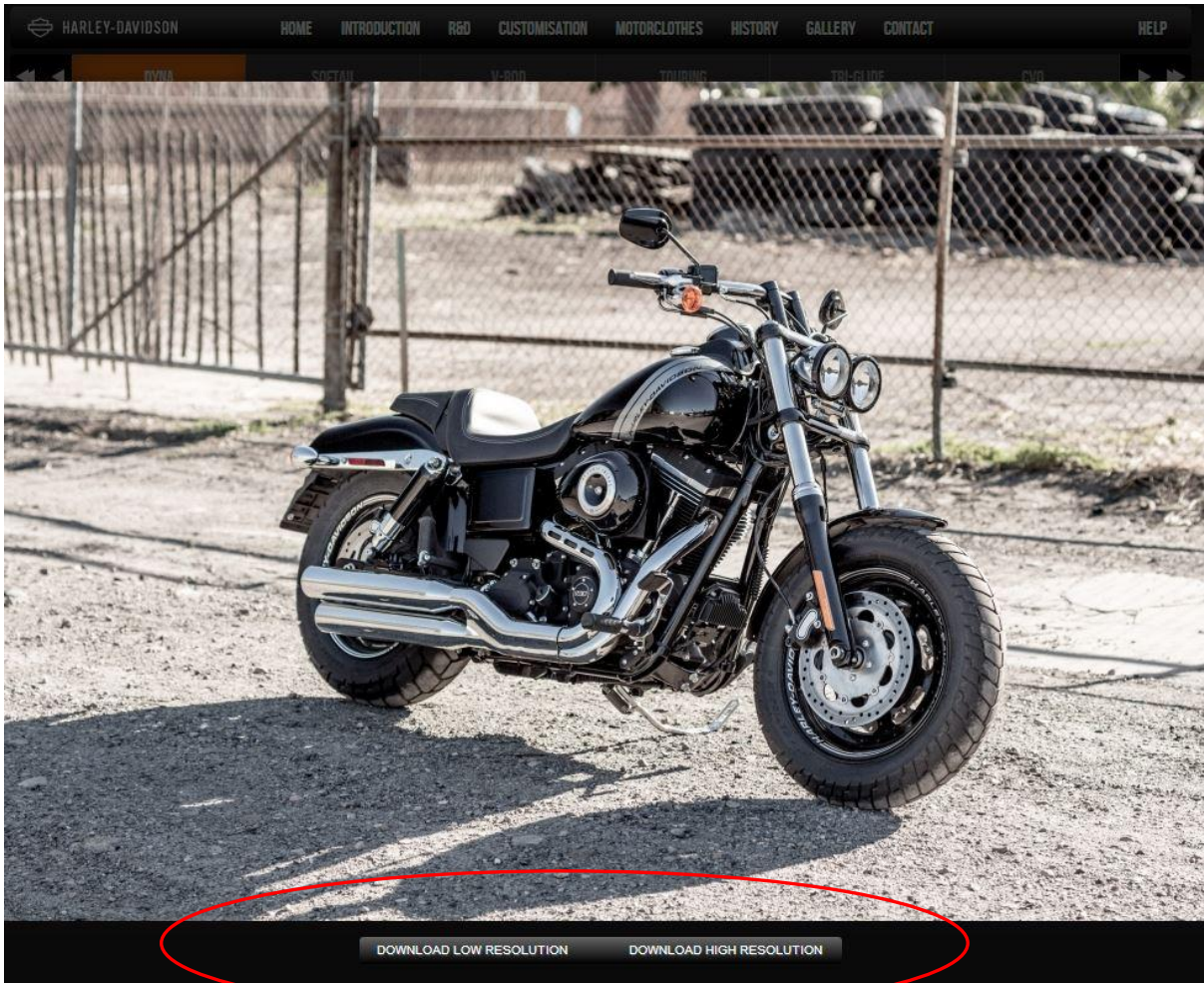
- 2014 Model Year press releases in various languages. These can be downloaded as Zip files from the Introduction page. You will need to disable any pop-up blockers.



- 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.

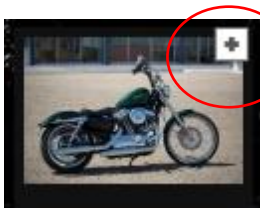


- Images can be downloaded in high or low resolution from the image viewer. Journalists either save images from their browser to a drive or send links to their news desks by downloading an image, then copying and pasting the url from their browser tab window into a document or email.



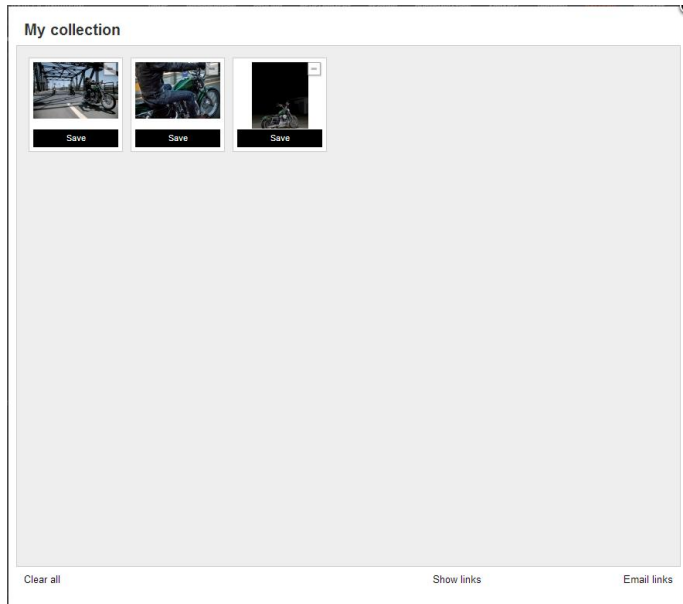
Lightbox – My Collection

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.



Click the +symbol to add an image to your Collection

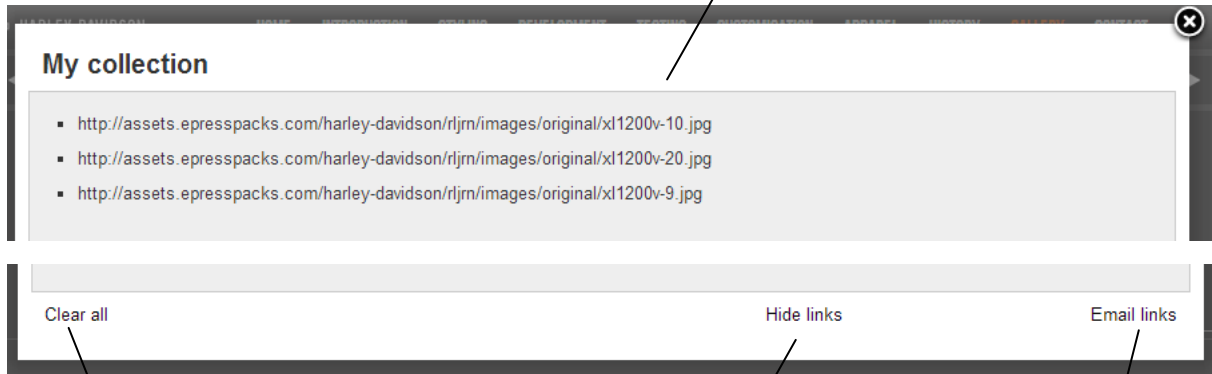
MY COLLECTION (3)



Use – sign to remove image from Collection

Save image to your computer or network

Links to high-res images can be copied and pasted into a document or web email page



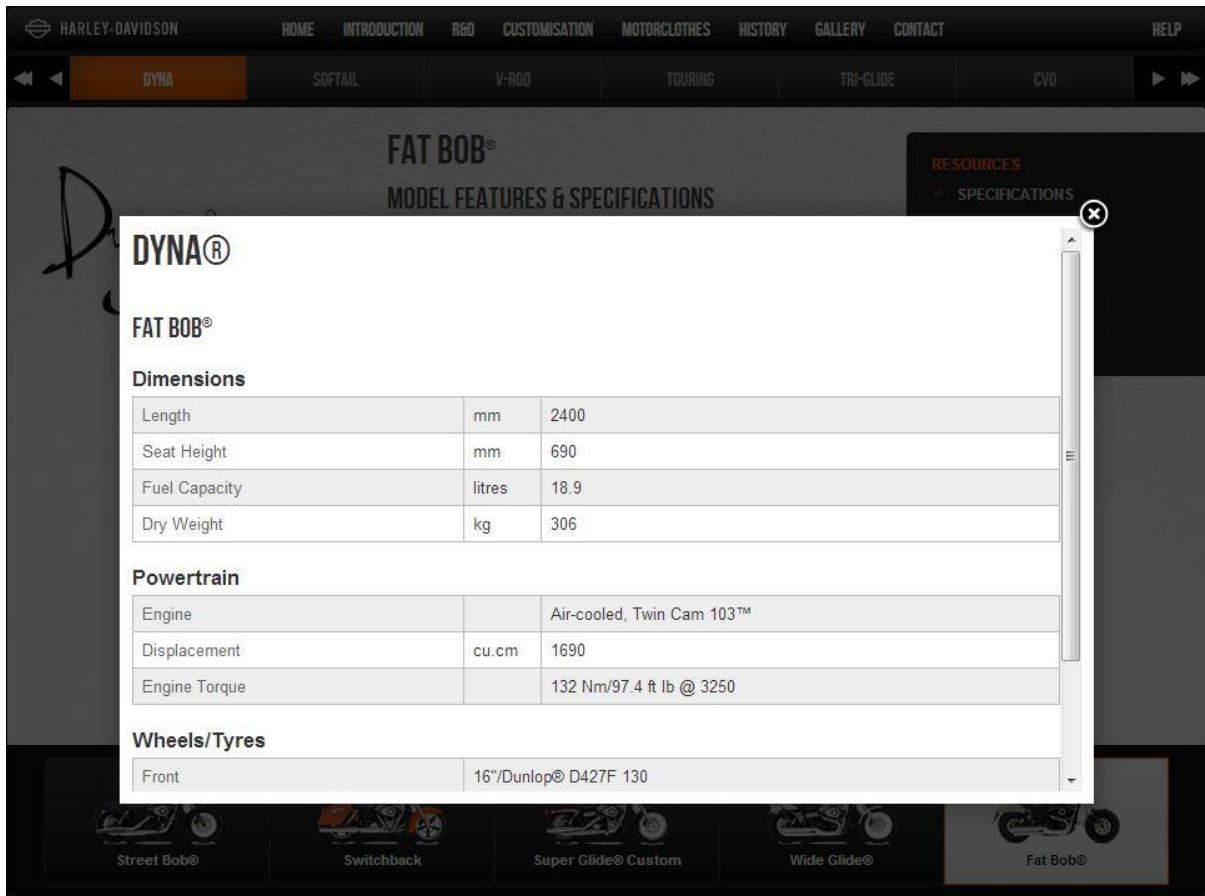
This deletes all the images from the Collection

This takes you back to seeing the images

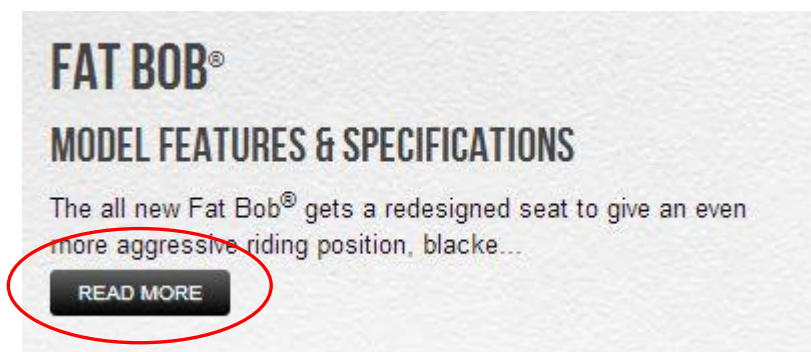
This will set up an email in an email utility such as Outlook and embed the image links

- Harley-Davidson images are copyright protected and available for media use only. Additional Usage is available on request.

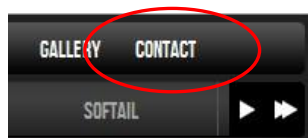
- Product specifications can be accessed from the Resources section of each product page (top right). Journalists can copy and paste information directly from the Specification pages.



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



- Contacts – use the Contacts tab in the top-right to find details of Harley-Davidson's PR representative for your region.

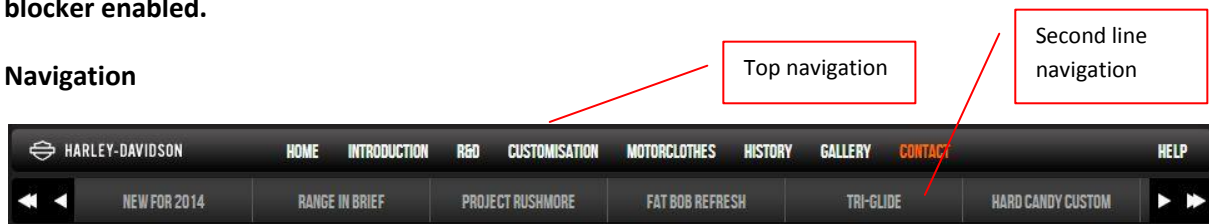


- Latest specs and prices – within the Contacts page, there are links to regional Harley-Davidson websites. These will contain the latest, up-to-date prices and spec changes.



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.

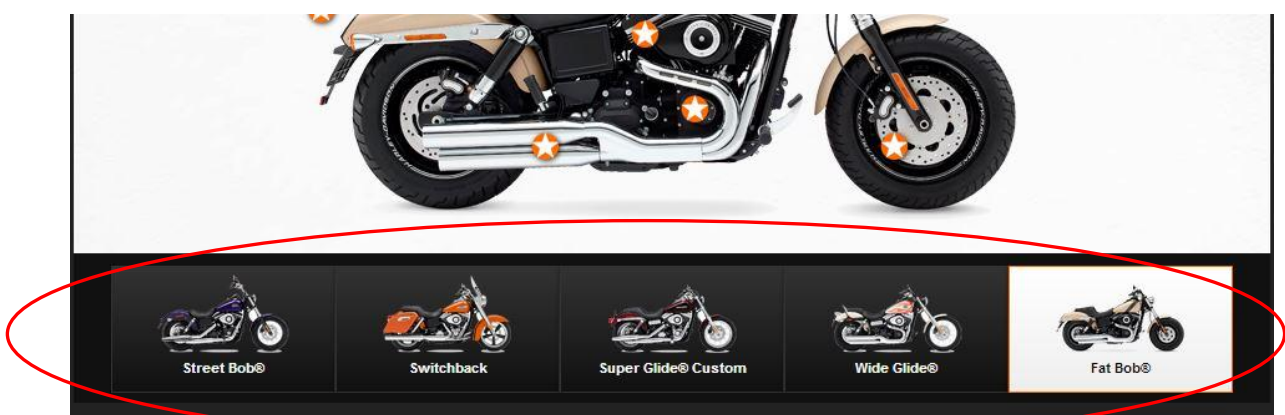
Navigation



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. Touring), 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 & 10, Mozilla Firefox and can be viewed on 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 in Europe by calling: Dee Kundra, Lexis PR +44 (0) 20 7908 6575