



## **Harley-Davidson Names Executives to Legal and Treasury Posts**

### **Paul Jones to Become Vice President, General Counsel and Secretary Darrell Thomas Named Vice President and Treasurer**

MILWAUKEE, July 7, 2010 -- Harley-Davidson, Inc. (NYSE: HOG) has announced the naming of Paul J. Jones as Vice President, General Counsel and Secretary, and J. Darrell Thomas as Vice President and Treasurer.

Jones assumes his new role July 26, reporting to Harley-Davidson, Inc. President and Chief Executive Officer Keith Wandell. He comes to Harley-Davidson from Regal Beloit Corporation, where he held a similar role. He previously was a partner in the Milwaukee law firm of Foley & Lardner, LLP, where he provided counsel to Harley-Davidson.

Thomas served at PepsiCo as Vice President and Assistant Treasurer prior to joining Harley-Davidson, and previously worked in banking where he focused on financing and related matters for the automotive and financial services industries. He assumed his position at Harley-Davidson in June, reporting to Harley-Davidson, Inc. Senior Vice President and Chief Financial Officer John Olin.

"Paul and Darrell are seasoned executives who bring strong leadership capabilities to Harley-Davidson," said Wandell. "Their broad and diverse experience will be a key asset to our team as we continue to execute on our business strategy, with its focus on growing the reach of the Harley-Davidson brand globally."

Harley-Davidson, Inc. is the parent company for the group of companies doing business as Harley-Davidson Motor Company (HDMC), Harley-Davidson Financial Services (HDFS), Buell Motorcycle Company (Buell), and MV Agusta.

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