





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 63% points. The greatest weakness of Harley Davidson INC is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 4.9% points.

The company's Economic Capital Ratio, given in the ranking table, is 164%, being 62% points above the market average of 102%.

Input Variable	Value in 1000 USD
Assets, Current	3,988,803
Assets, Noncurrent	4,295,098
Cost of Goods and Services Sold	0
Goodwill	30,452
Liabilities, Current	2,509,586
Liabilities, Noncurrent	0
Other Assets	248,210
Other Compr. Net Income	275,002
Other Expenses	4,044,854
Other Liabilities	0
Other Net Income	5,859
Other Revenues	5,899,872
Property, Plant and Equipment, Net	842,477
Research and Development	0
Selling, General and Administrative Expense	1,126,884

Output Variable	Value in 1000 USD
Liabilities	2,509,586
Assets	9,405,040
Expenses	5,171,738
Revenues	5,899,872
Stockholders Equity	6,895,454
Net Income	733,993
Comprehensive Net Income	1,008,995
ECR before Limited Liability	129%
Economic Capital Ratio	164%