

Corporate Identity Guideline

Suppliers doing business with Harley-Davidson may not include or refer to Harley-Davidson products, brands, names, imagery or logos, or make use of our employees' endorsements, in any press releases, promotional materials, special events, annual reports or other promotional or publicity channels, without the express written permission of Harley-Davidson. Such permission may only be granted by the Harley-Davidson Functional Group Leader representing the department doing business with the supplier making the request. Depending on the request, approvals may also be needed from the Communication or Marketing Group(s). Suppliers who have related questions or requests for use should work through their customary Harley-Davidson liaison or counterpart.

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