



PRESS RELEASE

DEELEY HARLEY-DAVIDSON® CANADA CONTINUES TO SUPPORT THE SPORT OF MOTORCYCLE RACING IN CANADA

Ruthless Racing Inc. is setting the foundation for racing seasons to come

CONCORD, Ontario (March 22, 2010)

Motorcycle racing has always been part of the pedigree of Deeley Harley-Davidson® Canada. This year more than ever, while other manufacturers see themselves having to turn their backs on racing due to the recent recession, Deeley Harley-Davidson® Canada is committed to looking ahead and continues to be a key player in its contribution in keeping this fascinating sport in the country.

Ruthless Racing Inc. sponsored by Deeley Harley-Davidson® Canada, will present a mix of Buell™ motorcycles on Canadian tracks in the 2010 season and is excited about the debut of the highly acclaimed Harley-Davidson® XR 1200R™ motorcycle within the Canadian Sports Twins class.

The talent pool on the Ruthless Racing Inc. team will consist of team owner and no. 29 racer, Darren James, who most recently established himself as the West Coast Champion for 2009 in both the 600 and Thunder classes, the Floridian no. 123 racer, Dave Estok, racer and no. 77, Olivier "Ov" Spilborghs, to round off the team on his 2007 Air Cooled XB12R in the CST class. The trio will be gracefully orchestrated through Caroline James as the Team Manager. Sponsors including: Ruthless Racing Inc; Dragon Eyewear; Ogio; Flexi-Glass; RMR Suspensions; Twist Conditioning; Moto-International will be supporting the Ruthless Racing Inc. team in their endeavours to dominate the podium in 2010.

Ruthless Racing Inc. will participate in all of the races outlined below. The team will be running 2009 Buell™ 1125R™ bikes in the Pro Superbike and Yoshimura Pro Sport Bike categories, as well as running a 2007 Air Cooled XB12R and making a debut with the Harley-Davidson® XR 1200R™ bike in the Canadian Sports Twins Pro/Am Classes. For those of you who will not be lucky enough to attend any of the races in person, the series will once again be televised on TSN.

2010 Parts Canada Superbike Championship Schedule

Round One	May 28-30	Circuit ICAR	Mirabel, Quebec
Round Two	June 24-27	Race City Motorsport Park	Calgary, Alberta
Round Three	June 24-27	Race City Motorsport Park	Calgary, Alberta
Round Four	July 8-11	Mosport International Raceway	Bowmanville, Ontario



Round Five	July 8-11	Mosport International Raceway	Bowmanville, Ontario
Round Six	August 5-8	Atlantic Motorsport Park	Shubenacadie, Nova Scotia
Round Seven	August 5-8	Atlantic Motorsport Park	Shubenacadie, Nova Scotia

For more information on the team, please refer to www.ruthlessracinginc.com.

About Deeley Harley-Davidson® Canada

Deeley Harley-Davidson® Canada is the exclusive distributor of Harley-Davidson® and Buell™ motorcycles, Genuine Motor Parts and Accessories and MotorClothes® apparel, which are provided through a network of authorized Harley-Davidson® Retailers and Buell™ Service Providers. Office and distribution facilities are located in Richmond, British Columbia, and Concord, Ontario.

- 30 -

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