



FOR IMMEDIATE RELEASE

**HARLEY-DAVIDSON TO KICK OFF 120TH CELEBRATION YEAR ON JANUARY 18**  
***H-D.com to Host New 2023 Motorcycles and Harley-Davidson® Homecoming™ Details***

MILWAUKEE, WI (December 15, 2022) – On January 18, 2023, Harley-Davidson will reveal both its 2023 motorcycle line-up and details of the first annual Harley-Davidson® Homecoming™, a celebration 120 years in the making. All the news will stream live at 10 a.m. CST at [Harley-Davidson.com](https://www.harley-davidson.com).

“2023 marks the 120th Anniversary of Harley-Davidson during which we’ll honor our rich heritage, celebrate with our fans and riding community, and reveal our newest motorcycles and product offerings,” said Jochen Zeitz, Chairman, President and CEO of Harley-Davidson. “Please join us as we kick off our 120th Anniversary with exciting new model introductions and a peek at what we have in store for the landmark year ahead.”

The first wave of new 2023 Harley-Davidson motorcycles, Genuine Harley-Davidson Accessories and Harley-Davidson MotorClothes gear and apparel will be revealed on January 18 and will be available at authorized Harley-Davidson dealerships afterwards.

The 2023 Harley-Davidson® Homecoming™ event will fill four days with music, food, and moto-culture at multiple venues throughout the Milwaukee area on July 13-16, 2023. Details on entertainment, scheduled events, venues, ticket packages, and lodging will appear at H-D.com on Jan. 18, where visitors can also sign up for ongoing Homecoming updates. Everyone is welcome and invited from riders, co-riders, to fans, and families.

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**About Harley-Davidson**

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Our vision: Building our legend and leading our industry through innovation, evolution and emotion. Our mission: More than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul. Since 1903, Harley-Davidson has defined motorcycle culture with an expanding range of leading-edge, distinctive and customizable motorcycles in addition to riding experiences and exceptional motorcycle accessories, riding gear and apparel. Harley-Davidson Financial Services provides financing, insurance and other

programs to help get Harley-Davidson riders on the road. Learn more at [www.harley-davidson.com](http://www.harley-davidson.com).

**Editors:** For more information regarding Harley-Davidson motorcycles and products visit: [h-dmediakit.com](http://h-dmediakit.com).

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Media Contact:

Paul James

[Paul.James@harley-davidson.com](mailto:Paul.James@harley-davidson.com)

414.343.8735