

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

**SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

CONFIDENTIAL, FOR USE OF THE COMMISSION  
ONLY (AS PERMITTED BY RULE 14A-6(E)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Section 240.14a-11(c) or Section 240.14a-12

**Harley-Davidson, Inc.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required

Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

Notes:

Reg. (S) 240.14a-101.

SEC 1913 (3-99)

# HARLEY-DAVIDSON, INC.

2018 Annual Meeting  
May 10, 2018

Important proxy voting material is ready for your action.

This email represents the following share(s):	
HARLEY DAVIDSON, INC.COMMON	123,456,789,012.00000
HARLEY-DAVIDSON, INC.RETIREMENT SAVINGS	123,456,789,012.00000
HARLEY-DAVIDSON, INC- 401K	123,456,789,012.00000
HARLEY DAVIDSON, INC.	123,456,789,012.00000
HARLEY DAVIDSON, INC.	123,456,789,012.00000
HARLEY-DAVIDSON, INC.	123,456,789,012.00000
HARLEY-DAVIDSON, INC.	123,456,789,012.00000
HARLEY-DAVIDSON, INC.	123,456,789,012.00000

## Three Ways to Vote

[Now via ProxyVote](#)  
[At the Meeting](#)  
By Phone [1.800.690.6903](tel:1.800.690.6903)

Vote By  
May 9, 2018 11:59 P.M. ET  
For shares held in a Plan, vote by  
May 7, 2018 11:59 P.M. ET

Control Number: 0123456789012345

### Important Materials

[10-K Report](#)  
[Proxy Statement](#)

For holders as of March 8, 2018

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