

All new,
all powerful,



and definitely all Harley

100TH ANNIVERSARY EDITION : HARLEY-DAVIDSON V-ROD

Introduced in the 2002 model line-up, the V-Rod™ motorcycle represents the first member of a new family of Harley-Davidson motorcycles—the performance custom. A tightly refined package of pure custom Harley-Davidson style and attitude backed with the performance of the liquid-cooled, 60-degree, Revolution engine, the V-Rod plays to your senses and your soul.

The Harley-Davidson VRSCA V-Rod, launched amid a frenzy of acclaim from the public and press in mid-summer 2001, has already received 13 awards internationally—making this motorcycle the most applauded motorcycle in the 100-year history of the Motor Company. To date, the V-Rod has been named Best Cruiser by *Cycle World*; Motorcycle of the Year by *Motorcyclist* magazine; Cruiser of the Year by *Cruising Rider*; one of the Top Six Bikes of 2002 by *Hot Bike* magazine; Bike of the Year by German



publication *MOTORRAD*; and Cruiser of the Year by England's *MCN* magazine. Beyond these awards, the V-Rod was also honored by *Popular Mechanics*, listed as the Best of What's New by *Popular Science* and was included on the *Men's Journal* list of "Perfect Things." No wonder it's gracing our pages, too.

All these awards and honors make it easy to understand why the V-Rod was Europe's top-selling Harley-Davidson model in 2002, with bikes hustling off showroom floors as quickly as they move down the highway. In the US, sales have been just as robust, with the new motorcycle quickly becoming one of the top-selling models in the company's lineup.

How does a company famed for its iconic cruisers define a factory-built performance custom? H-D says that from its all-new liquid-cooled V-Twin Revolution powerplant to its long, low dragster-inspired looks, the V-Rod is pure American muscle in a

raw, pavement-devouring package. First introduced as a 2002 model with an anodized aluminum finish (see photos at right and lower right), 2003 model V-Rods include special identification to celebrate the 100th Anniversary of the legendary motorcycle manufacturer (above and upper right).

"We're thrilled that the V-Rod has inspired so much enthusiasm among riders and the press, winning so many awards," said Willie G. Davidson, vice president of styling for Harley-Davidson. "When we designed the V-Rod, we knew it would be a special machine. And I'm proud that others like it as much as we do."

In capturing the prestigious 2002 Motorcycle of the Year Award from *Motorcyclist* magazine, the editors explained, "You still can't ride a V-Rod anywhere without drawing a crowd. No V-Twin cruiser is quicker. Better yet, there's no mistaking the V-Rod for anything else on the road, custom or production."

Cycle World said, "The American manufacturer created a new, more youthful image for itself, and became the undisputed leader of the burgeoning Power Cruiser class. It's a script so unlikely, you'd think it came from Hollywood—except it happened in Milwaukee."

While awarding a top Design and Engineering honor, *Popular Mechanics* noted, "Harley's new muscle machine called the V-Rod grabs everyone's attention. The bike combines serious fork rake with a long 67.5-in. wheelbase to give it the true look of a custom." ■

THE VRSCA V-ROD MOTORCYCLE FEATURES:

- Aluminum bodywork
- Cosmetic, silver painted hydroformed frame
- 18-inch disc rear, 19-inch disk front
- Triple-disc brakes
- Braided brake lines
- Under seat 3.7-gallon fuel tank
- Aluminum radiator shroud
- Twin vortex air scoops
- Dragster-inspired styling
- 38-degree fork angle
- 34-degree steering head angle
- 49mm forks
- Aerodynamic, reflector optic headlight
- 180mm wide rear tire
- Low 26-inch seat height
- "Shaved" engine fins
- Suggested retail \$17,995 (non-Calif.)

