

Meet Harley-Davidson in Rome

Harley-Davidson Motor Company is hosting a four-day event in Rome (13-16 June 2013) to mark the European leg of the company's 110th Anniversary celebrations around the globe.



Thousands of Harley-Davidson enthusiasts from around the world will flock to the Eternal City to attend one of the biggest events ever hosted by the company in Europe. The series of unique Harley-Davidson 110th Anniversary activities will take place across multiple sites in Rome for motorcycle enthusiasts and fans to experience and explore.

From a custom bike show at the impressive Foro Italico grounds to a motorcycle parade travelling from the Port of Ostia to central Rome, Harley-Davidson will host an once-in-a-lifetime experience to thank their fans and celebrate the adventure-loving, rebellious spirit of Harley-Davidson motorcyclists worldwide.

Situated at the Port of Ostia, the Harley Village is the base for music and entertainment with demo and guided rides, Jumpstart, H-D Experience exhibits, merchandise vendors and more. Two beachside stages will host exclusive live performances from dozens of bands including Adam Ant, Bonnie Tyler, and Mike at the Mechanics.

For Harley-Davidson enthusiasts who prefer to stay closer to Rome, the Foro Italico Village in the Stadio Olimpico grounds will keep the party going with live music, exhibitions from some of the world's leading motorcycle customisers and a variety of Harley-Davidson custom exhibitions.

The culmination of the celebrations will see hundreds of Harley-Davidson riders make their way to Vatican City, on Sunday, June 16 to take part in Pope Francis' weekly blessing.



(Image: Andreas Ribbefjord, via Wikimedia Commons)

The schedule below highlights key events for Harley-Davidson's 110th Anniversary in Rome.

Thursday, 13 June

- * Opening of the Harley Village at the Port of Ostia
- * Live music entertainment on main stage in Port of Ostia in the Harley Village

Friday, 14 June

- * Basilica Mass at the Vatican
- * Custom Bike Show in the 'Foro Italico' Village at the Olympic Stadium
- * Opening celebrations and live music entertainment on main stage in Port of Ostia in the Harley Village

Saturday, 15 June

- * 40km Parade from the Port of Ostia to central Rome
- * Live music entertainment on main stage in Port of Ostia in the Harley Village

Sunday, 16 June

- * Bike Blessing - hundreds of bikers to take part in Pope Francis' weekly blessing in Vatican City
- * Live music entertainment on main stage in Port of Ostia in the Harley Village

For more information on the 110th Anniversary celebrations in Rome, including the event app and Twitter feed (#HD110ROME) please visit www.harley-davidson.com/110.

For more, visit: <https://www.bizcommunity.com>