Harley Davidson
An American Legend
1995-2008
Key Milestones of the Company’s Development:

- The 1st decade of the 20 century – the foundation of Harley Davidson, Inc.
- 1977 – exclusive sale of only heavyweight motorcycles
- 1986 – H-D buys a luxurious manufacturer Holiday Rambler
- 1990 – introduction of the “Fat Boy”
- Presentation of Electronic Fuel Injection (EFI)
- 2008 – a definitive agreement to acquire the MV Agusta Group for $109M USD
Harley Davidson Brands

- Project “Rushmore”
- 2014 LineUp
- Sportster
- Dyna
- Softail
- V-Rod
- Touring
- CVO
- Trike
- Hard Candy Custom
- Dark Custom
Harley Davidson, Inc. presents the products in the sphere of touring and cruiser categories of the heavyweight motorcycle market. The target audience is upper middle and upper class customers with priorities of high quality and luxurious design. Corporate motto is as follows, “A bike for the men who want to have respect in life and on the road”.
The comeback of Harley Davidson was marked by the following crucial points: solid brand equity; innovative approach; strong financial position; high performance efficiency; spotless reputation.
Prerogatives of H-D as a Motorcycles Producer:

- Positioning as selling not the motorcycles, but the life style;
- Consistency in the course of planning and executive activity;
- Mission of the company: to fulfill dreams of the customers through the experiences of motorcycling.
Perspectives of H-D Development:

- Further expansion of Harley Davidson, Inc. targeted at the global scale and global influence;
- Introduction of the company to new countries;
- Further development of innovative approach;
- Further improvement of currently existing motorcycle lines and introduction of the new ones.
Conclusion

Harley-Davidson, Inc has stable and solid position worldwide as well as perspective and effective business running and promising opportunities for the future development. The point is that the company should be ready to alter for the sake of future improvement as the new generation of customers appear to have new and different priorities.