



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 233% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 60% points.

The company's Economic Capital Ratio, given in the ranking table, is 238%, being 358% points above the market average of -121%.

Input Variable	Value in 1000 USD
Assets, Current	3,884,742
Assets, Noncurrent	4,935,313
Cost of Goods and Services Sold	0
Goodwill	55,947
Liabilities, Current	3,158,170
Liabilities, Noncurrent	0
Other Assets	128,889
Other Compr. Net Income	-304,172
Other Expenses	3,574,320
Other Liabilities	0
Other Net Income	0
Property, Plant and Equipment, Net	967,781
Research and Development	0
Revenues	5,647,224
Selling, General and Administrative Expense	1,181,641

Output Variable	Value in 1000 USD
Liabilities	3,158,170
Assets	9,972,672
Expenses	4,755,961
Stockholders Equity	6,814,502
Net Income	891,263
Comprehensive Net Income	587,091
Economic Capital Ratio	239%