



Museum Access: Harley-Davidson Museum

SEASON 2 - EPISODE 3

Question 6

How can established companies like Harley-Davidson remain innovative and relevant?

More Talking Points:

1. What can they do to keep attracting new generations of customers?
2. Why is it important for companies to adjust to changing times and tastes?

Question 7

What items in the Harley-Davidson archives surprised you the most?

More Talking Points:

1. Discuss how Harley-Davidson and Hollywood intersect.
2. What would your dream motorcycle jacket look like?

Question 8

How would you describe the Harley-Davidson Company culture?

More Talking Points:

1. What sets them apart from other businesses?
2. Why do Harley-Davidson customers have such brand loyalty?

Question 9

Would you ever consider being a daredevil like Evel Knievel?

More Talking Points:

1. What makes daredevil performances so interesting to people?
2. If you were a daredevil, what would you dare to do?

Question 10

Motorcycle riders are often talk about the 'Freedom of the Road'. If you've ridden a motorcycle can you describe the feeling you get when riding?

More Talking Points:

1. Why is that sense of freedom so desirable to so many people worldwide?
2. Are there other activities that give you similar feelings?

