



The relative strengths and weaknesses of HARLEY-DAVIDSON INC. are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of HARLEY-DAVIDSON INC. compared to the market average is the variable Net Income, increasing the Economic Capital Ratio by 236% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 55% points.

The company's Economic Capital Ratio, given in the ranking table, is 268%, being 300% points above the market average of -32%.

Input Variable	Value in 1000 USD
Assets, Current	3,853,852
Assets, Noncurrent	4,833,675
Cost of Goods and Services Sold	0
Goodwill	53,391
Liabilities, Current	2,862,562
Liabilities, Noncurrent	0
Other Assets	167,729
Other Compr. Net Income	-306,948
Other Expenses	3,730,083
Other Liabilities	0
Other Net Income	0
Property, Plant and Equipment, Net	981,593
Research and Development	0
Revenues	5,996,458
Selling, General and Administrative Expense	1,217,439

Output Variable	Value in 1000 USD
Liabilities	2,862,562
Assets	9,890,240
Expenses	4,947,522
Stockholders Equity	7,027,678
Net Income	1,048,936
Comprehensive Net Income	741,988
Economic Capital Ratio	269%