



HYDRO MOBILE

ELEVATING
EFFICIENCY

Harley-Davidson Museum
Milwaukee, WI - USA
2006-7











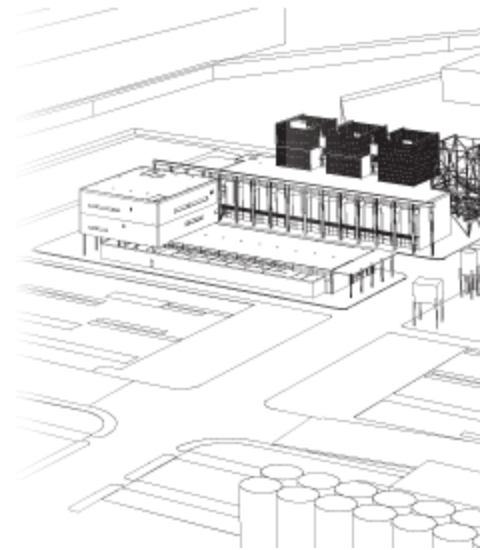


HOW IT CAME TO BE

In March of 2005 the city of Milwaukee and Harley-Davidson Motor Company signed formal agreements related to Harley-Davidson's purchase of the Museum site at Sixth and Canal Streets near downtown Milwaukee.

In late February 2006, designs for the Museum were unveiled. On June 1, 2006, Harley-Davidson launched construction of the much-anticipated Harley-Davidson Museum with a groundbreaking ceremony. The event held on the future Museum grounds at Sixth and Canal Streets in Milwaukee was attended by hundreds of invited guests, including state and local government officials; representatives of Harley-Davidson riders, dealers, suppliers and employees; current and past company executives; and local business and community leaders.

The groundbreaking was accomplished in Harley-Davidson style: by setting aside the traditional golden shovel and instead, literally 'breaking the ground' with a Harley-Davidson motorcycle. Legendary Harley-Davidson dirt track racer Scott Parker performed a burnout on a XL 883R Sportster motorcycle sending dirt flying off the spinning rear tire.



VISION

Our vision is that the Museum will draw visitors locally and from throughout the world to experience the people, products, culture and history of Harley-Davidson. The Harley-Davidson Museum will celebrate the rich history of the Company, the passion of the riders, the stories of the employees, dealers, suppliers, company leaders and community members and much more. The experience will extend to outdoor space where visitors from near and far can meet, share stories and enjoy the green spaces adjacent to the edge of the Menomonee River.

Harley-Davidson Kicks Off Construction of its Museum

MILWAUKEE -- (June 1, 2006) Harley-Davidson today officially launched construction of the much-anticipated Harley-Davidson Museum in Milwaukee with a groundbreaking ceremony that kicked up more than just a little dirt.

Held on the future Museum grounds at 6th and Canal Streets, the groundbreaking was accomplished in a truly unique Harley-Davidson style: by setting aside the traditional golden shovel and instead, literally "breaking the ground" with a Harley-Davidson motorcycle. At the designated moment, legendary Harley-Davidson dirt track racer Scott Parker worked the clutch of a Harley-Davidson XL 883R Sportster motorcycle performing a burnout and sending the dirt flying off the spinning rear tire.

The famous Harley-Davidson rumble combined with flying dirt created an atmosphere of adrenaline and excitement for the hundreds of invited guests, including state and local government officials; representatives of Harley-Davidson riders, dealers, suppliers and employees; current and past company executives; and local business and community leaders.

"With over one hundred years and millions of motorcycles behind us, Harley-Davidson has a rich history, an exciting present and a vibrant future," said Jim Ziemer, CEO of Harley-Davidson, Inc. "In the years to come, the Harley-Davidson Museum will be a centerpiece of the Harley-Davidson experience. Today's groundbreaking ceremony was a unique way for us to kick off the Museum's construction."

A New Piece of the Legend: the Harley-Davidson Museum

The Harley-Davidson Museum will draw visitors locally and from throughout the world to experience the people, products, culture and history of Harley-Davidson. The Museum will also be a place where visitors from near and far can meet, share stories and enjoy the green spaces adjacent to the edge of the Menomonee River.

"The Harley-Davidson Museum will showcase the unforgettable collection of motorcycles and historical items from our Company's vast archives," said Stacey Watson, Harley-Davidson Museum director. "But even more importantly, it will celebrate the history of the Company, the passion of the riders, and the stories of the employees, dealers, and suppliers. These varied and fascinating stories are woven into the fabric of Harley-Davidson, shaping the legend and setting the stage for a bright future."

Anticipated to open in 2008, the 130,000 square foot Museum development will feature exhibit space as well as a restaurant, café, retail shop, meeting space, special events facilities and the Company's Archives.

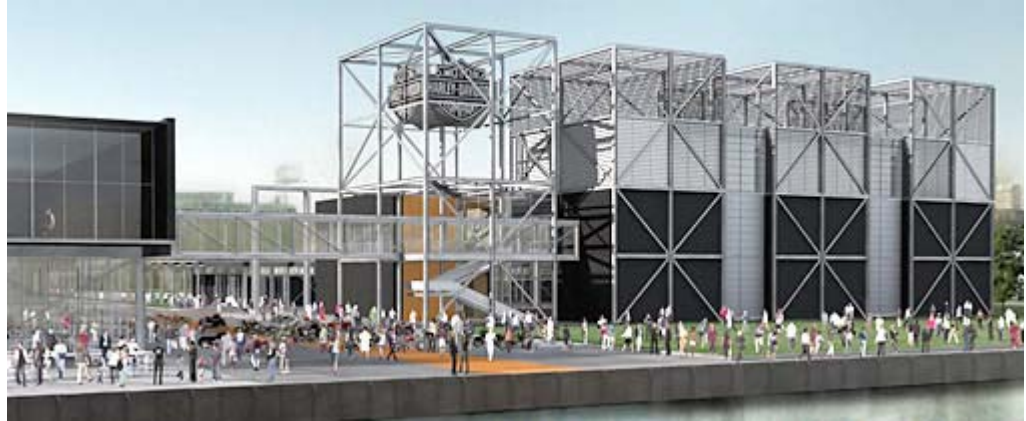
The plan for the Harley-Davidson Museum and its site incorporates striking urban design elements and engages the surrounding water and green spaces. It unites the city center with the Menomonee Valley, reflecting the industrial heritage of the area and of Harley-Davidson.

"The Harley-Davidson Museum will offer an experience that will appeal to all visitors including both motorcycle enthusiasts and non-riders alike," said Watson.

Harley-Davidson, Inc. is the parent company for the group of companies doing business as Harley-Davidson Motor Company, Buell Motorcycle Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company produces heavyweight street, custom and touring motorcycles and offers a complete line of motorcycle parts, accessories, apparel and general merchandise. Buell Motorcycle Company produces sport motorcycles in addition to motorcycle parts, accessories and apparel. Harley-Davidson Financial Services, Inc. provides wholesale and retail financing and insurance programs to Harley-Davidson/Buell dealers and customers.

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PROJECT BACKGROUND

In June 2006, Harley-Davidson launched construction of the much-anticipated Harley-Davidson Museum with a groundbreaking ceremony. The Museum is expected to open to the public in 2008, and attract an estimated 350,000 visitors annually from around the world.

- The Museum will be located on a 20-acre parcel of land at the corner of Sixth and Canal Streets near downtown Milwaukee.
- The total square footage of the Museum will be 130,000 sq. ft.
- The Museum development will feature exhibit space as well as a restaurant, café, retail shop, meeting space, special events facilities, and the Company's Archives.
- The Museum development will result in an estimated 500 on-site construction jobs.
- An estimated 70 full-time jobs in Museum operations will be created when the Museum construction is complete.