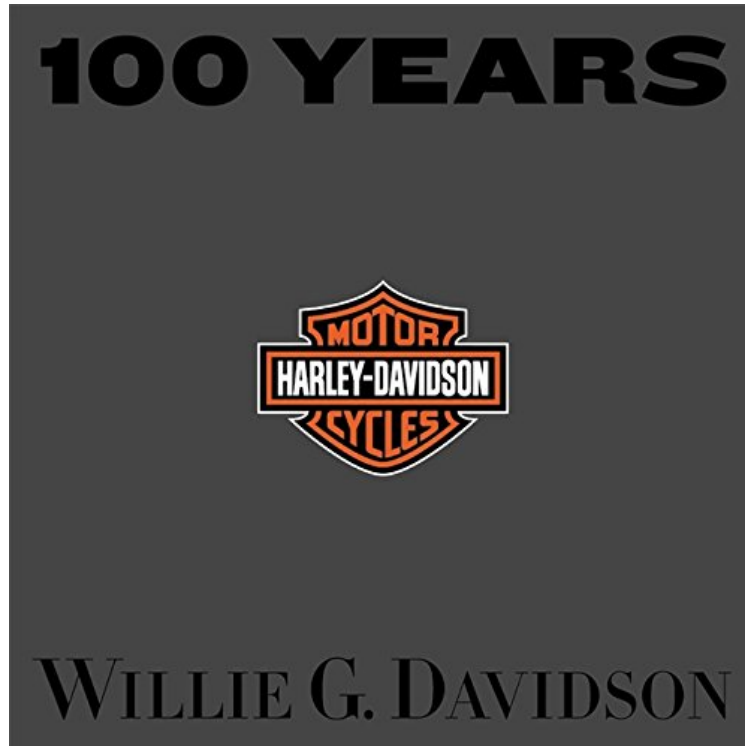


(Read now) 100 Years of Harley Davidson

100 Years of Harley Davidson

Willie G. Davidson

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Willie G. Davidson : 100 Years of Harley Davidson before purchasing it in order to gauge whether or not it would be worth my time, and all praised 100 Years of Harley Davidson:

0 of 0 people found the following review helpful. 100 YEARS is the story of the development of the company with wonderful photos showing the evolution as it took place By David Gordon Authored by the grandson of one of the founders of Harley Davidson, 100 YEARS is the story of the development of the company with wonderful photos showing the evolution as it took place. There are beautiful color photos of the bikes and black and white photos of clubs, dealerships, rallies, advertisements, families, etc. You experience the changes and directions the company took from the perspective of Willie G. Davidson. A very interesting read with gorgeous photos for Harley lovers. 0 of 0 people found the following review helpful. Ok, Willie wrote it - amen! By Buyer_2006 I love this book, it's the best out there, and written from the perspective of someone who was there, and at this point, even the grandson is pushing up there in years. Glad to buy it, loved reading it. Feel like I got a better feel for the brand, the myth and the men behind the machine. 0 of 0 people found the following review helpful. 100 years of H-D By GMJI searched for several days for this book for my boyfriend for Xmas. And it wasn't cheap. The book itself is awesome! I recommend it for any H-D enthusiast. However the carton it was shipped in was not in the best of shape, for starters. It was packaged this way...just kinda thrown in a box. I was surprised it didn't get damaged. That is until I opened the film covering the book...there is a sticky spot on the cover about the size of my fist and I really see no way of getting it off without

damaging the book. I would love to have it replaced but since they are getting harder to come by, i really don't see that happening.

Recognized the world over as an icon of the American lifestyle and the American Dream, Harley-Davidson's 100th anniversary is celebrated in this over-sized volume. Written by the grandson of the company's founder, the book contains the family business's inside story, along with rare photographs.

From Publishers Weekly With sexy full-page photo spreads and plenty of motorcycle lore, this commemorative volume celebrates the centennial of the legendary motor company. Davidson, vice president of Styling at Harley-Davidson and the grandson of one of the original founders, gives a decade-by-decade account of the company and the rise of biker culture. He describes the tinkers perfecting the "motorized bicycle" in the basement of the Davidson family home in Milwaukee, Wisc., in 1903; the role of women riders—who were among the bike's earliest enthusiasts—and H.O.G. rallies and socials; and, of course, the postwar decades when rebel types "eager to have too much fun" captured the public imagination and forever changed the image of the motorcycle. The book includes two-page spreads of motorcycles for years during which Harley offered a new design, and Davidson shares his own passion for the machines and his memories of the family business throughout. Copyright 2002 Reed Business Information, Inc. From Booklist This absolutely gorgeous oversize book documents the first century of Harley-Davidson motorcycles—or "motorized bicycles," as they were referred to in earlier days. The author's history of the company has a personal touch, since he is the grandson of one of the four founders. In chapters covering two decades at a time, he chronicles the business side of the company and the mechanical evolution of the product. And what a product it has been—each step in its development is illustrated here with bountiful photographs, many of which came from Davidson's personal collection and company archives. This book is a firm invitation to take to the open road, and all the publicity hype behind its publication, including an initial print run of 250,000 copies, will mean that readership interest will be high. A book to savor. Brad Hooper Copyright American Library Association. All rights reserved 100 years of inspired ad campaigns from Harley-Davidson—a book to entertain Harley fans and collectors of classic Americana alike. 100 Years of Harley-Davidson Advertising takes the reader through a century of the premier motorcycle company's witty and eye-catching print advertisements. The colorful and sometimes provocative ads reflect the creative spirit and the unique culture of Harley-Davidson—and America—over the last century. The book revisits famous campaigns, laid out decade by decade, from the "Gee Dad! Buy me a Harley-Davidson" campaign of the 1920s to "I Am Woman. Hear Me Roar" in the '80s, showing how Harley-Davidson has remained in tune with the times—and often ahead of its time. The perfect companion to Willie G. Davidson's 100 Years of Harley-Davidson, this book will become an instant collector's item.