

Sexual Assault Prevention and Awareness Center
University of Michigan
715 N. University Avenue, Suite 202
Ann Arbor, MI 48104

Harley-Davidson Investor Relations
Harley-Davidson, Inc.
3700 West Juneau Avenue
Milwaukee, Wisconsin 53208

To Whom It May Concern:

Each year at the Sexual Assault Prevention and Awareness Center (SAPAC) at the University of Michigan does a sexism in advertising campaign to help put an end to objectification and sexualization of women in advertising. We choose ten advertisements in popular magazines that we think epitomize sexism and ten advertisements that we believe are women-empowering or portraying the sexes as equal. This year, your "Live by it" advertisement that appeared in the October 2006 issue of *Jane* has been chosen as one that empowers women and recognizes their busy lifestyles.

This advertisement acknowledges women motorcycle riders, which in itself is rare. The woman is putting mascara on using her motorcycle as a mirror. This represents the idea that women can still be feminine while doing "masculine" activities. The text in this advertisement is also very empowering. It lists multiple things that women are traditionally "supposed" to do, but says at the bottom, "Or, not". This gives women the choice to follow gender-stereotypes or break out of them. It also somewhat mocks society for even having these stereotypes.

I, _____, would like to commend you on this advertisement. I feel it is important to reduce the number of sexist advertisements in the media, and hope to do this through education and information. I would also like to congratulate those, like this company, who portray women as equal, empowered individuals in society. Thank you for contributing to a gender-equal culture and not reinforcing sexist stereotypes through advertising.

Sincerely,

Signature: _____