

## **BULOVA AND HARLEY-DAVIDSON FORGE NEW PARTNERSHIP**

*New York, JULY, 2001* – Bulova Corporation announced a licensing agreement with Harley-Davidson Motor Company. The Milwaukee-based motorcycle company has granted Bulova the right to create a collection of watches designed for the Harley-Davidson customer.

Product is scheduled to be available in January 2002. In the United States, distribution is limited to authorized Harley-Davidson dealers. Internationally, Bulova will sell watches to Harley-Davidson dealers and other select retailers. The watches are designed to support the riding experience of the Harley-Davidson enthusiast. With this in mind, the products will be extremely durable and water-resistant.

Harley-Davidson Motor Company, the only major U.S.-based motorcycle manufacturer, produces heavyweight motorcycles and a complete line of motorcycle parts, accessories and general merchandise. For more information, visit Harley-Davidson's web site at [www.harley-davidson.com](http://www.harley-davidson.com).

Bulova, founded by Joseph Bulova in New York City in 1875, has long symbolized a uniquely American blend of old-world craftsmanship and new-world innovation. Today, this distinguished tradition continues in an award-winning collection of classic and contemporary watches and clocks, combining the finest materials with unmatched artistry and technological excellence.

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