**Beat: Automobiles**

# HARLEY-DAVIDSON Rolls Out Eight New Cruiser Motorcycles

**Largest-Ever Product Development Project**

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**USPA NEWS -** Leading into its 115th Anniversary year, Harley-Davidson launched on August 23, five new Touring Bikes and eight all-new Softail Big-Twin Cruisers designed under the largest Product Development Project in Company History....

Leading into its 115th Anniversary year, Harley-Davidson launched on August 23, five new Touring Bikes and eight all-new Softail Big-Twin Cruisers designed under the largest Product Development Project in Company History. Part of the Motor Company's Commitment to launch 100 high-impact Motorcycles by 2027, each new Cruiser was redesigned from the ground-up and features the Milwaukee-Eigh Engine, an all-new Frame and advanced Technology to form a new Foundation of Style, Comfort and Performance.

To build Excitement, the Company partnered with Celebrity and Motorcycle Enthusiasts around the World to be among the first to experience the new Models. Each will reveal the new Bikes to their Fans with Unboxing Sessions across their Social Media Channels. Check out #FreedomMachine to see who's involved and what happens next.

The aggressively styled 2018 Softail Models merge the hard-riding performance of the Dyna line with the Unparalleled Custom Look of the Softail line, interpreting Harley-Davidson's History, Authenticity and Styling DNA through a Modern Lens. With stiffer and significantly Lighter Frames to harness the pulse-quickening torque of the new dual-counterbalanced Milwaukee-Eight 107 and 114 Engines, each Bike is faster, lighter and handles better than any Big Twin Cruiser Predecessor.

The eight new Softail models include :

* FAT BOY : Ripped and refined satin-chrome finishes deliver a bold, muscular styling statement showing off its powerful engine and new and improved ride and handling.

* HERITAGE CLASSIC : Blacked-out styling of vintage 1950s Harley-Davidson models updated with a modern edge.

* LOW RIDER : Inspired by '70s-era custom choppers but lighter and faster with corner-carving handling unimaginable back in the day.

* SOFTAIL SLIM : Pays homage to post-war custom bobbers with a narrow rear end, trimmed front fender, solo seat and minimal chrome.

* DELUXE : Classic high-line showstopper glistens with bright chrome while delivering the ride of a seriously modern machine.

* BREAKOUT : Takes long, lean muscle to a modern edge with more lean angle and agility.

* FAT BOB : Asphalt-eating traction, pothole-devouring suspension, agile cornering and a blacked-out take-no-prisoners look.

* STREET BOB : Youthful and rebellious, Street Bob is a stripped down, blacked-out bobber.

New technology features on each Model include Daymaker Signature LED Headlamps, an integrated USB Charging Port, improved Electrical System Charging, new Instrumentation and Fuel Tanks.

The new Touring Models included redesigns of the Top-selling Street Glide Special and Road Glide Special Models and three new Top of the Line Custom Vehicle Operations (CVO) Models powered by the new 117ci Milwaukee-Eight engine, the most powerful ever offered by Harley-Davidson.

Source : Harley-Davidson Motor Company

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