



COMPANY HISTORY AND BACKGROUND

WHO IS HARLEY-DAVIDSON?

The history of Harley-Davidson began in 1903, in a 10' x 15' shed located in the Davidson family's Milwaukee backyard. The Davidson brothers - William D., Walter, and Arthur - and William S. Harley crafted their first motorcycle using the best tools they had available - mostly their hands and their ingenuity.

Since that time Harley-Davidson has learned many lessons on how to operate a business. We are focused on providing our customers with not just a quality product, but also an overall experience. Our mission statement is as follows:

**WE FULFILL DREAMS THROUGH THE EXPERIENCES OF
MOTORCYCLING, BY PROVIDING TO MOTORCYCLISTS AND TO
THE GENERAL PUBLIC AN EXPANDING LINE OF MOTORCYCLES
AND BRANDED PRODUCTS AND SERVICES IN SELECTED MARKET
SEGMENTS.**

Harley-Davidson also lives by a Business Code of Conduct that is driven by a value system that promotes honesty, integrity and personal growth in all of our dealings with stakeholders. Our values are the rules by which we operate.

**TELL THE TRUTH
BE FAIR
KEEP YOUR PROMISES
RESPECT THE INDIVIDUAL
ENCOURAGE INTELLECTUAL CURIOSITY**

At Harley-Davidson, we are equally committed to a corporate vision that mandates how we run our business. Within this vision we emphasize the relationships that we deem crucial to our success, including our relationships with customers and suppliers. Our vision states:

**HARLEY-DAVIDSON, INC. IS AN ACTION-ORIENTED,
INTERNATIONAL COMPANY, A LEADER IN ITS COMMITMENT TO
CONTINUOUSLY IMPROVE OUR MUTUALLY BENEFICIAL
RELATIONSHIPS WITH STAKEHOLDERS (CUSTOMERS,
SUPPLIERS, EMPLOYEES, SHAREHOLDERS, GOVERNMENT, AND
SOCIETY). HARLEY-DAVIDSON BELIEVES THE KEY TO SUCCESS
IS TO BALANCE STAKEHOLDERS' INTERESTS THROUGH THE
EMPOWERMENT OF ALL EMPLOYEES TO FOCUS ON VALUE-
ADDED ACTIVITIES.**



Our vision is our corporate conscience and it helps us to eliminate short term thinking, such as "cashing in" on the intense demand for our motorcycles by giving quantity precedence over quality to save a few dollars per unit. It also encourages every employee in our organization to be acutely aware of his or her role in satisfying our stakeholders.

CUSTOMER SATISFACTION DRIVES QUALITY

Harley-Davidson has become the world leader in the super-heavyweight (850cc+) motorcycle market because of our unwavering commitment to continuously improve upon the superior quality of our products. This quality commitment is built on the satisfaction of each and every customer, internal and external, including everyone from our production line employees to our end users. This belief is captured within our quality policy statement:

**HARLEY-DAVIDSON IS COMMITTED TO CONTINUOUS
IMPROVEMENT TO REDUCE WASTE, DEFECTS AND
VARIABILITY IN EVERYTHING WE DO, WHILE STRIVING
TO MEET / EXCEED CUSTOMERS' EXPECTATIONS.**

It is the goal of Harley-Davidson to satisfy our customers by not only meeting, but also exceeding their expectations and by giving them superior value for their money. We can accomplish this only if you, as a Harley-Davidson supplier, embrace our company's values and commitment to quality to the extent that we do. Our hope is that you will see reward in satisfying our customers, which are also your customers. Please remember you are not simply selling your products to Harley-Davidson, you are selling them to our customers.