

# WOMEN WITH POWER



CLAUDIA GARBER  
DIRECTOR, MARKET OUTREACH  
NORTH AMERICA

2014 GLOBAL SUMMIT OF WOMEN

## CULTURAL CONTEXT



Motorcycles are for men.







## OUR PURPOSE - THE WHY

**We Fulfill Dreams  
of Personal Freedom.**



# THE ART OF REBELLION







## The Women's Outdoor Club

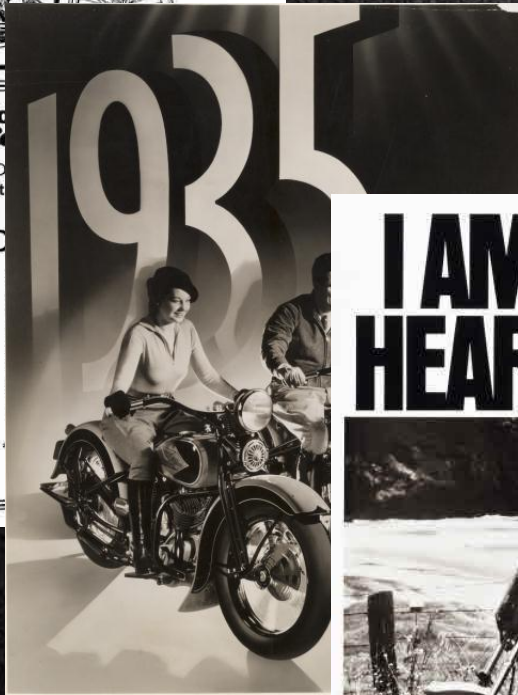
GERTRUDE HO  
motorcycle—it  
finest, woman-kind

### Harley-Davidson

And many other women  
are getting the joys of  
motorcycling and the great  
good of the great out-o'-  
doors aboard the driver's  
seat of Harley-Davidsons.

Motorcycling among  
women has become ac-  
cepted as much as horse-  
back riding in days gone  
by, and the Harley-David-

Dealer's Name

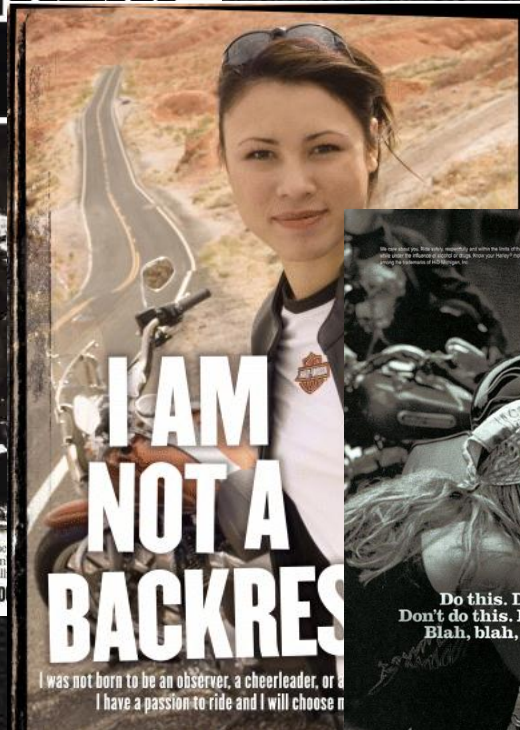


# I AM WOMAN. HEAR ME!

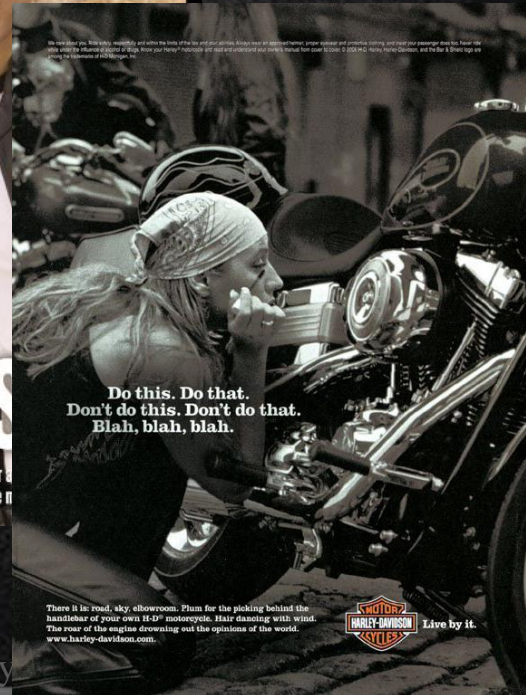


A woman's place, we all know, is wherever she wants to be. And the  
place is on a Harley. So join the club that put the "move" in the women  
Owners Group by visiting your local Harley-Davidson dealer or call

JOIN THE HARLEY OWNERS GROUP



I was not born to be an observer, a cheerleader, or a  
I have a passion to ride and I will choose n



There it is: road, sky, elbowroom. Plum for the picking behind the  
handlebar of your own 11-0" motorcycle. Hair dancing with wind.  
The roar of the engine drowning out the opinions of the world.  
[www.harley-davidson.com](http://www.harley-davidson.com)



Live by it.

© Harley



## PERCEIVED BARRIERS

“People like me  
don’t ride Harleys.”

“I don’t know how  
to ride or how to  
get started.”

“I don’t think I’ll  
be respected in  
a Harley  
dealership.”

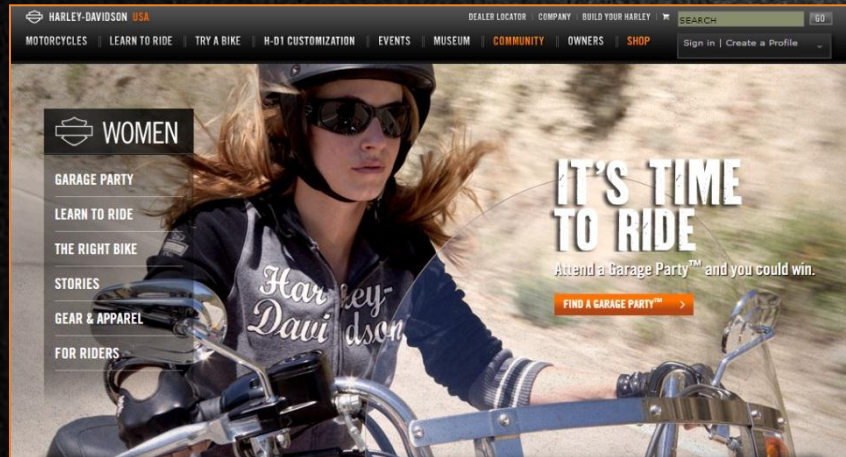
“I don’t think I could  
handle a Harley.”



# ENABLING REBELLION



H-D.com/women



Garage Party™ Events



GREAT RIDERS AREN'T BORN.  
**THEY'RE MADE.**

Our New Rider Course puts you on the road to your license and a lifetime of riding.





# ONE SIZE DOES NOT FIT ALL





# NO TWO ALIKE







# Harley-Davidson #1 Seller of Motorcycles to Women in the U.S.

