

FIX MY HOG

Brand Persona



HANK THE HOGGER



Age: 50

Annual Household Income:
\$74,000

Employment: Works Full Time

Marital Status: Married

Hank is a 60 year old married man, who now has adult children, and works full-time. He is very excited to be retiring soon, in hope that he'll have more time to work on his Hog! Hank loves his Harley and America. To him, the open road represents freedom and a chance to escape everyday life.

"There's nothing like a Harley. It makes me feel alive and free, and I love to lose myself in the beauty of America's scenery. To forget about my daily problems and reset for tomorrow."

Can replace engine parts and do basic modifications. Spends 0-3 hours a week working on his bike. Comfortable riding on most road conditions and able to safely ride with a passenger.

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced