



THE HARLEY-DAVIDSON MUSEUM®

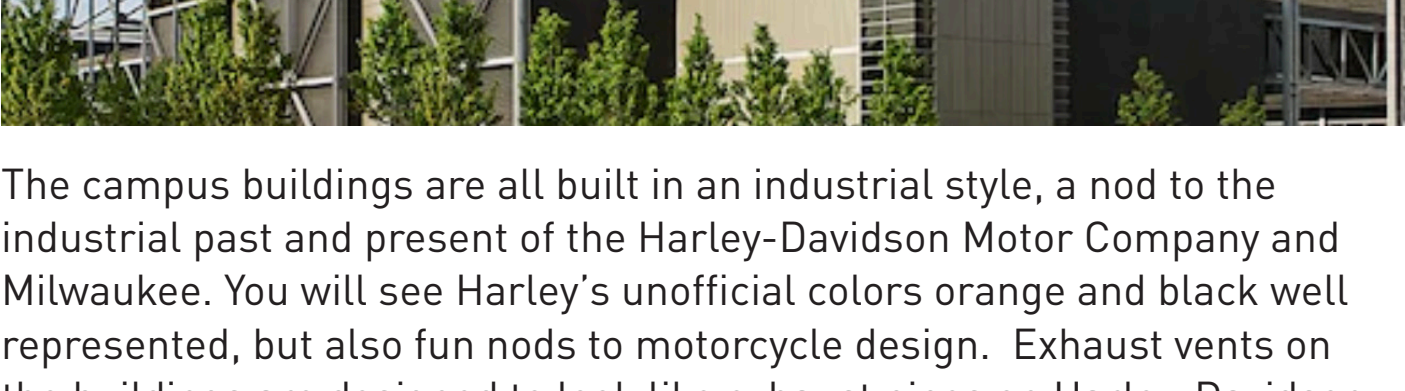
SELF-GUIDED CAMPUS WALKING TOUR



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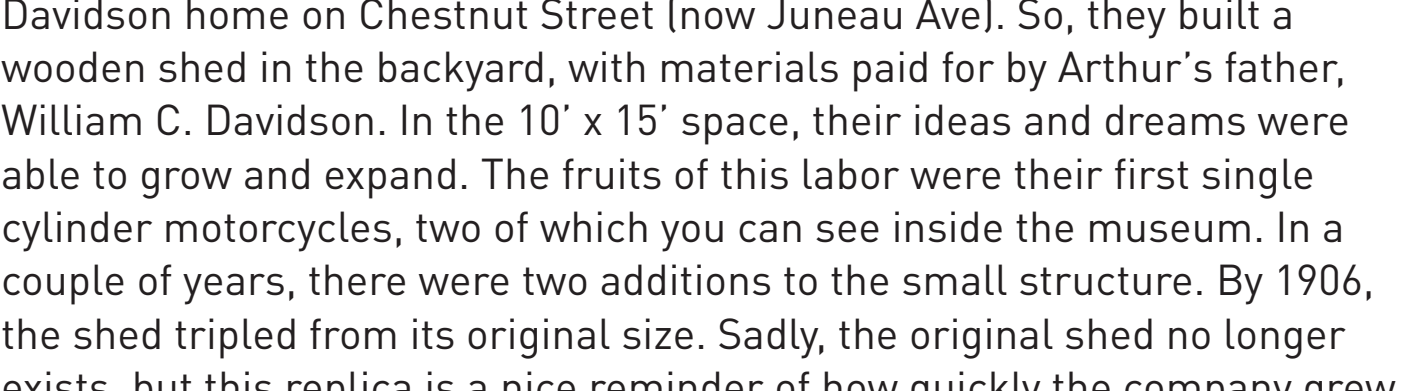
Welcome to the campus of the world's only Harley-Davidson Museum. This 20-acre site is the place to see and experience Harley-Davidson history and culture, but it's not where the company started. Turn towards the flagpole off 6th street and point your smartphone compass to roughly 300° NW. You are facing the original (and current) home of the Harley-Davidson Motor Company for more than 100 years; about 3.5 miles from here located on Juneau Avenue. The brick factory buildings that once housed all motorcycle manufacturing operations are now the corporate headquarters and offices. Juneau Avenue is listed on the National Register of Historic Places.

1 CAMPUS ARCHITECTURE



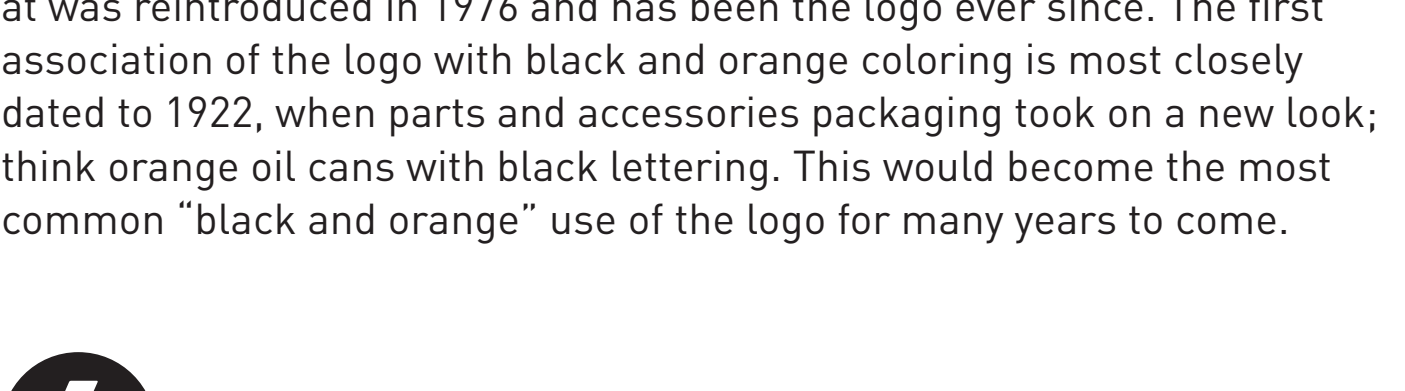
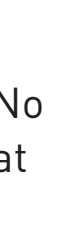
The campus buildings are all built in an industrial style, a nod to the industrial past and present of the Harley-Davidson Motor Company and Milwaukee. You will see Harley's unofficial colors orange and black well represented, but also fun nods to motorcycle design. Exhaust vents on the buildings are designed to look like exhaust pipes on Harley-Davidson motorcycles; you can see an example on the building next to you. Also, look up to see fins on the top of the museum, reminiscent of cylinder heads, as well as metal X's on the outside of the buildings evoking the spokes of motorcycle wheels. This aesthetic is all over the campus.

2 THE SHED



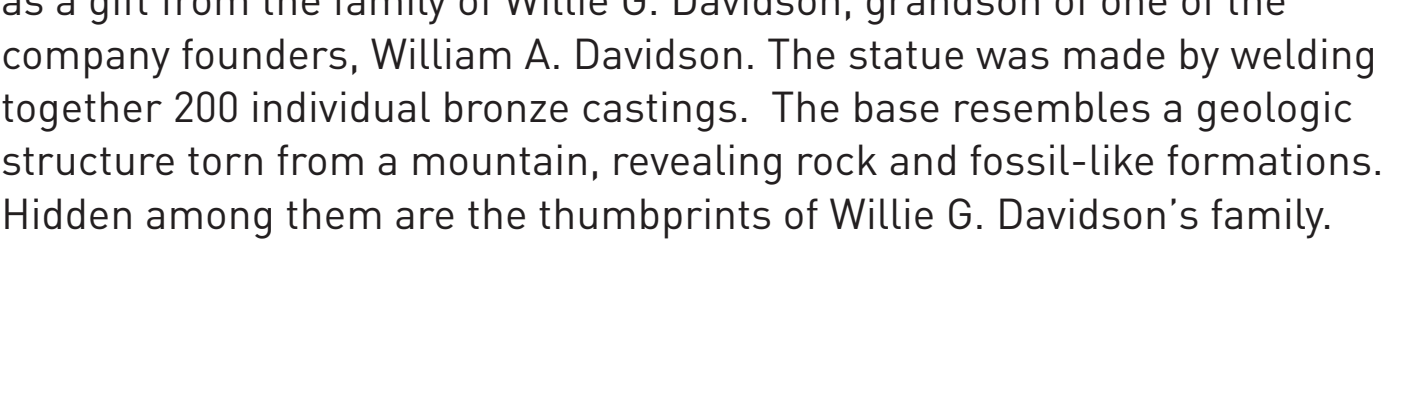
This is a replica of the historic shed where the company began in 1903. Bill Harley and Arthur Davidson were quickly cramped for space in the Davidson home on Chestnut Street (now Juneau Ave). So, they built a wooden shed in the backyard, with materials paid for by Arthur's father, William C. Davidson. In the 10' x 15' space, their ideas and dreams were able to grow and expand. The fruits of this labor were their first single cylinder motorcycles, two of which you can see inside the museum. In a couple of years, there were two additions to the small structure. By 1906, the shed tripled from its original size. Sadly, the original shed no longer exists, but this replica is a nice reminder of how quickly the company grew in the early 1900s.

3 THE BAR AND SHIELD



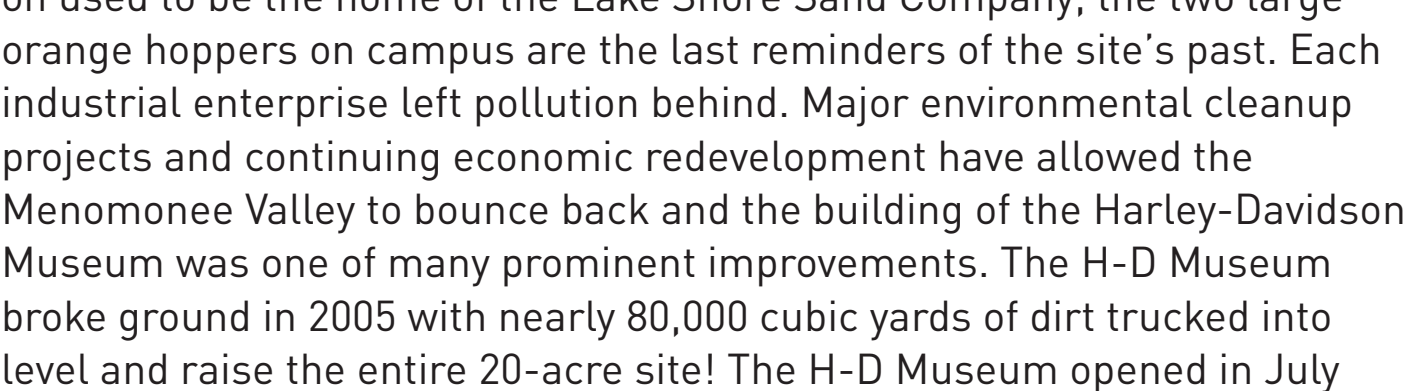
Look up and you will see the Bar and Shield logo high above you, the official brand symbol of Harley-Davidson. The logo originated in 1910. No archival records can confirm who designed the Bar and Shield, nor what inspired them. Design variations have been introduced over the years, but the Bar and Shield has been a constant. The one you are looking at was reintroduced in 1976 and has been the logo ever since. The first association of the logo with black and orange coloring is most closely dated to 1922, when parts and accessories packaging took on a new look; think orange oil cans with black lettering. This would become the most common "black and orange" use of the logo for many years to come.

4 THE HILL CLIMBER STATUE



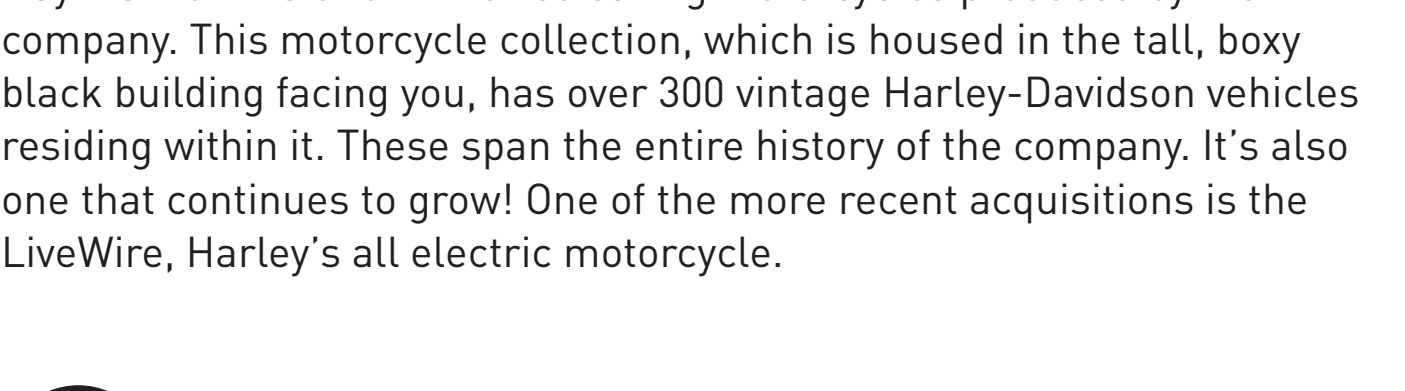
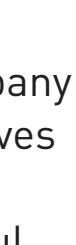
This 16-foot-tall (and 5,000 pound) bronze statue is a tribute to motorcycle competition created by sculptor Jeff Decker of HIPPODROME STUDIO. The sculpture is of a motorcyclist on a 1930 DAH Harley-Davidson, frozen during a hillclimbing run. Hillclimbing was (and still is) a popular form of extreme motorcycle racing, with the object of running up a very steep hill, without wiping out or your engine stalling. If you look closely at the statue you will notice the rider is very close to falling off! Both hands are not on the handlebars and notice the wheels have no spokes, creating the impression that they're spinning very fast. The piece was commissioned as a gift from the family of Willie G. Davidson, grandson of one of the company founders, William A. Davidson. The statue was made by welding together 200 individual bronze castings. The base resembles a geologic structure torn from a mountain, revealing rock and fossil-like formations. Hidden among them are the thumbprints of Willie G. Davidson's family.

5 MENOMONEE RIVER WALK



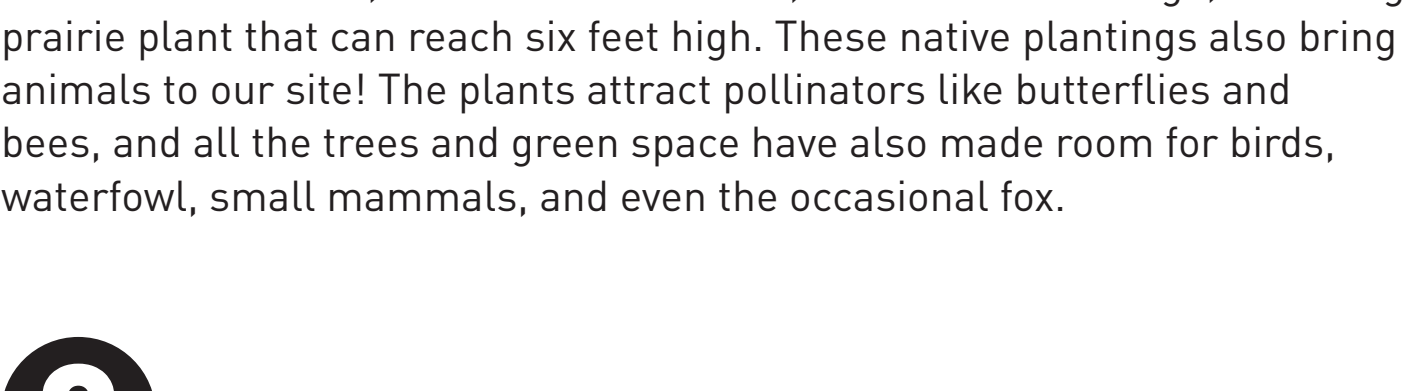
Water surrounds our campus on three sides, and you are currently standing closest to the Menomonee River, a waterway that snakes through the area. The name "Menomonee" translates to "good seed," a reference to the wild rice that grew in the marshy valley and was harvested by native peoples for centuries. Dredging and infill by industrialists in the 19th century yielded hundreds of acres of land which could be used for heavy industry including lumberyards, coal stations, tanneries, breweries, meat packing plants and brickyards. The H-D Museum site you are standing on used to be the home of the Lake Shore Sand Company; the two large orange hoppers on campus are the last reminders of the site's past. Each industrial enterprise left pollution behind. Major environmental cleanup projects and continuing economic redevelopment have allowed the Menomonee Valley to bounce back and the building of the Harley-Davidson Museum was one of many prominent improvements. The H-D Museum broke ground in 2005 with nearly 80,000 cubic yards of dirt trucked into level and raise the entire 20-acre site! The H-D Museum opened in July of 2008. We are glad to be a part of the Menomonee Valley's rebirth and proud to be a part of its community.

6 HARLEY-DAVIDSON MUSEUM ARCHIVES



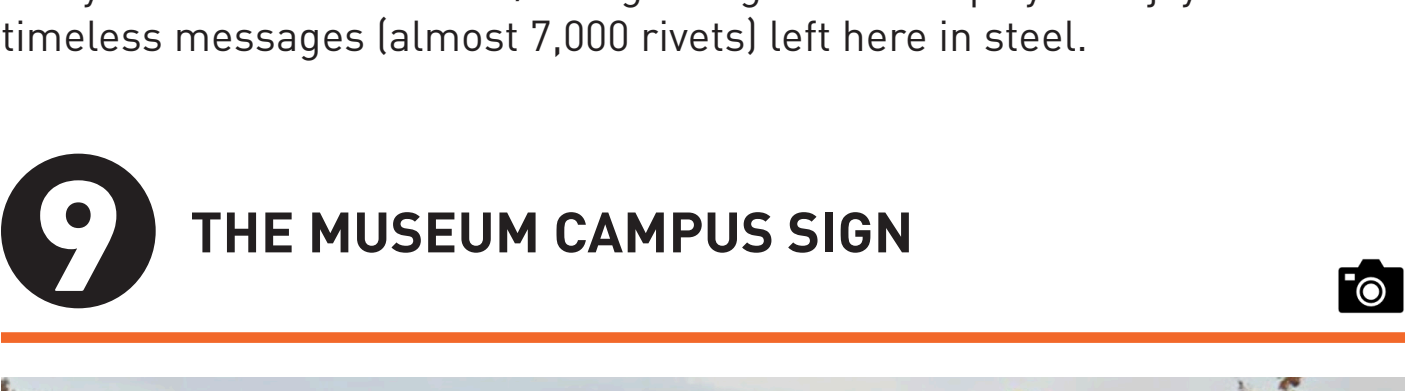
The campus is not only the home of the world's only Harley-Davidson Museum, but also the official Archives of the Harley-Davidson Motor Company. The archival collection has hundreds of thousands of documents and objects that range from marketing materials and company memoranda to 3-D objects; everything from clothing to toys. The Archives had its beginnings in the very early days of the company, when the founders wisely began collecting their corporate history in a meaningful way. Part of this effort involved saving motorcycles produced by the company. This motorcycle collection, which is housed in the tall, boxy black building facing you, has over 300 vintage Harley-Davidson vehicles residing within it. These span the entire history of the company. It's also one that continues to grow! One of the more recent acquisitions is the LiveWire, Harley's all electric motorcycle.

7 URBAN GREEN SPACE



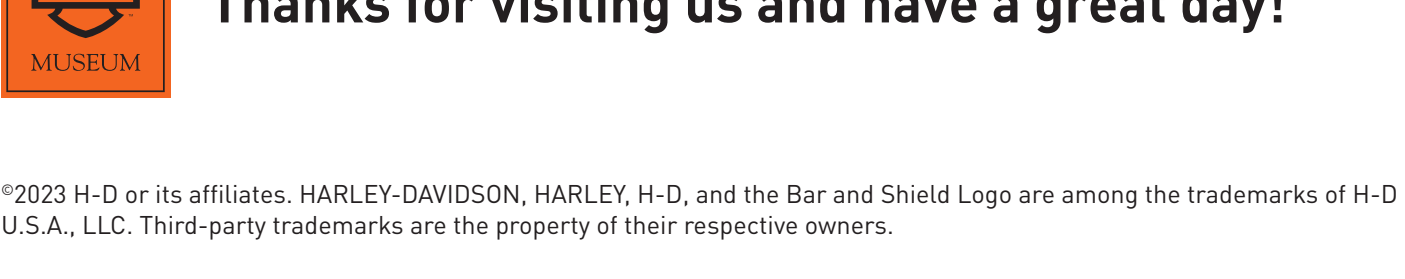
The River Walk behind the orange hopper provides a view of the effort taken to make the Harley-Davidson Museum campus a sustainable, urban green space. It extends round the entire perimeter on campus and connects to the Hank Aaron Trail. Native plants (added all over the site) create a natural environment. They require less fertilizer, water, and maintenance, saving energy and often improving air and soil quality. They also forge living links to the area's past. Among the species here are butterfly-friendly common milkweed, the drought-tolerant smooth aster, beautiful blue stem, nutritious coneflower, and white wild indigo, a striking prairie plant that can reach six feet high. These native plantings also bring animals to our site! The plants attract pollinators like butterflies and bees, and all the trees and green space have also made room for birds, waterfowl, small mammals, and even the occasional fox.

8 THE RIVET WALLS



The Living the Legend™ Rivet Walls here are an embodiment of the spirit of Harley-Davidson and the storytelling that motorcycling inspires. Here you will find joyous, poignant, thoughtful and even funny messages engraved in solid stainless steel, a strong testament to how motorcycling connects and affects people's lives in many different ways. The wall itself is crafted of Corten™, a steel alloy that forms a protective layer as it ages—not simply surviving the elements, but drawing strength from them. We encourage you to take a look at the wall to see what stories you connect with and visit The Shop to purchase your own or create your rivet today at H-DMUSEUM.COM/Livingthelegend. We hope you enjoy these timeless messages (almost 7,000 rivets) left here in steel.

9 THE MUSEUM CAMPUS SIGN



The last stop on the tour today is another great photo opportunity! We encourage you to take a picture in front of the museum sign to commemorate your visit to the outdoor spaces of the Harley-Davidson Museum Campus.

We'd also like to invite you to visit our inside spaces to appreciate our unparalleled collection in the Museum, enjoy a culinary road trip of great American classics at MOTOR® Bar & Restaurant or purchase unique merchandise in The Shop from vintage apparel to art prints, souvenirs and gifts.

Thanks for visiting us and have a great day!

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