



PRESS RELEASE

**THE HARLEY-DAVIDSON® EURO FESTIVAL, AN ICONIC CELEBRATION OF EUROPEAN MOTO CULTURE, WILL RETURN TO THE GOLFE DE SAINT-TROPEZ, FRANCE, IN 2025**  
*Europe's most premium motorcycle culture and live music experience returns to Golfe de Saint-Tropez from May 8-11, 2025*

**Oxford, GB (06.06.2024)** - Harley-Davidson® is delighted to announce that the iconic Harley-Davidson® Euro Festival will **return to Porte Grimaud, Golfe de Saint-Tropez on May 8, 2025**. Last held in 2018, when legendary rock band Simple Minds and a host of other live music acts brought the party to the shores of the French riviera alongside more than 30,000 attendees, Euro Festival is a huge and unmissable celebration of moto culture, and represents a start of the cross-European riding calendar.

Visitors will be able to take advantage of this stunning beachside location to check out all the latest model year Harley-Davidson® motorcycles at the H-D Expo, as well selecting one of these latest models for a free demo ride along the palm-lined local roads and up into the picturesque hills. **On Friday May 9, the nearby hillside village of Grimaud will host the Harley-Davidson® Custom Bike Show**, which sees up to 100 motorcycles compete in six categories and battle it out for Best in Show and People's Choice awards, all sponsored by Metzeler, the motorcycle tyre experts. The Custom Bike Show is free to enter and free to view, making it a must-see event for all moto enthusiasts.

Saturday May 10 will witness the return of the renowned Harley-Davidson parade of motorcycles – with thousands of riders expected to wind their way through the streets of Saint-Tropez and the surrounding countryside.

2025's Euro Festival will have a new official event location adjacent to its original site. Camping de la Plage is a large campground alongside Prairies de la Mer, with its own supermarket, bars, restaurants, sports facilities, washing, toilet and shower blocks – plus beach club access. Accommodation includes caravan and tent pitches plus a limited number of holiday apartments and studios.

**The Harley-Davidson® Euro Festival is a ticketed event and will feature main stage entertainment on Thursday, Friday and Saturday with international headline acts, as well as even more entertainment on additional stages – more news on 2025's headliners will be released soon.** As one of the most premium moto culture events on the continent, visitors can expect a wide variety of collectibles, custom parts and apparel, as well as bars and all types of cuisine.

More information about the Harley-Davidson® Euro Festival and tickets, will be available on [Harley-davidson.com](https://www.harley-davidson.com) from **Saturday 8 June**.

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