



HARLEY DAVIDSON


***A FUTURE VISION
FOR HD.COM***



OUR CHALLENGE

***BETTER EXPRESS
HARLEY DAVIDSON IN
THE NEW DIGITAL WORLD***

***IN EXPLORING
HARLEY'S WORLD
WE ARRIVED AT
THREE CONCLUSIONS***



DIGITAL BRAND GAP



CLICHE
ORIGINAL

ONE
OF ***ONE***





***SHIFT FROM A
STORE FRONT
OR DEALERSHIP...***

A WORLD THAT

***FUELS
INDEPENDENCE***

ORGANIZING IDEA

FUEL INDEPENDENTS

***WHAT WILL
THIS WORLD
LOOK LIKE?***







HARLEY-DAVIDSON
MOTOR CO.

883





OUTRUN THE STEREOTYPES

FIND YOUR STYLE





OUTRUN THE STEREOTYPES

FIND YOUR STYLE



BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

PERFORMANCE
RIDING

URBAN
RIDING

TOURING &
CRUISING

ALL STYLES

MUSEUM



PERFORMANCE
RIDING



STYLE

URBAN
RIDING



SHOP



NEAR ME



MY HARLEY



SHOW ALL

TOURING &
CRUISING

ALL STYLES

MUSEUM

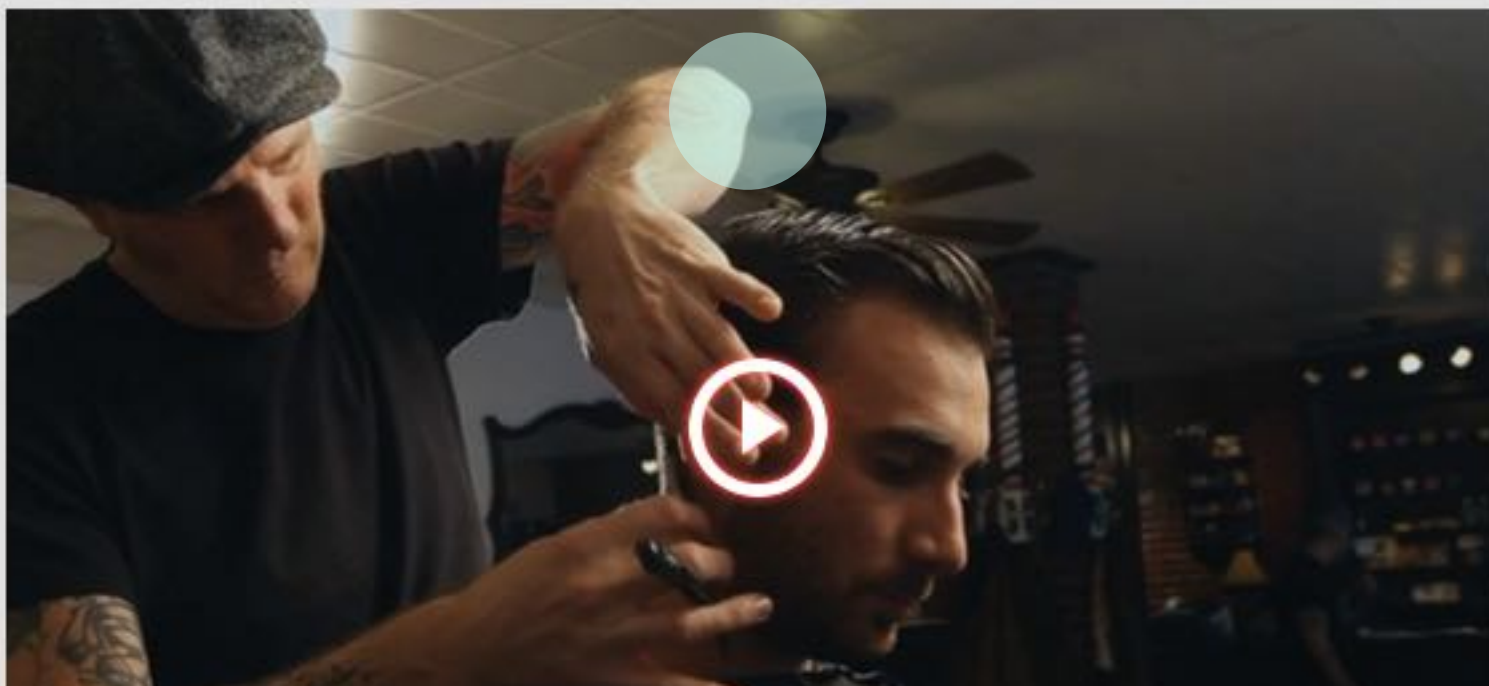


ARTICLE **NOBODY'S BIKER B*TCH**



I told myself I would do EVERYTHING I ever wanted to when I wanted to because tomorrow is not guaranteed and the chance could be gone in a minute. So I did what I'd always wanted. I bought a Harley.

VIDEO **TOMCATS: A CUT ABOVE**



SEVENTY-TWO



1200 CUSTOM



FORTY-EIGHT





BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



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PERFORMANCE
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VIDEO **TOMCATS: A CUT ABOVE**



Run by two Harley-Davidson riders, Tomcats Barbershop is bringing 1920's biker-style haircuts back to the streets of Brooklyn.

VIDEO **MY WAY IS THE HIGHWAY**



SEVENTY-TWO



1200 CUSTOM



FORTY-EIGHT





PERFORMANCE
RIDING

URBAN
RIDING

TOURING &
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ALL STYLES

MUSEUM



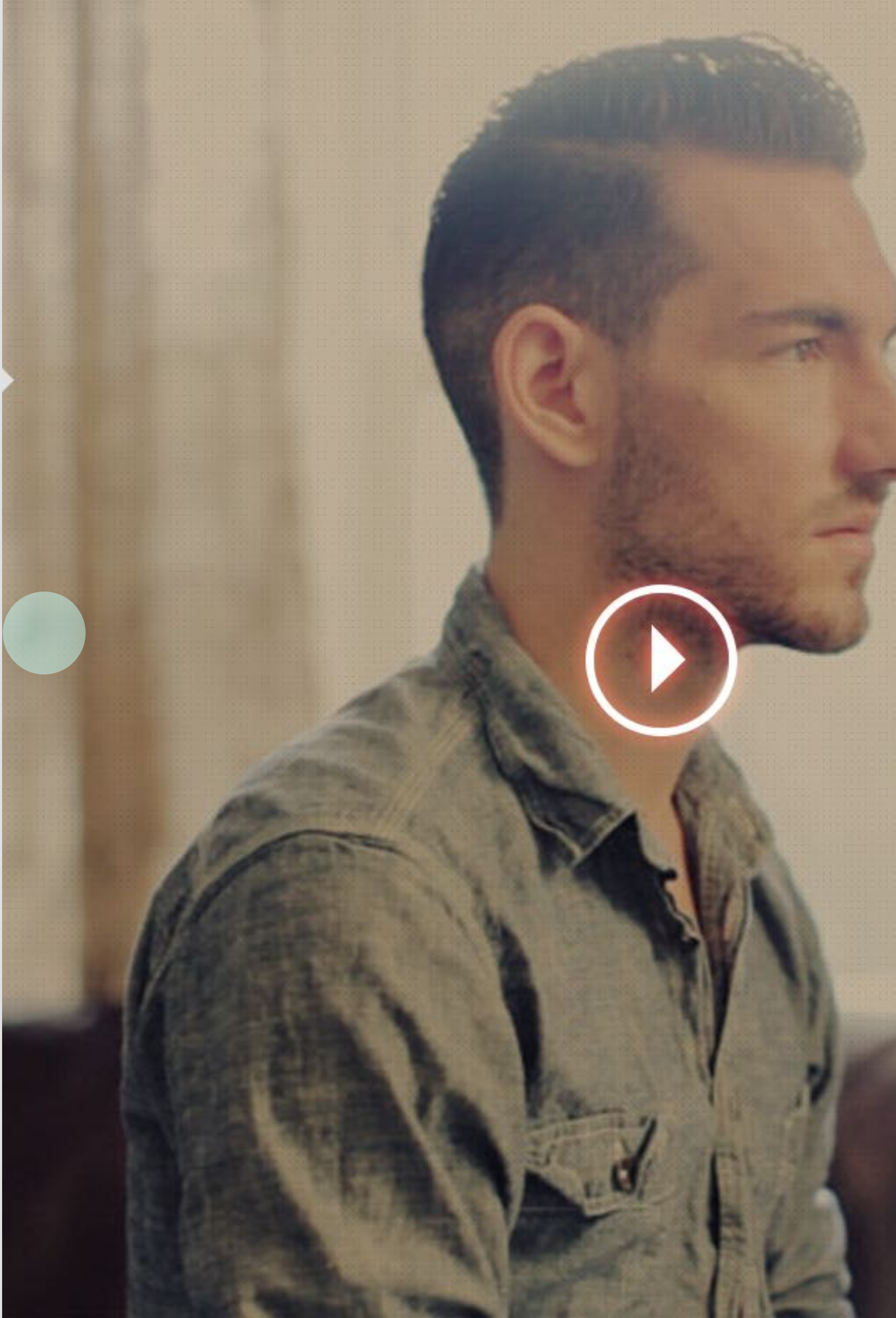
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VIDEO
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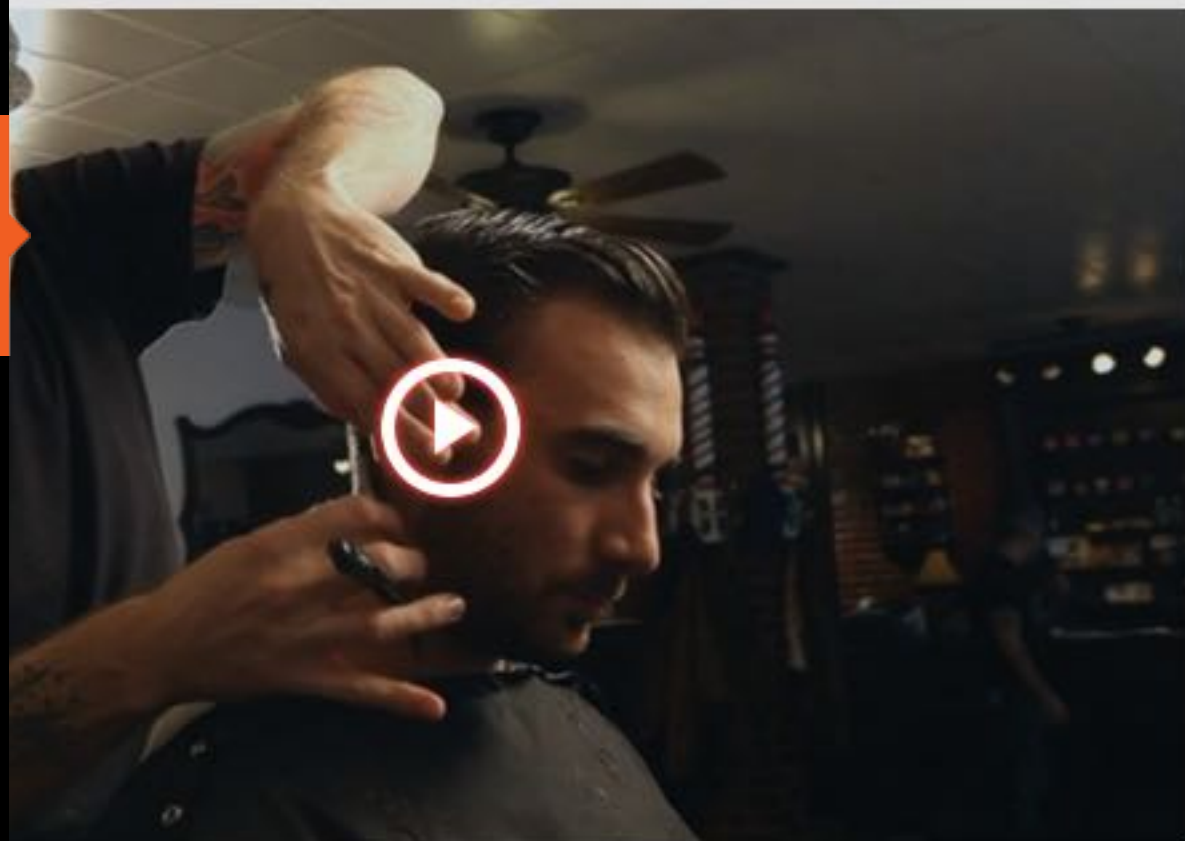
VIDEO
MY WAY IS THE HIGHWAY





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that I'd always wanted. I bought a Harley.

ATS: A CUT ABOVE



Davidson riders, Tomcats Barbershop is bringing 1920's
back to the streets of Brooklyn.

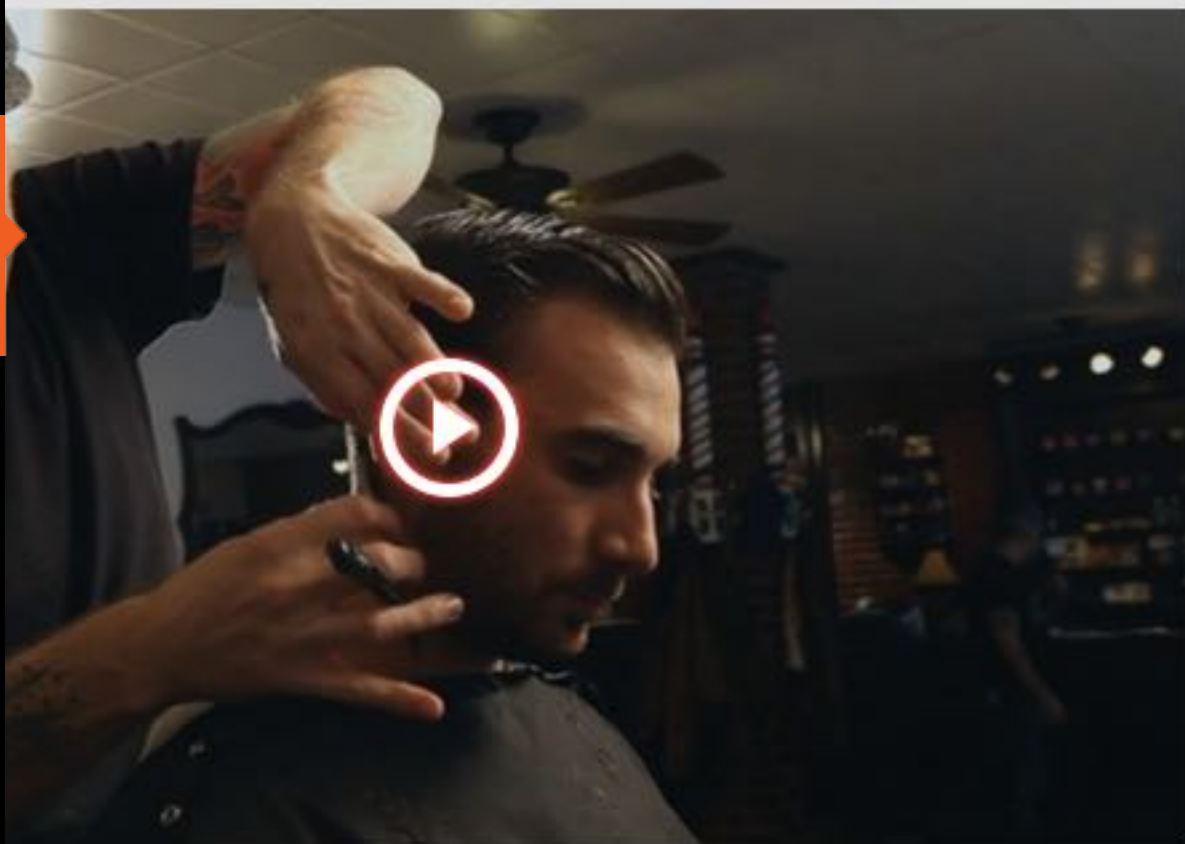
AY IS THE HIGHWAY





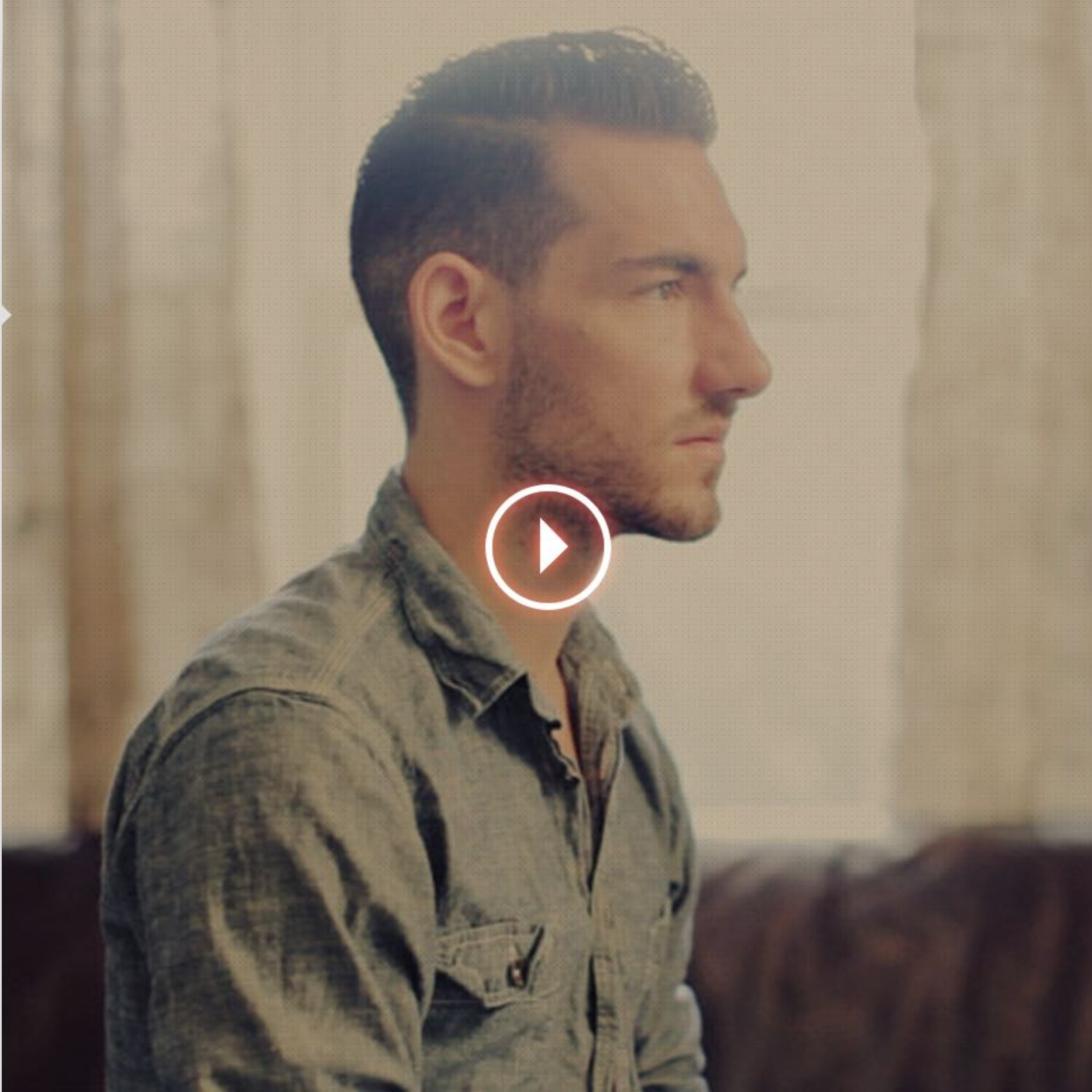
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ATS: A CUT ABOVE



Davidson riders, Tomcats Barbershop is bringing 1920's
back to the streets of Brooklyn.

AY IS THE HIGHWAY





BLOG 393 VIEWS 7 REPLIES

THE PROHIBITION TOUR



A two-wheeled tour with friends from various walks of American life.

[READ MORE](#)

BLOG 393 VIEWS 7 REPLIES

SALT FLATS AND SEX



DJ
JASON BENTLY

Mark Ronson



TOP PICKS DAFT PUNK

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[LISTEN](#)



TOP PICKS MARK RONSON

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[LISTEN](#)



TOP PICKS LITTLE RICHARD

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[LISTEN](#)





BLOG

393 VIEWS 7 REPLIES

THE PROHIBITION TOUR



A two-wheeled tour with friends from various walks of American life.

[READ MORE](#)

BLOG

393 VIEWS 7 REPLIES

SALT FLATS AND SEX



BLOG

THE PROHIBITION TOUR

I love wine. And I love bikes. Don't get me started on either or I will geek out and you'll see a side of me that acts like a kid again. Thus, a friendship with my brother from another, Carlo, was born one night while out watching some live music with a mutual friend. I made the mistake of getting on the subject of wine and how much I loved it. I probably said and acted like I knew more than I did... Then I asked Carlo for his last name. He replied, "Mondavi." Yeah. THAT Mondavi... Carlo Mondavi, of the Mondavi winemaking tradition, founded by his grandfather Robert Mondavi... After I took my foot out of my mouth, we became fast friends and always talked about needing to take our friends from all walks of life on a cycle trip up to Napa. We had a plan, and I even offered for me and my buddy Jake Sinclair from my band to play some sort of a stripped-down show at a venue up there. It was ON. The plan started cultivating and Carlo dug in....



T-MONEY

Pellentesque suscipit, justo bibendum enim lacus posuere Pellentesque suscipit.



T-MONEY

Pellentesque suscipit, justo bibendum enim lacus posuere Pellentesque suscipit.



T-MONEY

Pellentesque suscipit, justo bibendum enim lacus posuere Pellentesque suscipit.



DJ
JASON BENTLY

Mark Ronson



TOP PICKS DAFT PUNK

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[LISTEN](#)



TOP PICKS MARK RONSON

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[LISTEN](#)





BLOG

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THE PROHIBITION TOUR



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READ MORE

BLOG

393 VIEWS 7 REPLIES

SALT FLATS AND SEX



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T-MONEY

Pellentesque suscipit, justo bibendum enim lacus posuere Pellentesque suscipit.
- 

T-MONEY

Pellentesque suscipit, justo bibendum enim lacus posuere Pellentesque suscipit.

JOIN THE CONVERSATION

LOGIN f

SUBMIT



DJ JASON BENTLY

Mark Ronson



TOP PICKS

DAFT PUNK

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LISTEN

+



TOP PICKS

MARK RONSON

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LISTEN





SHOW ALL



DJ
JASON BENTLY

Mark Ronson



ZIP CODE

ALL



TOP PICKS DAFT PUNK

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LISTEN



TOP PICKS MARK RONSON

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LISTEN



TOP PICKS LITTLE RICHARD

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LISTEN



110TH ANNIVERSARY

LEARN MORE



06 JUN

VENICE GARAGE

LEARN MORE



CALIFORNIA HOG RALLY

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ZIP CODE

ALL



BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

110TH
ANNIVERSARY

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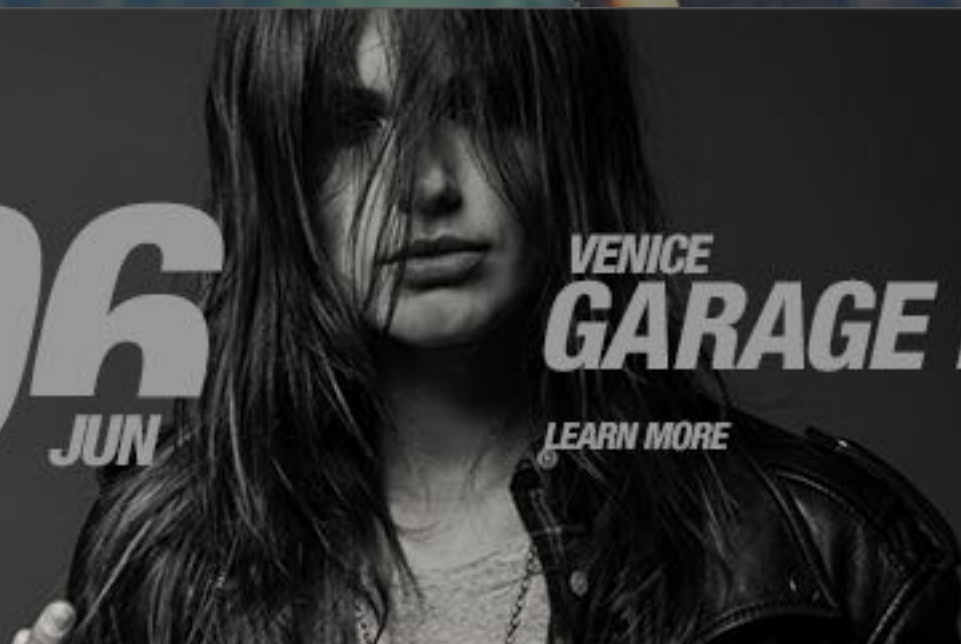
29
AUG



06
JUN

VENICE
GARAGE PARTY

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CALIFORNIA
HOG RALLY

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23
OCT



BIKE BUILDER
VICTOR SALDANA'S PICKS



SHOP ALL COLLECTIONS



ZIP CODE

ALL



BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



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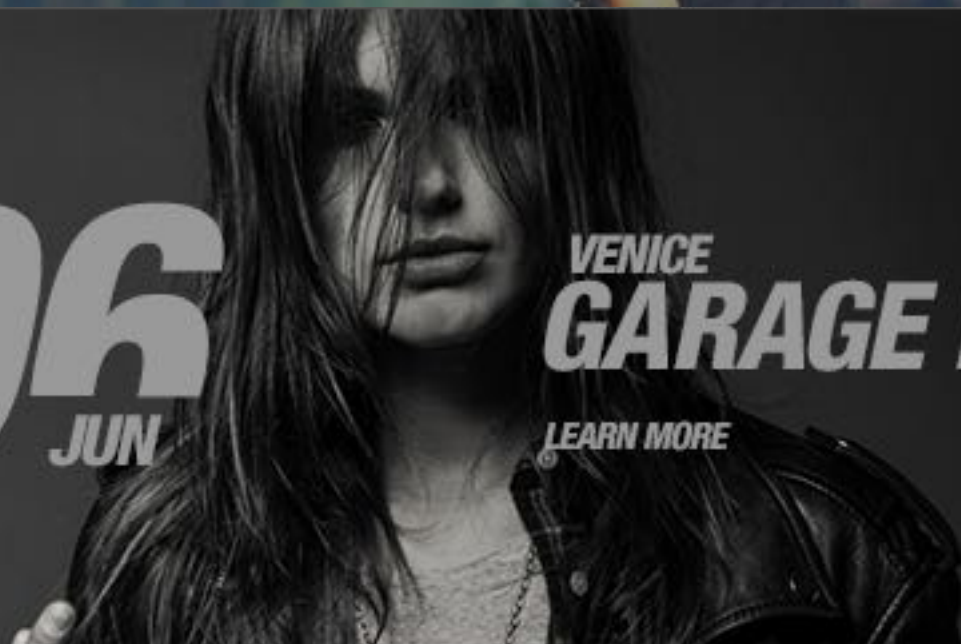
29 AUG



06 JUN

VENICE GARAGE PARTY

LEARN MORE



CALIFORNIA HOG RALLY

LEARN MORE

23 OCT



EVENT INFORMATION

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt.

EVENT HOST

Harley-Davidson of Fresno
<http://www.hdfresno.com>

EVENT LOCATION

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt.

CONTACT INFORMATION

Tracey Warriner
Phone: 805-981-9904
Fax: 805-981-7141

REGISTRATION INFO

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor.



BIKE BUILDER VICTOR SALDANA'S PICKS



SHOP ALL COLORED



BIKE BUILDER
VICTOR SALDANA'S PICKS



501[®] ORIGINAL LEVI'S

The 501 was made first to last – proving over the last 140 years that the original button fly jean is an icon. It's one icon that looks perfect sitting in the seat of another.

BUY



SHOP ALL COLLECTIONS



SEVENTY-TWO



1200 CUSTOM



FORTY-EIGHT





STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL



BIKE BUILDER
VICTOR SALDANA'S PICKS



SHOP ALL COLLECTIONS



1200 CUSTOM



FORTY-EIGHT



IRON 883



BLACKLINE®



BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

2013 MOTORCYCLES

IRON 883



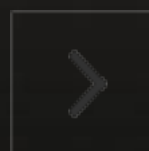
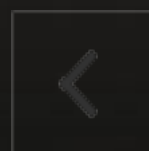
SCHEDULE A TEST RIDE

STARTING AT

\$10,599



= 1 ☕ /DAY



CUSTOMIZE

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Pin it

Share

2M





BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

2013 MOTORCYCLES IRON 883

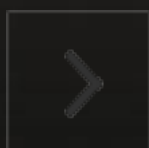
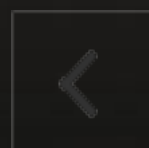


SCHEDULE A TEST RIDE

STARTING AT
\$10,599



= 1  /DAY



CUSTOMIZE



2M



THE PRICE OF FREEDOM

ESTIMATED MONTHLY PAYMENT

\$146.14

Actual terms and payments, if any, may vary.



COLORS



WHEELS

SELECT ▼

PAYMENT TERMS

ANNUAL PERCENTAGE RATE*

LENGTH OF FINANCING TERM:

72 MONTHS ▼

ESTIMATED VALUE OF TRADE-IN

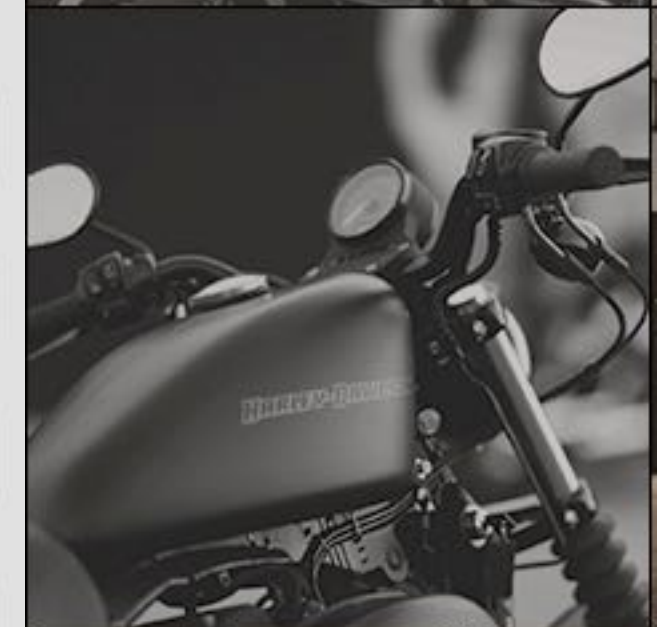
DOWN PAYMENT

UPDATE ESTIMATE

* This is not an offer for credit and should be used for estimation purposes only. Please see your dealer to determine your APR based on amount financed, loan term and product.

FIND A DEALER

DOWNLOAD CREDIT APPLICATION





BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

2013 MOTORCYCLES IRON 883

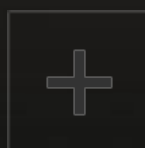
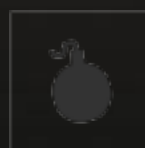
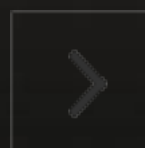
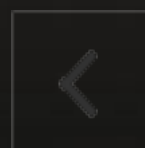


SCHEDULE A TEST RIDE

STARTING AT
\$10,599



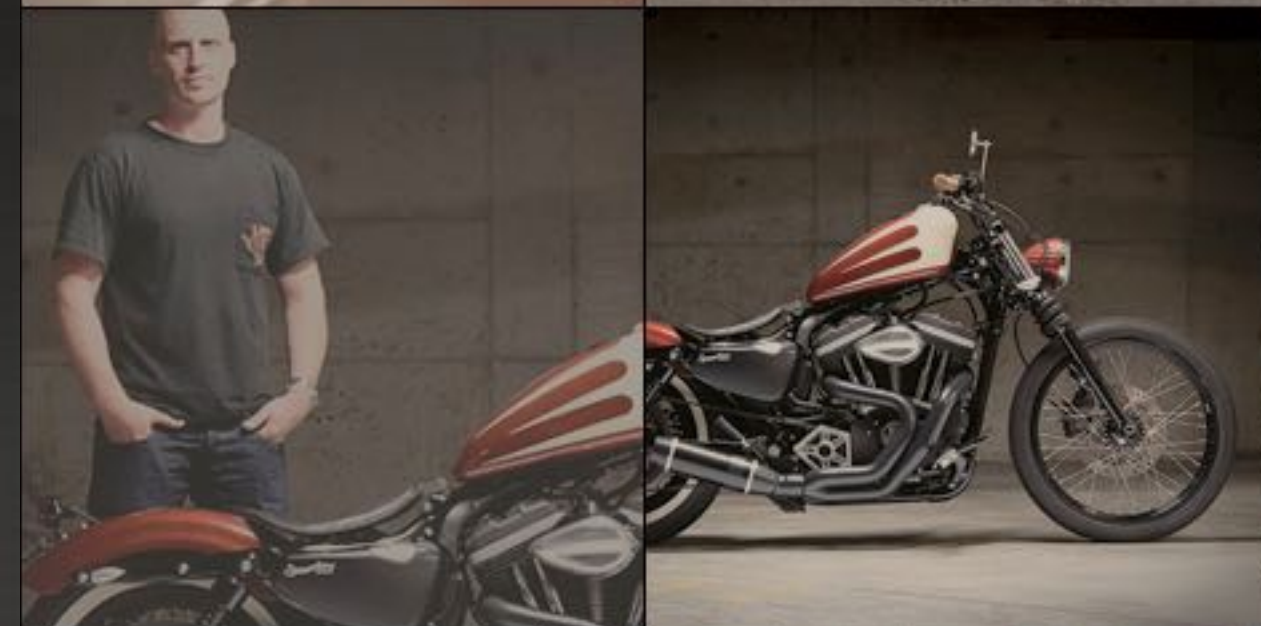
= 1  /DAY



CUSTOMIZE



2M





BIKES

STYLE

SHOP

NEAR ME

MY HARLEY

SHOW ALL

STARTING AT
\$10,599
= 1  /DAY



CUSTOMIZE

  2M





BIKES

STYLE

SHOP

NEAR ME

MY HARLEY

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\$10,599
= 1  /DAY



CUSTOMIZE



  2M



BIKES

STYLE

SHOP


NEAR ME


MY HARLEY



SHOW ALL

STARTING AT




\$10,599

= 1  /DAY





CUSTOMIZE

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BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

VIDEO IRON 883 IN ACTION



For about \$4 bucks a day, the Iron 883 is the anti-chrome motorcycle — blacked out from front to back.

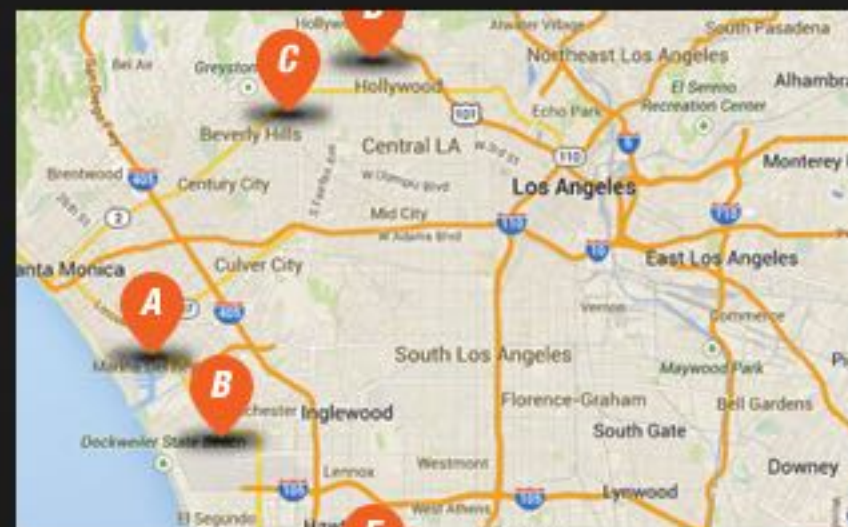
VIDEO MOTORCYCLE BOOT CAMP



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📞 201.528.2568 [DEALER DETAILS](#)

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Los Angeles, CA, USA 90028-6102
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MOTORCYCLE BOOT CAMP

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06
JUN

VENICE
GARAGE

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RIDER'S EDGE

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VIDEO
IRON 883 IN ACTION



For about \$4 bucks a day, the Iron 883 is the anti-chrome motorcycle — blacked out from front to back.

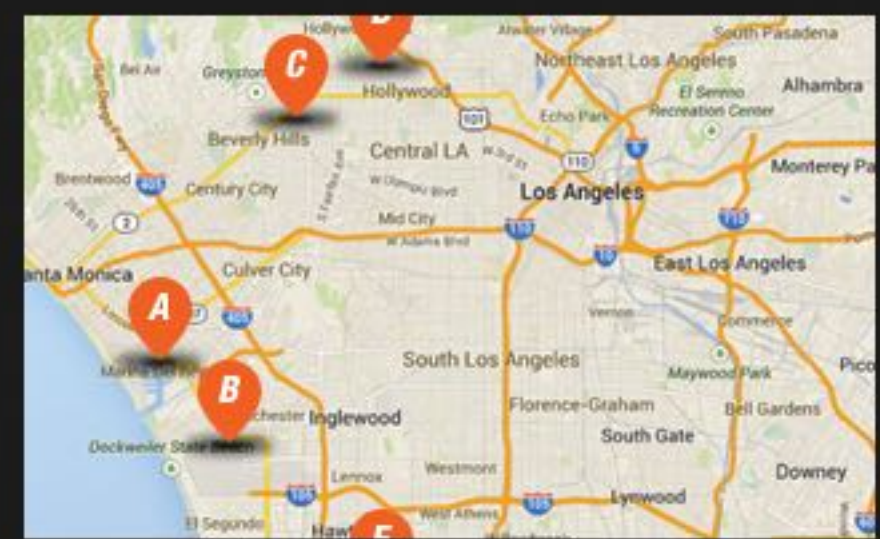
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MOTORCYCLE BOOT CAMP



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HARLEY-DAVIDSON
BARTELS



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CA, USA 90292-5615

☎ **CONTACT**
310.823.1112

💻 **WEBSITE**
<http://www.bartelsharley.com/>

🕒 **HOURS OF OPERATION**
SUN 10:00 AM - 5:00 PM
MON Closed
TUE-SUN 9:00 AM - 6:30 PM

📍 [GET DIRECTIONS](#)

 **T-MONEY**
Pellentesque suscipit,
justo bibendum enim lacus
posuere Pellentesque.

 **T-MONEY**
Pellentesque suscipit,
justo bibendum enim lacus
posuere Pellentesque.

 **T-MONEY**
Pellentesque suscipit,
justo bibendum enim lacus
posuere Pellentesque.

**MOTO
BOOT**

[LEARN MORE](#)

**RIDE
EDGE**

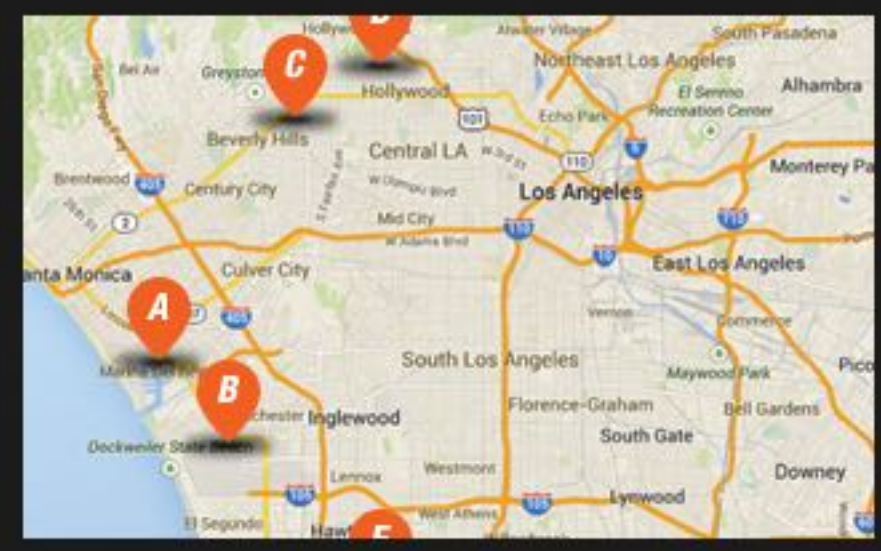
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HARLEY-DAVIDSON BARTELS



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T-MONEY

Pellentesque suscipit, justo bibendum enim lacus posuere Pellentesque.



ZIP CODE

ALL

MOTORCYCLE BOOT CAMP

29 AUG

LEARN MORE

06 JUN

VENICE GARAGE PARTY

LEARN MORE

RIDER'S EDGE

23 OCT

LEARN MORE

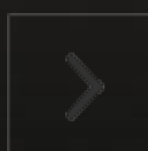
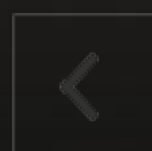


2013 MOTORCYCLES **IRON 883**

SCHEDULE A TEST RIDE

STARTING AT
\$10,599

= 1 /DAY



CUSTOMIZE

Like Tweet Pin it Share 2M



EVOLUTION® ENGINE HERITAGE

The Evolution engine – known as the Blockhead – was first bolted to the frame of a Harley-Davidson in 1984. Born from legendary Shovelhead and Ironhead engines, the Evolution broke new ground in displacement innovation while maintaining the hunger for power, durability and proven reliability.

EVOLUTION® ENGINE SOUND





BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

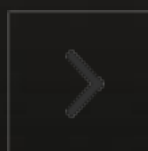
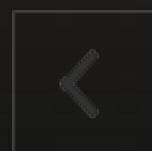
2013 MOTORCYCLES IRON 883

SCHEDULE A TEST RIDE

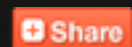
STARTING AT
\$10,599



= 1  /DAY



CUSTOMIZE



2M



CLASSIC PEANUT FUEL TANK

As one of the defining features of the Sportster for decades, the classic 3.3-gallon tapered peanut fuel tank still holds strong today with its traditional styling and modern attitude.



CAPACITY



RANGE





BIKES



STYLE



SHOP



NEAR ME



MY HARLEY

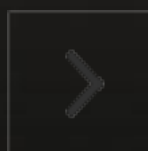
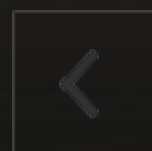


SHOW ALL

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SCHEDULE A TEST RIDE

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= 1  /DAY



CUSTOMIZE



2M



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CAPACITY



RANGE





2013 MOTORCYCLES IRON 883

STARTING AT
\$10,599
= 1  /DAY



CUSTOMIZE

 Like  Tweet  Pin It  Share 2M



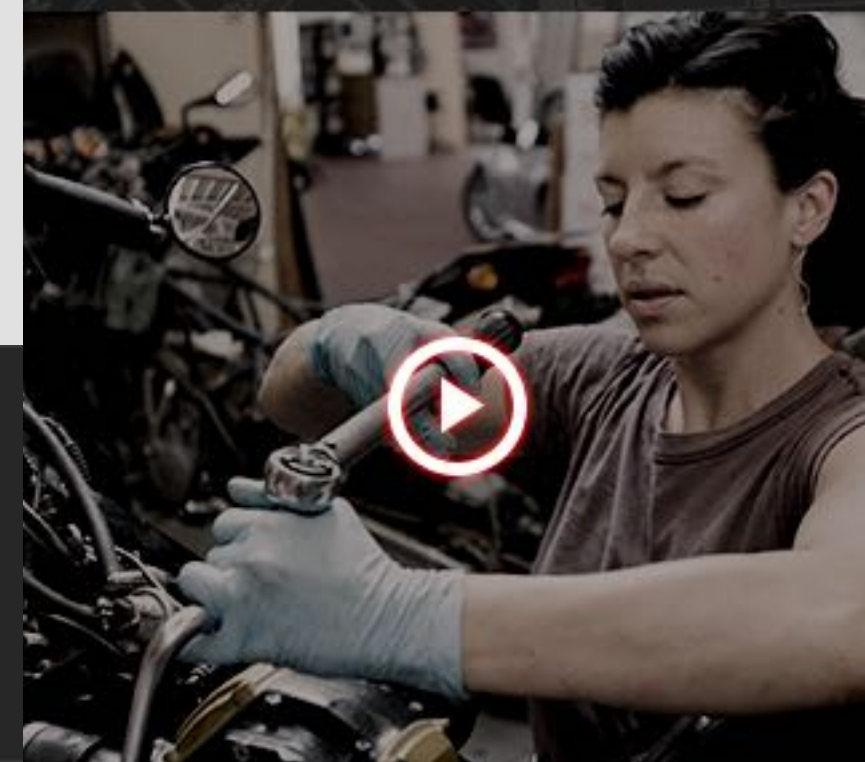
As one of the defining features of the Sportster for decades, the classic 3.3-gallon tapered peanut fuel tank still holds strong today with its traditional styling and modern attitude.



CAPACITY



RANGE





BIKES



STYLE



SHOP



NEAR ME



MY HARLEY



SHOW ALL

MY
GARAGE

RIDE LOG

HOG

WELCOME BACK
ERIK



EDIT PROFILE SIGN OUT

MY NOTIFICATIONS

7 New

1



Service
Due

3



Maintenance
Schedule



Customer
Service

2



Deals

1



Parts &
Accessories



Tips

RIDER RANK



MY
BIKES



IRON 883



MY NEXT BIKE

EST. 2012
IRON 883





MY GARAGE

RIDE LOG

HOG

APR 21, 2013
BIG SUR COAST



JAN 01, 2013
THE SNAKE



YOU'VE
EARNED IT



HOG



CENTURY CLUB



RUM RUNNER



UNDERGROUND



MACHINEHEAD



IRON BUTT CLUB



110 TH



HOMECOMING



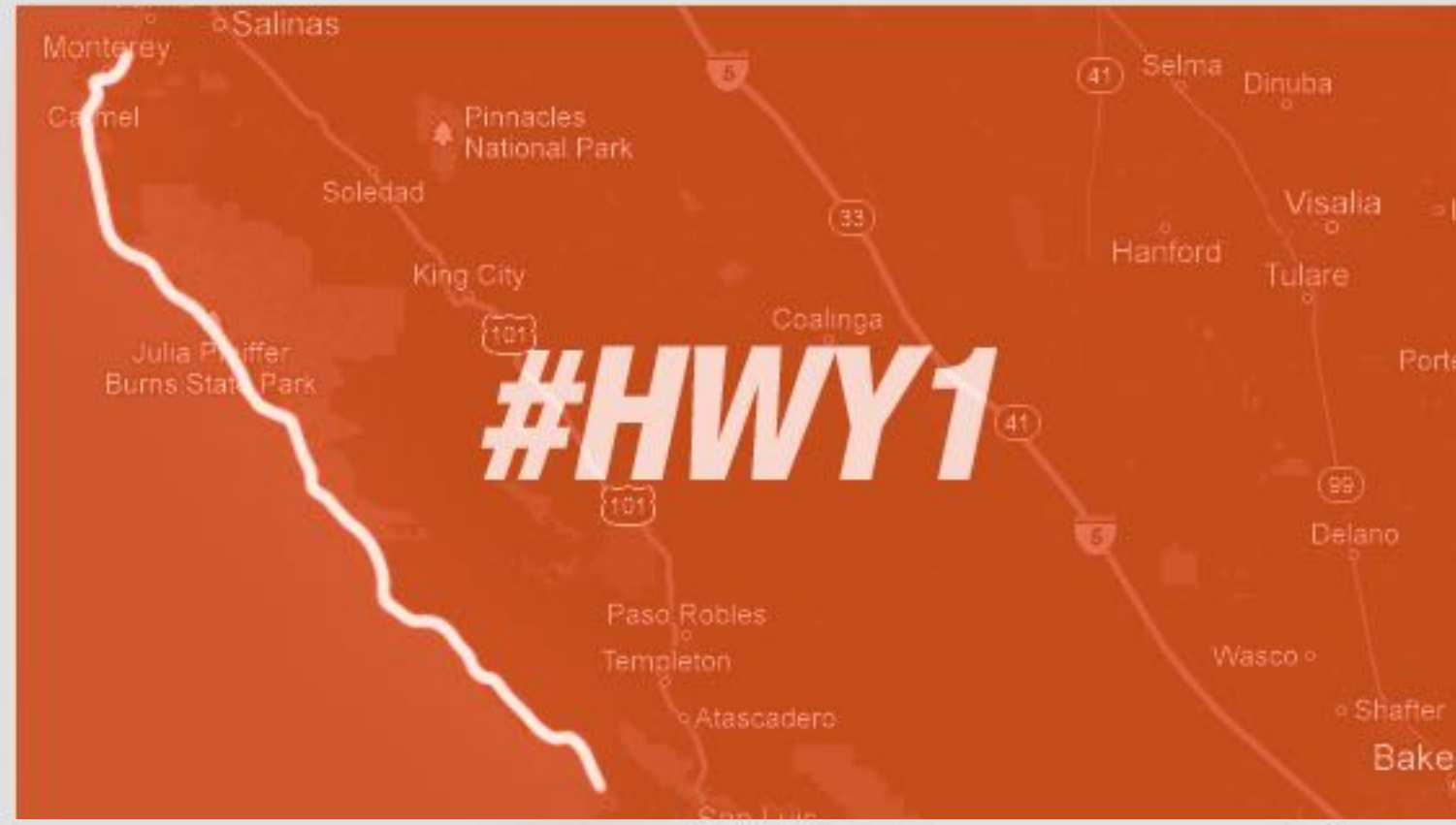
BORDER PATROL

MY GARAGE

RIDE LOG

HOG

APR 21, 2013
BIG SUR COAST



JAN 01, 2013
THE SNAKE



YOU'VE
EARNED IT



HOG



CENTURY CLUB



RUM RUNNER



UNDERGROUND



MACHINEHEAD



IRON BUTT CLUB



110 TH



HOMECOMING



BORDER PATROL



BIKES

STYLE

SHOP

NEAR ME

MY HARLEY

SHOW ALL

MY GARAGE

RIDE LOG

HOG

APR 21, 2013 BIG SUR COAST



JAN 01, 2013 THE SNAKE



BIG SUR COAST TRIP DETAILS

BADGE EARNED



FRIENDS



COUNTS

12
DAYS

4
STOPS

2
STATES

STOPS





MY
GARAGE



RIDE LOG



HOG



NEAR ME



MY HARLEY



SHOW ALL



YOU'VE
EARNED IT



HOG

SHARE



T-MONEY

Pellentesque suscipit, justo
bibendum enim lacus posuere
Pellentesque suscipit.



T-MONEY

Pellentesque suscipit, justo
bibendum enim lacus posuere
Pellentesque suscipit.



T-MONEY

Pellentesque suscipit, justo
bibendum enim lacus posuere



HELMETSTORIES

Pellentesque suscipit, justo
bibendum enim lacus posuere
Pellentesque suscipit.



RACHEL DOHERTY

I couldn't have been anymore
proud yesterday! You finally did
it!! I love you fool!



T-MURPHY

Pellentesque suscipit, justo
bibendum enim lacus posuere

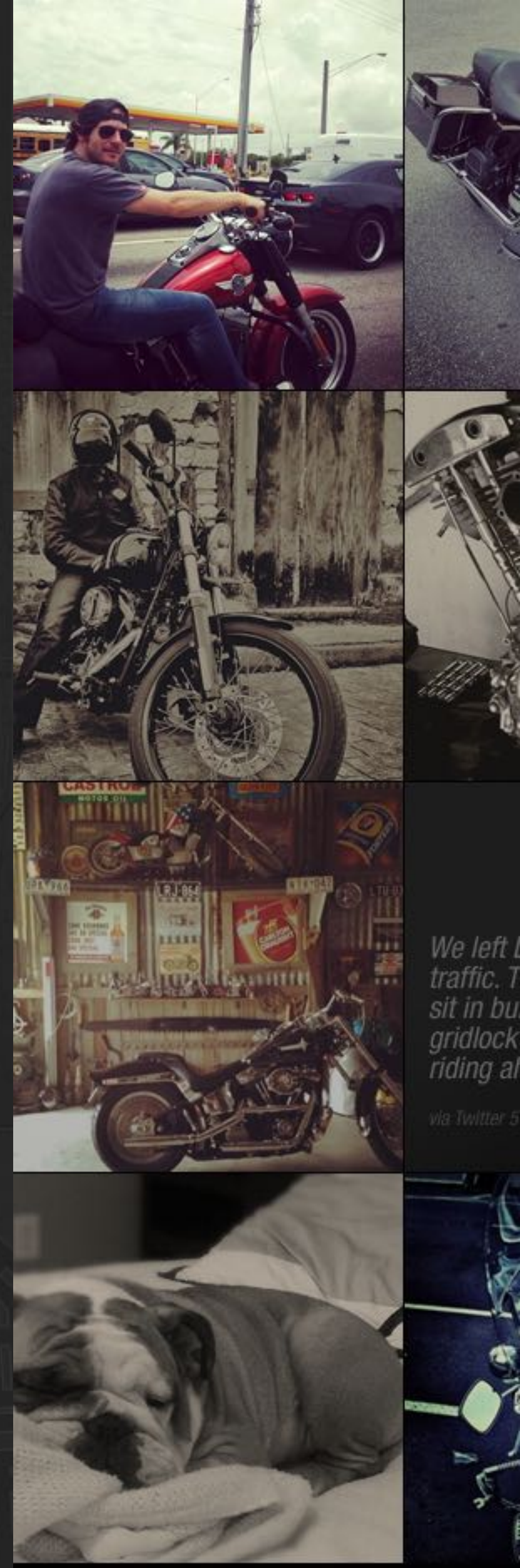


IN THE
SADDLE

18,640

MILES RIDDEN

VISITED



We left L
traffic. T
sit in bu
gridlock
riding a
via Twitter 5

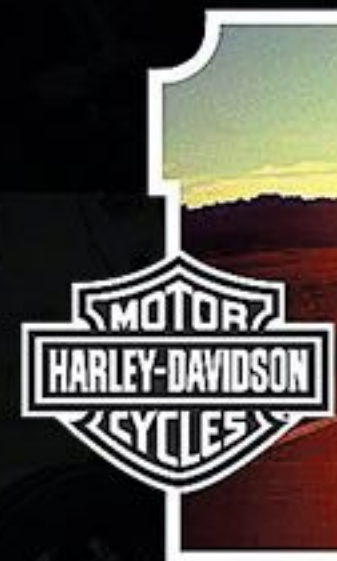


AIN'T SHE PRETTY?

SEE THE 883



MILWAUKEE, WI AUG 29 – SEP 1, 2013



CELEBRATE OUR INDEPENDENTS DAY

BUY TICKETS



***THANK
YOU***