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Harley Davidson Unveils Its 2012 Portfolio

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The iconic US motorcycle maker Harley Davidson, which is known as one of the best when it comes to developing cruising motorcycles unveiled 5 customized bikes at the 2012 Delhi Auto Expo today. True to the Harley philosophy, the core differentiating point was that no 2 Harleys showcased at the Expo were the same and each one was customized accordingly to put forward Harley Davidson's brand lifestyle and culture. According to the company, each of the 5 bikes have been designed and accessorized by the Harley-Davidson India team to demonstrate the variety of personalization options available to Harley owners. These were unveiled amidst the presence of the Delhi Harley Owners Group.

“At Harley-Davidson, we are passionate about personalization and self-expression, and are extremely excited to share examples of the kind of customization available across all our motorcycle families. We appreciate each rider's unique style and offer them a range of over 5,000 Genuine Motor Parts and Accessories™ to tailor the form, fit and aesthetics of their motorcycles – creating a special bond between them and their bikes,” Anoop Prakash, Managing Director, Harley-Davidson India, said.

The 5 bikes showcased by the company were the Super Glide, the Street Bob, the Fatboy, the Iron 883 and 48. The Super Glide was the first 'factory custom' motorcycle to be built originally 1971. A bullet headlight, street slammer handlebars, switchblade custom wheels, custom chrome front fork end kit and touch of chrome at places give the machine a dynamic look. Also, this bike has been fitted with the Harley-Davidson Screaming Eagle® high performance kit and has been styled with the legendary Willie G. Davidson's signature 'skull' motif. Harley Davidson accessories include derby cover, timer cover, fuel tank, hand grips, foot pegs, and mirrors. The customized Street Bob gets LED headlights, forward foot controls and side mounted number plates along with Edge Cut hand grips, foot pegs, shifter pegs, brake and clutch lever, Magnum custom wheels with 180 section rear tire and a Harley-Davidson Screaming Eagle® exhaust with a buckshot shield kit.

The Iron883 gets a "Dark Custom" derby cover, timer cover and fuel tank cover along with "Diamond Black" shifter pegs, hand grips and foot pegs. It also gets custom straight handle bars, side mounted number plates, LED head lamps, Harley-Davidson Screaming Eagle® exhaust with a buckshot shield kit and black anodized air cleaner covers. The XL 1200X Forty-Eight features a spectrum metal flake "Big Bass" gold tank instead of the stock tank alongwith Solo Spring Black Leather Seat, side mounted number plates, Harley-Davidson Screaming Eagle® exhaust with the buckshot shield kit, and Screaming Eagle heavy breather kit. The StreetBob will be retailing for a price of Rs. 9.95 lakhs while the Super Glide will be sold at Rs. 11.5 lakhs, all prices Ex-showroom, Delhi. Currently, Harley Davidson offers 15 models in its motorcycle line-up in India, available through its 7 authorized dealerships.

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