



PRESS RELEASE

TEN YEARS AFTER THE REVOLUTION, THE V-ROD® MOTORCYCLE POWERS ONWARD *V-Rod® 10th Anniversary Edition and Updated Night Rod® Special Motorcycles Launched for 2012*

CONCORD, Ontario (July 20, 2011) – Harley-Davidson Motor Company celebrates a decade of pavement-pounding performance with the V-Rod® 10th Anniversary Edition motorcycle, one of three models in a 2012 V-Rod® line that also includes an updated Night Rod® Special motorcycle and the V-Rod Muscle® motorcycle. Introduced as a 2002 model, the original V-Rod® motorcycle ushered in a new era of Harley-Davidson® motorcycle performance. Its 1,130 cc 60-degree Revolution® V-Twin engine was the first Harley-Davidson® production engine equipped with overhead camshafts and liquid cooling, and it came with a high-winding 9,000 rpm redline. Inspired by drag racing bikes and monster-motor customs, the V-Rod® motorcycle debuted with aluminium disc wheels, a raked out chassis, fast-back seat, and anodized aluminium bodywork – a new styling direction for Harley-Davidson.

In just ten years, the Harley-Davidson® V-Rod® family grew to include a number of new models. The V-Rod® model went to the track as the basis for the 2007 Custom Vehicle Operations™ V-Rod® Destroyer™ motorcycle, an eight-second Factory drag racer. It was also the inspiration for the Harley-Davidson® Screamin' Eagle®/Vance & Hines V-Rod® motorcycle, a four-time world champion in Pro Stock Motorcycle professional drag racing. For 2012, Harley-Davidson® V-Rod® models continue to serve up explosive performance and urban-cool styling for riders seeking a singular power-cruiser experience.

All 2012 V-Rod® models are powered by the latest version of the Revolution® engine, a 1,250 cc liquid-cooled V-Twin with dual overhead camshafts, four-valve cylinder heads, and Electronic Sequential Port Fuel Injection (ESPFI). The powertrain is equipped with an Assist and Slip clutch, five-speed transmission, and a high-performance carbon fibre drive belt. The tires are Michelin Scorcher radials, including a 240 mm wide rear tire. Brembo triple-disc performance brakes are available with optional Factory-installed anti-lock braking system (ABS). ABS is part of the optional Security Package that also includes the Smart Security System with proximity-based, hands-free security fob.

Night Rod® Special Motorcycle

Dark and sinister, the restyled Night Rod® Special motorcycle has a suggested Canadian Retail price of \$16,789 and features a new tapered tail section, lighter-weight wheels, and improved ergonomics with reduced reach to both the rider footpegs and the handlebar. Inverted front forks and retuned rear suspension enhance ride comfort and handling. This is a blacked-out, dead-on power cruiser that is at home in a back alley.

Key Night Rod® Special Motorcycle Features:

- Rubber-mounted, liquid-cooled, 1,250 cc Revolution® engine with Electronic Sequential Port Fuel Injection (ESPFI); 125 hp at 8,250 rpm; 85 ft. lbs. of torque at 7,000 rpm.
- Straight-shot exhaust with brushed finish dual mufflers, black end caps, and exhaust shield.
- **NEW** Black, split five-spoke cast-aluminium wheels are three pounds lighter than previous wheels.
- **NEW** Tapered tail section with flush-mounted LED tail light.



- **NEW** Pullback handlebar places controls three inches closer to the rider and optimizes overall feel with a low, wide position.
- **NEW** Reduced reach, forward-mounted rider footpegs.
- **NEW** Inverted front forks.
- **NEW** Two-up seat with custom stitching.
- **NEW** Stylized black speed screen visor.
- **NEW** Slim design, centre-mounted licence plate.
- **NEW** Graphics options include Sedona Orange or Vivid Black with new perforated graphics on the side of the air box and tail section, and Denim Black with orange racing stripes.
- Black powder-coated engine with black covers.
- Blacked-out frame, handlebar, front fork, triple clamps, and covers.
- Sport front fender with painted brace supports.
- 240 mm wide rear tire.

V-Rod® 10th Anniversary Edition Motorcycle

A tribute to the original V-Rod® motorcycle that will be offered only in 2012, its Brilliant Silver Pearl bodywork with colour-matched frame is exclusive in the V-Rod® line. Extra chrome and polished surfaces dazzle on the engine, exhaust, and speed screen. This special edition comes with a suggested Canadian Retail price of \$17,559 and features all of the new additions made to the Night Rod® Special motorcycle for 2012.

Key V-Rod® 10th Anniversary Edition Motorcycle Features:

- Rubber-mounted, liquid-cooled, 1,250 cc Revolution® engine with Electronic Sequential Port Fuel Injection (ESPFI); 125 hp at 8,250 rpm; 85 ft. lbs. of torque at 7,000 rpm.
- **NEW** Straight-shot exhaust with dual, chrome slash-cut mufflers and chrome exhaust shield.
- **NEW** Split five-spoke cast-aluminium wheels with diamond cut highlights.
- **NEW** Pullback handlebar with polished finish.
- **NEW** Inverted front forks in silver and polished finishes.
- **NEW** Stylized, chrome speed screen visor.
- **NEW** Graphics include V-Rod® 10th anniversary emblem.
- **NEW** Chrome powertrain with platinum crankcase and heads.
- 240 mm wide rear tire.

V-Rod Muscle® Motorcycle

This power cruiser is a brawny beast for performance enthusiasts who crave power and control, with a dash of intimidation. Tagged with a suggested Canadian Retail price of \$16,459, its styling features include a wide airbox cover, side cover air scoops, and dual exhaust in satin chrome with fat, turn-out mufflers. An abbreviated tail section and chopped rear fender expose the 240 mm wide rear tire. A deep seat holds the rider firmly in place against the thrust of the Revolution® V-Twin engine.

Key V-Rod Muscle® Motorcycle Features:

- Rubber-mounted, liquid-cooled, 1,250 cc Revolution® engine with Electronic Sequential Port Fuel Injection (ESPFI); 122 hp at 8,250 rpm; 86 ft. lbs. of torque at 6,500 rpm. Satin chrome dual exhaust with turn-out mufflers.
- **NEW** V-Rod® 10th Anniversary emblem.
- Black, five-spoke cast-aluminium wheels.
- Sport front fender with black brace supports and blacked-out rear section.
- Polished aluminium handlebar with integrated riser.
- Polished forged-aluminium triple clamps.
- Chopped rear fender.
- Angular airbox with side covers.
- Colour-matched radiator shrouds.
- LED front turn signals integrated in the mirror stems.
- LED combined stop/tail/turn light integrated within the rear fender.

- 43 mm inverted front forks.
- Stylized rear shocks with black springs.
- Black frame.
- Deep, drag-style two-up seat.

About Deeley Harley-Davidson® Canada

Deeley Harley-Davidson® Canada is the exclusive Canadian distributor of Harley-Davidson® motorcycles, Genuine Motor Parts and Accessories, and MotorClothes® apparel, which are provided through a national network of authorized Harley-Davidson® Retailers. Office and distribution warehouse facilities are located in Richmond, British Columbia, and Concord, Ontario. Please visit www.harleycanada.com for further information on Harley-Davidson® products in Canada.

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