

RealRate Inc., 2040 Martin Ave., Santa Clara, CA 95050



**RealRate**

September 20, 2025

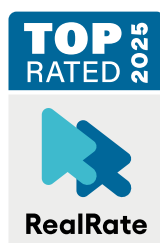
To the Marketing Department  
Harley Davidson INC  
3700 W. JUNEAU AVE  
MILWAUKEE, WI 53208  
USA

### **Harley Davidson INC TOP Rated in the US Motor Vehicle Parts Ranking**

Dear Sir or Madam,

at RealRate we have just published the 2025 US Motor Vehicle Parts ranking. I am happy to inform you that Harley Davidson INC has been TOP Rated at rank 8 out of 46.

Overall, 46 US companies were analyzed with respect to their financial strength. The complete rating is published at <https://www.realrate.ai/rankings>. Your individual rating report, showing your strengths compared to your competitors is attached.



RealRate is an international rating agency based in Santa Clara and Berlin. We use artificial intelligence to create fair and explainable company ratings. Customers highly appreciate the RealRate rating seal: only the strongest companies are able to offer highly attractive and innovative products with top customer services. Billion dollar companies rely on our rating and build trust with their customers.

You too can acquire the RealRate seal and advertise with it. We only reach out to the top-rated companies, like yours and only those may subscribe for our seal. Save a lot of money and effort compared to traditional rating agencies: get a RealRate seal for just \$9,900. Simply sign the attached order form and send it back via email.

I took the liberty of sending an identical letter to the CEO. Please feel free to book a short video call with me: <https://calendly.com/holger-bartel>

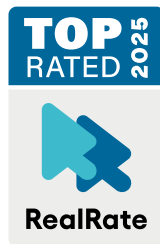
Sincerely,

Dr. Holger Bartel, CEO

# RealRate Seal Subscription

RealRate Inc.  
2040 Martin Ave., Santa Clara, California 95050, USA  
Via email to: [holger.bartel@realrate.ai](mailto:holger.bartel@realrate.ai)

We subscribe to the Motor Vehicle Parts RealRate rating for Harley Davidson INC. The subscription comprises the annual rating update. The invoice will be sent annually, provided that a TOP rating is achieved again. The subscription can be cancelled by written letter, effective for the following year.



RealRate provides the rating seal as a scalable vector graphic. It can be used without any restrictions by Harley Davidson INC (Customer) for all promotional purposes, i.e. in product brochures, presentations, websites and broadcasting.

Item           **2025 US Motor Vehicle Parts RealRate rating seal for Harley Davidson INC**  
Amount       **USD 9,900**  
Order no.   2025-0000793952

Amounts payable by Customer are exclusive of taxes. Customer is responsible for all his taxes and will pay such amounts invoiced by RealRate.

## Billing address

Company name  
Street address  
City  
State / province  
ZIP code  
Country

Full name  
Department  
Phone number  
Email address

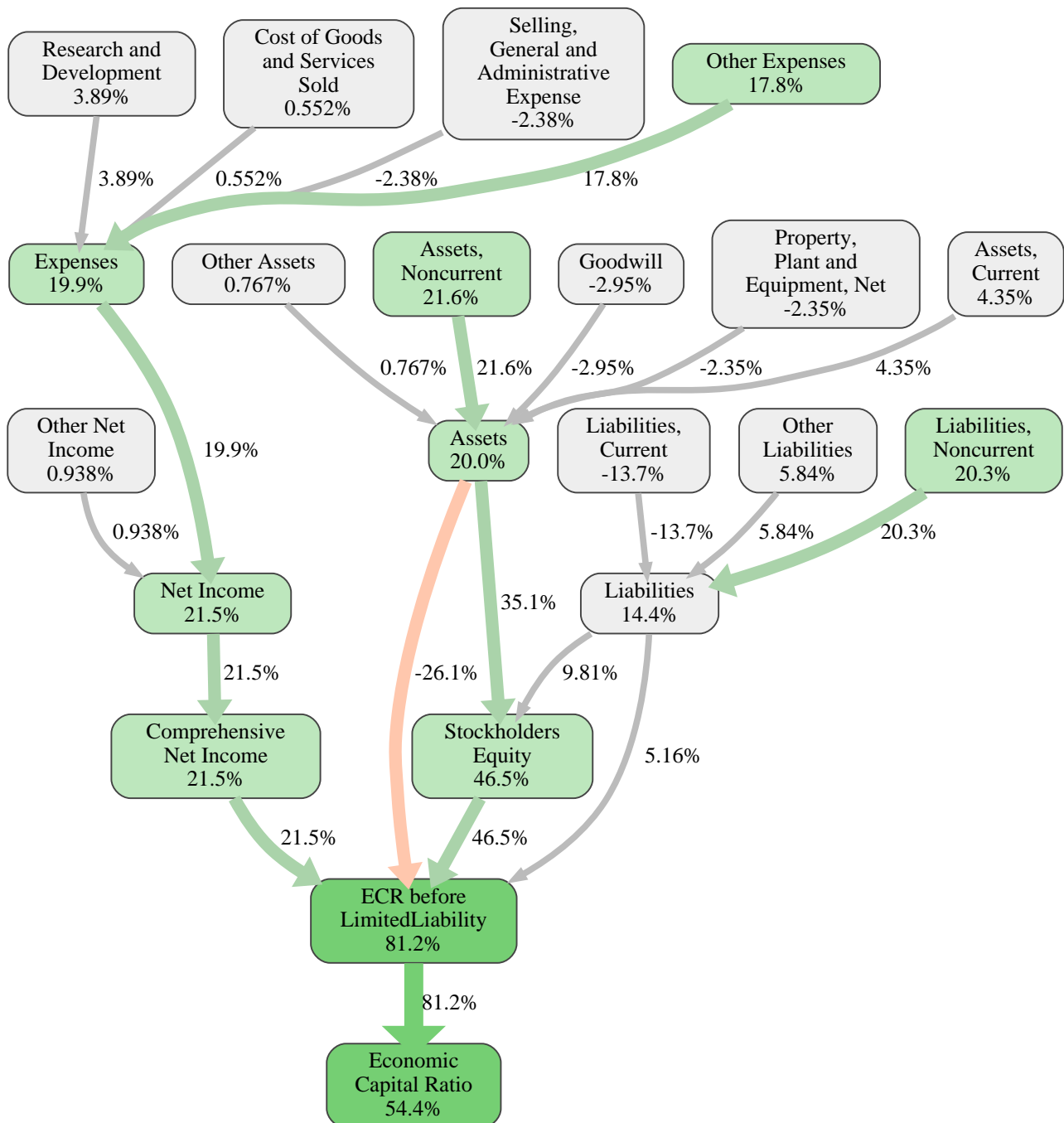
## Shipping address

The electronic RealRate rating seal and the invoice will be sent to  
Delivery email

Harley Davidson INC

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Date, location, name





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 47% points. The greatest weakness of Harley Davidson INC is the variable Liabilities, Current, reducing the Economic Capital Ratio by 14% points.

The company's Economic Capital Ratio, given in the ranking table, is 151%, being 54% points above the market average of 97%.

Input Variable	Value in 1000 USD
Assets, Current	4,996,637
Assets, Noncurrent	5,449,564
Cost of Goods and Services Sold	3,005,940
Goodwill	61,655
Liabilities, Current	3,557,494
Liabilities, Noncurrent	0
Other Assets	616,651
Other Compr. Net Income	-17,562
Other Expenses	721,702
Other Liabilities	0
Other Net Income	131,259
Other Revenues	5,186,802
Property, Plant and Equipment, Net	757,072
Research and Development	0
Selling, General and Administrative Expense	1,145,244

Output Variable	Value in 1000 USD
Liabilities	3,557,494
Assets	11,881,579
Expenses	4,872,886
Revenues	5,186,802
Stockholders Equity	8,324,085
Net Income	445,175
Comprehensive Net Income	427,613
ECR before Limited Liability	110%
Economic Capital Ratio	151%