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[FOR IMMEDIATE RELEASE]

Mark Lui Design Works for Harley Davidson of Hong Kong New Shop Opening

"Gold Mark" Sportster 48 Design Concept

As a Harley lover who had owned 4 Harley Davidson since 1993, it's a dream come true for me that, waited for decades, finally there is a new Harley dealer that is devoted to bring the whole Harley culture to my home Hong Kong, and I am so honoured to be appointed to design a custom Harley to celebrate the new mega store opening on January 2016.

For such reason, I want my design to mark and celebrate the new beginning and milestone of Harley Davidson in Hong Kong. It's all about Harley Davidson, it's all about the spirit of this nostalgic brand, which is being innovative at the same time keeping the strong heritage, being unique but at the same time showing the same loyalty with a big group of other individuals, being extremely rugged but at the same time very artful.

For the paint job I used satin black and 3 shades of gold color, and I used oversize Harley bar and shield logo and the Harley skull as the main motives for the graphic. I pick gold color is to demonstrate the golden history of Harley Davidson as a brand, as a innovator, as an culture, and gold in Chinese tradition means good luck, happiness, wealth which is my or all those Harley lovers' blessing to this new dealership, to this new chapter of Harley Davidson of Hong Kong. The satin black color and all the black engine parts show the toughness and understated beautiful of any Harley Davidson motorcycles.

By putting on a clubman handle bar and a mid mount foot rest, we turned this factory copper into a modern cafe racer. This move also shows the very important character to Harley Davidson motorcycle, which is "you should customise the bike the way you want it, to make it one of a kind just like yourself. With the new technical and service department, and a massive range of original Harley custom parts, the new Harley Davidson of Hong Kong can surely assistant you to make your bike one of a kind.

Should you have any further enquiries, please do not hesitate to contact Miss Ada Lau at 6422 2016. Thank you.



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[敬請即時發佈]

Mark Lui Design Works 慶祝 Harley Davidson of Hong Kong 新店開幕：

“Gold Mark” Sporter 48 設計概念

作為一名“哈利”(Harley)愛好者，由 1993 年至今，我已經擁有過 4 輛 Harley Davidson 摩托車。等了數十年，我終於等到哈利的新代理商將整個哈利文化帶到香港，就像夢想成真般高興！同時，我亦很榮幸獲新代理商的邀請，親自設計一輛“哈利”摩托車，以慶祝新旗艦店在今年 1 月開幕。

故此，我希望我的設計可以特顯和慶祝香港 Harley Davidson 的全新開始和里程碑。我的設計就是 Harley Davidson，就是這個輝煌傳統品牌當中那份永不抹滅的精神。它們是創新的，同時也保留了那份濃郁的復古氣息；它們是獨特的，同時也保留了大眾個體對品牌追隨的忠實；它們十分粗豪，同時也十分富有藝術性。

我設計的圖像採用了啞黑色和三層不一的金色油漆，配上超大的哈利品牌標誌和哈利觸骸骨頭作為主要創作靈感。金色，能充分表達出 Harley Davidson 作為一個品牌、一個創新指標和一種文化的黃金時代，與此同時，金色對於中國傳統文化而言，代表好運氣、快樂和財富，藉此我希望這輛車能代表我或所有哈利愛好者對新代理商的祝福，慶祝它為香港 Harley Davidson 掀開光輝的一頁。啞黑色和其他黑色機件則表達出 Harley Davidson 摩托車的粗豪和潛在美。

我們換了賽車式手把和中置腳踏，頓然將一輛 Factory Copper 改裝成為一輛摩登的 Café Racer。這次的改裝是為了帶出 Harley Davidson 一個很重要的角色——你可以度身設計你想擁有的摩托車，把它變成屬於你個人的。全新的技術和服務中心，加上眾多原裝哈利自組式機件，香港 Harley Davidson 絕對能讓你量身定製你最喜愛的摩托車。

如需更詳細資料，請聯絡劉小姐，電話：6442 2016，謝謝。