



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 199% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 67% points.

The company's Economic Capital Ratio, given in the ranking table, is 217%, being 276% points above the market average of -59%.

Input Variable	Value in 1000 USD
Assets, Current	4,484,442
Assets, Noncurrent	5,080,578
Cost of Goods and Services Sold	3,351,796
Goodwill	55,048
Liabilities, Current	3,597,600
Liabilities, Noncurrent	0
Other Assets	141,464
Other Compr. Net Income	-203,359
Other Expenses	393,458
Other Liabilities	0
Other Net Income	0
Property, Plant and Equipment, Net	904,132
Research and Development	0
Revenues	5,716,875
Selling, General and Administrative Expense	1,258,098

Output Variable	Value in 1000 USD
Liabilities	3,597,600
Assets	10,665,664
Expenses	5,003,352
Stockholders Equity	7,068,064
Net Income	713,523
Comprehensive Net Income	510,164
Economic Capital Ratio	218%