

LiveWire Demo Day at Superstition HD



Excitement was in the air & anticipation high on Saturday October 12, 2019 at Superstition Harley-Davidson, as the HD Demo truck rolled in to provide demo rides on the new LiveWire motorcycle.

Since the demo truck has been in town, a brief concern was registered in the media regarding a production halt on this bike. So let's get that handled & out of the way first. In a statement we requested & received 10-23-19 from Harley Davidson Motor Company, we learned that, "After completing rigorous analysis this week, we have resumed LiveWire production and deliveries. Customers may continue riding their LiveWire motorcycle and are able to charge the motorcycle through all methods. Temporarily stopping LiveWire production allowed us to confirm that the non-standard condition identified on one motorcycle was a singular occurrence. We take pride in our rigorous quality assurance measures and our drive to deliver the world's best motorcycles."

So *NOW* ... let's talk about the *BIKE!*

91 riders queued up for the opportunity to test ride the latest, all-electric innovation created by Harley-Davidson.

After presenting their motorcycle endorsement at sign-in, pilots took a 'pre-ride' on a LiveWire which was set up on the Jumpstart stationary stand. The LiveWire offers twist-and-go acceleration that takes you from 0-60 in 3 seconds. The motor instantly produces 86 foot-pounds of torque. This introduction gave them an idea of what to

expect & a feel for the differences they'd experience on the real thing.

The escorted ride took 4-5 LiveWires out at a time, for about a 5-mile run.

Upon their return I had the opportunity to speak with some of the pilots. I approached riders of different ages to get their opinions. Regardless of age or the style of bike they normally ride, all the responses I received seemed positive. Even comments like 'Definitely different' and 'No shifting felt odd' were offered with a smile & nod. Numerous times I heard that it is very responsive, 'as you back off of the throttle it slows right down'. From some younger riders I heard 'Awesome', 'Amazing', 'Unexpected' and 'Sweet'.



Height came up a few times in the comments. The seat height is a little tall for some. We observed some riders on their tiptoes.

One rider shared that he thought it was great. He was very surprised while at the same time admitting he had been unsure what to expect. The acceleration was unbelievable. He's been watching the LiveWire since the first generation; thinking it was very interesting. Now, he's 'impressed'.

A 'crotch-rocket' rider came in, and numerous people commented that it would be interesting to hear his thoughts on the LiveWire. We learned that the set of the

handlebars felt odd to him. {The posture of a sport bike rider is somewhat different from a cruiser or street rider.} He continued that he liked the performance and the bike had good torque.

A younger fellow, who currently rides a Dyna Street Glide and has had other HDs as well, considers this the best HD he's ridden, especially for handling. 'It has extremely positive handling. It's a badass bike, with unexpected power. Braking is instantaneous & very positive.' He described it as fast without that crotch-rocket 'oh shit' feeling that you can get on takeoff. Like a Tesla but on two wheels. He also shared that he got accustomed to the differences from a traditional bike to the electric pretty quickly. It was comfortable. At a stoplight he would look down to be sure the bike was still running, it was so quiet. He stated that it was one of the most amazing rides he's been on. And he was ready to get back into line 😊 He'd buy one today... if it weren't for the price tag.

With MSRP starting at \$29,799, the LiveWire will likely spend time on many a wishlist before landing in garages. BUT, it is interesting to see the future and what it may have in store.

The LiveWire demo truck is traveling NOW. Lookup when the LiveWire demo tour will be at a dealership near you via this webpage <https://www.harley-davidson.com/us/en/events/livewire-on-tour.html>

Get all the technical specs on this latest Harley-Davidson via this website h-d.com/livewire

Betsy & Bruce

