





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 Net Income, increasing the Economic Capital Ratio by 269% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 82% points.

The company's Economic Capital Ratio, given in the ranking table, is 268%, being 323% points above the market average of -55%.

Input Variable	Value in 1000 USD
Assets, Current	4,550,091
Assets, Noncurrent	5,284,729
Cost of Goods and Services Sold	3,243,287
Goodwill	63,177
Liabilities, Current	3,342,887
Liabilities, Noncurrent	0
Other Assets	469,074
Other Compr. Net Income	242,498
Other Expenses	421,593
Other Liabilities	0
Other Net Income	26,770
Property, Plant and Equipment, Net	683,984
Research and Development	0
Revenues	5,336,308
Selling, General and Administrative Expense	1,048,174

Output Variable	Value in 1000 USD
Liabilities	3,342,887
Assets	11,051,055
Expenses	4,713,054
Stockholders Equity	7,708,168
Net Income	650,024
Comprehensive Net Income	892,522
Economic Capital Ratio	269%