

**FOR IMMEDIATE RELEASE**

**May 12, 2010**

**HARLEY-DAVIDSON FINANCIAL SERVICES AND AUCTIONS  
GET READY TO RALLY AT SPECIAL EVENT SALES**

Multi-city road tour offers exclusive opportunities for H-D Dealers and  
choice pre-owned motorcycles

**CHICAGO**– Harley-Davidson Financial Services (HDFS) is collaborating with Manheim Specialty Auctions, ADESA and West Michigan Auto Auctions to offer an industry-first, nine-city 2010 Road Rally sales tour with the most desirable pre-owned Harley-Davidson motorcycles available anywhere. The 2010 Road Rally sales events were developed by HDFS to meet continued dealer demand for used inventory and kick off May 28 in Grand Rapids, MI.

Subsequent open sales events are also scheduled in these markets: June 9, Chicago, IL; June 30, Seattle, WA; July 14, York, PA; July 28, Las Vegas, NV (H-D dealer only closed event); August 25, Denver, CO; September 8, St. Louis, MO; October 12, Austin, TX and October 21, Tucson, AZ.

"As always, our mission is to ensure that authorized Harley-Davidson dealers have the first opportunity to select the premium pre-owned motorcycles most desired by loyal customers and brand enthusiasts," said Dave Woods, national auction sales manager, Harley-Davidson Financial Services. "That's why each sales event will feature an exclusive Harley-Davidson dealer only closed event the day prior to the open sale. We are planning these sales events all over the country so dealers can save time and money. In order to allow for complete flexibility, dealers will be able to bid online or in-person." With over 150 late-model Harley-Davidson motorcycles available at each sale event, dealers can ensure that their used inventory lineup is aligned to meet local market needs.

In addition to the closed sale events, Harley-Davidson dealers will also exclusively benefit from a variety of special HDFS and auction offers, such as free local transportation within 50 miles of the sales event, floorplanning assistance, and simplified auction access registration.

Following the Harley-Davidson dealer only closed event, dealer customers across the country are invited to register and participate in the open event sale, either in-person or online.

In addition to the 2010 Road Rally events, HDFS will continue to offer closed and open sales events to dealers at the traditional auction locations at standardized times throughout the year.

For more information on the 2010 Road Rally Sale events, visit [www.getreadytorally.com](http://www.getreadytorally.com).

**About Harley-Davidson Financial Services**

Harley-Davidson Financial Services, a wholly-owned subsidiary of Harley-Davidson, Inc. (NYSE: HOG), provides wholesale and retail financing and insurance programs primarily to Harley-Davidson<sup>®</sup> and Buell<sup>®</sup> dealers and customers.

### **About ADESA**

ADESA provides a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 62 auction locations throughout North America, ADESA hosts both physical and simulcast auctions. ADESA specialty sales are held monthly with six of 18 specialty sales featuring powersports. Other specialty sales feature hard-to-locate items such as motorcycles, RVs, boats, heavy duty trucks and equipment and even aircrafts. ADESA powersports auction locations include: ADESA Cincinnati/Dayton, ADESA Concord, ADESA Golden Gate, ADESA Kansas City, ADESA PA and ADESA Phoenix. Visit [ADESA.com](http://ADESA.com) for additional information.

### **About West Michigan Auto Auction**

As the fastest growing auction in the Midwest, West Michigan Auto Auction provides exemplary service and the ability to quickly adapt to customers' needs. The dedicated and experienced staff has developed many industry firsts and has birthed several greenfield sites currently owned by the larger auction companies. Past and current successes have been built on exceeding the expectations of both the buyer and seller. The high standard of service continues to be recognized as WMAA has proven to be a top auction for HDSF and has been awarded Top Performing Regional Auction for Citi Financial 2 years standing. For more information about West Michigan Auto Auction, please visit [www.wmaa.net](http://www.wmaa.net)

### **About Manheim Specialty Auctions**

Manheim, the world's leading provider of vehicle remarketing services, began hosting Manheim Specialty Auctions ([www.manheimspecialtyauctions.com](http://www.manheimspecialtyauctions.com)) to meet the growing needs of customers looking for used vehicles other than the traditional automobile. Today, Manheim offers customers access to 85 locations in North America, with 25 dedicated to selling Specialty units including Boats, RVs, Motorcycles and PowerSports vehicles.

By offering services such as full-service reconditioning, electronic condition reports, certification, distribution centers, title management, inspections, vehicle transportation, financing and dealer floor planning, Manheim helps customers realize the full value of their vehicles.

Customers can also take advantage of Mobile Specialty auctions that provide convenient, onsite sales and support at any location in North America. All vehicles are sold "in-lane" or "online" via Manheim Simulcast and OVE.com.

Manheim is a subsidiary of Atlanta-based Cox Enterprises, Inc. one of the nation's leading communications, media and automotive services companies

###