

**MUSEUM HOURS**

The Museum is open every day except Thanksgiving and Christmas Day. Hours subject to change; visit h-dmuseum.com for updates.

**MAY - SEPTEMBER**

**Daily:** 9:00 a.m. – 6:00 p.m.  
(Thursday, 9:00 a.m. – 8:00 p.m)

**OCTOBER - APRIL**

**Daily:** 10:00 a.m. – 6:00 p.m.  
(Thursday, 10:00 a.m. – 8:00 p.m.)

**ADMISSION\***

Adult	\$20
Senior (65+)	\$14
Military (w/ID)	\$14
Students (w/ID)	\$14
Group Adult**	\$14
Children (5-17)	\$10
Children (under 5)	Free
H-D Museum Members	Free
Audio Tours	\$4

\$10 Tuesdays Oct-April

\*Admission prices are subject to change.

\*\*Group rates apply to booked groups of 15 or more.



A glimpse of American history and culture

**LIKE YOU'VE NEVER SEEN BEFORE**

Harley-Davidson® motorcycles bring heart-thumping adventure, life-changing freedom and a bit of rebellion into the lives of people around the world. The Harley-Davidson Motor Company's story is told through a collection of legendary stories about legendary people, photos, artifacts, designs, and of course, motorcycles.

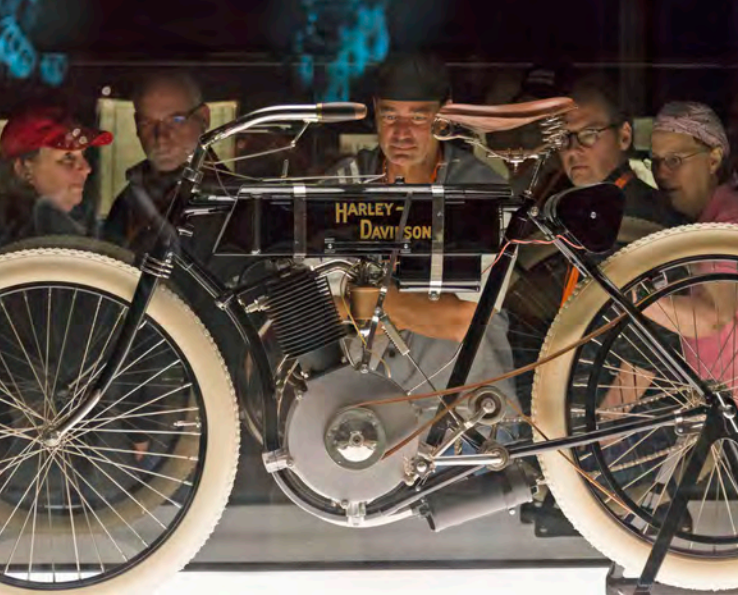


- 90 miles north of Chicago
- 80 miles east of Madison
- 120 miles south of Green Bay
- 1 block south of the Milwaukee AMTRAK Station



1-877-HD-MUSEUM  
400 West Canal St., Milwaukee, WI 53201  
**h-dmuseum.com**

EXHIBITS • SHOP • RESTAURANTS • FREE PARKING



## EXPERIENCE IT ALL

### SEE:

- Serial Number One, the oldest-known Harley-Davidson® motorcycle
- Elvis Presley's 1956 KH model Harley-Davidson® motorcycle
- The "Tsunami" motorcycle that washed ashore in Canada after the tragic 2011 earthquake in Japan
- Original biker-style leather jackets such as the "Cycle-Champ"
- Vintage film footage of rallies, races, and motorcycle club life

### LEARN:

- Trace the transformation of Harley-Davidson from its humble roots to an iconic global phenomenon
- Follow the evolution of motorcycle technology through an unparalleled collection of vehicles
- Compare decades of advertising posters illustrating Harley-Davidson's graphic design history
- Discover the company's contributions to America's efforts in both world wars
- Encounter the thrill of the harrowing board track races of the 1910s
- Uncover the origins of Hollywood's fascination with motorcycles and biker culture

### DO:

- Throw a leg over vintage and current models in the Experience Gallery
- See, hear, and feel how engine geometry influences the signature characteristics of an H-D motorcycle
- Design your own virtual customized ride
- Jump sharks or big rig trucks in the Daredevil Challenge
- Feel the thrill of the throttle on the Harley-Davidson JUMPSTART™ Rider Experience

## EAT, SHOP, HANGOUT

### MOTOR® BAR & RESTAURANT

MOTOR® Bar & Restaurant satisfies that rumble in your belly with bold American classics inspired by life on the open road.

### CAFE RACER® CAFE

Need a quick bite to eat? Cafe Racer® cafe serves breakfast pastries, coffee, custom sandwiches, and salads.

### THE SHOP

Noteworthy art. Distinctive collectibles. Unique clothing and accessories. All of it inspired by history, designed to please the most fanatical of Harley fans, and available nowhere else. **The Shop offers unique merchandise including items fashioned directly after Museum archives material and exhibits.**

### LIVING THE LEGEND™ RIVETS

Stainless steel on a wall of iron, the Harley-Davidson Museum Living the Legend™ Rivets commemorate the enduring bond that unites us all. Rivets are prominently displayed on a distinctive curved iron wall outside the H-D Museum.

**Make your mark. Create your rivet at [h-dmuseum.com/rivet](http://h-dmuseum.com/rivet).**



## TOURS

### BEHIND-THE-SCENES TOUR

Delve into the depths of the Harley-Davidson Archives on a special guided tour that offers insights into Museum exhibits and provides access into the private areas of the Harley-Davidson Archives including the bike storage room.

### STEEL TOE TOUR

See Harley-Davidson history at the Museum and then watch history being made at the factory in Menomonee Falls. This two-part tour includes Museum admission, plus a trip by shuttle to the factory. Reservations strongly recommended.

### AUDIO TOURS

The H-D Museum Stories Audio Tour, offered in English, Spanish and Japanese, delivers informative and entertaining back stories on 50+ exhibit artifacts. Available in the Museum lobby.

### GROUP TOURS

This is no ordinary museum. So naturally, this will be no ordinary group tour. Let the H-D Museum provide your group with an unforgettable experience. Whether you're looking for self-guided tour highlights or a behind-the-scenes experience, the Museum's custom tour options will help you build a visit that thrills your group. **Contact [groups@h-dmuseum.com](mailto:groups@h-dmuseum.com) or (414) 287-2789 for more information or to make your reservation.**

**MORE INFORMATION AT [H-DMUSEUM.COM](http://H-DMUSEUM.COM)**

## EVENTS

### BIKE NIGHTS

Every Thursday starting in May, all bikes unite, rain or shine for great company, raffle prizes and koozies beer specials.

### WILD ONES WEEKEND

A real 1940s-style motorcycle rally with a vintage bike show and motorcycle field games always on the second weekend in July.

### CUSTOM BIKE SHOW WEEKEND

Custom culture comes to life every year on Labor Day weekend with custom bike shows, outdoor entertainment, artisans and activities all weekend long.

### DREAM EXPERIENCE

Twice each year, the Museum hosts a first-class, once-in-a-lifetime, multi-day VIP experience that will blow your mind. **Visit the website for details on the next Harley-Davidson Dream Experience.**

### BLACK FRIDAY BEERFEST

Forget the Mall. The best way to spend Black Friday is with great friends and your favorite craft brews at the Harley-Davidson Museum. Advanced registration required.

### SPECIAL EXHIBITS

Motorcycles, yes. But Harley-Davidson is so much more. Experience key moments in history and culture compellingly presented in special exhibits throughout the year. **Visit [h-dmuseum.com](http://h-dmuseum.com) to see what's coming next.**