



Experience Gallery: Model Year 2018 motorcycles

In August of this year, the Motor Company unveiled its largest product development project in company history. Five new Touring bikes and eight all-new Softail® Big-Twin cruiser models had Harley-Davidson fans from around the world rejoicing. And whether you ride two wheels or four, the H-D Museum™ is proud to display a few of these history-making models in our Experience Gallery where *anyone* can throw a leg over the latest and greatest from the Motor Company to experience the

thrill of a #FreedomMachine.

Additionally, at the Powertrain Operations facility in Menomonee Falls, the first CVO™ Limited Anniversary edition bike (No. 1 of 1,200) is now on display in the Tour Center, providing visitors with the opportunity to sit astride this very limited-edition motorcycle. Check out the custom paint and decals, which help usher in the 115th Anniversary celebrations. Get out to Pilgrim Road to see the new engines, “the heart of a Harley-Davidson,” as they are assembled with a tour.

1941 Model EL “The Bumblebee” OHV V-Twin

Did you miss the special summer exhibit, “The Race of Gentlemen”? Or, perhaps you are just missing it. In either case, the H-D Museum™ is here to help. After successfully racing down the beaches of the Jersey shore – and attracting thousands of eyeballs in the summer exhibit – one of the exhibit’s highlights, Jeremiah Armenta’s 1941 Model EL (aka “The Bumblebee”), is currently on display on the lower level of the H-D Museum. Where most people saw a torched bike destined for the scrapyard, Armenta, of Love Cycles in Phoenix, brought this Knucklehead back to life, dubbing the ’41 a “phoenix rising from Phoenix.”

The Shop

As the holidays approach, The Shop at the Harley-Davidson Museum® has new items arriving daily to help you Own the Holiday. From stocking stuffers to one-of-a-kind clothing and accessories, The Shop is your one-stop shop for the Harley lover in your life. To order, call 414-287-2770 or email the shop@h-dmuseum.com, and a personal shopper can help you finish your holiday checklist with ease.

Be sure to check out the H-D Museum’s new line of authentic, archival reproductions: Harley-Davidson Originals. The vintage threads celebrate the proud H-D history of authentic style, American individualism, and timeless adventure. Shop this new collection from H-D Museum at H-DOriginals.com.

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.



Save the Dates:

115th Anniversary Celebrations

Aug. 29–Sept. 2, 2018

Mark your calendars because, for our 115th Anniversary, we're throwing parties for the people. Celebrations all about riding, racing, meeting new friends and connecting with people from all over the world who share a passion for the freedom of two wheels. The H-D Museum™ will be the Central Rally Pointe all week long, and riders will have a list of destination rides and bike shows from which to choose.

Breakfast with Santa, December 3 & 10, 10 a.m.–2 p.m.

Holiday Bike Night, Thursday, Dec. 14, 5–9 p.m.

Museum Early Closure – December 2

On Saturday, December 2nd, the Harley-Davidson Museum will be closing early in preparation for a private event. The H-D Museum will open at 10 a.m. on December 2nd, with ticket sales scheduled to stop promptly at 2 p.m.

Please note the Harley-Davidson Museum is open 363 days a year. The Museum will be closed on Thanksgiving and Christmas.

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.