



European Bike Week



The 20th edition of European Bike Week ready to ROCK OUT!

- European Bike Week is go, from 5th-10th September in Faaker See, Austria
- Europe's largest free motorcycle and music event, with over 70,000 bikes and 120,000 people in attendance over five days
- Presented by *Classic Rock - Star FM - RCKSTR Mag*
- Headlining are Southern Rock band Black Stone Cherry and Danko Jones with Thorbjörn Risager & The Black Tornado, The Picturebooks, Thundermother and Mr. Irish Bastard in support
- A collection of the ultimate one-off motorcycles on display at the Custom Bike Show
- Harley-Davidson test rides from the Demo Zone
- Dark Custom/ Expo Zone featuring the full range of Harley-Davidson motorcycles, plus the new Street Rod™ 750
- The Jeep® Test Drive and Off Road experience also on site

The 20th edition of European Bike Week® will soon be bursting into life and between 5th-10th September over 120,000 Harley-Davidson® enthusiasts and music fans will converge on and around Lake Faak and the village of Faaker See, nestled in the stunning Alpine scenery of southern Austria.

Europe's largest completely free and open event European Bike Week is always eagerly anticipated and has been since its launch in 1998; a combination of the amazing setting, breathtaking roads, great atmosphere, entertaining experiences and, of course, the legendarily famous (and eclectic) mix of live music.

This year the headline acts are Black Stone Cherry - fresh from a Statewide and European stadium tour - who'll be wowing the crowd with their unique brand of Southern Rock and Danko Jones, Canada's finest in Rock'n'Roll. Other acts on the main stage are Thorbjörn Risager & The Black Tornado, The Picturebooks, Thundermother and Mr. Irish Bastard. Also in support: The Reverend Andrew James Gang (feat. Ski King), Wynchester, Reckless Roses, The Baboons, Hellabama Honky Tonks, Motorblast, Wardogs and Matt Boroff.

Every band that always dreamed of performing at the European Bike Week now has the chance to play the main stage in Faak. To enter the Battle of the Bands simply send your music video along with social media links and contact to botb@harley-davidson.com by July 28. The winner will play a full set as opening act on Friday September 8.

The Harley-Davidson Village is centre of the action and plays host to the Hot Spot Bar, Team 412 and Vida Loca Party Bus and rocks on late into the night! Rally goers also get to hang out in the Harley Owners Group (H.O.G.) zone with complimentary drinks, snacks and Wi-Fi for H.O.G. members, as well as guided riding tours led by the local Harley-Davidson H.O.G. Chapter.

On Friday the Custom Bike Show presents a world-class field of the finest two-wheeled creations from Europe, Middle East and Africa and Saturday's parade - with thousands of riders winding through the beautiful Carinthia countryside, is always a highlight.

The Dark Custom / Expo Zone will feature the entire range of Harley-Davidson motorcycles, including the new Street Rod™ 750, all of which will be available to test ride. A large variety of vendors will also be present, offering the latest Harley-Davidson clothing and other apparel.

The Jeep® brand - a key partner and official sponsor of European Bike Week - will be in attendance throughout with the Jeep Test Drive Experience, and the Jeep Off Road Experience, offering visitors the opportunity to put themselves to the test, book a Jeep test drive and discover new dimensions on four wheels through the excitement of a Jeep experience. Guests will also have the possibility to discover the new Jeep Compass and experience an unconventional Zip line going over the entire test drive area. The latest Jeep merchandise will be available for purchase at the Jeep Lounge inside the village.

Trevor Barton, Harley-Davidson International Consumer Experience Manager is more than a little ready for European Bike Week: *"After a hectic summer full of Harley-Davidson rallies and events EBW is a great way to sign off. It's a fantastic, full-on five-day party that features the best bikes and people, and the very best live music. We enjoy putting it on and after 20 years it's proved an unmissable event that riders and music fans love coming to. Bring it on!"*

For more information on European Bike Week and the full main stage schedule visit: <http://events.harley-davidson.com/>

About Harley-Davidson Motor Company®

Since 1903, Harley-Davidson Motor Company has fulfilled dreams of personal freedom with cruiser, touring and custom motorcycles, riding experiences and events, and a complete line of Harley-Davidson motorcycle parts, accessories, general merchandise, riding gear and apparel. For more information, visit:

www.h-d.com

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HARLEY DAVIDSON EVENTS



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