



## PRESS RELEASE

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**BRING ON 2010: HARLEY-DAVIDSON DISPLAYS  
THE NEW KINGS OF THE ROAD IN CANADA**  
*MMIC Shows Across the Country Flaunt a Prestigious and Eclectic Line-up*

CONCORD, Ontario (November 17, 2009) – It is that time of year again when inclement weather may lead many of us not to be able to actively pursue the art of motorcycling. The next best thing to do is to spend time with family and friends and admire motorcycles, and luckily enough, the MMIC Canadian Motorcycle Shows offer a perfect platform to display an exciting new fleet of motorcycles across the country.

Harley-Davidson® Sportster® Iron 883™ Model



Harley-Davidson® Fat Boy® Lo Model



Harley-Davidson® Electra Glide® Ultra Limited Model



The line-up will include the premium 2010 Harley-Davidson® Electra Glide® Ultra Limited motorcycle with its enhanced performance features, making it the must-have for the Grand American Touring aficionado, the funky 2010 Harley-Davidson® Fat Boy® Lo motorcycle with its bold and suave profile, as well as the Sportster® Iron 883™ motorcycle, which allows even the most inexperienced riders to embrace the pure essence of riding.

With a variety of exciting activities including demonstration of bike lifts for women, motorcycle customization displays, UFC video game challenges, as well as free give-aways, such as “How-To” kits, and the chance to win great prizes, the upcoming motorcycle shows allow us the pleasure of sharing our love of the open roads with you.

The MMIC Show Schedule is as follows:

Toronto: December 11 to 13, Metro Toronto Convention Centre  
Calgary: January 8 to 10, Stampede Park  
Edmonton: January 15 to 17, Expo Centre – Northlands  
Vancouver area: January 21 to 24, Tradex Exhibition Centre in Abbotsford  
Québec City: February 5 to 7, Centre de foires  
Moncton: February 12 to 14, Colisée de Moncton Coliseum  
Montreal: February 26 to 28, Convention Centre

For assistance in obtaining your media pass, please refer to the media contact below.

### **About Deeley Harley-Davidson® Canada**

Deeley Harley-Davidson® Canada is the exclusive Canadian distributor of Harley-Davidson® and Buell™ motorcycles, Genuine Motor Parts and Accessories, and MotorClothes® apparel, which are provided through a national network of authorized Harley-Davidson® and Buell™ Retailers. Office and distribution warehouse facilities are located in Richmond, British Columbia, and Concord, Ontario.

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