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Even with cooler temperatures arriving, the Harley-Davidson Museum stays hot

Throw a leg over 2019 Harley-Davidsons, enjoy special discounts, enter for your chance to win an Iron 1200 and so much more highlight the fun found at the H-D Museum

MILWAUKEE (Oct. 5, 2018) – The 115th Anniversary might be in the side-view mirror, but the world's only [Harley-Davidson Museum](#) remains an epicenter of fun and freedom in October. Visitors have the chance to see the 2019 Harley-Davidson motorcycles in the Experience Gallery, enjoy special discounts and one lucky enthusiast will take home the keys to a brand-new Iron 1200 at Skulloween Bike Night on Thursday, Oct. 25.

Plus, there's still a chance to make your mark on campus with the purchase of a limited-edition Living the Legend Rivet. And it's not too soon to start thinking about your strategy in sampling all the brews that will be available at Black Friday Beerfest.

No matter when you plan your visit, there's always something new to explore at the crossroads of 6th & Canal.

New Installations

Experience Gallery: Model Year 2019 Harley-Davidson motorcycles

Always a favorite photo opportunity for riders and non-riders alike, the H-D Museum's Experience Gallery has been revamped to feature five 2019 Harley-Davidson motorcycles. Visitors are invited to throw a leg over the FXDR 114, a drag racer crossed with a fighter jet. This unapologetic power cruiser brings a new level of all-out performance to the Harley-Davidson line-up. Other 2019 motorcycles featured include the Tri Glide Ultra, CVO Street Glide, Police Road King and the Street 500 – the same motorcycle used in the Motor Company's Riding Academy. And for fans of "#ThrowbackThursday, the Museum's selection of classic bikes from our Archives never disappoints.

Additionally, at the Powertrain Operations facility in Menomonee Falls, fans of Harley-Davidson can see how the heart of a Harley – its famed engine – is produced for use on the highways and byways the world over. The new [Engines 101 Class](#) offers a hands-on classroom experience that takes "students" on a deep dive into how the famed Milwaukee Eight engine is produced.

Temporary Exhibit

["Taming the Road in Style"](#) (open now)

The earliest Harley-Davidson motorcycles had the same suspensions as bicycles of the time: none at all. The roads were a hodgepodge of dirt, stone, and other materials. Bumps were everywhere; suspension was needed. Comfort became a never-ending challenge for Harley-Davidson engineers. It was redefined by each new generation of rider and changing environments: over the decades, roads were paved, engine power and speed increased, and motorcyclists traveled faster over longer distances and craved smoother rides. In response, Harley improved the seats, redesigned many frames, or added new suspension systems. Sometimes these changes were small, sometimes dramatic. These tweaks and additions added up over the years. The first Harley-Davidsons resembled bicycles. Years later, bicycles and motorcycles looked nothing alike. The pursuit of comfort had transformed motorcycles.

The Harley-Davidson Museum's newest exhibit, "Taming the Road in Style," examines this history, drawing a line from the dawn of the bicycle to the launch of present-day Harley-Davidson Softail® models.

Events / Promotions

\$10 Tuesday are back!

Don't forget: Museum admission on Tuesdays from October through April is just \$10, no reservation required. Plus, a Hamilton gets you the juicy MOTOR Burger at [MOTOR Bar & Restaurant](#).

Discover Wisconsin airing

Discover Wisconsin, the state's leading media brand and tourism TV show, will be shining the spotlight on Southeastern Wisconsin – and the Harley-Davidson Museum – in an upcoming episode. "Bike Nights and Fall Sights in Southeastern Wisconsin" airs Saturday, October 6 at 10 a.m. on Fox Sports Wisconsin and Sunday, October 7 at 10 a.m. on WITI-TV (Channel 6). The episode is also available for online streaming at discoverwisconsin.com.

The show kicks off in Milwaukee at the Harley-Davidson Museum. Host Mariah Haberman tours the museum, including MOTOR Bar & Restaurant, located on its 20-acre, park-like campus. Haberman is also drawn to the diverse array of exhibits within the museum, such as the Hollywood exhibit, featuring motorcycles that were used in blockbuster films. Haberman interviews Bill Davidson, great-grandson of Harley-Davidson Motor Co. co-founder, William A. Davidson, before Haberman and Davidson head out on motorcycles to Holy Hill.

Autism Speaks walk

After hosting its first-ever Autism-Friendly Day on Sept. 15, the Harley-Davidson Museum is proud to support Autism Speaks Walk on Sunday, Oct. 7 at State Fair Park. Autism Speaks walk is powered by the love of parents, grandparents, siblings, friends, relatives and support providers for people with autism. Stop by and visit the H-D Museum table for more information on the second annual Autism Friendly Day coming on Sept. 14, 2019.

Gallery Night Free Admission

Friday, Oct. 19, 5-9 p.m.

Visit the H-D Museum for FREE on Friday, Oct. 20. Presented by the Historic Third Ward Association, Gallery Night & Day is the two-day premier art event in Milwaukee for both the experienced artist and beginning admirer. Tonight, be sure to check out "[Taming the Road in Style.](#)" a temporary exhibit that examines the pursuit of marrying styling and comfort. Free Friday night Museum admission from 5 – 9 p.m.; regular Museum admission applies on Saturday.

Skulloween Bike Night

Thursday, Oct. 26, 5-9 p.m.

It's time. After a summer full of hitting Milwaukee's favorite hotspots, the Wisconsin Ale Trail will make one final

stop at the Harley-Davidson Museum for Skulloween Bike Night (5-9 p.m. on Thursday, October 25th) where one lucky person will ride off on a brand-new Harley-Davidson Iron 1200! Join the fun and it could be you who holds the keys to this Great American Freedom Machine at the end of the night.

Qualifiers from Harley-Davidson events throughout the summer will have a chance to see if it's their key that gets the motor running on this Harley-Davidson Iron 1200. But even if you didn't enter previously, you still have a chance to win as one lucky entrant will be drawn at Skulloween Bike Night. Come on down for your chance to win the prize of a lifetime and enjoy a night of rolling sculptures, music and loads of great prizes!

The Shop

Living the Legend™ Rivets

To honor the 115th Anniversary of Harley-Davidson, the H-D Museum™ is rolling out bold new ways to make your mark in history. Honor your H-D journey – or celebrate the legacy of a loved one – with a customized [Living the Legend™ Rivet](#). Engraved in tough, electropolished stainless steel, displayed on the Museum grounds, your rivet will inspire visitors and other riders for generations to come. Please note that the 115th logos will only be available for a limited time, so act now to secure your piece of Harley-Davidson history.

Save the Dates

Veterans Day Appreciation

Friday, Nov. 9 – Sunday, Nov. 11, 10 a.m.-6 p.m.

We salute you! On November 9-11, Harley-Davidson Museum® will offer free Museum entry for all active Military, Veterans and their families*. Harley-Davidson has always been on the front line – right next to the troops. The first American to enter Germany after World War I did so on a Harley-Davidson® motorcycle. Learn more about H-D's military involvement during the Military Gallery Talks at 11:00 a.m. and 2:30 p.m. MOTOR® Bar & Restaurant and The Shop offer a military discount every day.

*Free entry with valid Military or Veterans ID including 1 additional adult and up to 4 children 18 years old or younger.

***The Harley-Davidson Story: Tales from the Archives* book release**

Tuesday, Nov. 13

The Harley-Davidson Story: Tales from the Archives is a fascinating, visually craven telling of the Motor Company's rich story, created in cooperation with the Harley-Davidson Museum and told through key artifacts from its extensive Archives Collection. A remarkable story deserves a remarkable space to recount it. Such is the Harley-Davidson Museum, an artfully designed building brimming with the machines and artifacts from well over 100 years of two-wheeled legend-making. For this book, Milwaukee author Aaron Frank and the H-D Museum's curatorial staff selected dozens of key objects to realize Harley-Davidson's full story. For a pdf preview of the book, follow [this link](#). Stay tuned for exciting author appearances and book release parties.

Black Friday Beerfest

Friday, Nov. 23

Skip the mall madness. The best way to spend Black Friday is with great friends and good cheer. Harley-Davidson Museum's 7th Annual Black Friday Beerfest brings together dozens of your favorite craft brewers and hundreds of their favorite barley pops. Hazy IPAs, sparkling ciders, ice-cold lagers, funky sours and so many more will be available for sampling. Instead of throwing elbows at the big box stores, wouldn't you rather spend the afternoon tipping elbows as you give thanks for the nectar of the gods?

VIP packages are \$65 and include early entry (beer o'clock is 3 p.m. for these select few), a ticket to the world's only Harley-Davidson Museum and a food voucher to help soak up the suds. General Admission is just \$45 and includes event admission and a food voucher. Tickets are available [here](#). But hurry! This event will sell out, so grab a drinking buddy and your tickets today!

About the Harley-Davidson Museum

A walk through the Harley-Davidson Museum® is a walk through the history of America. With an unrivaled collection of Harley-Davidson® motorcycles and memorabilia, a 20-acre, park-like campus, and a calendar full of activities, the H-D Museum™ is one of Milwaukee's top tourist destinations for visitors from around the globe. A visit to the H-D Museum™ is an experience that will stay with you for a lifetime. Make your plans to visit the Harley-Davidson Museum® at h-dmuseum.com.

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