

**January 9, 2019**

***Harley-Davidson®<sup>®</sup>, Livewire™: the first North American mass-market cellular-connected electric motorcycle launches Ontario distribution***

***LONDON DEALERSHIP LEADS THE WAY IN CANADIAN LAUNCH***

LONDON, Ont.

Harley-Davidson announces limited release of Livewire™ electric motorcycle.

As this is the first of its kind for Harley-Davidson®, the Livewire™ release has been limited to just a handful of dealerships across the country, with Rocky's Harley-Davidson [London, ON] and sister dealership Blackbridge Harley-Davidson [Cambridge, ON] leading Ontario's distribution.

Jeff Duncan, owner of Rocky's Harley-Davidson, says "the bike represents a radical new wave in motorcycle technology with significant community and provincial benefits. Ontario's Go Green Action Plan on Climate Change commits the province to reducing greenhouse gas emissions by 6 per cent by 2014, 15 per cent by 2020 and 80 percent below 1990 levels by 2050 - to which Livewire™ could be a contributing factor "

Conceptualized 4 years ago and unveiled in Italy in 2018, LiveWire™ is the first in a revolutionary portfolio of electric Harley-Davidson motorcycles. It features a high voltage battery and permanent magnet electric motor that can produce 100 percent of its rated torque instantly, producing superior, breathtaking acceleration. A lightweight but rigid cast aluminum frame contributes to precise, responsive handling and makes this motorcycle a thrill to ride.

Rocky's Harley-Davidson and its sister dealership, Blackbridge Harley-Davidson [Cambridge, ON] were a natural choice to premiere the LiveWire™ in 2019. "There is clear momentum in the growth of electric vehicles (EVs) in SW Ontario Region, with over 1,000 EVs as of July 2018. New charging stations are being installed across the region with help from municipal and private funding sources. We're really excited to be on the forefront of EV technology for motorcycles, and to partner with local technology companies to improve EV infrastructure in our community."

Electric Vehicles can do much to help lower GHGs from the transportation sector, the single largest GHG-emitting sector in the province. Windfall Centre recently released its in-depth study of the economic impact of Electric Vehicle (EV) adoption in Ontario. The yearlong research project dispels myths and fills a significant knowledge gap on the impacts of what is shaping to be a transformative shift in personal transportation in the 21st century. If EVs reach a 10% share of the total passenger vehicle population by 2025, the report shows that Ontario can expect total income to increase by over \$3.6 Billion with 34,000 person-years of work created.

Jeff is also excited to deliver the thrill of riding a motorcycle to an even broader audience. He noted "this motorcycle will appeal to those interested in a greener transportation choice, as well as to those who may have put off learning to ride because of having to manage the clutch and throttle to shift gears. Electric options like LiveWire™ bring even more diversity and inclusivity to the world of motorcycle riding."

As Harley-Davidson CEO Matt Levatich reaffirmed:

*"We're at a historic juncture of the evolution of transportation, and Harley-Davidson is at the forefront. Innovation that moves the body and soul has always been at the heart of our brand, and this next*

*chapter in our history is about creating products and opportunities for existing and aspiring riders of all ages and walks of life.”*

The LiveWire™ offers an exhilarating ride that pushes the boundary of performance, technology, and design and is available now with delivery expected August 2019.

More information on Harley-Davidson LiveWire™:

<https://bit.ly/2RAE01z>

### **Acceleration**

First, a favorite of electric evangelists: acceleration. The LiveWire™ will do 0-60 in under 3.5 seconds, will have an average range of 177 km and it doesn't disappoint with the ability to go 0 to 100 km/h in under 3.5 seconds

### **Two ways to Charge**

Use the onboard Level 1 charger and power cord to connect to any standard household outlet and get a full charge overnight. For a faster charge, visit any public Level 3 DC FAST CHARGE STATION.

<https://www.plugshare.com>

### **Connect**

The LiveWire™ is the first motorcycle to use H-D Connect, an app-controlled cellular connection that links the rider to the bike and is the first American electric motorcycle to carry tech of this calibre. Users can view vehicle location, available range, nearest charging stations, tamper alerts, and service information right from the app.

## **More information on Harley-Davidson**

Harley-Davidson® motorcycle riders come from diverse backgrounds. What all riders have in common regardless of their age, gender or ethnicity is they are all freedom-loving, adventure-seeking individuals who aspire to the values Harley-Davidson stands for – independence, authenticity and the passion for being on the open road.

At Rocky's Harley-Davidson, we fulfill dreams of personal freedom – it's our purpose, and we take it seriously. And while freedom means different things to different people, it's a bond that brings Harley-Davidson customers, employees, dealers and enthusiasts together. For more than 60 years, Rocky's Harley-Davidson has been selling and servicing one of the world's most recognized brands and has been consecutively recognized as Canadian Retailer of the Year for 4 years running - right here in London, ON.

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## **CONTACT INFORMATION**

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