

Harley-Davidson Museum: The milestone celebrations continue throughout 2023

Posted on Thursday, Aug 10, 2023

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MILWAUKEE, USA (August 10, 2023) – Since opening its doors back in the summer of 2008, the Harley-Davidson Museum has welcomed guests from all over the globe to the crossroads of 6th & Canal. With its unrivaled collection of Harley-Davidson® motorcycles and memorabilia, a 20-acre, park-like campus, and a calendar full of activities, the H-D Museum has grown to become one of Milwaukee's top tourist attractions. And to help commemorate the 15th anniversary of the H-D Museum, we invite you to be a part of the celebration. [Score a four-pack of general-admission tickets online](#) for use on the 15th of each remaining month in 2023 (8/15/2023, 9/15/2023, 10/15/2023, 11/15/2023 and 12/15/2023) for only \$15! These four-packs are on-sale now and advance online purchases are required to visit on the 15th of the month. You choose the month you wish to redeem the tickets. Same-day purchases are allowed. Visit [H-DMuseum.com](https://www.harley-davidson.com/museum) for details. It's the perfect time to check out the recently opened special exhibit, ["Mama Tried: Bringing it Together"](#) to see custom builds and art fresh from the show floor.

And mark your calendars for our inaugural [H-D® Q: End-of-Summer Sale & Picnic](#). Beginning with Bike Night on Aug. 31, the holiday weekend will feature the return of the H-D® Factory Outlet sale, free live music, stunt shows, boonie bike races and a pig roast from MOTOR® Bar & Restaurant. Celebrate the end of summer and create more memories during H-D's epic 120th Anniversary year.

PROGRAMMING / EVENTS

[Harley-Davidson's 15th Anniversary Celebration](#)

In honor of the H-D Museum's 15th anniversary, we have an exclusive offer: a four-pack of general admission tickets for only \$15 will be available for use on the 15th

of the month, valid for use in August, September, October, November or December 2023. Visit [H-DMuseum.com](https://www.h-dmuseum.com) for details.

[H-D® Q: End-of-Summer Sale & Picnic](#), Aug. 31 – Sept 3

As we approach the end of the summer, we can't help but share the excitement about our upcoming four-day Labor Day celebration, and we want you to be part of it all. An end-of-the-season sale for the H-D® Factory Outlet and live music from Screamin' Cucumbers will kick off the festivities at Bike Night on Aug. 31. From there, we've curated a lineup of events that cater to everyone – from moto enthusiasts to families and more. We'll have free live music daily, concessions and a pig roast from MOTOR® Bar & Restaurant, model year '23 motorcycle demos and tattoo artists. You can also check out our new "Mama Tried: Bringing it Together" exhibit, along with Flat Out Friday Boonie Bike Races and Division BMX Stunt Shows. We can't wait to close out the summer with you!

[H-D Museum™ Bike Night Concert Series](#) powered by Budweiser® King of Beers and Bulleit® Bourbon, Thursdays, 5 – 9 p.m.

All wheels unite every Thursday from 5 to 9 p.m. at the Harley-Davidson Museum. Join riders (and non-riders) for *free* live music from some of our favorite bands, fun, drool-worthy rolling sculptures and outdoor food and beverage specials from MOTOR. The Bike Night Koozie Special is back. Enjoy \$3 Busch Light all-season. And don't forget to check out the signature cocktails from Bulleit®.

8/10 [The Gleasons](#) (featuring Wisconsin State Fair tickets giveaway)

8/17 [JP Cyr and the Ramblin' Kind](#) + a special performance from the School of Rock (5 – 6 p.m.)

8/24 [The Blacktop Kings](#) (featuring [Old Dominion](#) ticket giveaway)

8/31 [Screamin' Cucumbers](#) kicks off the [H-D® Q](#) Labor Day weekend

[Saturday Demos powered by H-D Insurance](#), 10 a.m. – 4 p.m.

Visit the Museum campus on Saturdays to experience the fun and freedom of a Harley-Davidson® motorcycle. Riders with their motorcycle endorsement/license will be able to choose from a dozen of the latest and greatest #FreedomMachines from Harley-Davidson, including Touring, Softail® and Sportster® models. A pre-determined scenic route through the Menomonee Valley will give riders the chance to explore the H-D Museum's surrounding neighborhoods. Sign-up is on a first-come, first-serve basis. Riders and passengers must be at least 18 years of age. All riders (and passengers) must wear a helmet, eye protection, shirt, long pants and closed-toe shoes with heel strap. All riders and passengers must bring their own

riding gear.

[Annual Pass](#)

Looking for interesting things to do and ways to fully enjoy our programs and exhibits? The Harley-Davidson Museum's Annual Pass offers individual, family and VIP levels to fit your lifestyle. Just some of the perks of the new Annual Pass include: virtual access to the H-D Museum with various Harley history topics covered in our Virtual Gallery Talk series, admission discounts, free admission for children under age 18, merchandise discounts at The Shop, dining discounts at MOTOR® Bar & Restaurant and more. Visit [H-D Museum.com](https://www.harley-davidson.com/museum) for details and other terms and conditions.

[Guided Tours](#)

Get closer to the artifacts, exhibits and stories with a guided tour of the H-D Museum! There are three specially designed tours in our experience portfolio: The VIP Tour is ideal for special guests and special occasions. Our Beyond the Gate Tour takes guests into the motorcycle vault. Everyone will love the Spotlight Tour, which is a perfect intro to the story of Harley-Davidson.

Group bookings are available for 2-50 guests. Call 414-287-2799 or email groups@h-dmuseum.com for reservations. Check out the tour calendar for public tour availability, too.

[Engineering Merit Badge](#) (Saturdays at 10:15 a.m. and Sundays at 2:15 p.m.)

All scouts are welcome to come earn their Engineering Merit Badge at the Harley-Davidson Museum! This experience will be launched by our merit badge counselor. Then, scouts will explore the history of Harley-Davidson as well as the engineering of motorcycles as they complete the nine merit badge requirements. Advance registration is required. Program registration closes one week prior to the scheduled program date. Ticket includes: downloadable activity booklet used for the program, welcome and orientation by program facilitator, blue card signed by the facilitator (one blue card per scout registration) and an exclusive H-D Museum™ patch.

[Scout Virtual Engineering Merit Badge](#) (Saturdays at 8:30 a.m. and Tuesdays at 6:30 p.m.)

This new 90-minute online program is open to scouts from all over the country. Our program facilitator will guide the troops and explore the role an engineer plays while creating a Harley-Davidson® Motorcycle. Nine requirements for the

Engineering Merit Badge will be discussed during this virtual, interactive program. Advance registration is required. Program Fee: \$20 per Scout, which includes an activity booklet used during the program and a special H-D® patch upon completion of the program.

MUST-SEE EXHIBITS AND INSTALLATIONS

[“Mama Tried: Bringing it Together”](#) (on display now)

The Mama Tried® Motorcycle Show and adjoining Flat Out Friday races are a bright spot in the dead of cold, Wisconsin winters. The show has amassed an army of followers and fans that give the weekend its signature style: People are the heart of the show; the bikes are the social lubrication. The Harley-Davidson Museum’s special exhibit, “Mama Tried: Bringing it Together,” focuses on the builders, the racers and the fans that gather over a bike or a brew.

A riot of bikes await you this summer: outrageous custom bikes, lovingly restored vintage machines and one as rare as hen’s teeth – 1929 FHAC with FLXI Sidecar Factory Racer. Don’t come alone; bring your crew. That’s what Mama Tried is about, after all.

[“My Papi Has a Motorcycle” / “Mi Papi Tiene una Moto”](#) (on display now)

From award-winning children and YA author Isabel Quintero and illustrator Zeke Peña comes the Harley-Davidson Museum’s first-ever bilingual exhibit, “My Papi has a Motorcycle” / “Mi papi tiene una moto.” Based on the beloved children’s book of the same name, “My Papi has a Motorcycle” shares a story of family bonds strengthened by the simple act of taking a joy ride on a two-wheeled machine. With brilliant, colorful art from Peña paired with heart-warming stories from Southern Californian riding families, “My Papi has a Motorcycle” will draw smiles from kids of all ages. It’s an exhibit that focuses not only on where you can take a motorcycle, but where a two-up motorcycle ride with a loved one can take *you*.

[Experience Gallery](#) (on display now)

With inspiring stories from riders who have turned their dream of learning to ride into reality, a look at the epic journeys you can only experience behind the bars of a Harley-Davidson® motorcycle, plus the chance to throw a leg over a new 2023 Harley-Davidson #FreedomMachine, the reinstalled and all-new Experience Gallery shows the world how United We Ride! And now you can hop in the saddle of the newest Ultra Limited Anniversary, Road Glide® Trike, Pan America® Special and Nightster® motorcycles – the perfect photo op to commemorate your visit.

[Google Arts & Culture](#)

Keep the 120th Anniversary celebration going with two new pieces from the Archives team on Google Arts & Culture. [“120 Years of Style”](#) showcases the instant iconic pieces and those that are just plain cool. Take the long view with this glimpse of historic Harley-Davidson® apparel. And [“Celebrating 120 Years of Harley-Davidson”](#) chronicles the party that is like no other. This year, the Harley-Davidson Motor Company celebrates 120 years of uninterrupted production. The celebrations of milestone anniversaries have themselves become historic events for HDMC, the riders, and the city of Milwaukee.

Motorsports Hall of Fame of America (on display now)

The four founders of Harley-Davidson were inducted into the Motorsports Hall of Fame of America. Learn more about this prestigious honor now on view in the H-D Museum.

Linda “Jo” Giovannoni (on display now)

In 2022, the world of motorcycling lost a prominent voice, Linda “Jo” Giovannoni. As a co-founder of *Harley Women* magazine, she shared her love of the sport through articles in newspapers and magazines, and in national television interviews and documentaries. Learn about how Giovannoni inspired riders for over 40 years.

Clubs & Competition (on display now)

In the early part of the 20th century, motorcycle culture was a homegrown phenomenon. It grew out of the passion of riders for their evolving sport. The camaraderie that developed around riding and attending competitive events led to the formation of motorcycle clubs that hosted destination rides, family picnics with motorcycle games and other riding competitions.

The display case in the Clubs & Competition gallery highlights clothing from club members from primarily the 1930s and 1940s. The clothing selections on view include full dress uniforms, shirts, sweaters, jackets and caps, customized by the owners with their club’s name and logo, and pins or patches indicating membership in the American Motorcyclist Association. The H-D Archives collection includes Motorclothes® apparel sold in H-D® product catalogs but also non-H-D produced clothing items that have been proudly customized by riders.

“Off-Road Harley-Davidson” (on display now)

In the decades before America paved its highways, early riders had to be prepared for all sorts of terrain: sand, clay or dirt – and wandering those makeshift byways were Harley-Davidson® motorcycles. Today, it’s called off-road or adventure

touring; back then it was just called riding. Since 1903, Harley-Davidson® motorcycles proved their toughness by riding over wooded hills, through stone-choked creek beds and up mountain sides. “Off-Road Harley-Davidson” tells the history of motorcycles designed for rough roads, the people who rode them and the adventures they shared.

Harley-Davidson® Shop + H-D® Factory Outlet

Even if you can't make it to Sturgis this year, the H-D shop has you covered! The limited-edition Willie G.-designed Sturgis T-shirts are now in stock. And if you didn't get the chance to snag some 120th Anniversary gear – or if you just need more in your closet – a special selection of merchandise sold at Veteran's Park during the 120th will be available on campus this month.

You don't want to miss the sale during our [H-D® Q](#) event kicking off at Bike Night and running through Sunday in The Garage over Labor Day weekend. This sale will be double the fun of our sale in June, featuring more than twice the amount of inventory and more selections of the featured products – including \$10 T-Shirts! Stop by to shop the sale in The Garage first, and then bring your receipt to the H-D Shop for a free gift with a purchase of \$20 or more. Shop early to get the best selection and to participate in our limited-quantity specials and gift with purchase offer. Please note: This is a credit card-only sale.

MOTOR® BAR & RESTAURANT

We're excited to roll out three new specials in August. On the lighter side we have Shrimp Ceviche, indulge in our Spicy Caprese Grilled Cheese or treat yourself to the sweeter side of life with the Strawberry and Bananas Foster Cream Pie.

[August Specials](#) (while supplies last):

APPETIZER OF THE MONTH: **Shrimp Ceviche** (\$12.95)

Shrimp marinated in citrus with diced red onions, red pepper, jalapeño, and cilantro topped with avocado and served with a side of fresh tortilla chips.

SANDWICH OF THE MONTH: **Spicy Caprese Grilled Cheese** (\$15.95)

Parmesan crusted panini bread layered with fresh mozzarella, spicy balsamic marinated tomato and pesto aioli. Served with French fries.

DESSERT OF THE MONTH: **Strawberry and Bananas Foster Cream Pie** (\$9.95)

Strawberry and banana pastry cream with an Oreo cookie crust, layers of fresh macerated strawberries and caramelized bananas, drizzled with caramel sauce and

topped with whipped cream.

About the Harley-Davidson Museum

Discover culture and history through stories and interactive exhibits that celebrate expression, camaraderie, and love for the sport at the Harley-Davidson Museum. A visit to the H-D Museum is an experience that will stay with you for a lifetime. With an unrivaled collection of Harley-Davidson® motorcycles and memorabilia, a 20-acre, park-like campus, and a calendar full of activities, the H-D Museum is one of Milwaukee's top tourist destinations for visitors from around the globe. Make your plans to visit the Harley-Davidson Museum at [H-DMuseum.com](https://www.harley-davidson.com/museum).