



# Museum Access: Harley-Davidson Museum

## SEASON 2 - EPISODE 3

The Harley-Davidson Museum in Milwaukee, WI exhibits the history, culture and vehicles of this all-American company. From the first motorized bicycle in 1903, thru the Depression and WWII to the motorcycles of Hollywood we learn the story of this iconic American brand. Let's continue the learning with these questions and talking points.

### Question 1

The 'Harley-Davidson' Company has preserved its history since the company began. What does this say about its founders?

**More Talking Points:**

1. Why do you think it was so important to them to have these records?
2. Do you think they understood that they were creating an American 'brand' in the early years?

### Question 2

How did the company survive the Great Depression and World War II in particular?

**More Talking Points:**

1. How did WWII impact their workforce?
2. Why was the company so important to Milwaukee?

### Question 3

Why did the founders keep one motorcycle they made each year from the very beginning?

**More Talking Points:**

1. Why might this have been a challenging thing to do?
2. If you were a manufacturer would you do the same? Why or why not?

### Question 4

Other than motorcycles, what other products does Harley-Davidson produce?

**More Talking Points:**

1. What new products could they produce with their technical knowledge and manufacturing capabilities?
2. How does having a diverse product line help a company survive?

### Question 5

What is the difference between restoration and conservation of artifacts?

**More Talking Points:**

1. Why is the distinction so important?
2. How does 'Harley-Davidson' conserve their motorcycles?

