

# Custom "Support Our Troops" themed motorcycle to be at Toronto Motorcycle Show

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Deeley Harley-Davidson® Canada and the Canadian Forces Personnel and Family Support Services (CFPFSS), through its CANEX retail operations, have combined efforts, and as a result, a unique "Support Our Troops"-themed Harley-Davidson® Road King® motorcycle was created.

This iconic and unique custom-painted motorcycle embodies the passion, altruism, and pride of three organisations that have dedicated their efforts towards supporting the CFPFSS-administered Military Families Fund in its mission to assist Canadian Forces members and their families with special needs that they may have due to conditions of service.



*Custom-painted by Extreme Measures and adorned with various important Support Our Troops symbols, the "Harley for Heroes"-themed Harley-Davidson® Road King® motorcycle will be on display at the MMIC Toronto Motorcycle Show from **December 11 to 13 at the Metro Toronto Convention Centre.***

Sponsored by Deeley Harley-Davidson® Canada, the evening of Saturday, December 12 will officially be presented as the Support Our Troops Night. Admission will be free after 5 p.m. for all military personnel members with proper credentials. Visitors will be able to purchase tickets for the "Harley for Heroes" raffle at a price of \$25 a ticket for a chance to win the "Support Our Troops"-themed Harley-Davidson® Road King® motorcycle, which will be on display. On top of that, there is the chance to win a \$500 Harley-Davidson® gift card, redeemable at participating authorized Canadian Harley-Davidson®

Retail Stores. Starting December 14, the purchase of raffle tickets will also be possible at CANEX outlets in Ontario and at select Harley-Davidson® Retail Stores.

Made available through Deeley Harley-Davidson® Canada, this unique and stunning motorcycle is a one-of-a-kind rolling icon in support of our troops. A cream, red, and black design, highlighted throughout by subtle maple leaves, serves as a backdrop for various important Support Our Troops symbols, such as the crest of the Canadian Forces on the front fender and a life-like red poppy image and the words “Lest we forget” on the rear. The saddlebags pay tribute to the Highway of Heroes and feature the Canadian Support Our Troops yellow ribbon image.

The bike was first unveiled at the Canadian National H.O.G.® Rally in Calgary on August 14. “I was extremely proud to have the opportunity to show a little corporate citizenship and represent the generosity and the altruism of our Harley Owners Group® members throughout the country by supporting such an important cause,” commented Don James, Chairman & Chief Executive Officer of Deeley Harley-Davidson® Canada.

In addition to the donation of this unique commemorative motorcycle to the Military Families Fund, Deeley Harley-Davidson® Canada further supports the troops by offering a \$500 Canadian Parts & Accessories/GM credit to any regular or reserve Canadian Forces members with the purchase of a new, previously untitled motorcycle. Deeley is also giving those members of the armed forces who ride an opportunity to ride longer under warranty when they return home. The extended warranty will cover the number of days they were deployed to account for the balance of the remaining warranty period.

“CANEX has a long and proud association with Deeley Harley Davidson® Canada, but the donation of this bike marks a new milestone accomplishment in support of our troops. This beautiful motorcycle will help do much good within the military community through the Military Families Fund,” said Gerry Mahon, President of CANEX.

### **About Extreme Measures**

Located in Oakville, Ontario, Extreme Measures has been serving the motorcycle community for over ten years by giving each bike the high-quality and striking finish it deserves. Check them out on the Web at [www.extrememeasures.ca](http://www.extrememeasures.ca).

### **About Deeley Harley-Davidson® Canada**

Deeley Harley-Davidson® Canada is the exclusive Canadian distributor of Harley-Davidson® and Buell™ motorcycles, Genuine Motor Parts and Accessories, and MotorClothes® apparel, which are provided through a national network of authorized Harley-Davidson® and Buell™ Retailers. Office and distribution warehouse facilities are located in Richmond, British Columbia, and Concord, Ontario.