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P R E S S I N F O R M A T I O N

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Harley-Davidson ready for epic 115th Anniversary weekend in Prague

- This year is H-D's 115th year: 1903-2018, with celebrations to be held in Prague July 5th-8th
- Tickets sold to riders and fans from 75 countries – and counting. It's going to be huge!
- The Rolling Stones will be playing on July 4th, with live music all the way through
- Full H-D history at the Expo with over 150 machines on display at the event
- Parade through Prague's historic old town
- Custom Bike Showdown, Dark Custom Arena plus H.O.G. village
- Muaythai All Star Fight - world thaiboxing series, featuring Buakaw Banchamek
- Test rides of the 2018 Harley-Davidson range from the Demo Truck
- Jeep® Brand will be on site offering test drives and hospitality

2018 will be Harley-Davidson®'s 115th year. And to mark the occasion with a massive bang the 115th Anniversary in Prague is ready to rock out July 5th-8th 2018. It's going to be a huge party thrown by Harley-Davidson and, at its heart, a celebration of all riders.

And those riders will be heading to Prague from all over; Rides-In – sponsored by Dunlop – has over 100 H-D dealers participating from as far afield as Moscow, Lisbon, Naples and Trondheim, and all are partying hard (as well as riding hard) along the way.

The night before the party kicks off Prague rocks with the Rolling Stones as their "No Filter" tour hits town at nearby Letany airport. The music continues throughout the event with bluegrass, reggae, rap, Czech and Slovak music all in the mix during the celebrations.

Harley-Davidson has a 100-year history with Czechoslovakia and is hoping event-goers stay on after the party and explore the central Bohemia region. Two Ride Challenges – the Central Bohemia Challenge and Czech-American Challenge – will also encourage riders to get out and explore the area and its rich history.

And what a history. Prague itself is home to one of the world's oldest H-D club – Harley-Davidson Club Praha, in existence for 90 years – a fact that will be celebrated at the Czechoslovak Island, packed with local beer, food, music and fun.

The Custom Bike showdown will see Europe's best one-off fabricators go head-to-head with their two-wheeled creations. A special collection of Harley-Davidson motorcycles will be on display at the Expo and looks to transport visitors on an interactive journey through H-D history, from the very roots set down in 1903. The 2018 range will also be on show, including the new Forty-Eight Special and 1200 Iron, with test rides available from the H-D Demo Truck.

The H.O.G. village, as ever, sits at the heart of the action while the Dark Custom Arena combines blacked-out paint with adrenaline. Stopping traffic on Saturday 7th the Parade will see thousands of Harley-Davidsons ride through the historic centre of Prague. And as Harley-Davidson is not just for adults, the Family Zone adds smiles to young faces. For bigger kids the Biker Games put riders' skills on display – with a competitive edge!

.Plus, as the 115th Anniversary in Prague also coincides with the European Championship in Muaythai (Thai Boxing) a series of major title matches, sponsored by the Czech Muaythai Association, sanctioned by the Thai governing body and featuring Thai superstar Buakaw Benchamek, and others will culminate with H-D's Gala Muaythai Party on Friday 6th July.

The Jeep® brand – a key partner and official sponsor of selected Harley-Davidson events – will be in attendance throughout the 115th Anniversary in Prague with branded hospitality and offering the opportunity to get behind the wheel of one of the iconic brand's products. In Prague, event visitors will be able to get up close and personal and test drive both on and off-road the entire Jeep line-up including the new 2019 Renegade which was recently presented in European preview to the international press and will be available in Jeep showrooms across Europe from September.

Tickets for the 115th Anniversary in Prague celebrations can be reserved now; For more information visit www.h-dprague115.com

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About Harley-Davidson Motor Company®

Since 1903, Harley-Davidson Motor Company has fulfilled dreams of personal freedom with cruiser, touring and custom motorcycles, riding experiences and events, and a complete line of Harley-Davidson motorcycle parts, accessories, general merchandise, riding gear and apparel. For more information, visit www.h-d.com.