



Riding in style!



Make every day count

Newcastle Harley-Davidson®

- Welcome
- Scinti scanner success!
- 1st birthday party
- MY12
- Bluelamp Foundation
- Heart and Soul Rally
- Model behaviour
- Say hello to Burt
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Getting in gear for autumn



Welcome to the autumn edition of the Newcastle Harley-Davidson® newsletter.

The last couple of months have been packed full of exciting events here at Newcastle Harley-Davidson®. The showroom at Silverlink has been transformed several times, from a party venue to celebrate our 1st year here at Silverlink to a fashion studio to promote the latest range of MotorClothes®.

We have also recently launched our online shop facility on our Newcastle Harley-Davidson® website, to make shopping for your Harley® easier.

The one and only annual Heart and Soul rally has come round again, with this year's event set to take place on the weekend of 16th-18th September, at Gosforth Park Racecourse. Visit the Geordie Chapter website for more details on the event and for information on how to get tickets, at

www.geordiehog.com

Don't forget to join us on our Open House weekend, September 9th-11th. Showrooms across the country will be holding an open house weekend for new and existing customers to take a look at the new motorcycles for model year 12 and the chance to win a Sportster® Forty-Eight®.

This edition gives you loads of information on how we have been getting involved and how you can too. Make sure you take a look at the new MY12 bikes as well as reading Paul Beattie's ride journal in this issue.

Best wishes
The team at Newcastle Harley-Davidson®

P.s. Don't forget to check out our Facebook and Twitter pages



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Scinti scanner success!

We recently took a trip to the Royal Victoria Infirmary, along with Geordie Chapter Director, Greg Holmes to see the hospital's new Scinti scanner, a key piece of medical equipment which Newcastle Harley-Davidson® and the Geordie H.O.G.® Chapter together raised funds for.

We met with Mr. Andy Griffiths, Consultant Breast Surgeon, at the Royal Victoria Infirmary, who talked us through the benefits of the scanner and delivered to us his presentation about breast cancer.

The Scinti scanner, worth £25,000 is an important piece of equipment which has the potential to minimise the extent of invasive surgery for a large number of women with breast cancer. The scanner uses an advanced lymph node detection to identify sentinel nodes. Detection of this can determine whether further surgery is necessary. Patients who have had treatment through the scanner have had a 96% proven survival rate over 10 years.

Greg said: "We were all really passionate about raising money for the scanner. We willingly gave our time to organise and participate in multiple fundraising events, such as a sponsored ride around the UK and the Ladies of Harley® pink themed ride-out to Linden Hall as well as various barbeques and stalls.



"We are incredibly grateful to Paul and David at Newcastle Harley-Davidson® for their invaluable help in organising and then actually doing the sponsored motorcycle ride around the country. The money they raised in this event went a long way to paying for the scanner," Greg added.

The Ride-Out saw David, Paul, Greg, and other members of staff from the dealership as well as PC Kevin Keay and PC Mick Watson from Cleveland Police Motorcycle Section ride over 1,700 miles on seven donated Harley-Davidson® bikes. The route took them from Newcastle to John O'Groats, John O'Groats to Lands End and then back to Newcastle to be joined by 70 other bikers on the quayside.

Andy said: "I cannot begin to express my thanks to the Geordie Chapter and the team at Newcastle Harley-Davidson® for taking the time and the energy to raise such a substantial amount of money for such an important piece of equipment."



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1st birthday party



This July saw our 1st Birthday in our new premises at Silverlink, so we decided to celebrate in style.

On Saturday July 9th celebrations took over the dealership where there was food, drink, a Rodeo Bull and the main attraction, the Harley-Davidson® Legend on Tour demonstration truck, which allowed visitors to the showroom the opportunity to test ride the latest models.

Members of the Geordie Chapter were also on hand to give advice and discuss the benefits of becoming a H.O.G.® member and a Harley-Davidson® owner.

For those who were unable to join in the celebrations on the Saturday, we took the party to the Ridewell event at Preston Park on the Sunday, where there were many attractions, including: live music, observed rides and drives and even children's fairground rides.

Thanks to everyone who came to our celebrations at the showroom and to all of those that came along to the Ridewell event.

Take a look at our website for pictures from the day, www.newcastleharley-davidson.com



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MY12

The model year 12 new Harley-Davidson® motorcycles have been announced and are roaring into the showroom at Silverlink. Below are just a few of our favourites, but to view the whole range or to find out more information about any of the new models, log on to

www.harley-davidson.com/en_GB/Motorcycles/motorcycles.html



A low, lean and aggressive look, Screamin' Eagle® power and dynamic high-output audio make this the definitive hot-rod bagger.



Easily convertible from cruising to touring, it's like two bikes in one, with no compromises.



Smooth travel riding suspension, cozy cruising position and easy handling for endless miles.



This blacked-out bruiser is a raw, aggressive throwback. No chrome, no apologies...just an authentic ride.



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A hole in one for the Bluelamp Foundation

After watching a documentary about David Rathband, a police officer injured on duty in Newcastle, myself and Paul wanted to help the cause in some way. By chance, that evening we were at a black tie dinner in aid of Help For Heroes and David was sat two tables away from us.

David set up the Bluelamp Foundation to relieve the financial hardship on Emergency Services personnel who have been criminally injured on duty. The charity's first aim, after being officially launched in October 2010, is to raise £1,000,000 by 2013.

After chatting with David we decided to sponsor four holes of a hole in one competition as part of a Golf Day and Gala Dinner. The first Annual Golf Day and Gala Dinner was held at Ramside Hall Hotel and Golf Club in County Derby on July 1st, in aid of the Bluelamp Foundation.

The prizes up for grabs, donated by Newcastle Harley-Davidson® were: a Harley-Davidson® Sportster™, for hole 15, a four day golf holiday for two at the 5* Le Meridien Penina Hotel and Championship Golf Club, Portugal, for hole 10, two days golf with bed and breakfast accommodation for four at The Belfry, for hole three and a set of Callaway Razr X Irons, on hole seven.

We believe it is an exceptional charity to be involved with, and this is our opportunity to give something back to the emergency services which are always there to help those in need.

To find out more information about David Rathband's Bluelamp Foundation, log on to <http://www.bluelamp-foundation.org/>



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Heart and Soul Rally

The one and only annual Heart and Soul rally is set to take place on the weekend of 16th-18th September, at Gosforth Park Racecourse.

This year sees the 20th anniversary of the event and it is set to be better than ever. There will be the opportunity to camp, a custom bike-show with prizes, a ride-out, a late bar and food available as well as rally pin, trade stalls and much, much more.

The weekend will also feature live music from bands such as, Gigfear, Elanbak, Tommy and the Odd Balls, Rockerfella, The Mustgetbeers and Bessie and the Zinc Buckets.

Everyone is welcome to this fantastic event. For more information and to buy tickets online, costing £25 plus booking fee, log on to www.geordiehog.com. You can also buy your tickets for the event from the Newcastle Harley-Davidson® dealership at Silverlink, or on the day at the gate for £30.



Heart and Soul rides to the dealership 2010



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Model behaviour

Two young models were recently showing off Harley-Davidson® branded clothing, both in our showroom at Silverlink and around Newcastle city.

Part-time models Dani Ford and Raine Jarrett who both studied in the city, donned Harley-Davidson® fashion wear for our latest fashion shoot.

Dani Ford, who studied fashion at Northumbria University, said: "Not only did I really enjoy the day at Newcastle Harley-Davidson®, the clothes were lovely to wear. I can see myself wearing a lot of the fashion range out and about in the city."

Raine Jarrett said: "Much of Harley-Davidson®'s range of clothing can be either dressed up or down which is great for a day shopping in the city and then on to a night out."

You can now shop online for the latest ranges of Harley-Davidson® MotorClothes® as well as in the showroom, where the new autumn stock is arriving daily. Visit <http://www.newcastleharley-davidson.com/shop/online-store/clothing.htm> to take a look. There is a fantastic range of fashion wear for both men and women in our showroom. I am always happy to assist any visitors in helping them find the perfect outfit for any occasion.

I look forward to seeing many of you soon!

Tanya x



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Newcastle Harley-Davidson® welcomes Burt

We are delighted to welcome Burt Perry to our team here at Newcastle Harley-Davidson®. Burt is well known in Harley-Davidson® circles, particularly in Yorkshire, Teesside and Newcastle. Therefore it is great to have him on board, to ensure continuity for Harley-Davidson® customers.

Burt, has worked with Harley-Davidson® for 10 years, and joins the Newcastle team from Leeds Harley-Davidson® after the recent closure of the Summer Retail Group Ltd, who owned dealerships in Leeds, Manchester and Doncaster.

It is important for us to make sure that our avid customers and H.O.G® Chapter members still have a well known and well liked figure, such as Burt, to liaise with. Burt brings much expertise and skill to his role at Newcastle Harley-Davidson®.

Burt said: "I am incredibly passionate about working with Harley-Davidson® motorcycles and greatly enjoy interacting with customers and members of the H.O.G® Chapter. To be able to join Newcastle Harley-Davidson® has allowed me to continue working, not only with the brand, but also with the fantastic followers of Harley-Davidson®.



"I would like to thank everyone from the Leeds Chapter for all their help and support over the years and I look forward to seeing many of them again in the future," he added.

To get in contact with Burt, email burt.perry@newcastleharley-davidson.com



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Open House weekend

On the weekend of **September 9th-11th** Harley-Davidson® showrooms across the country will be holding an Open House weekend for new and existing customers to take a look at the new motorcycles for model year 12.

At Newcastle Harley-Davidson® we are revving up for an exciting weekend which will put the spotlight on the model year 12 bikes as well as offering visitors to the showroom the chance to win a customised Forty-Eight®, plus £250 of accessory vouchers, simply by filling in an entry form online and bringing it with you on the day.

www.harley-davidson.co.uk/openhouse

In addition to showcasing the new range of Harley-Davidson® bikes, at the dealership we will have high quality used bikes on show for customers to view, as well as the opportunity to test ride a selection of motorcycles. Customers will also be able to view the new 'fall' range of Harley-Davidson® MotorClothes®, with our clothing specialist, Tanya, on hand to help with any of your needs.

Whether you are a Harley-Davidson® fanatic, or new to the wonderful world of motorcycles, the Open House weekend is sure to ignite and confirm your love of Harley-Davidson®.

Make sure it is in your diary and check the website for further details



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Express yourself

Whichever model you ride, Harley-Davidson® is the only genuine source of the highest quality parts and accessories for your motorcycle. For 2011, there are hundreds of new ways to customise and personalise your ride from cutting-edge new items to the classics that have withstood the test of time.

Take a look at the new range of Harley-Davidson® luggage if you are planning a break, or if you need a bit more storage, check out the saddlebags, racks and top boxes. To ensure your ride has the perfect soundtrack, browse our MP3 player interface and the Harley-Davidson® Boom Audio.

Below is just a very small selection of the latest Harley-Davidson® accessories and parts. For more information, or to find accessories specifically designed for your motorcycle, take a look online at [My Dream Harley®](#) - the place to start building the Harley® motorcycle of your dreams.

Create your own wish list in the Parts and Accessories Selector and then come in and see me so together we can create your ideal Harley®.

The possibilities are endless and the journey is just beginning!

Kevan

Passenger
Pillion for
XL1200X
Models



Chrome
right side
oil tank
cover



"Express Rider"
Leather Saddlebags



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Stories to tell

Paul Beattie is a Geordie Chapter member, he is 56 years old and semi retired due to a disease in his spine. He is currently in his final year of a BA (Hons) degree in European History and is commencing a Masters degree in October.

Paul started riding bikes after sitting on the back of his wife's Yamaha, but this caused too much back pain. After coming across the Harley-Davidson® shop one day, he wandered in and after sitting on a Heritage Softail®, was smitten by the comfort which allowed him to ride. The rest, as they say, is history!

My wife and I are members of the Geordie Chapter, an honoured part of the Harley-Davidson® dealership at Silverlink. I ride a 08 Road King and my wife, Dawn, who has been riding different bikes for many years, now rides a 08 Dyna Glide custom. Our initiation into riding in a Chapter was nerve racking as it takes a different skill set than when we just go roaring about on our own on the lanes of north Northumberland. We didn't understand the culture of the Chapter, or the disciplined riding style, and hadn't ridden under marshals but we were thrilled to be a part of this new cultural subset of social marking. We were nuggets!

What is little known, is that we contribute every month toward local and national charities, not only the Chapter but the other bike groups across the North East and across the country. For instance the RVI hospital in Newcastle now benefits from a new scanner thanks to the work of our chapter.



I am still discovering the varied trades and skills that we have among us including: teachers, engineers, policemen, retired folk, sea farers, retailers, firemen and a whole host more, all committed to one object; enjoying bike riding with like minded folk.

Riding in the pack fills me with a primeval thrill; the sound of a large group of Harleys® starting up is a wonderful noise. We have a close camaraderie and an understanding of this unique social grouping and to be a part of this is thrilling. I now know the riding style of quite a number of my fellow Chapter riders and can accommodate myself to how they ride and I am still learning from their experience. It's a thrill looking ahead to the marshals in their tight formation at the front, the roar of friends riding close to me, or behind to the glimmering lights of those following.

I still thrill to the sound of all those tightly machined and powerful engines and the different exhausts bellowing, burbling, roaring or purring. It's a pure and simple activity bereft of comfort some would say but we have the comfort and warmth of the friendship of the other chapter members to rely on. It's that easy.

Spook

We look forward to Paul contributing to the Newcastle Harley-Davidson® newsletter, by sharing his stories of his journeys, on a regular basis.



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Meet the team...

Just so that you know who's who at Newcastle Harley-Davidson®, we thought it might be helpful to introduce the team. Please feel free to drop in and say hello.



David Hall
Director

david@newcastleharley-davidson.com



Paul O'Callaghan
Director

paul@newcastleharley-davidson.com



Liz Brown
Service Reception

liz.brown@newcastleharley-davidson.com



Grant Anderson
Sales Team Leader

grant.anderson@newcastleharley-davidson.com



Mark Hubbard
Sales Executive

mark.hubbard@newcastleharley-davidson.com



Tanya Hewitt
Clothing Specialist

tanya.hewitt@newcastleharley-davidson.com



Ian Witterley
Workshop Team Leader



Dave Jones
Technician



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Kevan Richardson
Parts Advisor

kevan.richardson@newcastleharley-davidson.com



Jan Burtle
Sales Admin



Eric Ree
Collection and Delivery



John Ellison
Valet



Cassandra Davis
Accountant

cassandra.davis@newcastleharley-davidson.com

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Elliot House, Silverlink, Wallsend, Newcastle Upon Tyne, NE28 9ND

Tel: 0191 236 9315

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