



FOR IMMEDIATE RELEASE

HARLEY-DAVIDSON® HOMECOMING™ EVENT AND 2023 DATES ANNOUNCED
*Four-Day Festival in Milwaukee Celebrates Harley-Davidson's 120th Anniversary and
Kicks Off the Annual Homecoming Event*

MILWAUKEE, WI (April 25, 2022) – Harley-Davidson® will celebrate its 120th Anniversary by launching the Harley-Davidson® Homecoming™ event, an annual four-day festival filled with music, food and moto-culture. The inaugural event will take place at multiple venues throughout the Milwaukee area on July 13-16, 2023, and welcomes riders, enthusiasts, and fans to meet in Milwaukee for a huge celebration.

"We invite everyone, riders, non-riders and fans around the world, to join us in Milwaukee next summer for the Harley-Davidson Homecoming where we will celebrate 120 years of our incredible brand," said Jochen Zeitz, Chairman, President and CEO of Harley-Davidson. "This will be the first in a series of unforgettable annual events in Milwaukee. Stay tuned for more details in coming months, and we look forward to celebrating with you in 2023."

To find lodging options in Milwaukee visit <https://www.visitmilwaukee.org/harley-davidson-homecoming-2023/>. Camping and RV parking information is available at Wisconsin Campgrounds <https://www.wisconsincampgrounds.com/>. Note that most reservations are not available to book until one year in advance of event.

Harley-Davidson recently launched "The Road to Harley-Davidson Homecoming™ Challenge" where riders and non-riders alike can participate in chances to earn virtual badges, win daily and monthly prizes and enter a sweepstakes for a chance to win a grand prize trip to Milwaukee to participate in the Homecoming event. For sweepstakes Official Rules, program and prize details and more information regarding The Road to Harley-Davidson Homecoming Challenge, download the Harley-Davidson App, or visit H-D.com/ride

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About Harley-Davidson

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Our vision: Building our legend and leading our industry through innovation, evolution and emotion. Our mission: More than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul. Since 1903, Harley-Davidson has defined motorcycle culture with an expanding range of leading-edge, distinctive and customizable motorcycles in addition to riding experiences and exceptional motorcycle accessories, riding gear and apparel. Harley-Davidson Financial Services provides financing, insurance and other programs to help get Harley-Davidson riders on the road. Learn more at www.harley-davidson.com.

Editors: For more information regarding Harley-Davidson motorcycles and products visit:
<https://h-dmediakit.com/>

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Media Contact:

Paul James

Paul.James@harley-davidson.com

414.343.8735