



## CUSTOMER LOYALTY

# DRIVING THE BOTTOM LINE

### KEY LEARNINGS

The Harley-Davidson experience brings owners back to the dealership repeatedly

The brand appeals to riders for many reasons—providing dreams of independence and freedom

Loyalty is cultivated throughout the entire ownership experience

**Few brands in the world have cultivated the level of owner loyalty that Harley-Davidson enjoys. When a rider buys an H-D motorcycle, it's not just about the product, it's about the experience and becoming part of a family of owners with the same desire for personal freedom.**

Harley-Davidson has built generations of loyal owners that continue to share their excitement and passion for the brand.

## NOT YOUR TYPICAL DEALER EXPERIENCE

Harley-Davidson dealerships are a hub of activity. Unlike auto dealerships, it's routine for **owners to visit their Harley-Davidson dealerships several times a month or even weekly.** "When I buy a car, I'll go see my salesperson in another four years when I'm ready to get a new one," explained Mike Davis, owner of five Harley-Davidson dealerships in Ohio. "But when you buy a Harley, you go back within days—riding with other riders, attending events. We engage with our customers all the time."

The Harley-Davidson experience has been cultivated over decades. "Harley has spent years building the brand with all the things they've done over the years...racing, heritage, events that draw people together," said Eisenhauer. "Some of the most successful auto brands have done that, but not many. Harley works hard at keeping its brand experience at the highest level."



**CAR BUYERS VISIT AN AVERAGE OF 1.6 DEALERSHIPS BEFORE PURCHASING A VEHICLE.\***

**SHOPPERS TEND TO VISIT A HARLEY-DAVIDSON DEALERSHIP SEVERAL TIMES BEFORE BUYING. THIS GIVES DEALERS AN OPPORTUNITY TO BUILD RELATIONSHIPS AND SELL GENERAL MERCHANDISE BEFORE PROSPECTS PURCHASE A MOTORCYCLE.**

\* According to McKinsey Global Institute



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### BRAND APPEAL THAT DRIVES LOYALTY AND PROFITS

Just what is it about the Harley-Davidson brand that appeals to so many people? The answer to that question varies, depending on whom you ask. For many owners, **it's about heritage**. They come from generations of Harley-Davidson owners. It's how they spend time together as a family.

For others, the Harley-Davidson appeal is from the **experience that comes with ownership**. Maurice Slaughter, owner of three Harley-Davidson dealerships on the East Coast, explained, "Harley is a living brand. When people visit the dealership, meet other riders and enthusiasts, there's an instant camaraderie. You don't get that with any other motorcycle brand."

Many riders choose Harley-Davidson motorcycles for the **independence and adventure**. "It all goes back to the freedom people feel on a Harley motorcycle," said Trevor Bird, owner of Durango Harley-Davidson. "It gives customers a confidence and joy that's incredible. Harley was really the first social network." For dealers, **this passion for the brand translates to more opportunities to earn repeat sales and increase profits**.

### CULTIVATING LOYALTY AT EVERY TURN

#### HARLEY-DAVIDSON OWNERS GROUP (H.O.G.)

Harley-Davidson and its dealerships work together to cultivate loyalty among owners. One of the company's most significant loyalty efforts is the Harley Owners Group, or H.O.G. With chapters around the world, H.O.G. is all about **bringing owners together to ride and have fun**. "Harley is making sure owners can join a club and be part of a mutual interest," explained Shelly Rossmeyer Pepe, General Manager of Daytona Harley-Davidson. "They offer rides, gatherings and rallies that keep owners active with the brand."

Each H.O.G. Chapter is sponsored by a local Harley-Davidson dealership, making it the central hub for all activities. Dealerships continually give owners reasons to ride and socialize with other owners. It's what **builds loyalty to the dealership and to the brand**. Mike Davis, owner of five Harley-Davidson dealerships in Ohio, explained, "Continuing to invest in H.O.G. is how Harley draws in riders. **Initiatives like H.O.G. and Riding Academy simply don't exist in competitive brands.**"



## CUSTOMER LOYALTY

### CUSTOMIZATION

The opportunities available to owners to customize their bikes generate brand loyalty and profit. "In addition to all the merchandise owners can use to show their brand pride, there's also gear, parts and accessories that owners can buy to customize their bikes," said Bird. **"Being able to make your bike an expression of yourself creates loyalty.** Your bike becomes an extension of who you are."

### LIFETIMES OF LOYALTY

Ask a dealer to share a story about a loyal owner, and you better pull up a chair. They'll give you not one, but multiple accounts of owners who've been with them over the years. From owners who've purchased 50 Harley-Davidson motorcycles in a span of 15 years to those fulfilling lifelong dreams of taking their perfect riding adventure, the **stories unite the Harley-Davidson family.**

With the brand's 10-year plan to introduce 100 new Harley-Davidson motorcycles, the company will continue to welcome new riders and inspire loyalty among current owners.

**"BEING ABLE TO MAKE YOUR BIKE AN EXPRESSION OF YOURSELF CREATES LOYALTY. YOUR BIKE BECOMES AN EXTENSION OF WHO YOU ARE."**

**TREVOR BIRD**  
HARLEY-DAVIDSON DEALER OWNER



**BE A PART OF THE NEXT GENERATION OF HARLEY-DAVIDSON DEALERS.**

Are you ready? Learn more at [H-D.com/BecomeADealer](https://www.harley-davidson.com/BecomeADealer)