



THE CLEAR IDEA

Harley Davidson sought our expertise to provide a showcase for their new Harley Davidson electric bike, Live Wire including the stunning new Del Mar model, as part of their 120th-anniversary celebration and their presence at the Sturgis bike rally.

They wanted an interactive experience that would allow visitors to engage with and educate about their new electric bike range, the Live Wire. The showcase's first outing was to Veterans' Park in Milwaukee during the 120th-anniversary celebration.

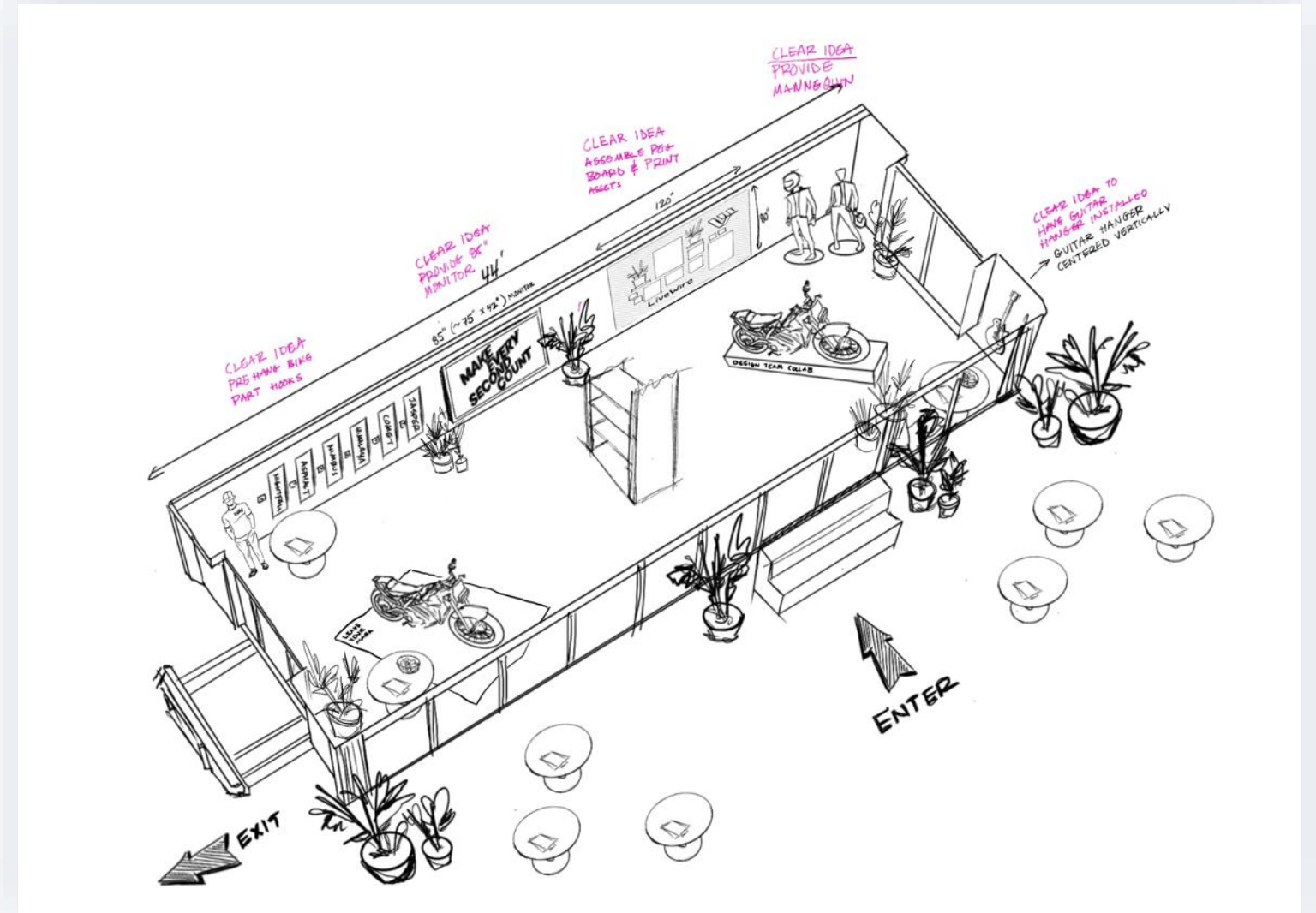




The Specifications

Compact and highly versatile, the expanding unit, measuring 44 feet and is deployable in just 15 minutes upon arrival at the destination. It also has its own power sources, so can be placed anywhere – it isn't reliant on the specific venue or location. The unit was produced in Denver, Colorado and transported to Milwaukee where it was set up by our team.

[Click Here to Watch
the Process](#)





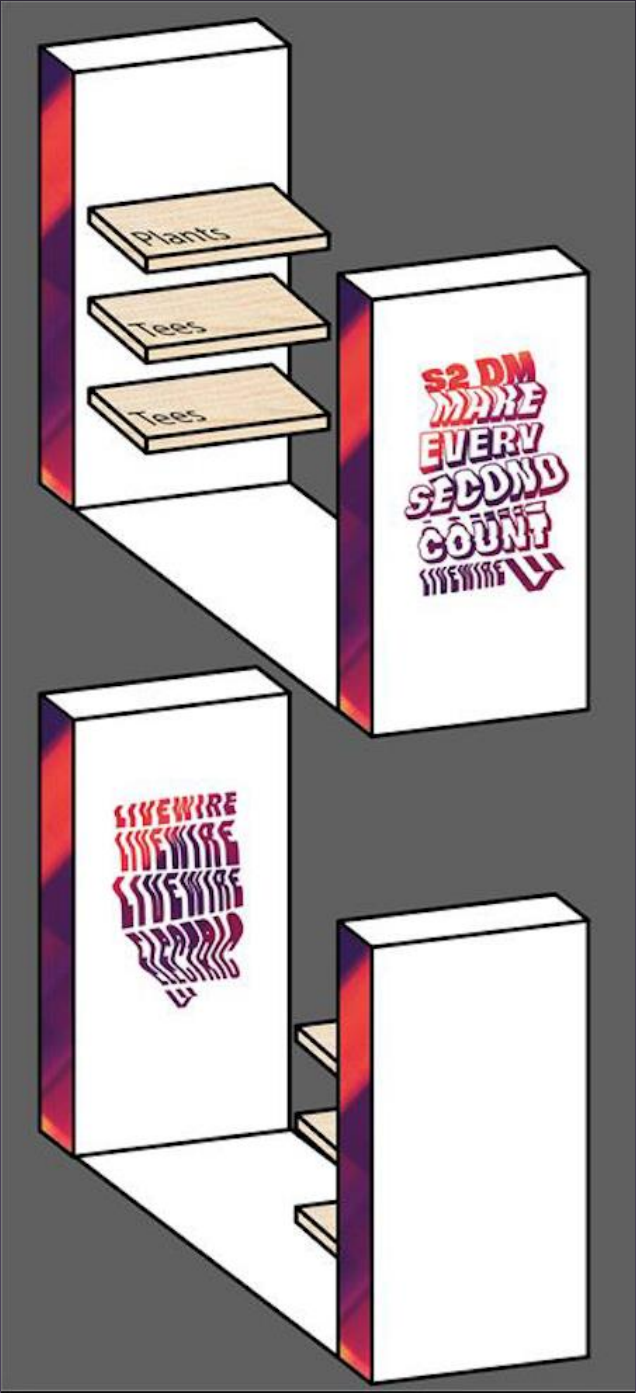
How did we deliver so much Success?

In one word it was due to The Clear Idea **TEAM**

The **management team** put in place a totally new program blueprint from initial event request through to post-event feedback and every step in-between. The logistics were planned by **ex-military logisticians** whose knowledge is unrivalled and whose attention to detail unmatched. The events were driven and delivered by **ex-Formula 1 crew** whose mantra is 'we don't leave until the job is finished'. The client was managed by **enthusiastic and dedicated account managers** who were supported by **state-of- the art project management tools** which gave the client much-needed full visibility of the program from the USA. The technology showcase was hand-crafted by a team of **highly skilled engineers** which meant at no time was the vehicle off the road for repairs.



Layout and Display



Pre-Event Planning

Not only did we manage the delivery of the event, we were also responsible for doing all the event due diligence. We achieved this by creating a comprehensive template which addressed all the issues which might end up causing issues on the day of the event.

Issues addressed in the document included access to secure parking, availability of on-site power, road closures near the event site, nearby accommodation for the driver, on-site point of contacts and much more



The Event

.The showcase's first outing was to Veterans' Park in Milwaukee during the 120th-anniversary celebration. The Live Wire showcase was a remarkable success. It attracted over 7,000 visitors during the three-day event and generated significant interest in these ground-breaking products.

The sleek, modern design featured an 85" screen displaying AV content, air conditioning, a Sonos sound system, wireless internet and lots of Harley merch for their loyal fanbase to purchase. Out-of-hours there the unit was put into 'night-mode' ensuring the showcase stood out in the crowd.





The Testimonial

“The expandable showcase was very eye-catching and easy to set up. Thanks again for partnering with LiveWire for our 120th anniversary and at Sturgis. We were glad to make such a big impact at these events and your expandable showcase was a huge part of that”

Anna Frazier, Events & Tour Lead





If you'd like a bespoke luxury roadshow vehicle for your brand, get in touch with The Clear Idea by phone or email.



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