





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 212% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Selling, General and Administrative Expense, reducing the Economic Capital Ratio by 71% points.

The company's Economic Capital Ratio, given in the ranking table, is 229%, being 293% points above the market average of -63%.

| Input Variable | Value in 1000 USD |
|---|-------------------|
| Assets, Current | 4,484,442 |
| Assets, Noncurrent | 5,080,578 |
| Cost of Goods and Services Sold | 3,351,796 |
| Goodwill | 55,048 |
| Liabilities, Current | 3,597,600 |
| Liabilities, Noncurrent | 0 |
| Other Assets | 141,464 |
| Other Compr. Net Income | -203,359 |
| Other Expenses | 393,458 |
| Other Liabilities | 0 |
| Other Net Income | 0 |
| Other Revenues | 5,716,875 |
| Property, Plant and Equipment, Net | 904,132 |
| Research and Development | 0 |
| Selling, General and Administrative Expense | 1,258,098 |

| Output Variable | Value in 1000 USD |
|--------------------------|-------------------|
| Liabilities | 3,597,600 |
| Assets | 10,665,664 |
| Expenses | 5,003,352 |
| Revenues | 5,716,875 |
| Stockholders Equity | 7,068,064 |
| Net Income | 713,523 |
| Comprehensive Net Income | 510,164 |
| Economic Capital Ratio | 229% |