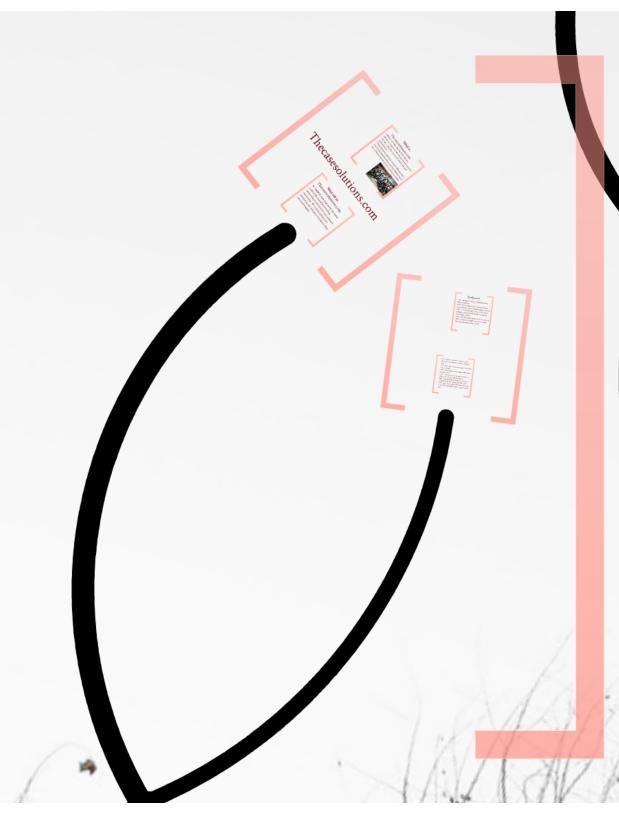






- Brief about HD
- Background
- Values of HD
- Product & Brand extensions
- Company Structure
- Issues Harley was facing
- Delivering Results through Focus
- ullet Transformation ${\mathcal E}$ Others Innovations





Company Overview

Founded: 190

Founders: William S. Harley, Arthur Davidson

Headquarters: Milwaukee, Wisconsin CEO: Keith E. Wandell

Revenue: US\$ 548.1 Million (FY 2011)

Market Share: 47% Worldwide

Competitors: Honda, Suzuki, Yamaha, Kawasaki

India Market

Corporate off.: Gurgaon

Registered off.: Barakhamba road,New delhi

Thecasesolutions.com

The case solutions.com What was..

- Started with William Harley, alongside Walter and Arthur Davidson opening a factory.
- These men tried selling their newly invented 'motorcycles' to the masses.
- After WWII, it became a mode of transport and a way to relieve stress among many.
- Initial image of Harley was a happy all American one until a motorcycle riot took place, which changed the way bikers were being viewed forever.

Company Overview

Founded: 1903

Founders: William S. Harley, Arthur Davidson

Headquarters: Milwaukee, Wisconsin

CEO: Keith E. Wandell

Revenue: US\$ 548.1 Million (FY 2011)

Market Share: 47% Worldwide

Competitors: Honda, Suzuki, Yamaha, Kawasaki

India Market

Corporate off.: Gurgaon

Registered off.: Barakhamba road, New delhi

Thecasesolutions.com What was..

- Started with William Harley, alongside Walter and Arthur Davidson opening a factory.
- These men tried selling their newly invented 'motorcycles' to the masses.
- After WWII, it became a mode of transport and a way to relieve stress among many.
- Initial image of Harley was a happy all American one until a motorcycle riot took place, which changed the way bikers were being viewed forever.

What is..

Thecasesolutions.com

- · Motorcycle clubs like the Hell's Angels.
- However, today's society has grown and accepted the biker subculture as one of patriotism and independence.
- The newly developed class of more affluent riders have nearly pristine riding gear that displays some sort of Harley-Davidson logo as often as possible.



Thecasesolutions.com

What will be.. Thecasesolutions.com

We fulfill dreams inspired by the many roads of the world by providing extraordinary motorcycles and customer experiences. We fuel the passion for freedom in our customers to express their own individuality.

What is...

- Motorcycle clubs like the Hell's Angels.
- However, today's society has grown and accepted the biker subculture as one of patriotism and independence.
- The newly developed class of more affluent riders have nearly pristine riding gear that displays some sort of Harley-Davidson logo as often as possible.



What will be.. Thecasesolutions.com

We fulfill dreams inspired by the many roads of the world by providing extraordinary motorcycles and customer experiences. We fuel the passion for freedom in our customers to express their own individuality.