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The Castiglioni Family And MV Augusta -  
Motorcycle Art

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## *Company Overview*

Founded:	1903
Founders:	William S. Harley, Arthur Davidson
Headquarters:	Milwaukee, Wisconsin
CEO:	Keith E. Wandell
Revenue:	US\$ 548.1 Million (FY 2011)
Market Share:	47% Worldwide
Competitors:	Honda, Suzuki, Yamaha, Kawasaki
India Market	
Corporate off.:	Gurgaon
Registered off.:	Barakhamba road, New Delhi

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### *What was..*

- Started with William Harley, alongside Walter and Arthur Davidson opening a factory.
- These men tried selling their newly invented 'motorcycles' to the masses.
- After WWII, it became a mode of transport and a way to relieve stress among many.
- Initial image of Harley was a happy all American one until a motorcycle riot took place, which changed the way bikers were being viewed forever.

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- Motorcycle clubs like the Hell's Angels.
- However, today's society has grown and accepted the biker subculture as one of patriotism and independence.
- The newly developed class of more affluent riders have nearly pristine riding gear that displays some sort of Harley-Davidson logo as often as possible.



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What will be..

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We fulfill dreams inspired by the many roads of the world by providing extraordinary motorcycles and customer experiences. We fuel the passion for freedom in our customers to express their own individuality.

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