

500 WEST FLORIDA STREET
MILWAUKEE, WI 53204

THEIRONHORSEHOTEL.COM
1.888.543.IRON (4766)



THE IRON HORSE
HOTEL™

MEDIA CONTACT
BRIGETTE BREITENBACH

BRIGETTE@COMPANYBONLINE.COM
1.414.750.7298

Continental

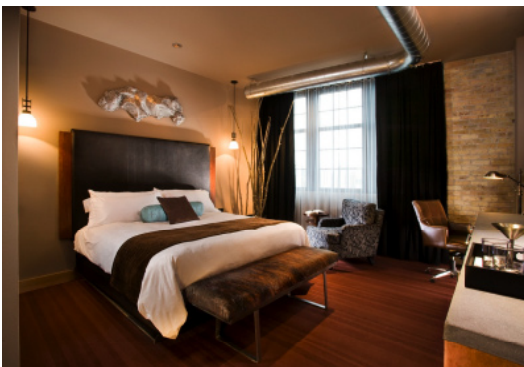
The inflight magazine for Continental Airlines

HIGH ON THE HOG

JUNE, 2008

BY KAREN PELÁEZ

In 1903, William Harley and Arthur and Walter Davidson were experimenting with internal combustion engines. Attaching an engine to a bicycle, the men produced a prototypical motorbike that would later define the modern motorcycle. Their company name, Harley-Davidson, which was crudely scrawled onto their shed door, has become as ubiquitous and American as apple pie. Opening this summer near the Harley-Davidson Museum in downtown Milwaukee, the Iron Horse Hotel is the first luxury boutique hotel developed with America's 20 million motorcycle enthusiasts in mind. Converted from a 100-year-old industrial-era warehouse, the Iron Horse features edgy but comfortable loft-style accommodations displaying exposed brick and beams.



Each room is fitted with sturdy hooks, hangers, shelves, and racks where riders can store their threads. Motorcyclists can relax between rides while mingling with other bikers as they polish their hogs at the on-site bike wash or visit the museum, just a short walk away. Discriminating road warriors will be able to soothe stiff shoulders with a private massage or indulge in 24-hour room service courtesy of the Your Desires concierge service.

READ ONLINE AT MAGAZINE.CONTINENTAL.COM