



Level Up Experience - Vision

Canada does not currently have HDRA in market to bridge the gap between NTS/Comeback/Conquest Riders to serve as rider training and as an immersion into the Harley-Davidson Brand



NTS/ Returning / Conquest Riders

- H-D is an aspirational Brand > Perceived inaccessibility
- Riding schools have entry level models and advocate for other brands (start low CC)
- Lack of riding confidence is a notable barrier to consider Harley-Davidson



Roadblocks

- NO HDRA to immerse into H-D Brand
- No access to entry level (250-350cc) motorcycles
- Low Instructor availability with HD WAY knowledge
- Shorter riding season
- Vastly different provincial guidelines to certify new riders



Opportunity

- Introduce an audience of New to Sport / Returning to Sport /New to H-D, in a less intimidating environment with instructors, to consider Harley-Davidson as their NEXT or NEW Motorcycle

Level Up Experience – Pilot Event Overview

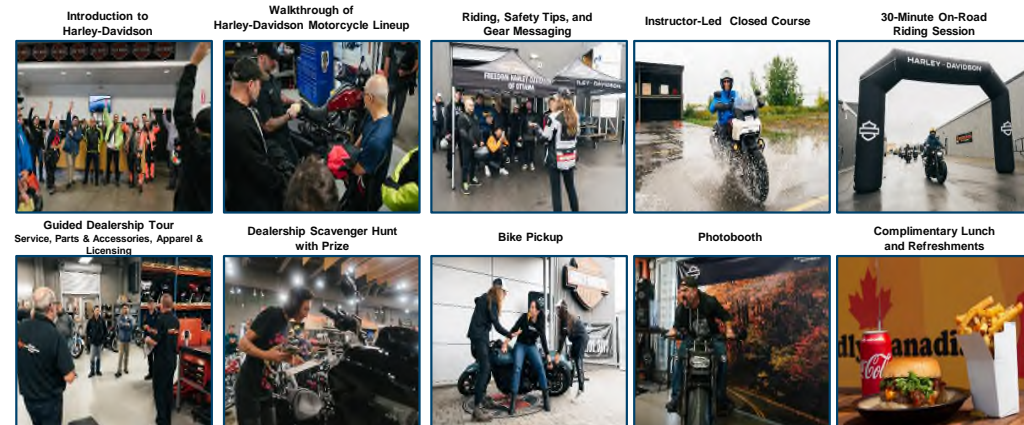
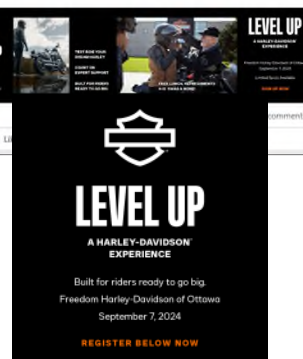
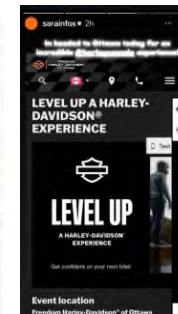
Event Date: September 7th, 2024

Event Times: 8:00am – 5:00pm

Event Location: Freedom Harley-Davidson of Ottawa

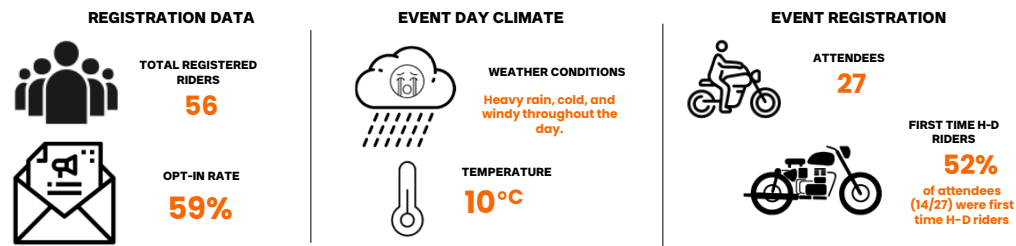
Event Overview:

- Audience: riders who may already own a motorcycle but are curious if they are ready for a Harley-Davidson, they want to test their skill set and ensure they can confidently handle a higher cc bike.
- Ride MY24 Production Models! (5 Sport, 10 Cruiser, 5 Grand American Touring, 1 Adventure Touring)
- A complimentary half-day experience designed to boost riders' confidence when getting on a higher cc, more powerful bike than they are used to under the guidance of certified instructors.
- Meet their local dealership team (Service, A&L, P&A, Sales) immerse into the brand!
- Participants were in small groups which allowed time build rapport and to discuss their riding style and needs to match them to the RIGHT Harley-Davidson model
- By offering hands-on experience and personalized instruction, Level Up helped riders feel more comfortable on bigger bikes and provided valuable insights for purchasing their next Harley-Davidson.
- The event included lunch, refreshments, and a swag bag



Level Up Experience – Pilot Summary

The Level Up event was a success despite a full day of rain!



Dealer Feedback	Customer Feedback
<p>"This experience was the right format with the right people involved."</p> <p>"I say bring it on so ready to see what you have planned for next year. :)"</p> <p>"The staff and everyone involved was so jazzed and excited about the day the energy was amazing"</p>	<p>"I have been talking about this event since I attended. My current bike is now on the market and I'm already shopping for my next Harley. Thank you for organizing!"</p> <p>"I think this event was spot on what HD needs. There is a perception that HD is for retired and rich only, while BMW is for the young and adventurous (while they cost about the same). Level up is what HD needs to change that. I learned a lot about HD in one day and it changed the way I evaluate HD as potential next bike."</p> <p>"Me and my wife had a great time, always a pleasure to ride, learn and meet other enthusiasts in a great atmosphere. Will definitely recommend to all my fellow riders who wants to upgrade."</p>

NEXT STEPS....
Perfect the recipe to integrate Level Up in MORE dealerships!!!

