



NEWS

REBORN LOW RIDER® REVIVES ICONIC HARLEY-DAVIDSON® STYLE AND STANCE ***Rugged Dyna® Custom Delivers Flawless Performance and Perfect-Fit Ergonomics***

OXFORD, UK (March 6, 2014) – In 1977 Harley-Davidson created a ride-it-hard, put-it-away dirty, make-your-own-boundaries custom motorcycle that became an icon – the Low Rider. Today after a five-year hiatus the legendary Low Rider motorcycle returns to the Harley-Davidson line, reborn with timeless Harley-Davidson custom cruiser styling and exciting new performance, primed to set free anyone who craves the taste of freedom. With an innovative ergonomic design that easily adjusts to provide a perfect fit, the new Low Rider is a Big Twin for every rider, available now as a mid-year 2014 model that's absolutely, unmistakably Harley-Davidson.

The new Low Rider responds with assertive authority to rider input, the unrelenting thrust of its Twin Cam 103 powertrain harnessed in an agile Harley-Davidson Dyna chassis. Michelin Scorcher tyres are mated with suspension calibrated for all-day comfort and precise handling, featuring stout 49mm forks and new coil-over rear shocks, both with tri-rate springs. Dual front disc brakes deliver ample stopping power. Sculpted header pipes feed a 2-into-1 exhaust that emits a satisfying, throaty tone. Stop light-to-stop light or on the open road, the Low Rider delivers exhilarating performance.

Informed by the same accelerated, customer-led product development process that propelled Project RUSHMORE, the new Low Rider is designed to fit a broad range of riders in a confident, comfortable riding position without added accessories. Harley-Davidson leveraged the science of ergonomics to develop a "perfect fit" rider position utilizing three key features: a two-position seat and an adjustable handlebar riser, which can each be easily adjusted by the dealer or rider using simple hand tools, and footpegs that are relocated two inches (51mm) forward. The Low Rider still lives up to its name; seat height is just 680mm.

"We wanted the new Low Rider to offer an expanded comfort envelope, and worked in three stages toward that goal," said Paul Weiss, lead engineer on the Low Rider project. "We started with live feedback from riders of all sizes, and then employed Pro/Engineer computer simulations of posture and riding positions to project the best locations for rider controls."

Computer-generated rider triangles representing the extremes of the biometric targets – 5' 1" to 6' 1" in height – were overlaid on the Dyna chassis. These triangles depicted not just the reach of the respective riders, but also the more critical comfort zones within the range of reach.

"We next had to design solutions we could put into production," said Weiss. "Inspired by the idea that you'd adjust a car seat to meet the controls, we devised the two-position Low Rider seat that can move the rider forward or backward 1.5 inches (38mm). By next adding handlebar adjustability, we were able to accommodate

the riders in our defined comfort envelope. The final change was relocating the footpegs two inches forward of the previous Dyna mid-mount position.”

Harley-Davidson Engineering and Styling departments next collaborated on the design of a seat with a removable bolster, secured by two concealed screws, to provide the desired range of seating position. A new headlamp visor bolts to the upper triple clamp and provides the fixture to support the adjustable handlebar riser, secured by four easy-access hex-head bolts.

“The Low Rider represents intense collaboration between the Harley-Davidson Styling and Engineering staffs,” said lead stylist Tony Pink. “Engineering created some innovative solutions to expand the comfort envelope of the Low Rider, and our styling team successfully incorporated those features while maintaining the premium finish our customers associate with Harley-Davidson.”

The original Low Rider set a styling benchmark when it was introduced in 1977, and Harley-Davidson designers went back to that milestone motorcycle for inspiration in creating a new Low Rider with a look that’s timeless and authentic.

Key Low Rider® Features

- Rubber-mounted Twin Cam 103™ engine is rated at 126Nm (92 ft.lbs.) of torque at 3500 rpm. The engine is equipped with Electronic Sequential Port Fuel Injection (ESPFI) and Automatic Compression Release (ACR), and is mated to a 6-speed Cruise Drive transmission. The powertrain is finished in wrinkle black powder coat with chrome-plated covers.
- Unique handlebar riser offers 2.4 inches (61mm) of adjustment and seamless integration.
- Two-position ergonomic seat is tuned to fit a broad range of riders with a removable bolster that moves the rider 1.5 inches (38mm) forward; unladen seat height is 680mm. High-performance perforated seat cover features a classic stitching pattern.
- Mid-mount foot controls are positioned to best fit most riders with an in-command riding position.
- Chrome steel-laced wheels.
- Chrome 2-into-1 exhaust emits a throaty sound and pays homage to the original Low Rider®.
- Wrinkle black console holds an analog speedometer and analog tachometer. Indicator lights are integrated into the tachometer.
- Chrome-plated rear fender strut covers feature wrinkle black cutouts.
- Chrome-plated battery box insert with wrinkle black highlights.

- Classic headlamp visor.
- Polished front end.
- Dual disc front brakes.
- Suspension features 49mm front forks and coil-over rear shocks, both with tri-rate springs; each tuned to deliver all-day comfort and excellent performance.
- Michelin[®] Scorcher[®] tires.
- Custom ignition switch located on the left side of the motorcycle.
- The H-D[®] Smart Security System with hands-free, proximity-based security fob as standard.
- Anti-Lock Braking System (ABS) is standard in EMEA markets.
- Color choices include: Vivid Black, two-tone Brilliant Silver/Vivid Black and two-tone Amber Whiskey/Vivid Black.

About Harley-Davidson Motor Company

Harley-Davidson Motor Company produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel, and general merchandise. For more information, visit the Harley-Davidson website at www.h-d.com.

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