





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 290% points. The greatest weakness of HARLEY-DAVIDSON INC. is the variable Cost of Goods and Services Sold, reducing the Economic Capital Ratio by 60% points.

The company's Economic Capital Ratio, given in the ranking table, is 252%, being 365% points above the market average of -113%.

Input Variable	Value in 1000 USD
Assets, Current	4,750,653
Assets, Noncurrent	178,866
Cost of Goods and Services Sold	3,403,728
Goodwill	62,090
Liabilities, Current	3,533,907
Liabilities, Noncurrent	0
Other Assets	5,810,981
Other Compr. Net Income	-98,816
Other Expenses	585,496
Other Liabilities	0
Other Net Income	53,190
Other Revenues	5,755,130
Property, Plant and Equipment, Net	689,886
Research and Development	0
Selling, General and Administrative Expense	1,079,882

Output Variable	Value in 1000 USD
Liabilities	3,533,907
Assets	11,492,476
Expenses	5,069,106
Revenues	5,755,130
Stockholders Equity	7,958,569
Net Income	739,214
Comprehensive Net Income	640,398
Economic Capital Ratio	252%