



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 55% points. The greatest weakness of Harley Davidson INC is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 4.3% points.

The company's Economic Capital Ratio, given in the ranking table, is 162%, being 56% points above the market average of 106%.

Input Variable	Value in 1000 USD
Assets, Current	3,948,095
Assets, Noncurrent	4,591,338
Cost of Goods and Services Sold	0
Goodwill	27,752
Liabilities, Current	2,389,286
Liabilities, Noncurrent	0
Other Assets	77,835
Other Compr. Net Income	-182,267
Other Expenses	4,230,894
Other Liabilities	0
Other Net Income	6,499
Other Revenues	6,228,508
Property, Plant and Equipment, Net	883,077
Research and Development	0
Selling, General and Administrative Expense	1,159,502

Output Variable	Value in 1000 USD
Liabilities	2,389,286
Assets	9,528,097
Expenses	5,390,396
Revenues	6,228,508
Stockholders Equity	7,138,811
Net Income	844,611
Comprehensive Net Income	662,344
ECR before Limited Liability	127%
Economic Capital Ratio	162%