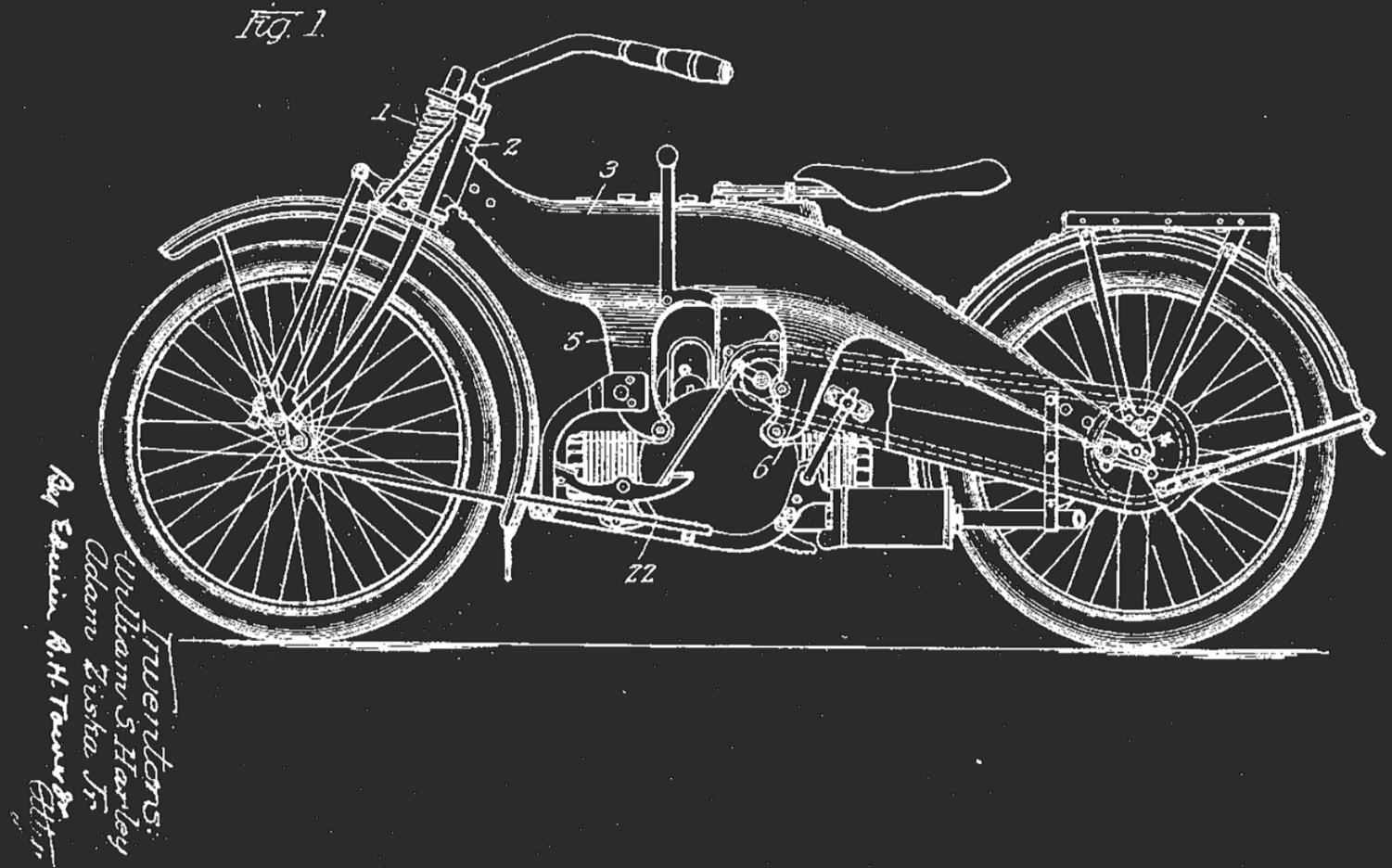




INTEGRATING PRODUCT DEVELOPMENT INTO ARCHIVES



Oct. 7, 1924.

W. S. HARLEY ET AL.

1,510,937

MOTOR CYCLE

Original filed Nov. 1, 1919

3 Sheets-Sheet 1

2016 International Council of Archives
Atlanta, Georgia



Overview

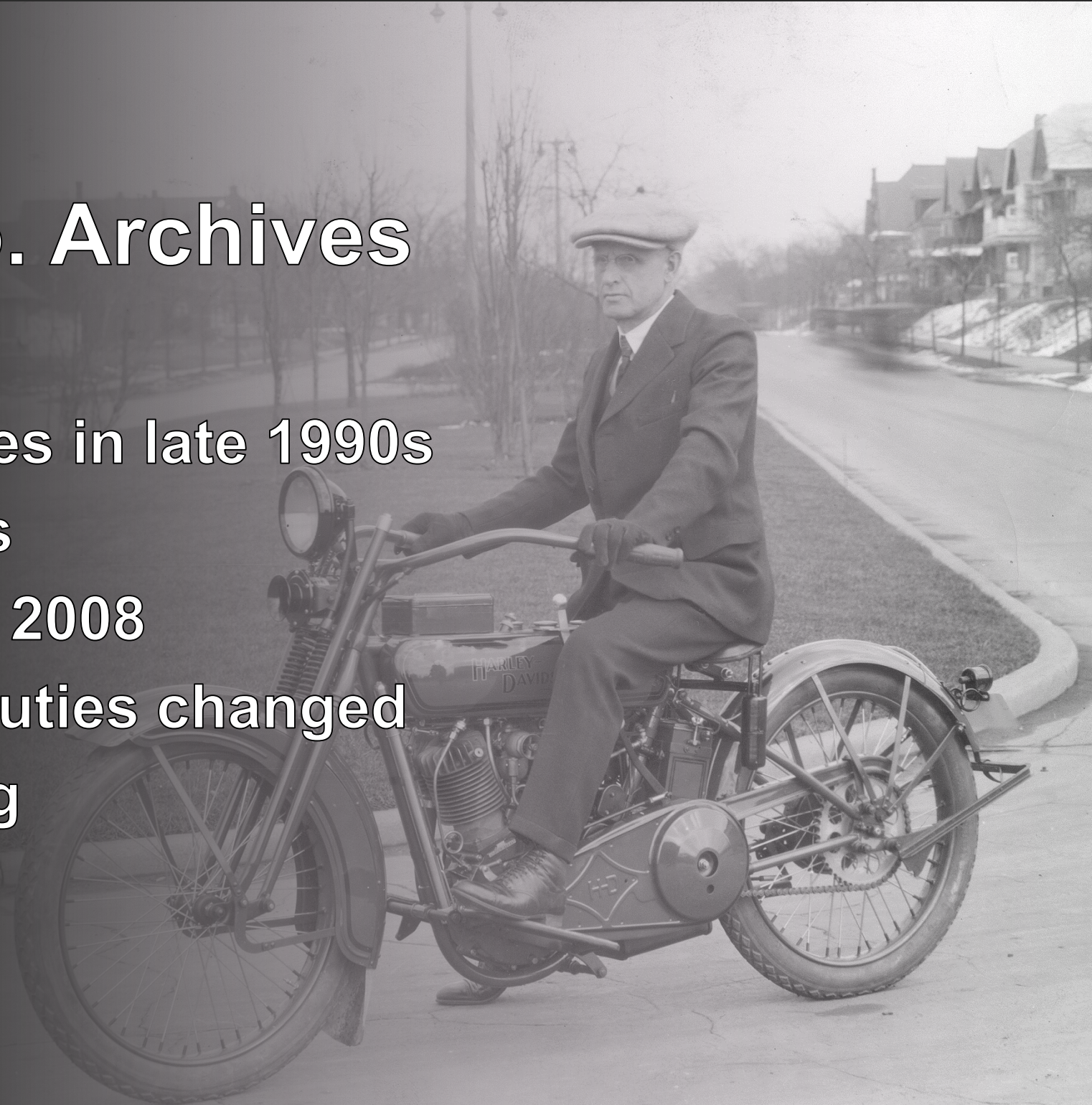
- Product development exhibits at H-D
- Necessary parties and processes
- Thinking outside of H-D...





Harley-Davidson Motor Co. Archives

- Evolved into corporate archives in late 1990s
- Museum planning in the 1990s
- Moved to new H-D Museum in 2008
- Communications, collecting duties changed
- Part of the Global Demand Org





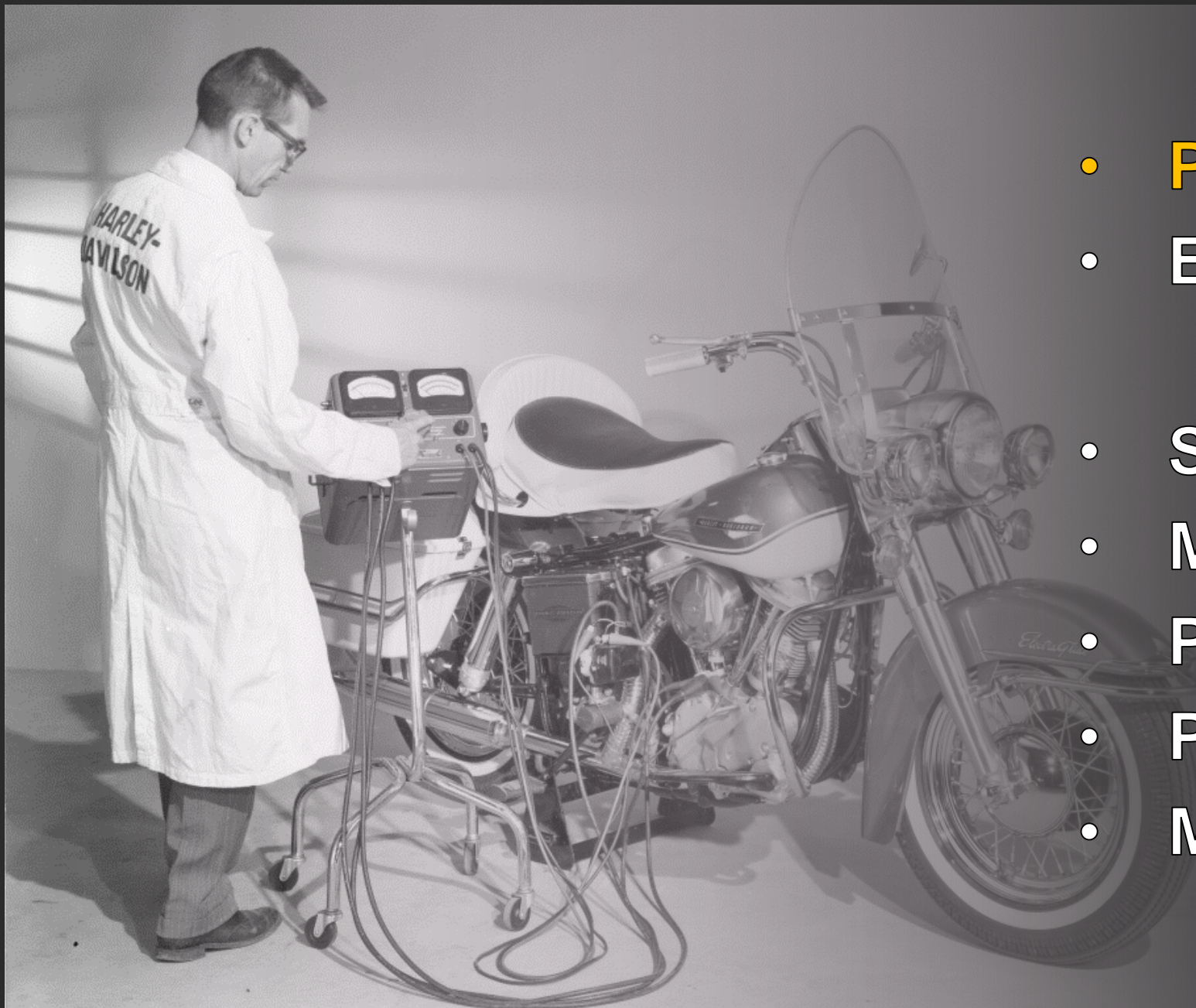
Harley-Davidson Museum

- Business unit of HDI
- Open to public 363 days/year
- Mission:
 - Display, interpret past *and present*
 - Bring each visitor one step closer to H-D





Harley-Davidson Product Development



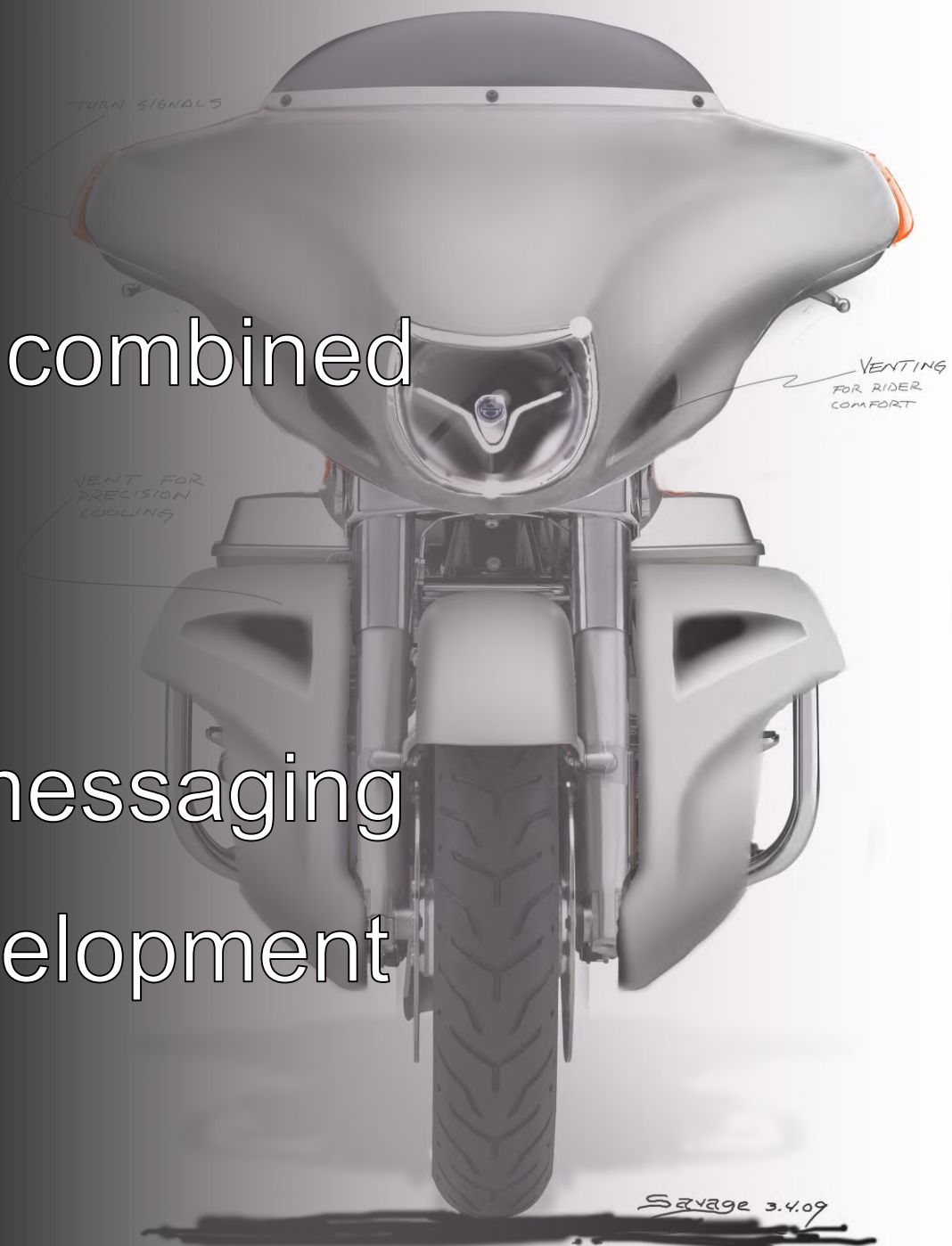
- **Project-centered teams**
- Engineering
 - Powertrain, electrical, testing, etc
- Styling
- Manufacturing
- Parts, Accessories and Customization
- Product Integrity
- Marketing - VOC



Origins

- 2012: Release of Project Rushmore combined with detailed exhibit in H-D Museum
- Originated from Curatorial Director
- Compliment (not mirror) marketing messaging
- Largest cross section of product development

Dakota Concept Sketch





“Design Lab” Museum Gallery





“Design Lab” Museum Gallery





- Chassis
- Infotainment
- Aerodynamics
- Lighting
- Passenger comfort
- Brakes
- Luggage
- Powertrain
- Hand controls

“Project Rushmore”



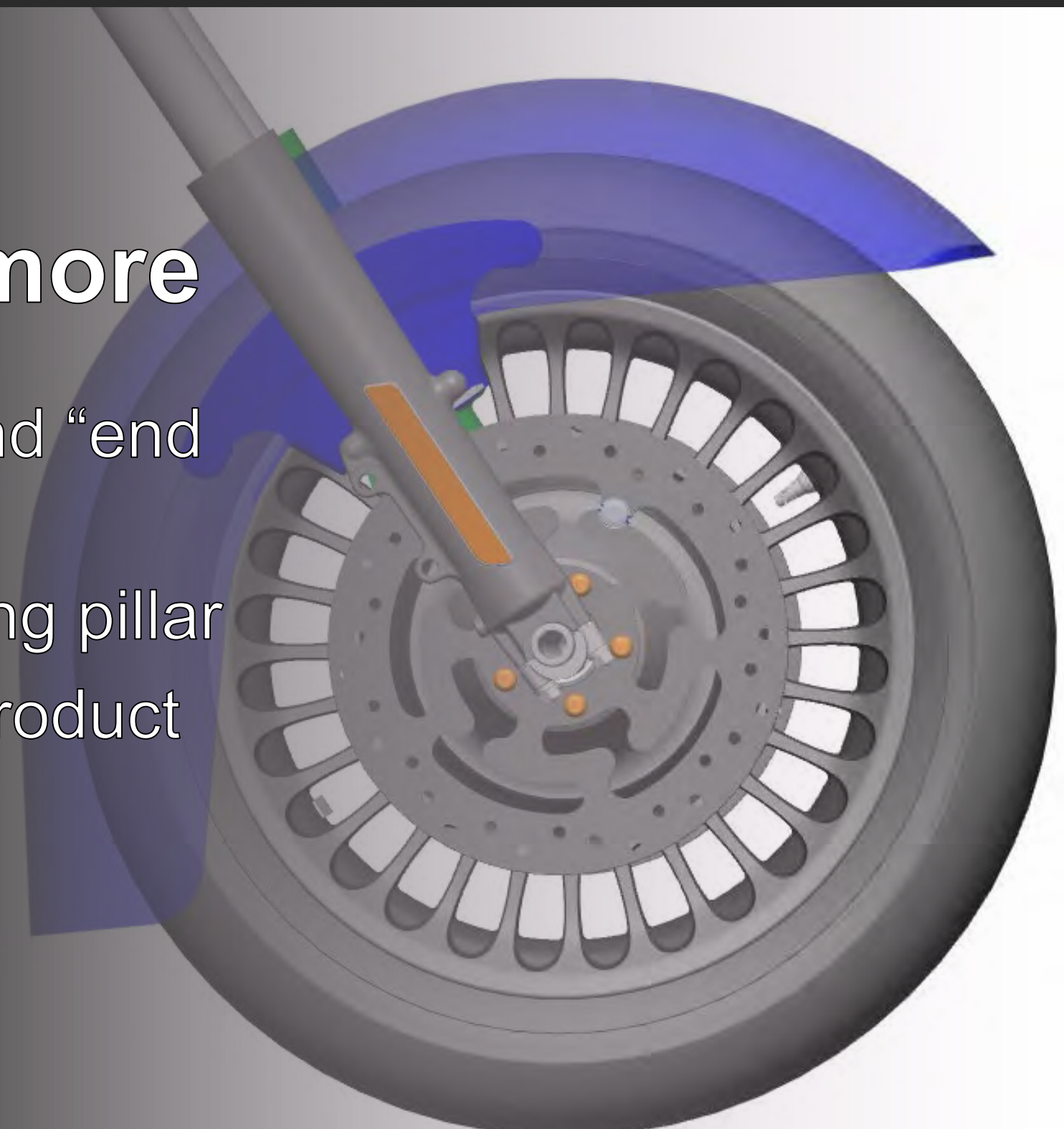
First electric motorcycle
from a major manufacturer

“Project Livewire”



Benefits - Rushmore

- Has far reaching benefit beyond “end goal”
- Development story as marketing pillar
- New and better bridges with Product Development
- Complement or integrate with marketing plan





Past Landmark Products

- More mystery than facts
- Especially lacking the “why”





Challenges

- Buy-in at all levels
- TRUST
- Protocols of product integrity / product liability
- Unique profile of RIM
- Levels of cooperation
- Workload
- Deluge of artifacts, documents, no ID of items
- Loans vs. permanent accession





Documentation

- Existing project files
- CFD and other electronic
- “Bucks,” prototypes, motorcycles, artifacts, 3-D mockups
- Oral histories
- New video for exhibit (Proving Ground, b-roll)

REV. 0 11/22/10 MDG/CAN 113752 AUTORIZ P/N 52000033

12/1/10
12/1/10

Robert Loth 12-1-10
12-1-10

0.050 A
0.0200 A
BOUNDARY

0.55
3.31
50
4.06
TOP OF FRAME TUBE

DETAIL A SCALE 1.000

DETAIL C SCALE 1.000

(85.0°)
(R0.500)
(0.61)

NOTES:
1. IDENTIFY OPERATOR, MONTH, AND YEAR OF MANUFACTURE ON BOTTOM OF ASSEMBLY.
2. MATERIAL SPECIFICATIONS ARE AS FOLLOWS:
A) ALL PANELS BLACK VINYL PER THE LATEST REVISION OF MILSCO P/N 04226 OR EQUIVALENT.
B) FLEXIBLE FOAM FILLER CONSISTS OF THE FOLLOWING:
- BASF ELASTOFLEX 255808 RESIN OR EQUIVALENT.
- BASF ELASTOFLEX 251891 ISOCYANATE OR EQUIVALENT.
C) SEAT BASE CONSISTS OF THE FOLLOWING:
- CHEVRON PHILLIPS MARLEX 9006 HDPE OR EQUIVALENT.
D) SEAT MOUNTING BRACKET PER THE LATEST REVISION OF HD P/N 51652-97A
3. MILSCO SEAT ASSEMBLY P/N H826601
4. SEAM LINES TO BE SYMMETRICAL TO THE ϕ WITHIN $\pm .250$.
5. SEAT ASSEMBLY PERFORMANCE PER EGB54-55100.
6. SEAT MOUNTING BRACKET RIVETED TO BASE. NOT SERVICEABLE.
7. UNLESS OTHERWISE SPECIFIED:
A) SPECIFIC ASSEMBLY GEOMETRY TO BE DEFINED BY PRO/E CAD DATA
B) $\phi 0.180 A B-C$

DATE	BY	REVISION
11/22/10	M. GABRIELSEN	1
11/22/10	J. LECLAIRE	2
11/22/10	T. SCHNEIDER	3
11/22/10	R. HINTZ	4
11/22/10	P. LOHR	5
11/22/10	S. JOWELA	6

RIVET	MILSCO-2424	2
SEAT MOUNTING BRACKET	51652-97A	1

REQ. NAME PART NUMBER ITEM

0.333 1.2 1.25 0

Harley-Davidson Motor Company
Milwaukee, Wisconsin USA

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SEE NOTES

SEE NOTES

HEAT TREAT

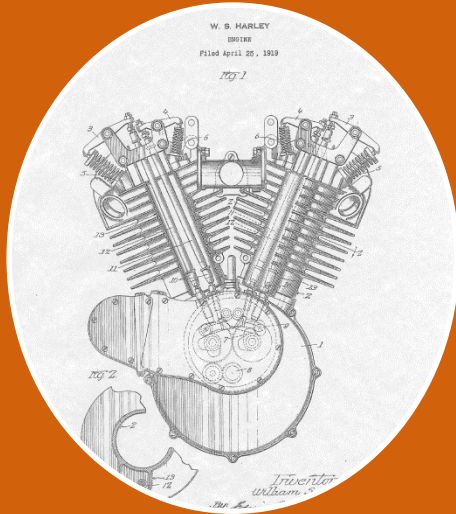
FINISH

NAME SEAT

PART NO. OR 1-PART NO. 52000033

SHEET 1 OF 2

SIZE D



Engineering



Styling



Testing



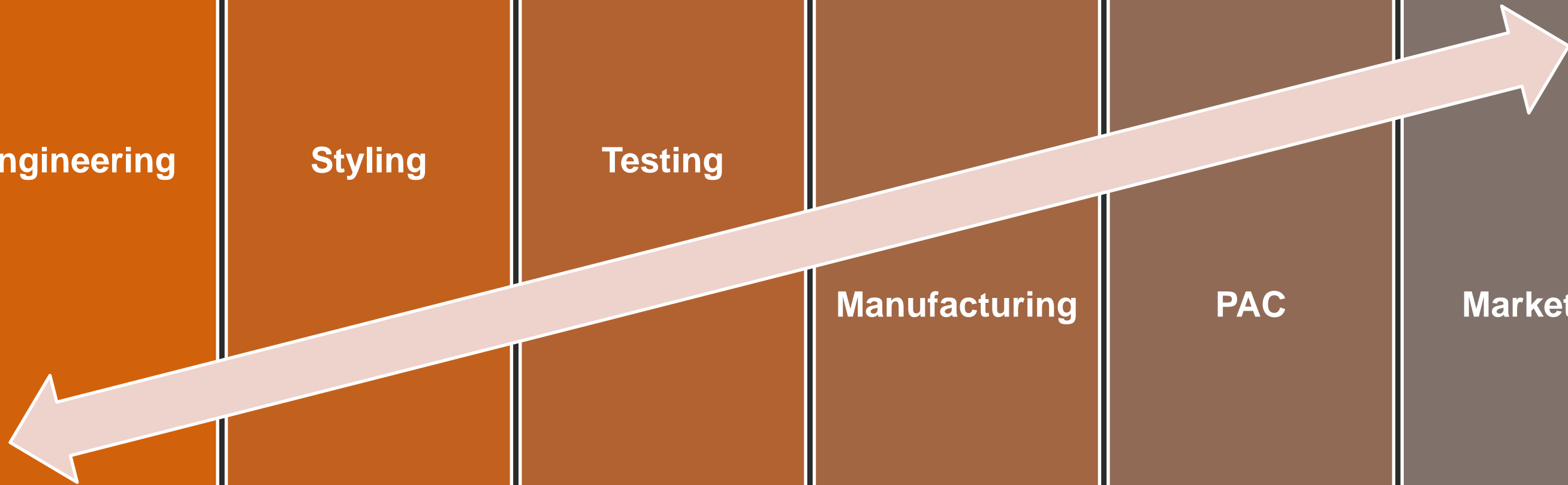
Manufacturing



PAC



Marketing





Harley-Davidson Museum Catalogue/Information Worksheet

Project name: **Hacker (LiveWire) Mockup Bike from Styling**

Model: **POC2**

Model year: **N/A or 2014**

Originally planned release year, if applicable: **N/A**

Year project discontinued/shelved, if applicable: **N/A**

Color/finish: **Vivid (Gloss) Black, Warlock Gray (High Temp Medium Gray) & H-D Racing Orange Accents**

Overall dimensions: **N/A**

Technical specifications: **N/A**

Details on the relevant project:

This bike was one of 4 full size concept vehicles that were chosen for customer research. This is the customer preferred direction. (Can we mention this?)

Stage in project represented by this vehicle: **Proof of Concept Mock Up for Customer Demonstration**







Benefits - Ongoing

- Existing relationships improved upon
- New relationships forged
- Employee engagement (aka “morale”)
- The largest slice of development documentation
- *Customers are engaged and they care*





Lessons Learned

- Present-day colleagues as primary source
- Capture the *who* and *how* your org does what it does, not just the *what*
- Everything comes back to relationships
- *This is what we do*





Recommendations

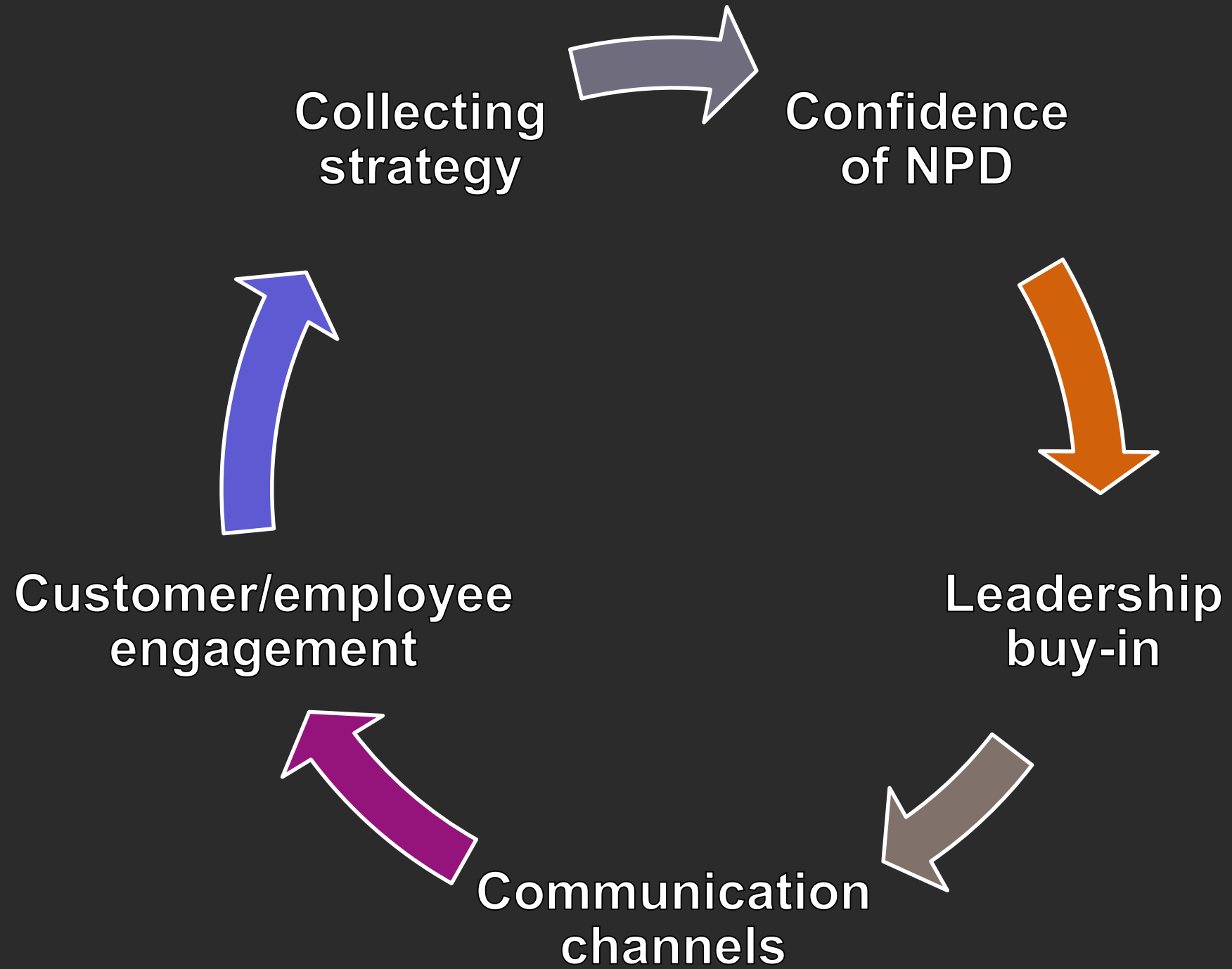
- Work with the drivers of internal/external messaging
- “They” don’t know “what we do” – Communication opportunity?
- Integration with written collecting strategy
- Have a plan for the story
- Don’t even try collecting “everything”

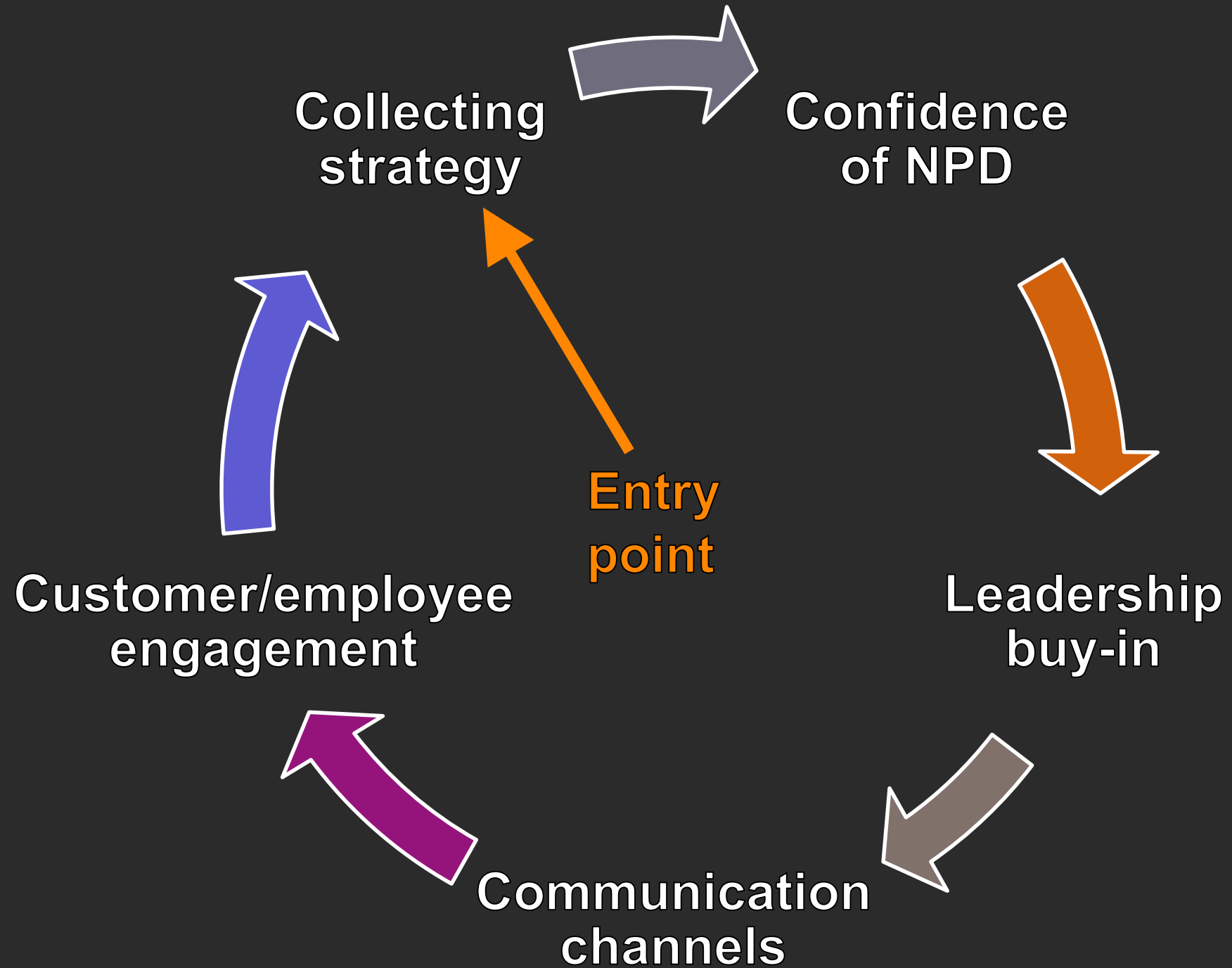


Channels

- Exhibit
- Marketing
- Employee communications
- External communications









Thank you!!!

