



MARKET SHARE

AN ICONIC BRAND DRIVING THE FUTURE

KEY LEARNINGS

Harley-Davidson is the market leader

A diversified product line-up will appeal to more riders

Harley-Davidson owners are part of a larger family

Riding Academy attracts new riders to the brand

From the California Pacific Coast Highway to the switchback mountain roads of Switzerland, Harley-Davidson motorcycles have traveled the world over.

The company has built a legendary brand that unites people with a passion for riding, camaraderie and adventure, fulfilling their dreams of personal freedom.

DIVERSIFYING PRODUCTS, BUILDING MARKET SHARE

Harley-Davidson remains one of the most successful motorcycle companies in existence today, **commanding nearly 50 percent market share in the U.S.** The More Roads to Harley-Davidson accelerated plan for growth supports the company's strategy and 2027 objectives to: build 2 million new riders in the U.S., grow international business to 50 percent of annual volume, launch 100 new high-impact motorcycles and do so profitably and sustainably.

As Harley-Davidson diversifies its product line-up, it will continue to lead the industry and **appeal to a wider set of riders.** "Harley is expanding its product portfolio with new motorcycles, like street bikes, that will attract a younger crowd," explained Maurice Slaughter, owner of three Harley-Davidson dealerships on the East Coast.



50%

HARLEY-DAVIDSON MAINTAINS CLOSE TO 50% OF THE MOTORCYCLE MARKET SHARE IN THE U.S. IN COMPARISON, THE AUTOMOBILE BRAND WITH THE LARGEST U.S. MARKET SHARE IS GENERAL MOTORS WITH 17.02% OF THE MARKET.



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That **product diversification** includes the introduction of Harley-Davidson's first-ever electric-powered motorcycle, LiveWire™, as well as other models. "Developing EV motorcycles, the upcoming Pan America™ and the lighter-weight electric-powered scooters will help open the brand to people who traditionally wouldn't have considered visiting a Harley dealership," said Trevor Bird, owner of Durango Harley-Davidson.

CONTINUING THE JOURNEY

In 1903, Arthur and Walter Davidson, and William Harley, young entrepreneurs in their day, began their journey to build a company that has grown into one of the most iconic brands in the world. Harley-Davidson has earned its place among owners around the globe as a symbol of freedom and heritage. "It's a worldwide recognized brand," explained Shelly Rossmeyer Pepe, General Manager of Daytona Harley-Davidson. "I believe the Motor Company has done an exceptional job in protecting the brand and that's what makes it as iconic as it is. You know when someone is wearing or riding the brand, they are proud to be a part of it."

LIKE JOINING A FAMILY

The Harley-Davidson brand brings people together not only with its motorcycles, but through the ownership experience. For many, Harley-Davidson is an opportunity to be **part of something greater** than themselves. Pete Eisenhauer, owner of two Harley-Davidson dealerships in Pennsylvania and Maryland, shared, "When you buy a Harley, you're really joining a family. Unlike the car business where I came from, when you sell Harley motorcycles, you invite customers to all your events and create a community where they feel welcome to come back to the dealership often. Sometimes customers will visit us several times a week."

"THE UPCOMING PAN AMERICA™ AND THE LIGHTER-WEIGHT ELECTRIC-POWERED SCOOTERS WILL HELP OPEN THE BRAND TO PEOPLE WHO TRADITIONALLY WOULDN'T HAVE CONSIDERED VISITING A HARLEY DEALERSHIP."

TREVOR BIRD
HARLEY-DAVIDSON DEALER OWNER

HARLEY-DAVIDSON DEALER DEVELOPMENT



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Programs like the **Harley-Davidson Riding Academy** position the dealership as the **hub of rider training education**, encouraging new riders to engage with the brand and form connections with the dealership staff. The company's new rider course is a combination of classroom and actual riding instruction, designed to get new riders comfortable on a bike and acquire the skills needed to ride with confidence. "Riding Academy is the number-one way Harley is attracting new customers," said Rossmeyer Pepe. "Years ago, if you wanted to learn how to ride motorcycles, you weren't always learning on a Harley-Davidson."

Over the last 115+ years, Harley-Davidson has become one of the most illustrious brands in the world. It will continue to lead the industry with inspiring products and a community of riders drawn together by **an ownership experience unequalled in the world.**

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SHELLY ROSSMEYER PEPE
HARLEY-DAVIDSON DEALER OWNER



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

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