



METZELER SPONSORS CUBA'S MOCLA, FITTING ME880 TYRES TO VINTAGE HARLEY-DAVIDSONS TO EASE THEIR FREEDOM TO RIDE

Metzeler opens a new chapter in the group's emotional story, enough tyres to keep every MOCLA member rolling – campaign to feature photographs donated by Michael Lichter and the documentary film on the same topic

Metzeler Motorcycle Tyre is delighted to provide the gift of motorcycle tyres to the Club of Classical Motorbikes in Cuba (MOCLA), a dedicated group of Harley-Davidson enthusiasts who represent the spirit of Metzeler by keeping bikes which predate the 1960's era in working order. A number of its members were recently featured in the movie *Cuban Harlistas*, a 50-min documentary-type film by Guido Giansoldati exploring the passions and difficulties they have endured in order to ride Harleys in Cuba. The 70 sets of tyres were presented this past weekend in Havana to MOCLA president, Luis Enrique, who welcomed world famous motorcycle photographer Michael Lichter for the presentation and a road tour.

Luis Enrique "Life was very difficult at many points in my history... my Harley-Davidson got me through all that and where I am today. We are very happy to have received this gift from Metzeler, because this kind of thing has never happened before in Cuba. We consider ourselves lucky."

Since the American embargo of 1962, it has been impossible to acquire replacement parts for the bikes considering their origin, among which includes tyres. Only about 100 of the thousands of Harley-Davidson's which once rumbled proudly across the island still remain, nearly all of them now ridden by full-fledge members of the MOCLA. Considering the vintage age of these machines, Metzeler has shipped to MOCLA an assortment of 15", 16" and 18" ME880 tyres from its diverse range of over 75 sizes, in order to guarantee the right fitments. The ME880 is Metzeler's premium touring tyre dedicated to upgrading the ride experience aboard Harley-Davidson machinery.

"Metzeler Motorcycle Tyres is dedicated to the two wheel segment and has a history of over 115 years, so groups such as MOCLA who have an intense dedication to the craft of motorcycle maintenance add a new level to what Metzeler often calls Experience," comments Francesco Pietrangeli, Director of Marketing for the German brand. Its members, including the late pioneer of Cuba's own Harley preservation methods, known as "Pepe Mílesima", have become experts of making do with what little parts are available, but have still done their best to preserve their rides' original engine.

A favorite destination of Sturgis Rally goers, Metzeler's annual V-twin Custom Bike Contest held on August 4th, will thus be themed with selected photographs of this unique group of Harlistas from Cuba and a debut of the documentary film which profiles some of the group's characters. Michael Lichter's annual Motorcycles as Art Exhibition will be held at the Legendary Buffalo Chip from August 1 through August 8 during the 2009 Sturgis Rally.

For more information regarding Metzeler and its popular ME880 tyres, please visit our site on the web: www.metzelmoto.com. To order your own copy of the film,



Cuban Harlistas, navigate to: www.cubanharlistas.com, and Michael Lichter's photos and blog are available on his portal: www.lichterphoto.com.

