

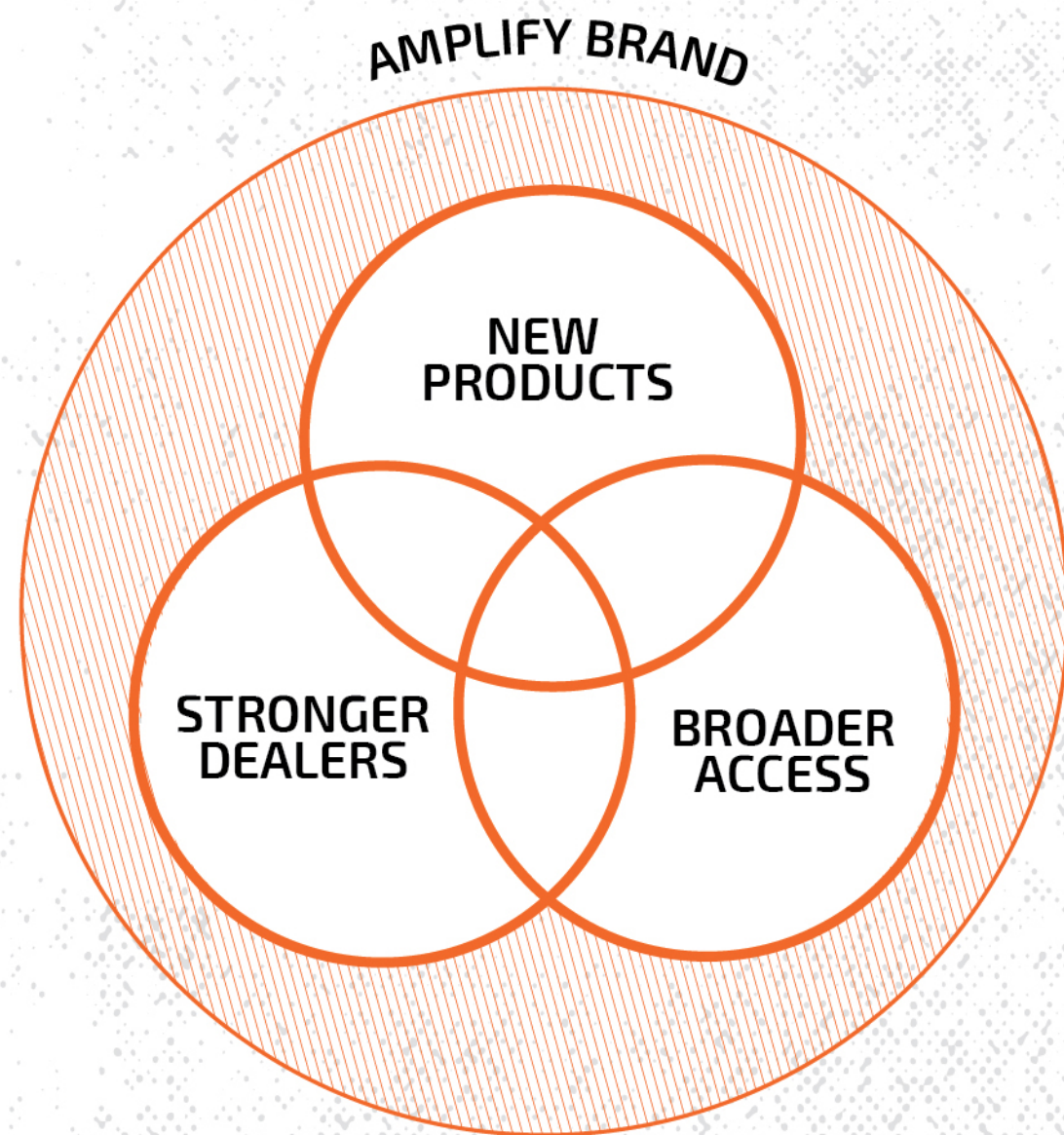
BUILDING THE NEXT GENERATION OF HARLEY-DAVIDSON RIDERS

WE FULFILL DREAMS OF PERSONAL FREEDOM

OBJECTIVES 2017-2027

-  Expand total Harley-Davidson riders to 4 million in the U.S.
-  Grow international business to 50% of annual HDMC revenue
-  Launch 100 new high-impact Harley-Davidson® motorcycles
-  Deliver superior return on invested capital for HDMC (Top 25% S&P 500)
-  Grow our business without growing our environmental impact

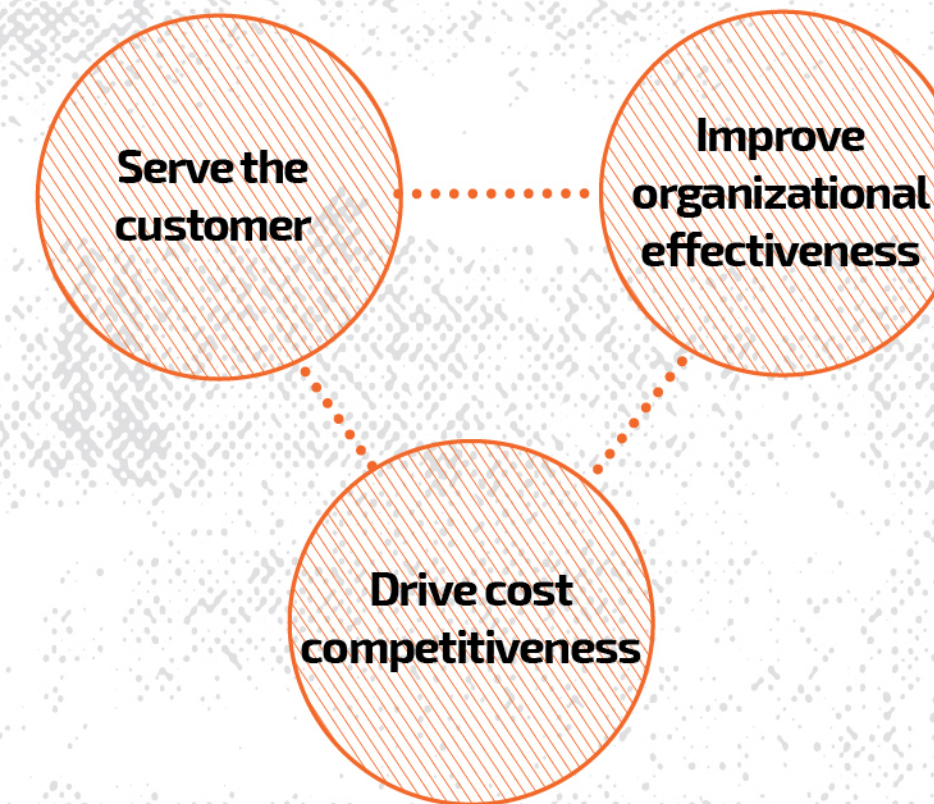
MORE ROADS TO HARLEY-DAVIDSON PLAN 2018-2022



- AMPLIFY BRAND**
Enhancing the Harley-Davidson experience to inspire interest in riding, foster moto culture and build an even bigger, more passionate community of H-D riders.
- NEW PRODUCTS**
Keeping riders inspired by extending our leadership in the market segments we've shaped and defined while unlocking new market opportunities.
- BROADER ACCESS**
Creating new pathways to Harley-Davidson, expanding access and appeal to more people around the world.
- STRONGER DEALERS**
Working side-by-side with our global dealers to build stronger capabilities that lead to improved channel performance, greater profitability and a Harley-Davidson experience that exceeds riders' expectations.

HOW WE OPERATE

NAIL THE FUNDAMENTALS



HOW WE LIVE, WORK & RIDE

CODE OF MILWAUKEE IRON

- 1** We walk in the boots of those we serve.
- 2** We rebel for what we believe in.
- 3** We shoot straight and live true.
- 4** We welcome all to come as they are.
- 5** We fight the good fight, always!