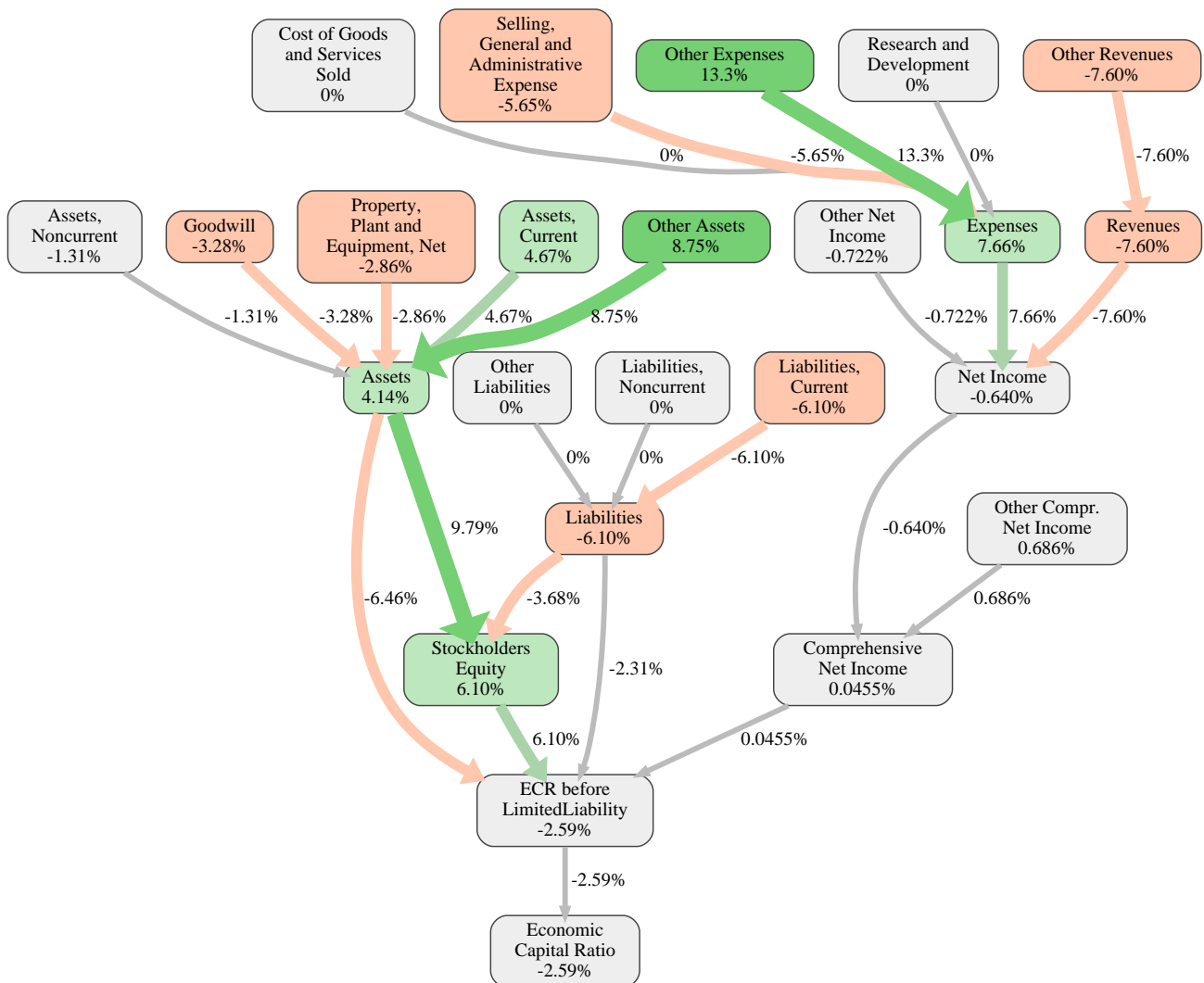




RealRate

# MOTOR VEHICLE PARTS 2010

Harley Davidson INC  
Rank 2 of 2



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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 13% points. The greatest weakness of Harley Davidson INC is the variable Other Revenues, reducing the Economic Capital Ratio by 7.6% points.

The company's Economic Capital Ratio, given in the ranking table, is 156%, being 2.6% points below the market average of 159%.

Input Variable	Value in 1000 USD
Assets, Current	4,341,949
Assets, Noncurrent	76,711
Cost of Goods and Services Sold	0
Goodwill	31,400
Liabilities, Current	2,268,224
Liabilities, Noncurrent	0
Other Assets	3,798,552
Other Compr. Net Income	119,041
Other Expenses	3,736,138
Other Liabilities	0
Other Net Income	-121,503
Other Revenues	4,781,909
Property, Plant and Equipment, Net	906,906
Research and Development	0
Selling, General and Administrative Expense	979,384

Output Variable	Value in 1000 USD
Liabilities	2,268,224
Assets	9,155,518
Expenses	4,715,522
Revenues	4,781,909
Stockholders Equity	6,887,294
Net Income	-55,116
Comprehensive Net Income	63,925
ECR before Limited Liability	118%
Economic Capital Ratio	156%