



OPEN ROAD TOUR IN LA



It was a hundred years in the making and we'll never see anything like it again in our lifetimes. It was huge (more than 50 acres), truly an entertainment extravaganza (more than 12 bands on two stages) and it had something for everyone. In the Harley-Davidson centennial event closest to Arizona, California Speedway hosted the third leg of a 10-city worldwide traveling celebration uniting motorcycles, music, history and more. This was the Harley-Davidson 100th Anniversary Open Road Tour, a series of gigantic weekend festivals created to ignite the passion for freedom and celebrate a true American icon.

But because the world had never seen an event the size or scope of the Open Road Tour, it may be easier to look at it this way:

- It was bigger than a concert—every Open Road Tour stop featured at least 12 incredible musical acts over three days. Los Lobos, Journey and the Doobie Brothers performed in Los Angeles, where music lovers also had the chance to see The Doors perform for the first time since 1971.
- It was cooler than the Guggenheim's "Art of the Motorcycle"—Elvis and Jon Bon Jovi's Harleys were just a few of the amazing motorcycles on display. Multimedia exhibits displayed the colorful history of the Motor Company, with never-before-seen machines and artifacts from the Harley-Davidson Archives, and even vintage motorcycle toys!
- It was no county fair—motorcycle drill teams and stunt riders put on daily shows. Need an adrenaline break? How about a 2,000-seat theater showcasing Harley-Davidson's portrayal in the movies over time, or the children's pavilion with kids' games and demo-rides on Fisher-Price Harley-Davidson ride-on motorcycle toys.
- There was entertainment you can't see anywhere else—there were also theater-style shows including a high-energy tap and rhythm spectacular and biker fashion show that can be found only at a



Harley-Davidson event.

And it was all for a good cause—the Harley-Davidson Open Road Tour and other 100th Anniversary events are raising funds to help find a cure for muscular dystrophy and to aid research and program services for children and adults with neuromuscular diseases.

"It's hard to put into words," said Joanne Bischmann, vice president of marketing for Harley-Davidson. "We knew that kicking off Harley-Davidson's next 100 years was going to call for something huge—an unforgettable Harley-Davidson experience for anyone who participates. We think the Open Road Tour fits the bill."

The official birthday party took place in Milwaukee on August 31, 2003, launching Harley-Davidson into the next 100 years. ■



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