

BUILDING THE NEXT GENERATION OF HARLEY-DAVIDSON RIDERS GLOBALLY

OUR 2027 OBJECTIVES



2M



50%



100



TOP 25%
S&P 500



1 Build 2 Million New Harley-Davidson Riders in the U.S.

2 Grow International Business to 50% of Annual Volume


3 Launch 100 New High Impact Harley-Davidson Motorcycles

4 Deliver Superior Return on Invested Capital for HDMC

5 Grow our Business without Growing our Environmental Impact

MORE ROADS TO HARLEY-DAVIDSON


ACCELERATING OUR STRATEGY



New Products

Keep current riders engaged and inspire new riders by extending heavyweight leadership and unlocking new markets and segments


- Innovate Touring and Cruiser Products
- Lead in Electrification of Motorcycles
- Launch Middleweight Platform
- Launch Small Displacement Motorcycle for Emerging Markets



Broader Access

Meet customers where they are and how they want to engage with a multi-channel retail experience

- Integrated Retail Experience
- New Retail Formats
- Grow China



Stronger Dealers

Drive a performance framework to improve dealer financial strength and the Harley-Davidson customer experience

- Good-to-Great Dealers
- Expand International Dealer Network

NAIL THE FUNDAMENTALS TO COMPETE AND WIN

Serve the Customer

Maintain Premium Brand

Improve Organizational Effectiveness

Drive Cost Competitiveness

WE FULFILL DREAMS OF PERSONAL FREEDOM