



AMF MOTORCYCLE PRODUCTS GROUP
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AMF INCORPORATED

NEWS

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FOR IMMEDIATE RELEASE

ROBERT L. ROHRER APPOINTED VICE PRESIDENT, MARKETING

MILWAUKEE, WISCONSIN...Robert L. Rohrer has been named Vice President, Marketing for AMF/Harley-Davidson Motor Company, Inc. effective June 1, 1979. His appointment was announced by E. G. Davis, President.

With Harley-Davidson since 1975, Rohrer was formerly Western Regional Sales Manager and General Manager Motorcycle Sales. He has been in the motorcycle industry since 1972, initially as an advertising account executive in Los Angeles.

Rohrer was active in motocross and desert racing in California from 1972 to 1977, winning his class in the 1974 SCORE/AC-Delco World Championship off-road race at Riverside International Raceway. Now, an avid street rider, Rohrer participated in the Harley-Davidson 75th Anniversary Executive Ride last year, completing a 3800 mile tour from San Francisco to Milwaukee, via Los Angeles and Louisville, Kentucky.

A graduate of the University of Southern California with a B.S. in Marketing, Rohrer also completed the Advanced Marketing Management program, Harvard University Graduate School of Business Administration, in 1971.

Rohrer and his wife, Jonnie, reside in Dousman, Wisconsin with their son, Jaron.

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