

GROUP 9



HARLEY-DAVIDSON



SERIAL 1 - E-BIKE



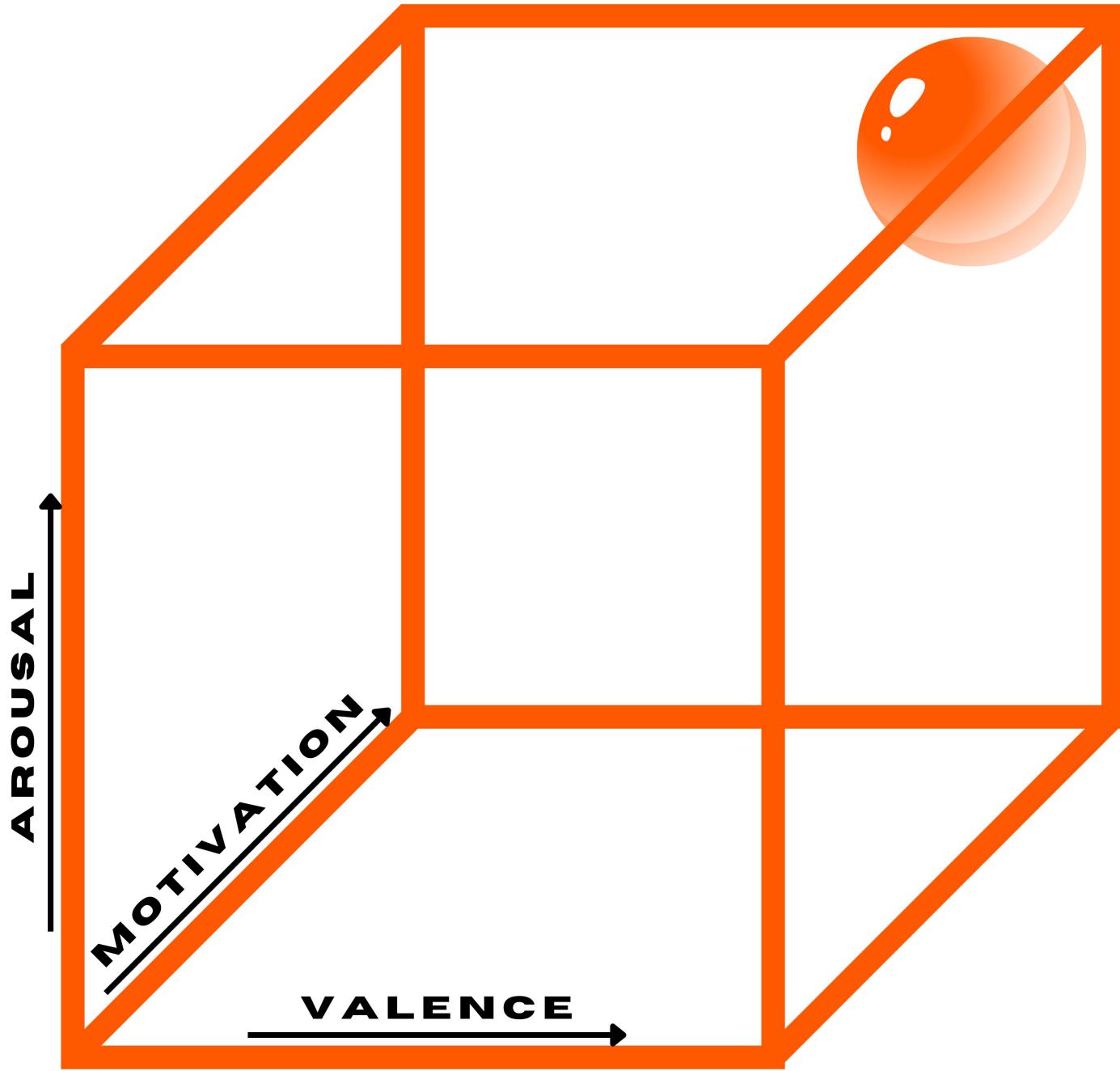
There's a new rider in town.





**HOW DID THAT MAKE YOU
FEEL?**







RIDE UNTAMED.



RULE OF THREE



**NEW
ELECTRIC
POWER**

**USUAL
FREEDOM**

**UNUSUAL
CAPABILITIES**

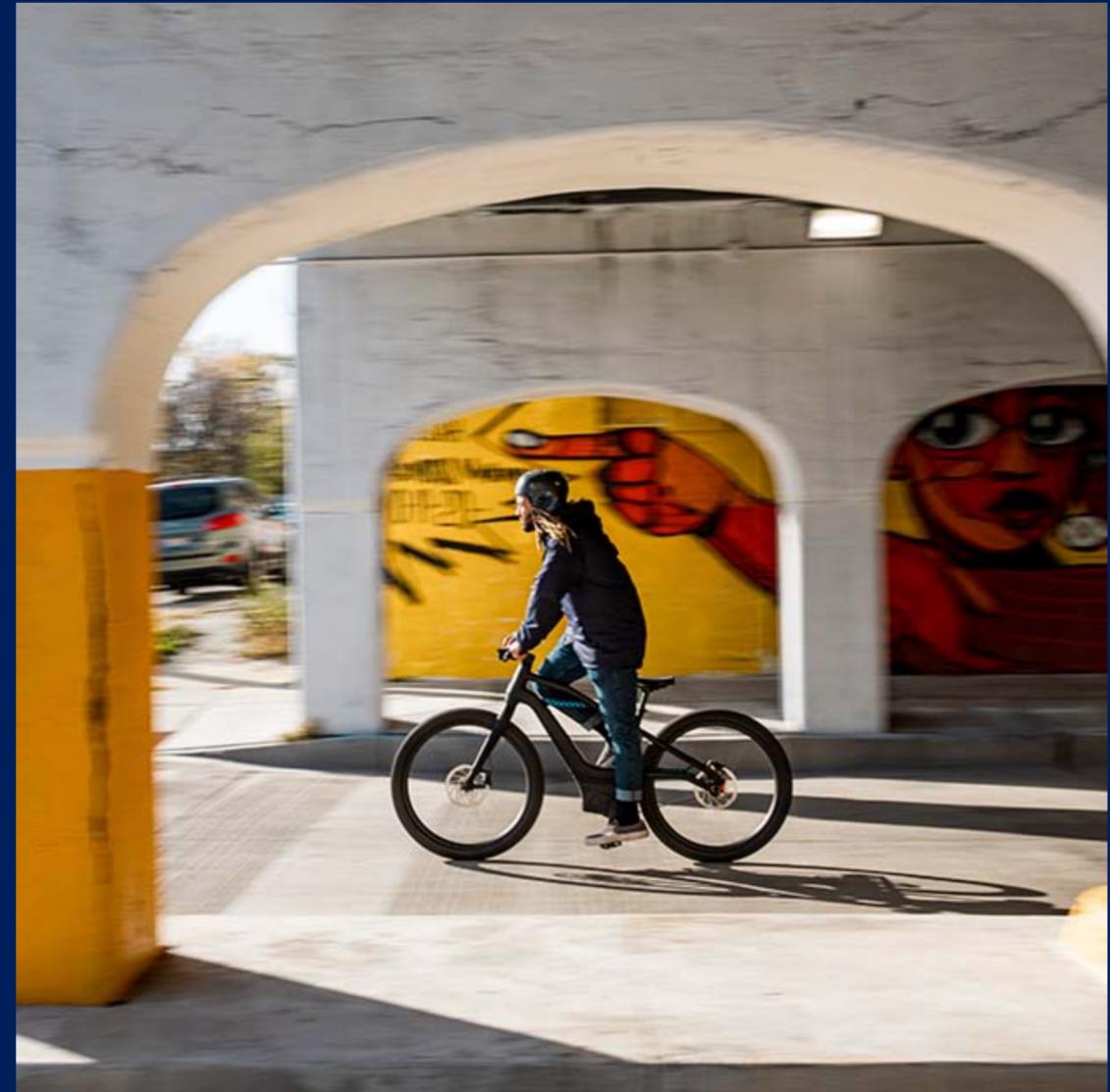
SYNESTHESIA
HIGH N400



Serial 1 Powered by Harley-Davidson

Enter your email*

Sign up



An e-bike worthy of the Harley-Davidson name.

Eager to get your hands on it?

Enter your email*

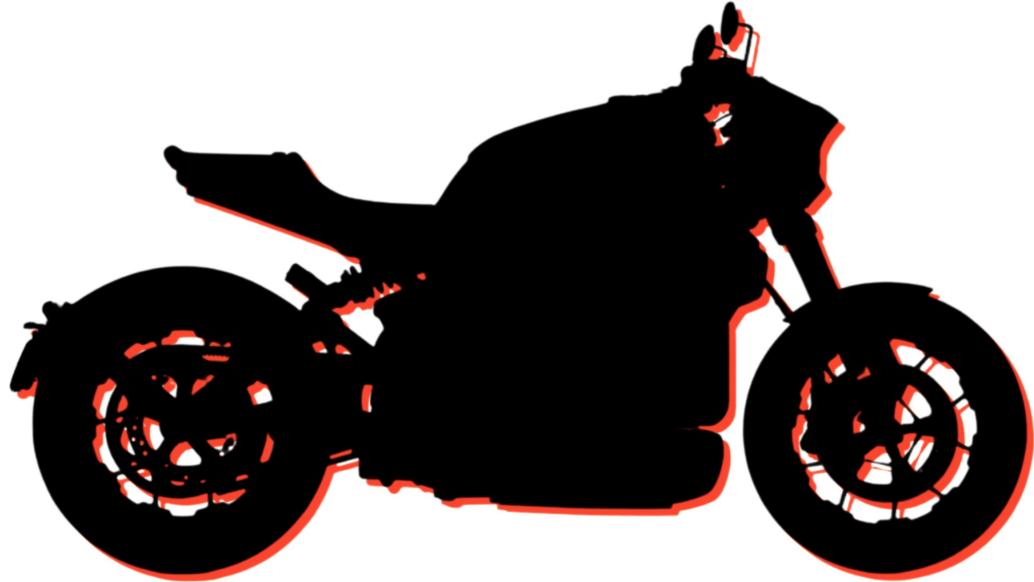
Sign Up



We changed the game once.



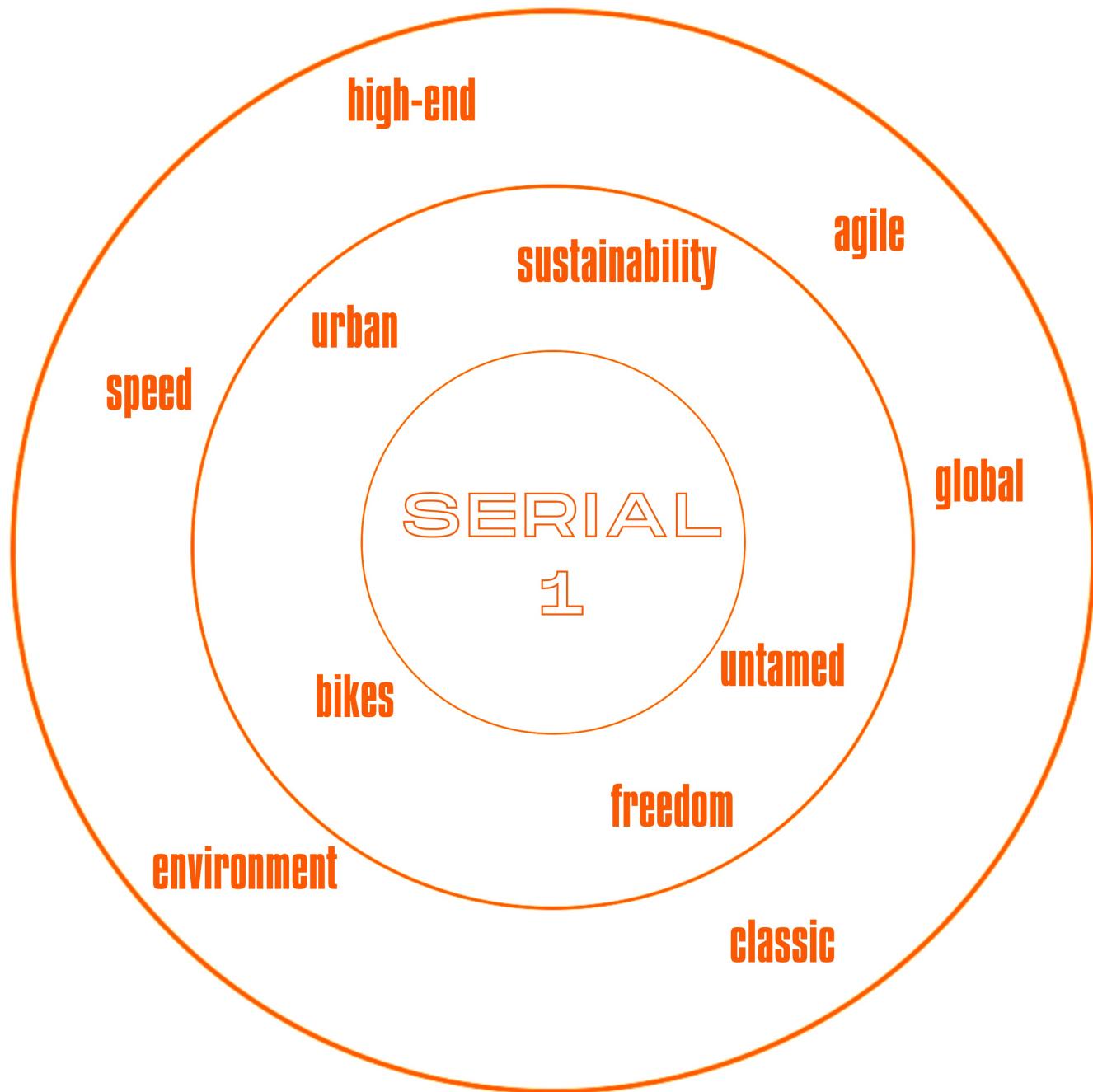
Watch us do it again. 



TAME THE WILD



TAME THE CITY



Initial fMRI Data

HIGH N400

Environmental

Global

Young

TikTok

Legal

LOW N400

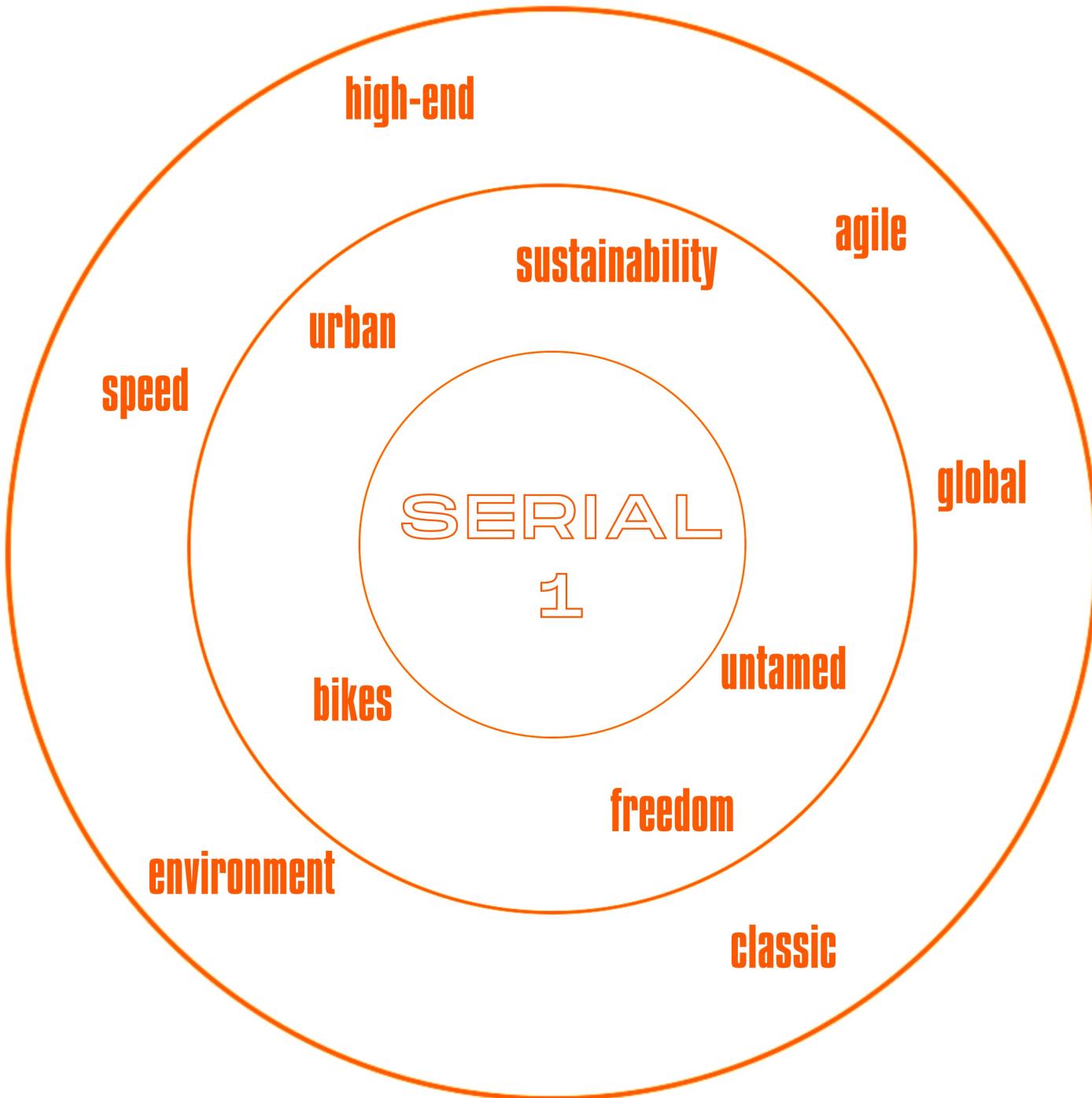
Rebel

Boomer

Classic

American

Cool





Aa Aa

AAA

Bb Bb

BBB

Cc Cc

CCC

BRAND IDENTIFIERS



RIDE UNTAMED.





**THERE'S A NEW
RIDER IN TOWN**



RIDE UNTAMED.

