

For immediate release

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**Over 50 000 visitors attend the 2016 Africa Bike Week™
Margate, KwaZulu-Natal South Coast**



Africa Bike Week™ 2016, the largest motorcycle event in South Africa presented by Harley-Davidson, and hosted on the KwaZulu-Natal South Coast, came to an end on Sunday, 1st May, repeating the success of previous years. For the eighth year of the event, riders and enthusiasts had an opportunity to discover the Harley-Davidson lifestyle and family, and the event again offered world-class entertainment to visitors for free. Over the four days, more than 15,000 motorcycles from all over South Africa attended the event in Margate, KZN which has become a must do annual extravaganza for Harley-Davidson owners and enthusiasts worldwide. Around 50,000 visitors came to experience the world of Harley-Davidson and soak up its philosophy and lifestyle.

Event visitors had the opportunity to enjoy free test rides of the latest Harley-Davidson motorcycles, including the unique H-D TriGlide Ultra trike. This year Harley-Davidson presented its largest demo fleet in the history of the event. Entertainment value exceeded previous events with live performances by 12 outstanding local bands - highlights of the weekend included three Africa Bike Week debutants in the Parltones, Majozi and Blackbyrd as well as featuring the amazing Loki Rothman, Monkeys Wedding, December Streets and Undertone. In the Harley-Davidson Expo area the latest Harley-Davidson motorcycles were on display, including the new Softail S series and CVO™ Street Glide®.

Nine creatively customized Sportster Iron 833 models from the international “Battle of the Kings” competition were displayed and more than 1,000 people attending the event helped to select the winner. Check out the H-D Africa Facebook page to find out the final results of this competition. The Harley-Davidson Durban dealership offered H-D Motorclothes® and Accessories in their exhibition area. The official Africa Bike Week T-shirt, pin and patch proved a popular souvenir for event visitors.

The Aftermarket merchandise area was well supported with 40 vendors offering additional items for bikers and non-bikers and a variety of food vendors and restaurants in and around Margate provided much needed sustenance for all to enjoy.

As in previous years, the Mass Ride was held on the Sunday morning from Shelly Beach through the streets of Margate and Port Shepstone. 1212 motorcycles participated in this event and the streets were lined with spectators enjoying the mass presence of Harley-Davidson motorcycles and other brands. The distance covered from first to last motorcycle during this parade was 28 kilometers long.



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The Custom Bike Show, always popular during Africa Bike Week was enjoyed by event bikers and visitors. People voted for their favorite custom bike and there was one final winner in each category decided by the appointed judges.

About Harley-Davidson Motor Company

Since 1903, Harley-Davidson Motor Company has fulfilled dreams of personal freedom with cruiser, touring and custom motorcycles, riding experiences and events, and a complete line of Harley-Davidson motorcycle parts, accessories, general merchandise, riding gear and apparel. For more information, visit www.h-d.com

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