Harley-Davidson to Redefine Riding with IBM Cloud
Iconic brand looks to cloud, AI and IoT technologies to engage new generations of riders

SAN FRANCISCO, Feb. 13, 2019 /PRNewswire/ -- IBM Think -- Harley-Davidson Motor Company (NYSE: HOG) and IBM (NYSE: IBM) today unveiled how cloud, IoT and AI technologies will reimagine the everyday experience of riding. The new experiences will arrive courtesy of the iconic American motorcycle manufacturer's first electric motorcycle, LiveWire™, and will transform the motorcycle industry over the coming decade.

Earlier this year, Harley-Davidson (H-D) announced its first all-electric motorcycle, called LiveWire™, part of its More Roads to Harley-Davidson accelerated plan for growth. The plan includes initiatives to deliver new products in additional motorcycle segments, broaden engagement with the brand, and strengthen the H-D dealer network. It also boldly proclaims that Harley-Davidson will lead the electrification of motorcycling.

Today H-D joined IBM to unveil how LiveWire's H-D™ Connect service (available in select markets), built on the IBM Cloud, will deliver new mobility and concierge services today and how the company is expanding the use of IBM artificial intelligence (AI), analytics and IoT to enhance and evolve the rider's experience of the vehicle. In order to capture the next generation of motorcycle riders, H-D is working with IBM to transform the everyday experience of riding through the latest technologies and features.

The LiveWire motorcycle is equipped with H-D™ Connect service, a technology that provides cellular connectivity and links a LiveWire owner with their motorcycle through their smartphone using the latest version of the Harley-Davidson™ App. Built on IBM Cloud, this platform is the foundation on which Harley-Davidson will provide its riders with new services and insights via its first-ever production electric vehicle.

"LiveWire is a fully cellular-connected electric motorcycle, and we needed a partner that could deliver mobility solutions that would meet riders' changing expectations, as well as enhance security," said Marc McAllister, Harley-Davidson VP Product Planning and Portfolio. "With IBM we have struck the balance between using data to create both intelligent and personal experiences, while maintaining privacy and security."

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For now, IBM Cloud is enabling infrastructure and connected services to fundamentally change the way Harley-Davidson connects riders to their motorcycles and gain insights to power new user experiences such as:

- **Powering The Ride:** LiveWire rider's will be able to check bike vitals at any time and from any location. Information available includes features such as range, battery health, and charge level. Motorcycle status features will also support the needs of the electric bike such as the location of charging stations. Also riders can see their motorcycle's current map location.

- **Powering Security:** An alert will be sent to the owner's phone if the motorcycle has been bumped, tampered or moved. GPS-enabled stolen-vehicle assistance provides peace of mind that the motorcycle's location can be tracked. (Requires law enforcement assistance. Available in select markets).

- **Powering Convenience:** Reminders about upcoming motorcycle service requirements and other care notifications will be provided to the rider. In addition, riders will receive automated service reminders as well as safety or recall notifications.

"The next generation of Harley-Davidson riders will demand a more engaged and personalized customer experience," said Venkatesh Iyer, Vice President, North America IoT and Connected Solutions, Global Business Services, IBM. "Introducing enhanced capabilities via the IBM Cloud will not only enable new services immediately, but will also provide a roadmap for the journey ahead."

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**About Harley-Davidson Motor Company**

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Since 1903, Harley-Davidson Motor Company has fulfilled dreams of personal freedom with custom, cruiser and touring motorcycles, riding experiences and events and a complete line of Harley-Davidson motorcycle parts, accessories, general merchandise, riding gear and apparel. Harley-Davidson Financial Services provides wholesale and retail financing, insurance, extended service and other protection plans and credit card programs to Harley-Davidson dealers and riders in the U.S., Canada and other select international markets. For more information, visit Harley-Davidson's Web site at [www.harley-davidson.com](http://www.harley-davidson.com)

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