



Brand Mission Statement Overview: Fix My Hog

Our Vision	You will ride more if you wrench a little
Mission Statement	<i>Fix My Hog is your go-to online resource for new Harley-Davidson instruction, ideas, and information - a community where passionate riders can come together to learn how to maintain, repair, and customize their motorcycles.</i>
What We Do	Our main goal is to help you keep your motorcycles on the road, and we teach through video. Our instructional maintenance and repair videos are taught by talented Harley experts who take the time to walk you through the techniques and demonstrations, providing helpful tips and ideas along the way.
How We Do It	On the website you'll find an entire library of Harley how-to videos at your fingertips, plus brand new videos to enjoy throughout the month. You'll also find interesting articles, product reviews, Q&As with experts, and lots more. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow wrenchers.
Why We Do It	At Fix My Hog, we know that your motorcycle is much more than a hobby for you – it's a lifestyle. We want to be your favorite place where you can feed that passion by learning new techniques, getting inspiring customization ideas, and connecting with other wrenchers who feel the same way as you.

Brand Personality	Authentic, passionate, honest		
Tone of Voice	Genuine, approachable, friendly		
Key Messages	Your Kick Start to Harley-Davidson Maintenance & Performance	Know Thy Hog	Wrench More, Wrench Safe
Examples	Learn new techniques Start wrenching Ride more	Connect with other Hoggers Ask questions, share ideas Share the love of the ride	Feed your passion Challenge yourself Understand your Harley