



PRESS RELEASE

CONGRATULATIONS AND CELEBRATIONS

DATES FOR 20TH HAMBURG HARLEY DAYS NOW RELEASED

Germany, (16.12.2022) – We are pleased to announce that the 20th Hamburg Harley Days will take place from 19 – 21 May 2023 – the same year that also marks 120 years of Harley-Davidson®.

In 2003, Harley-Davidson celebrated its 100th anniversary with a major European event in Hamburg, and to mark 120 years, the Hanseatic city will once again be the venue for the celebrations. In Germany, Hamburg has a long history with Harley-Davidson® as it was the first German location for the U.S. brand and had its headquarters in the city. Hamburg is not only considered one of the most beautiful cities in the world but is also one of the leading commercial metropolises in Northern Europe, making it an ideal location to celebrate this milestone in a fitting manner.

The event will take place from 19 to 21 May 2023 on the approximately 40,000 square meter area of the "Grossmarkt" - with a new concept and even more relaxed party feeling. Not only Harley® fans from all over the world are invited, but also all people with petrol in their blood and rock'n'roll in their hearts. The event will also include an extended shopping area with numerous trader stands and a wide range of accessories and clothing where no wish will remain unfulfilled. Hunger and thirst can be satisfied at the trailers and in the tents of countless caterers. And, because Harley-Davidson harmonizes perfectly with good music, the Hamburg Harley Days will offer plenty of live gigs from Rock to Blues to Country, with top acts starting already on Friday. An impressive, newly designed Ride-in-Bike-Show will also contribute to the fascinating entertainment and, of course, the latest Harley® models will be available for test rides.

On Sunday, 21 May, the big Harley Days motorbike parade through the city will take place, with the bikers paying tribute to their hosts.

Kolja Rebstock, Harley-Davidson Regional Vice President for Europe, the Middle East and Africa and Africa and Managing Director for Germany, Austria and Switzerland, is already enthusiastic: "The Hamburg Harley Days are the first event of 2023 initiated by Harley-Davidson® Germany that is dedicated to the anniversary of our company. We invite all fans of the brand and all friends of good music and great parties to this mega event. Our entire team is looking forward to celebrate 120 years of Harley-Davidson® as well as 20 years of Hamburg Harley Days with the visitors and we still have a lot of more surprises in store for the event!"

A day ticket costs 10 euros. Two day tickets are available for 18 euros and on Sunday the entrance is free.

Tickets are available from <https://hamburgharleydays.de/>, along with more information about the event.