



# Harley Davidson

The world wide market for so called 'Heavy' motorcycles (651cc+) has grown for nine consecutive years. The Harley-Davidson motorcycle brand continues to go from strength to strength with sales increasing 18.8% last year. Production of Harley-Davidson motorcycles has now exceeded 200,000 per year. Add to this over 20% of sales revenue from spares and merchandise, and things are going pretty well.

Harley-Davidson claimed over 46% of market share in the North American heavy motorcycle sector with the closest rival being Honda at 19.1%. In Europe we still have a way to go with Harley-Davidson claiming only 7.4% of the market. It's easy to get lost in the figures and forget just what Harley-Davidson is all about ... exceptional motorcycles.

Harley-Davidson have recently announced two new factory custom models developed by their Custom Vehicle Operations (CVO), the FXDWG2 and FLTRSEI2 Screamin' Eagle Road Glide. They come equipped with a 1550cc Twin Cam motor with Electronic Sequential Port Fuel Injection which achieves a 10-percent increase in horsepower and 14-percent gain in torque compared with a stock motor. Extras include a 12-disc CD changer, cruise control, dual saddlebags and security system.

The Americana event last year played host to some top quality machines across the range. The owners of these bikes really do take exceptional care of them and it shows!

