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Marc McAllister
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PEOPLE FOR
THE ETHICAL
TREATMENT
OF ANIMALS

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Dear Mr McAllister,

I am writing to you on behalf of People for the Ethical Treatment of Animals (PETA) India and our nearly 1million members and supporters with an idea that could help smooth over Harley-Davidson's current troubles with actor Ajaz Khan, who publicly challenged the prime minister to shut your company down for selling leather products. Show your naysayers that Harley-Davidson cares about cows by using vegan leather instead of dead animals' skin. Such a move is bound to be celebrated in India, where cows are considered sacred by many, as well as abroad as more and more people learn how leather is produced.

A growing number of brands – including fashion industry queen Stella McCartney and luxury electric carmaker Tesla, which came out with an all-vegan car interior – are designing products with vegan leather because the production of leather is harmful to animals and the environment. India's Central Board of Secondary Education has also made moves to eliminate toxic leather from its schools' uniforms by issuing advisories for students to wear canvas shoes.

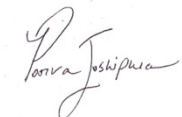
The leather industry is violent and inhumane. In India, when animals used for leather are sent to be slaughtered, they're often crowded onto trucks in such high numbers that they suffocate, break their bones, or even die en route. At the slaughterhouse, their throats are often slit with rusted, dull knives while they are fully conscious and aware of what is happening to them. Some cows are marched to the slaughterhouse, and handlers twist and break their tailbones or smear chilli seeds into their eyes to force them to keep moving when they collapse.

Leather production also damages the planet: groundwater near tanneries, which people drink, has been found to contain high levels of lead, cyanide, and formaldehyde. The *Financial Times* reported that “[b]lack, malodorous water can be seen flowing straight into the water down a large open drain from the tannery district” in Kanpur, where about 400 tanneries dump much of their dangerous waste – including chromium – directly into the sacred Ganga, which is now one of the most polluted rivers in the world. In 2012, leather tanneries ranked number four on the top 10 list of “The World's Worst Pollution Problems” by the Blacksmith Institute, a group that works with scientists, scholars, and non-governmental organisations to reduce pollution.

As you may know, many people in India feel very strongly about animal protection. By designing products made with the luxurious vegan leather that's available today, everyone wins. We strongly encourage you to integrate vegan leather into the Harley-Davidson brand, and we'd be happy to assist you in any way we can.

Thank you for your time and consideration.

Sincerely,



Poorva Joshipura
Chief Executive Officer

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