

**FOR IMMEDIATE RELEASE
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Barger Harley-Davidson in Canoga Park, Los Angeles

Harley Davidson Family Memories - Meet and Greet on September 21, 2013

CANOGA PARK, LOS ANGELES, CALIFORNIA - Barger Harley-Davidson will host a special Open House and book signing event with Jon Davidson Oeflein, on September 21, 2013, from 11 a.m. to 4 p.m.

Jon Davidson Oeflein and his mother Jean Davidson just released "Harley Davidson Family Memories," a captivating book compiled of in-depth recollections and rare photos of the Harley-Davidson founders and their families from the early days to today's generation. This book breathes life into the rich history of the cultural icon of Harley-Davidson and is sure to delight both riders and collectors.

Jon Davidson Oeflein is the great-grandson and Jean Davidson is the granddaughter of Walter Davidson, one of the four founders and the first president of Harley-Davidson. Her father, Gordon Davidson, was Vice President of Manufacturing. Both began riding a Harley at very young ages, and rubbed shoulders with all the Harley and Davidson family members, famous racers, Hell's Angels and even Evil Knievel.

"We are excited to welcome Jon Davidson Oeflein to the Los Angeles community," commented Gene Barger of Barger Harley-Davidson. "Having the opportunity to meet and talk

about Harley Davidson family history and ask questions directly of a family insider is going to be quite a ride. It is also a great time to take a look at the new 2014 Harley-Davidson models, some of which have liquid-cooled engines and touch-screen electronics more akin to luxury automobiles.”

Barger Harley-Davidson is located at 22107 Sherman Way in the Canoga Park area of Los Angeles, California. Founded in 1977 by Gene Barger and Loretta Hanson, Barger Harley-Davidson is one of the longest-serving authorized Harley-Davidson dealerships in Los Angeles. Barger Harley-Davidson offers a wide range of authorized Harley-Davidson products and services, including new and pre-owned motorcycle sales, parts, service, and apparel. Hours of operation are Tuesday to Saturday 9 a.m. to 6 p.m. Sunday 10 a.m. to 4 p.m.

For more information, please visit www.BargerHarley.com or call 818-999-3355.

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