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Freedom. Individuality. Speed.



A fast, robust search engine. Role-based content. Intuitive navigation. Our Web portal for Harley-Davidson dealers delivers the information and capabilities they need to serve their riders in a more personal way. So dealers can spend less time searching online and more time helping their customers get out on the road.

 [Listen to Harley-Davidson customers, see the bikes, watch the video](#)
(3.7 MB, 2:01 min)

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HARLEY DAVIDSON AND IBM

BILL DAVIDSON, VP HARLEY-DAVIDSON:

1903 is when we rolled out the first motorcycle from the original factory shed. Bill Harley and the three Davidsons had this dream to create two-wheeled transportation. And I'm just thrilled to be carrying on the strong culture, the strong brand and the identity that Harley-Davidson has throughout the world.

JILL GIGLIO, HARLEY-DAVIDSON DEALER:

The phenomenon behind Harley-Davidson is really hard to explain.

KAREN DAVIDSON, DIRECTOR HARLEY-DAVIDSON (laughs):

If I have to explain, you wouldn't understand.

WOMAN:

Harley-Davidson is freedom.

MAN:

Harley-Davidson is special because it's a way of life.

WOMAN:

When I'm on the back of a Harley, I feel close to God, I feel close to Heaven.

JIM HANEY, CIO HARLEY-DAVIDSON:

It doesn't matter what walk of life you're from. When you're on a Harley-Davidson motorcycle, you are part of one community, and that's just a really, really powerful experience.

MAN:

What's your name?

MIKE:

Mike.

MAN:

What do you do?

MIKE:

Call center rep.

MAN:

What kind of bike do you ride?

MIKE:

'97 Fat Boy.

MAN:

Certified public accountant. Dyna Super Glide.

WOMAN:

Receptionist. 1200 Sportster.

BOB REMME, IBM:

Harley has found a way, by using IBM portal technology, to really serve their customers in a much more personal way.

JILL GIGLIO, HARLEY-DAVIDSON DEALER:

HD-Net allows us instant access to anything and everything to smoothly operate our business.

DAVE CARLQUIST, IBM:

HD-Net provides superior service and support to that dealer channel, so that they in turn can support the riders.

JIM HANEY, CIO HARLEY-DAVIDSON:

The dealership is spending less time in front of a computer, and spending more time talking directly to the customer.

ANDY BENKA, HARLEY-DAVIDSON:

It is about staying close to your customers and showing them that you're a brand that lives with them.

KAREN DAVIDSON, DIRECTOR:

There's a loyalty to Harley-Davidson, there's a pride.

BILL DAVIDSON, VP:

This is a lifestyle for these customers. And to see this on somebody's arm, it is a true testimonial that this is something they believe in, that they live, every single day. And that is so rewarding for us.

(MOTORCYCLE REVS UP)

[text]

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