



FOR IMMEDIATE RELEASE

Harley-Davidson Kicks Off New Year with Next Generation Performance Riding Footwear
Innovative Performance Features Stand-Up to Off-Season Riding Challenges

Milwaukee, Wisc. (January 4, 2019) – New year, new rides, new adventures... For many, riding season is year-long affair. And, for those riders who live in climates where the changing seasons play a factor in road safety and accessibility, Mother Nature can often become one of the biggest road blocks. Inclement weather can put personal protective gear to the test and challenge the attention of even the most seasoned of riders. Distracted driving can be attributed to many factors; however, wet, cold or uncomfortable feet no longer need to be one.

When it comes to protective riding styles for all seasons, Harley-Davidson's line of performance footwear with state-of-the-art Functional Extreme Riding Gear (FXRG) technology will help to better prepare riders no matter what Mother Nature throws their way.

"It's essential for riders' safety that they wear protective footwear on the road," said Amy Lovall, Wolverine World Wide's product manager of the Harley-Davidson® Footwear line. "The FXRG technology integrated into the new performance riding boots is composed of the best materials the industry has to offer and means safer, more comfortable riding in all weather conditions."

Launching in Spring 2019, the new FXRG series will feature two men's and one women's performance riding styles with a streamlined and edgy design that will be available exclusively at participating Harley-Davidson dealerships. The styles incorporate some of the industry's best-in-class performance features for all-season riding.



New Harley-Davidson FXRG Spring 2019 styles: Balfour, Giddens and Hartnell.

Each new style will feature a highly durable waterproof, full-grain leather upper crafted with TFL Cool System™ heat-resistant leather that reflects the sun's rays, helping to keep the boot up to 54 degrees cooler than standard leather and a locking YKK® inside zipper with Velcro® closure for ease of wear. High-wear areas on the boots are doubly protected with abrasion, oil, scuff stain and water-resistant TecTuff® overlays that withstand heavy use and are up to 10 years more durable than traditional leathers. A HydroGuard™ waterproof membrane lining offers breathable protection from the elements, letting moisture vapor out while preventing water from getting in to the boot, helping to keep riders' feet warm and dry. Vibram® abrasion, oil and slip-resistant outsoles

offer optimal performance ratings and superior durability and traction on and off the bike while 3M™ reflective material provides increased visibility in low-light conditions.

Select styles in the collection will also feature enhanced safety and comfort features including Poron® XRD lining- an open cell foam that goes rigid on contact, absorbing and discharging energy to provide extreme impact protection in strategic areas on the boot or Flexvent Technology that offers increased flexibility and air flow at crucial flex points delivering a more comfortable experience for the rider.

Harley-Davidson® is set to debut these three new styles featuring FXRG technology just in time for the April Showers Spring riding is sure to face. The men's Giddens and Hartnell along with the women's Balfour boots will be available exclusively at Harley-Davidson® dealerships and will retail from \$190 to \$220.

For more information, visit www.harley-davidsonfootwear.com to view the entire collection or to find a retailer near you.

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About Harley-Davidson Footwear

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