



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 Stockholders Equity, increasing the Economic Capital Ratio by 71% points. The greatest weakness of Harley Davidson INC is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 5.4% points.

The company's Economic Capital Ratio, given in the ranking table, is 178%, being 69% points above the market average of 110%.

Input Variable	Value in 1000 USD
Assets, Current	4,050,936
Assets, Noncurrent	64,191
Cost of Goods and Services Sold	0
Goodwill	29,530
Liabilities, Current	1,503,082
Liabilities, Noncurrent	0
Other Assets	4,210,652
Other Compr. Net Income	0
Other Expenses	3,852,718
Other Liabilities	0
Other Net Income	7,369
Other Revenues	5,580,506
Property, Plant and Equipment, Net	815,464
Research and Development	0
Selling, General and Administrative Expense	1,111,232

Output Variable	Value in 1000 USD
Liabilities	1,503,082
Assets	9,170,773
Expenses	4,963,950
Revenues	5,580,506
Stockholders Equity	7,667,691
Net Income	623,925
Comprehensive Net Income	623,925
ECR before Limited Liability	151%
Economic Capital Ratio	178%