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BUELL OFFICIALS THANK CUSTOMERS, DEALERS AND EMPLOYEES FOR UNFORGETTABLE RIDE

EAST TROY, Wis. (Oct. 15, 2009) – Buell Motorcycle Company officials thanked the company’s customers, employees and dealers for an unforgettable ride, following today’s announcement by Harley-Davidson, Inc. that it will discontinue the Buell® product line as part of Harley-Davidson’s go-forward business strategy. The new long-term strategy aims to drive Company growth through a focus of efforts and resources on the Harley-Davidson® brand.

“I want to personally thank all our past and present Buell employees, dealers and suppliers for their efforts. I also want to thank Buell motorcycle owners for their support and passion for the brand,” said Buell Motorcycle Company President Jon Flickinger.

Flickinger said a limited number of new Buell motorcycles remain available for sale through authorized dealerships and production will wind down by October 30. He also stressed that Harley-Davidson will provide replacement parts and service through dealerships and that warranty coverage will continue as normal for Buell motorcycles.

“I will always be proud of what we have accomplished. It is a testimony to what a small group of passionate and inspired people can do, and with brilliant innovations, we’ve produced some of the best-handling bikes of all time,” said Buell Chairman and Chief Technical Officer Erik Buell. “I personally look forward to exploring how I can continue to work with Harley-Davidson to bring advanced product technology to riders.

“I have also had the great fortune to meet and get to know many Buell riders over the years, and they are an amazing and interesting group of free thinkers,” Buell said. “May you ride with pride into the future. And may your roads ahead be as adventuresome and rewarding as mine have been for the last 26 years.”

A wholly owned subsidiary of Harley-Davidson, Inc. since 1998, Buell Motorcycle Company was founded in 1983 by Erik Buell and produced more than 135,000 motorcycles. Over the past 26 years, Buell motorcycles won numerous design accolades and awards, and countless races and championships around the world, including the AMA Pro Daytona SportBike championship in 2009.

For more information and to view a video message from Erik Buell, go to www.buell.com
To read the Harley-Davidson, Inc. 3rd quarter earnings announcement, including information related to Buell, go to www.harley-davidson.com

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