



---

## Press Information

### Background

Super Rally®, SR, is the largest annual Harley-Davidson rally in Europe. The first rally took place back in 1970, and each year different European countries and their clubs host the event. The name SR is the property of the Federation of Harley-Davidson Clubs Europe, FH-DCE, a federation of some 60 H-D clubs from 16 different countries. Once a year, the Federation holds a meeting that determines, among other matters, which clubs will be hosting SR during each particular year, planning three years in advance. In order to qualify as a Super Rally® host, you must be a member of the Federation, and in addition to this, the Federation will appoint a committee to supervise the event as a means of quality management. The Federation complies with EU standards with regard to its organization, and the name Super Rally® is a registered trademark.

### H-DCS

**The H-DCS Harley-Davidson Club Sweden**, with its 9,000 members, is the world's largest independent Harley association. The association organizes H-D owners, not clubs, in Sweden. It arranges a number of events throughout the country, in 2003 some 250 events, varying in scale, took place. The club is a non-profit association and its board has elected members. The H-DCS has hosted the SR on three previous occasions: in Simlångsdalen in 1976 (attendance 275); at High Chaparral in 1983 (attendance 1,800); and at High Chaparral again in 1997 (attendance 10,000). The club is acknowledged to be a superb coordinator, and the most recent SR remains legendary as "the best Super Rally® ever". The H-DCS has extensive experience of similar events, and has an excellent working relationship with the police and other pertinent authorities.

### The Rally itself

The SR is a forum for European H-D riders. It's the biggest Harley rally in Europe. For people of all ages, this is the place to party to great music, meet new friends, check in with old buddies, and tour the countryside. The opportunity to get out and visit a new country certainly makes the SR a highlight for many H-D fans. Attendance ranges from 5,000 to 17,000 depending on the location of the SR.

The rally has a global impact and there will be press coverage from several parts of the world. A substantial number of guests come from other countries, making the Super Rally a truly international event. Please note that the Öresund Consortium provides all SR guests with a free return trip across the Öresund Bridge this year!

The H-D Motor Company has donated a brand-new Harley that will be raffled off at the rally, all paying guests qualify.



---

## **Super Rally® at Ljungbyhed, May 27 – 31, 2004.**

Ljungbyhed was chosen as the perfect site for this year's rally due to its location in southern Sweden—it's close to that gateway to Europe, the Öresund Bridge. On top of this, the scenic countryside offers great routes for biking! Ready access to accommodations has also been a major consideration, since many of our guests plan to stay at hotels, or rent camping cabins or the like. Last, but certainly not least, the Ljungbyhed region offers a wealth of opportunities for an event of this scale.

The H-DCS is shooting for a rally that rocks while going beyond being a party. We hope to brighten your days as well as your nights. To this end, we have arranged a wide range of options with regard to meals, music and stage performances, etc, including activities on site, outside the rally grounds, and at the nearby campground. You can find the information you need in our Rally Package and at our website.

In addition to all this, we would like to actively promote getting acquainted with the region. We have a great working relationship with representatives from the community, including commercial and city officials. This opens up a panorama of possibilities for our guests, seeing as many of them may be visiting Sweden for the very first time.

The SR has a well-frequented website, [www.superrally.se](http://www.superrally.se) . Here you can find the most recent updates along with features such as links to the township, Klippans kommun, and to various forms of accommodations in the vicinity.

Press contacts:

### **General Management**

Pelle Hansson  
President H-DCS  
Phone: +46 (0)708-13 33 81  
[president@hdcs.se](mailto:president@hdcs.se)

### **Press Management**

Hans Sandström  
Editor H-DCS  
Phone: +46 (0)708-99 06 30  
[editor@hdcs.se](mailto:editor@hdcs.se)