

HARLEY-DAVIDSON

America's Police Motorcycle

Harley-Davidson was born in a wooden shed in Milwaukee, Wisconsin, in 1903. Five years later, our first police motorcycle was delivered. Our unwavering commitment has kept us at the front of the motorcade ever since. Today, the vast majority of motor units in the United States ride Harley-Davidson® Police motorcycles. We consider it an honor to serve people who make enormous contributions—and sometimes sacrifices—to keep the rest of us safe and free.

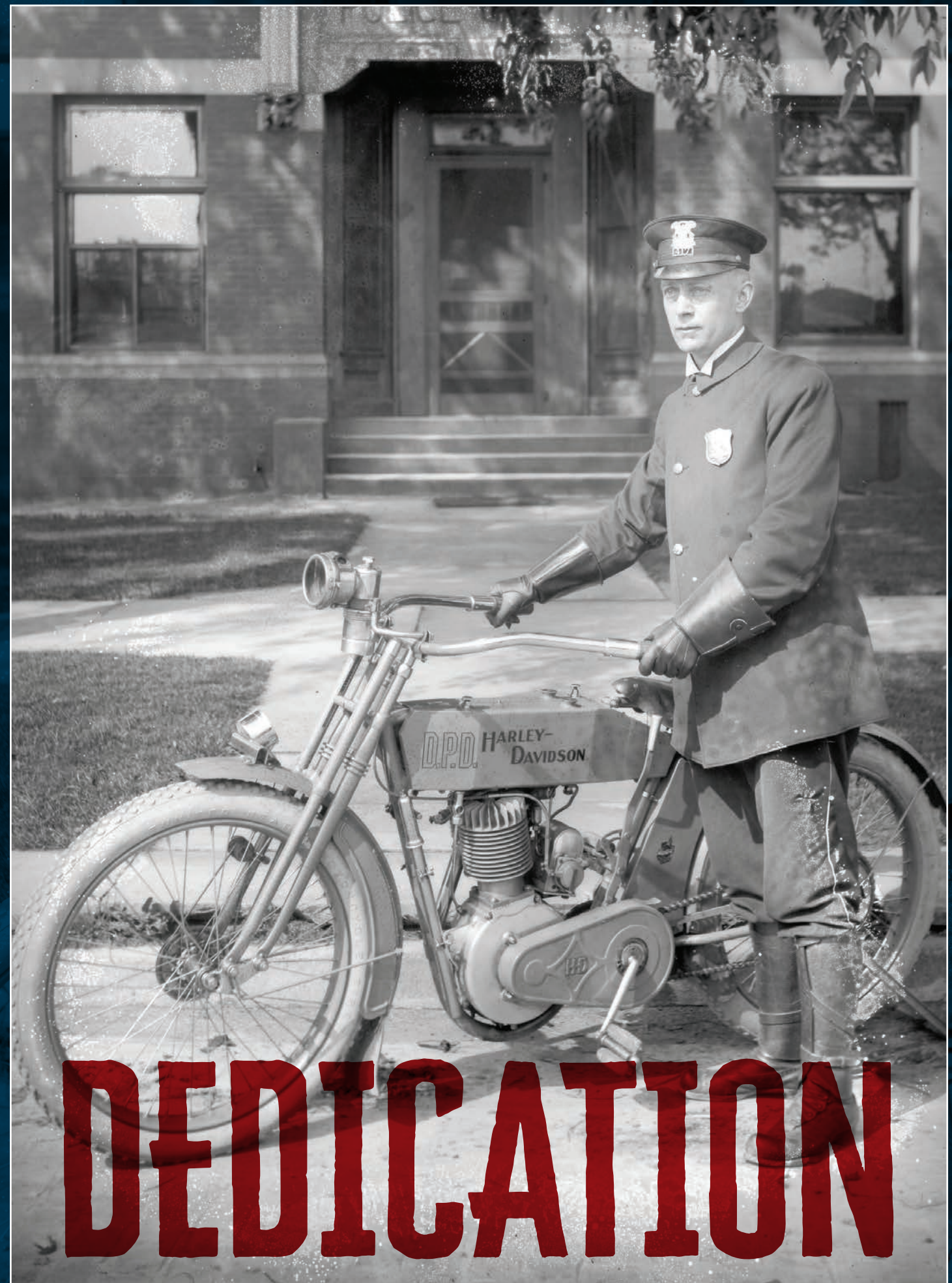
WE ANSWERED THE CALL IN 1908. AND WE STILL HEAR IT TODAY.

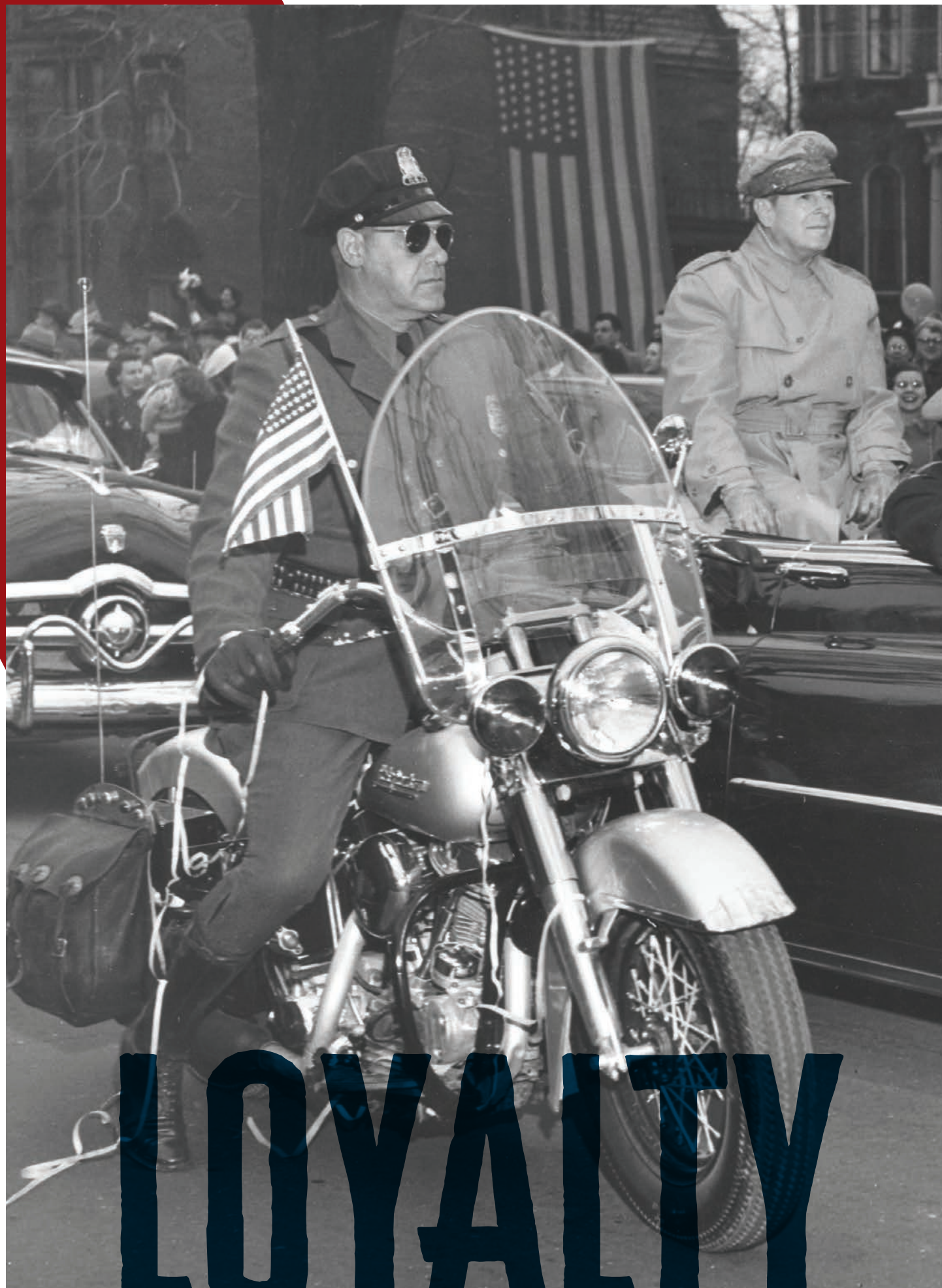
To a motor officer, the call of duty is so powerful. It can echo across generations. Around the country, there are countless examples of motor officers who have passed the torch to their children, who sometimes pass it on to yet another generation, creating a family legacy of duty, honor, and service. We approach our work with the same kind of passion they do, a passion that elevates our job into a calling too.

That first order for police motorcycles in 1908 went to the Detroit Police Department. The DPD Motor Unit is steeped in traditions, at least two of which carry on to this day. One of them is that the uniform of a motor officer includes a leather bow tie. The other is that the uniform of a motor officer also includes a Harley-Davidson® motorcycle.

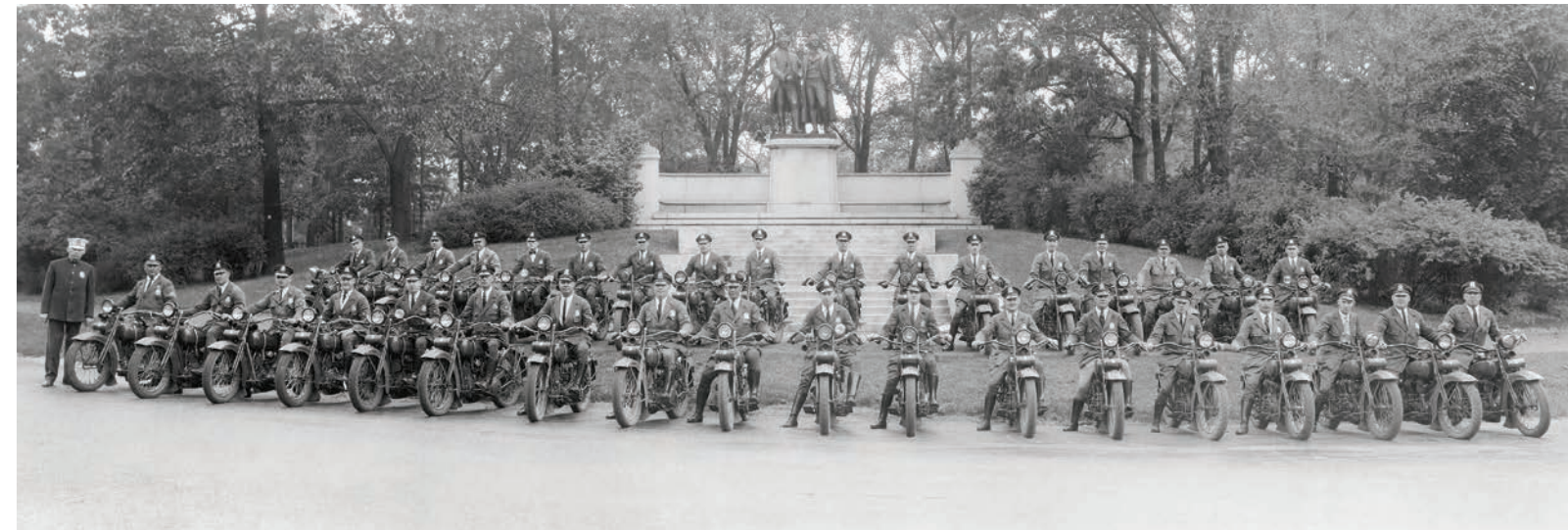
THE ONLY POLICE MOTORCYCLE OF HISTORICAL SIGNIFICANCE.

By the late 1920s, Harley-Davidson® motorcycles were a familiar sight in America, performing important work for more than 3,000 police departments and government agencies. Motor officers from the Washington, D.C., Metropolitan Police Department have been escorting Presidents and Vice Presidents around Washington every day for nearly a century—on Harley-Davidson® motorcycles. Our bikes haven't just witnessed history—they've made history. And they're still making it.





**THE PAST ISN'T SOMETHING
WE DWELL ON.
IT'S SOMETHING WE BUILD ON.**



They say past performance predicts future performance. We couldn't agree more. Harley-Davidson has a long history of excellence, and while we're always proud of it, we're never satisfied with it. So we're driven by forward thinking and continuous improvement.

CALIFORNIA HIGHWAY PATROL



OUR COMMITMENT DOESN'T END.



We believe that because our customers have chosen the industry's best products, we owe it to them to provide the industry's strongest support system. And we put our money where our belief is. The result is a dedicated, full-fledged Police and Fleet Sales team. The best technical training for officers and fleet mechanics available. A network of dealers who make police motorcycles a priority. It's an investment in you.

SEPARATED FROM OUR COMPETITORS BY OVER 200 YEARS OF POLICE EXPERIENCE.

It takes a special person to become a motor officer, and it takes one to know one. Our Police and Fleet Sales reps speak police fluently, because we've been police. With more than 200 years of combined law enforcement experience within our Police and Fleet Sales team, we know what it's like out there. We know what officers want and need to do their jobs effectively. That experience enables us to do our jobs effectively, and inspires us to always go above and beyond. We're part of the brotherhood. So when duty calls, we still answer.

DESIGNED BY ENGINEERS. PERFECTED BY POLICE OFFICERS.

Some of Harley-Davidson's toughest customers aren't actually customers. They're the current and former motor officers who make up our Police Advisory Board. Harley-Davidson Motor Company is the only maker of police motorcycles that maintains this type of board, and it may be our single most powerful advantage. We ask them to assess our products honestly—bluntly, if necessary—to tell us what we could be doing better, without sugarcoating a thing. And they do exactly that. Every year, the Police Advisory Board generates a wish list of improvements we could be making. And we listen.

Keeping people safe—that's the primary mission of all the motor officers on our nation's streets and highways. Harley-Davidson has a mission, too: building the best police motorcycles. So if we can improve the suspension and handling, we improve the suspension and handling. If we can improve the acceleration, we go to work on that as fast as possible. If we can make the brakes better, we don't stop until the brakes are better. As a result, our motorcycles are the best we've ever built. Until next year, that is, when we find other ways to improve them.







Our police motorcycles are designed with very specific performance characteristics to carry out a very specific purpose—police work. Mastering a police motorcycle requires a higher level of skill than riding a “civilian” bike. So we offer what can only be described as a demanding rider training program.

IF EVERYONE COULD PASS OUR RIDER TRAINING PROGRAM, WE'D BE FAILING.

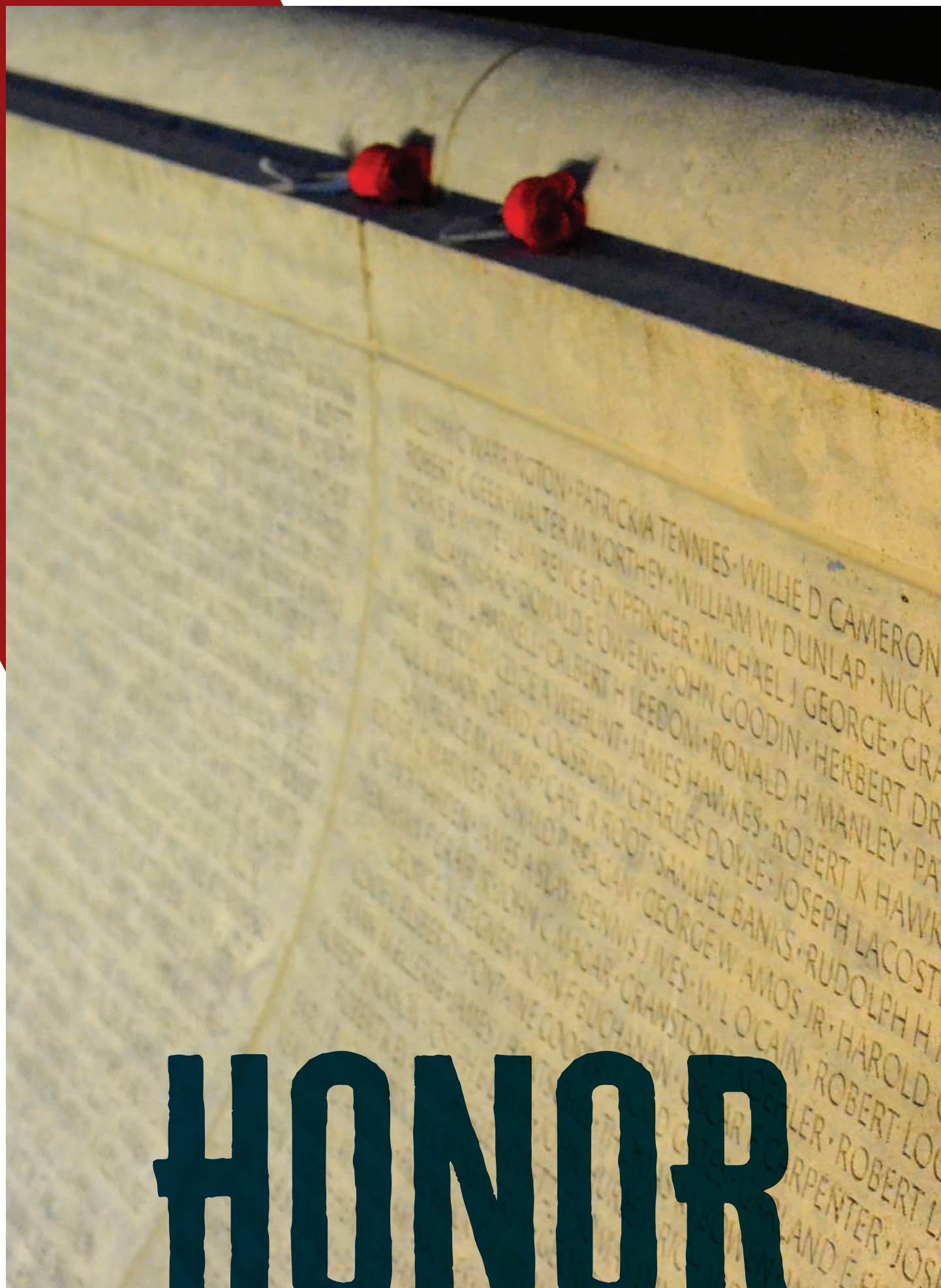
Developed in conjunction with the Northwestern University Center for Public Safety, the courses are extremely challenging and not everyone passes with flying colors. But everyone learns, from instructors so highly regarded they actually teach other rider training instructors. Every motor officer who attends becomes a better rider, and as a result, a better motor officer.

THE KIND OF SERVICE YOU'D EXPECT FROM THE BEST DEALER NETWORK ON EARTH.

We have the largest, strongest dealership network in the motorcycle business, and our dealers share our commitment to law enforcement. So as important as every customer is, police motorcycles always rise to the top of our priority list, day or night or special circumstance. For example, occasionally a customer's bike is in the shop to have a new part installed when a police bike comes in needing the same part. To the credit of our dealers, they'll often call the customer, explain the situation, and ask if the customer can wait an extra day or two so that part can be used to repair the police motorcycle. To the credit of our customers, we're not aware that anyone has ever said no.







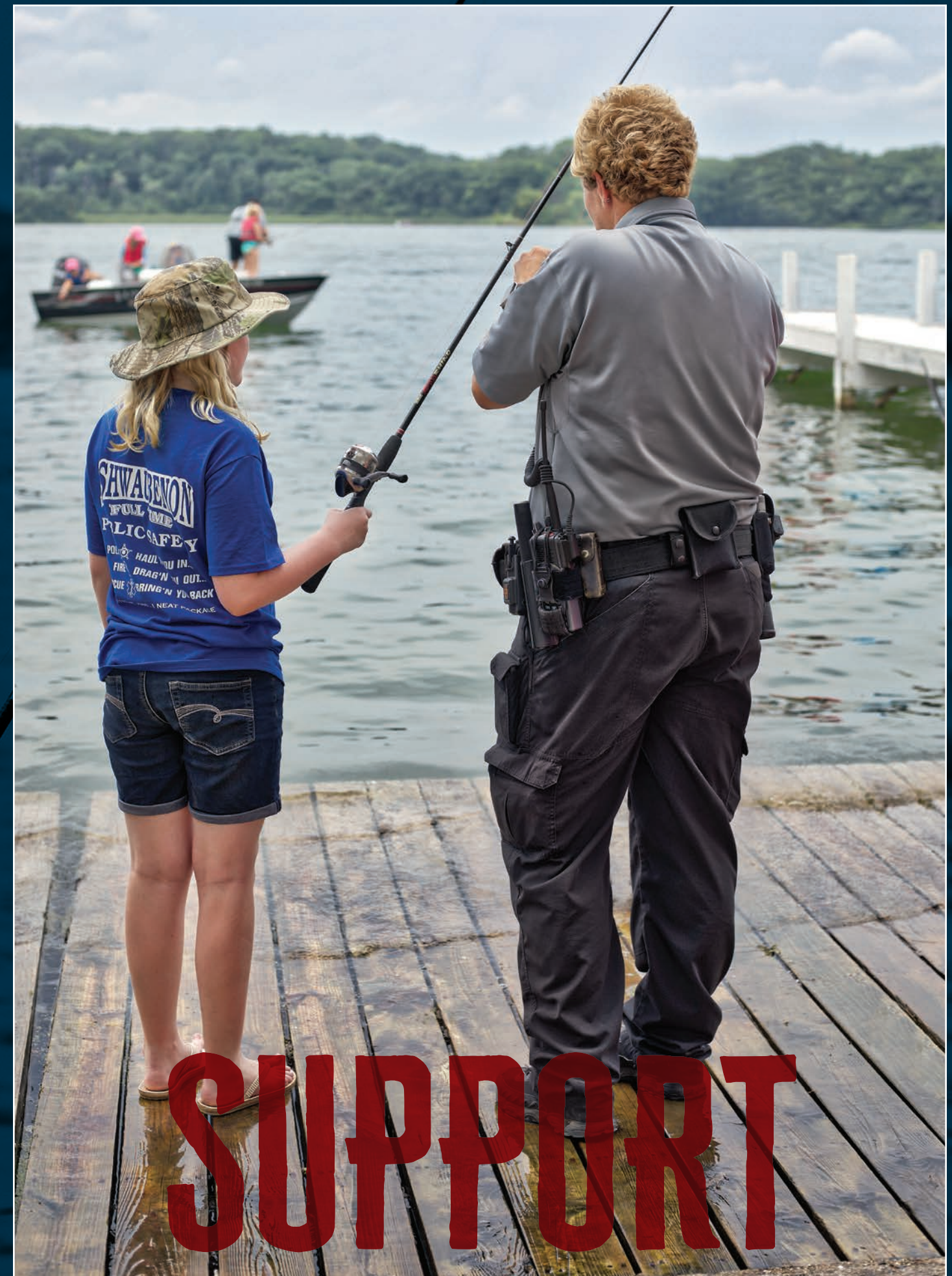
EVERY FALLEN OFFICER HAS A STORY THAT MUST BE TOLD.

The earliest known incident of an American police officer being killed in the line of duty dates back to 1791. Over two hundred years later, the National Law Enforcement Officers Memorial was dedicated in Washington, D.C. This beautiful marble wall bears the names of every officer who has died on the job since that first death in 1791. More names are added every year, and the wall now holds more than 20,000. But behind every one of those names is a story that needs to be told. And every one of them will be told, right across the street, at the National Law Enforcement Officers Museum. Harley-Davidson is proud to have been honored as a major donor to the building of this important museum, and to have received The National Law Enforcement Officers Memorial Fund Sterling Circle Award.

Police officers are a special breed, people who've chosen to serve in an important, honorable, and sometimes dangerous profession. We feel privileged to know them, to consider them friends, and to contribute to their ability to do their jobs effectively. And when an officer makes the ultimate sacrifice, we find ways to help.

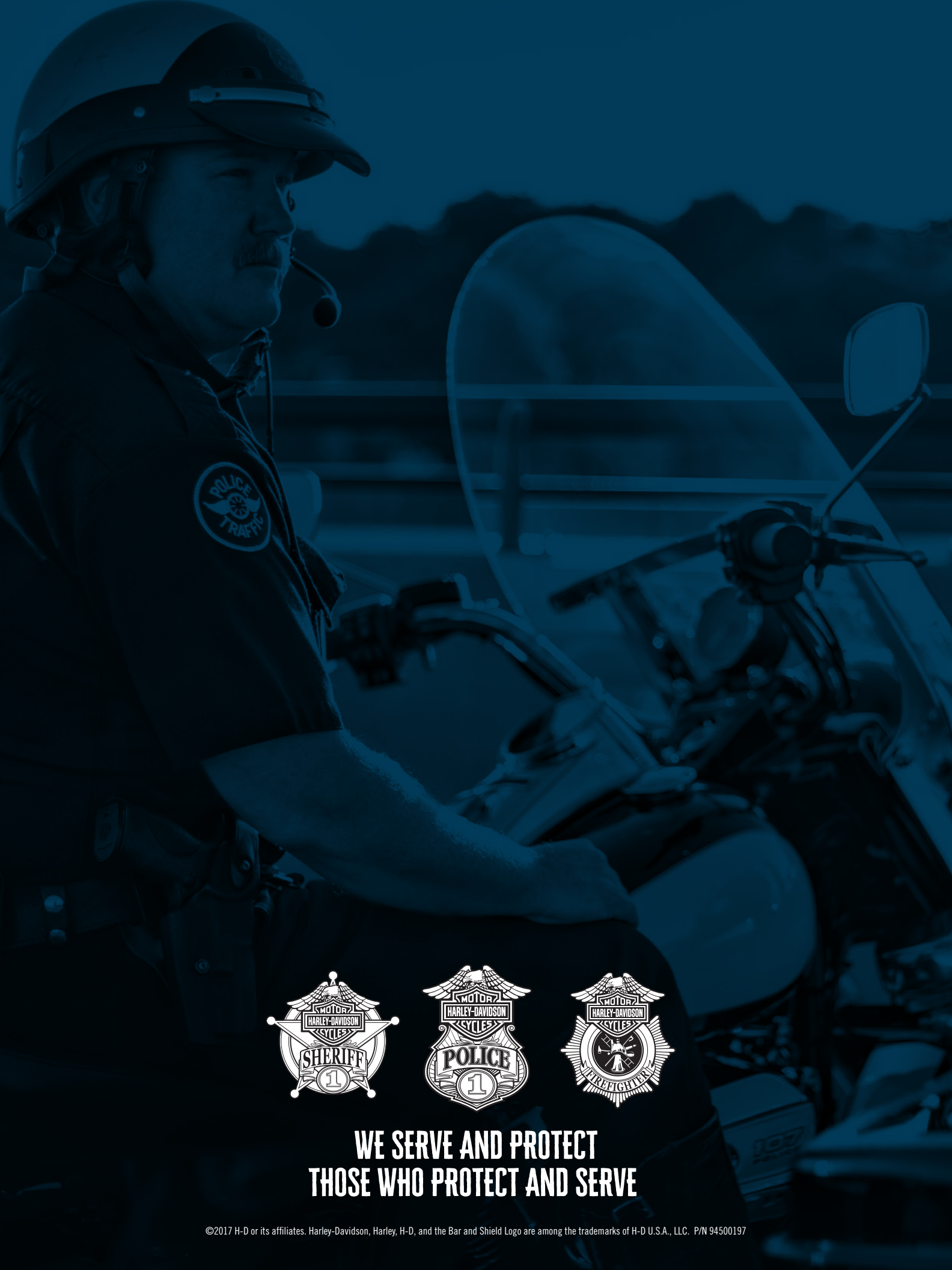
COMMITTED TO THE CAUSE.

In 1983, Suzie Sawyer was a young widow struggling to deal with the death of her husband, Buzz, a police officer killed in the line of duty. At the time, there was no group that could provide the support widows like her needed. So she started one, Concerns of Police Survivors, also known as C.O.P.S. There were 110 survivors when the group was formed. Today, there are over 37,000. Survivors include spouses, children, parents, siblings, significant others, and co-workers. Help comes in the form of grief counseling, peer support, camps, retreats, scholarships, and other tools to give survivors the means to cope with loss. Help also comes in the form of significant contributions from Harley-Davidson and our dealer network. We've supported C.O.P.S. for many years, so lives that were interrupted by tragedy can once again move forward.





CONTACT YOUR LOCAL DEALERSHIP OR VISIT H-D.COM/POLICE FOR MORE INFORMATION.



**WE SERVE AND PROTECT
THOSE WHO PROTECT AND SERVE**