





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 Other Expenses, increasing the Economic Capital Ratio by 182% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 74% points.

The company's Economic Capital Ratio, given in the ranking table, is 233%, being 231% points above the market average of 2.3%.

Input Variable	Value in 1000 USD
Assets, Current	4,202,823
Assets, Noncurrent	5,256,576
Cost of Goods and Services Sold	3,229,798
Goodwill	64,160
Liabilities, Current	3,196,772
Liabilities, Noncurrent	0
Other Assets	157,218
Other Compr. Net Income	-39,238
Other Expenses	377,327
Other Liabilities	0
Other Net Income	0
Property, Plant and Equipment, Net	847,382
Research and Development	0
Revenues	5,361,789
Selling, General and Administrative Expense	1,199,056

Output Variable	Value in 1000 USD
Liabilities	3,196,772
Assets	10,528,159
Expenses	4,806,181
Stockholders Equity	7,331,387
Net Income	555,608
Comprehensive Net Income	516,370
Economic Capital Ratio	234%