

Harley-Davidson, Inc.

Quality Mission

“Customers for life...Harley-Davidson values the deep emotional connection that is created with our customers through our products, services and experiences. We are fueled by the brand loyalty and the trust that our customers place in us to deliver premium quality and the promise of a fulfilling lifetime ownership experience. We exemplify this commitment by embracing a culture of personal responsibility and stewardship for quality in everything we do.”