



# Harley-Davidson Motor Company, Inc.

## SUPPLIER DIVERSITY POLICY

It is the policy of Harley-Davidson Motor Company, Inc. through the Supplier Diversity Initiative (SDI) program, to insure that Minority and Woman Business Enterprises (MWBE) are provided the maximum practicable opportunity to participate in contract opportunities for products and services required by the company. The primary objective is to increase the participation by MWBE's while continuing to purchase on the basis of quality, competitive cost and delivery.

This policy applies to every area and department and serves to focus and guide all procurement decisions and activities.

**Elements of Implementation** Harley-Davidson has adopted the following elements to implement, focus, and guide the SDI activities throughout the company.

**Element 1** **Commitment of Company Resources**

Financial and human resources will be provided for the ongoing implementation and success of the SDI program.

**Element 2** **Responsibilities**

Supplier Diversity is the responsibility of all levels of management. The program is to be fully integrated into the company's acquisition of products and services. The corporate SDI manager will assist in finding suppliers and helping set standards of consistency for all areas and departments.

**Element 3** **Outreach**

An ongoing outreach program to MWBE's will be developed and executed by the corporate SDI manager. This program will assist in providing a supplier base to sustain competitive diverse purchasing.

Outreach will be accomplished as follows:

- ◆ Training purchasing representatives to locate and identify MWBE's.
- ◆ Communicating the general requirements for doing business with Harley-Davidson.



- ◆ Establishing and maintaining contacts with ethnic media and with media that targets minorities, women and disabled veterans.
- ◆ Establishing and maintaining contacts with women, minority and disabled veteran organizations.
- ◆ Establishing and maintaining contacts with other business organizations to develop cost effective methods of increasing contract opportunities with MWBE's.
- ◆ Utilizing existing business development organizations (i.e. Minority Business Development Councils, Women's Business Enterprise National Council) to notify the women, minority business community of opportunities and to encourage and promote direct contact with appropriate personnel.
- ◆ Establishing effective means for increasing contacts between MWBE's and Harley-Davidson purchasing representatives through various forums.
- ◆ Delegating to area and department SDI representatives the responsibility to develop and maintain effective linkages between MWBE's and appropriate personnel.

**Element 4**                      **Supplier Diversity Program Goals**

Goals will be established to stimulate area and department management and personnel to solicit proposals from MWBE's.

**Element 5**                      **Recordkeeping and Reporting**

Quantitative and qualitative information about MWBE utilization by Harley-Davidson will continue to be maintained.

**Element 6**                      **Subcontracting**

Develop and implement programs and procedures to encourage prime contractors to use their best efforts to carry out our SDI corporate policy in awarding subcontracts to MWBE's for all contracts that are likely to provide such enterprises subcontracting opportunities.

**Element 7**                      **Internal Review Committee**

An internal SDI Review Committee will be developed to monitor program activities. The SDI manager will report to senior management.