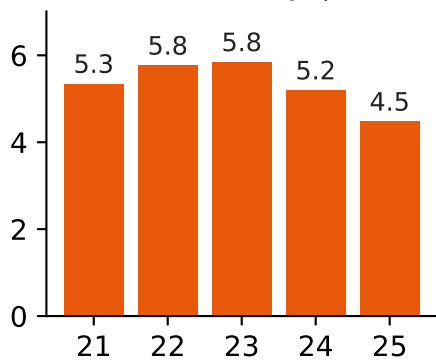


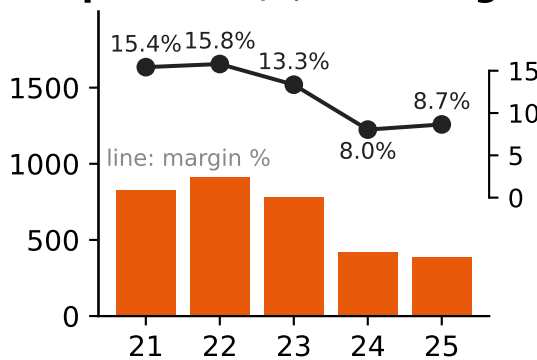
Harley-Davidson: Financial & Marketing Trends

Full-year data 2021 to 2025, latest quarter Q2 2026

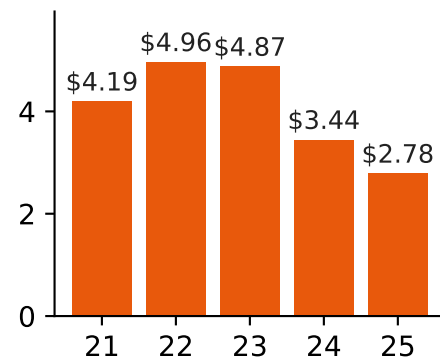
Revenue, \$B



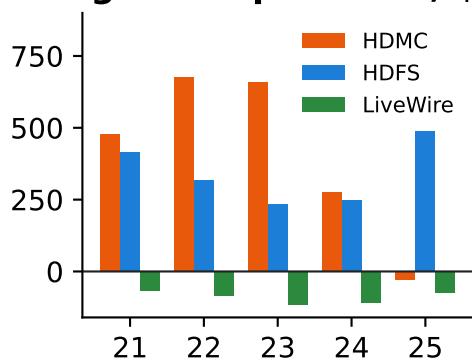
Op income, \$M & margin



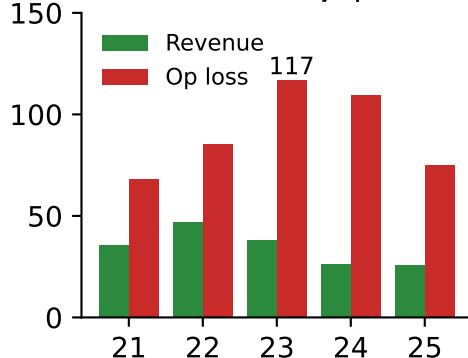
Diluted EPS



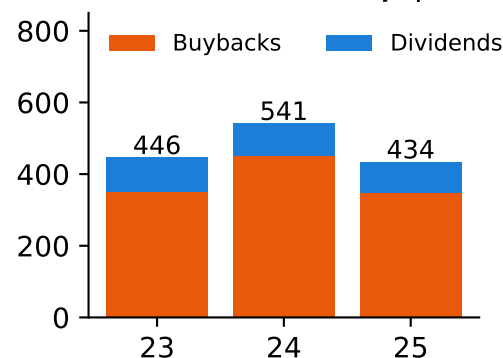
Segment op income, \$M



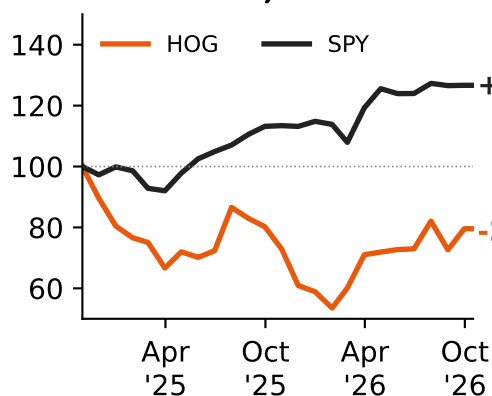
LiveWire, \$M



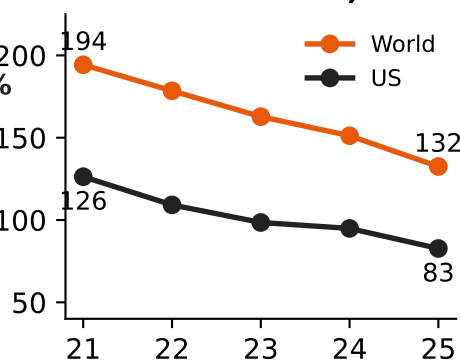
Cash returned, \$M



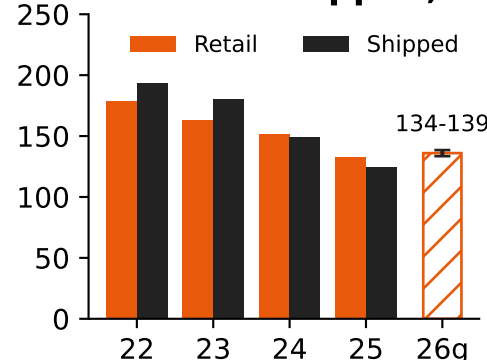
HOG vs SPY, Oct 24=100



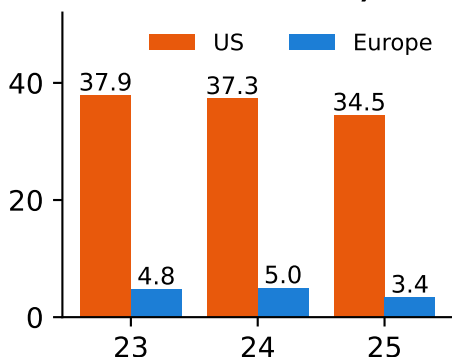
Retail units, K



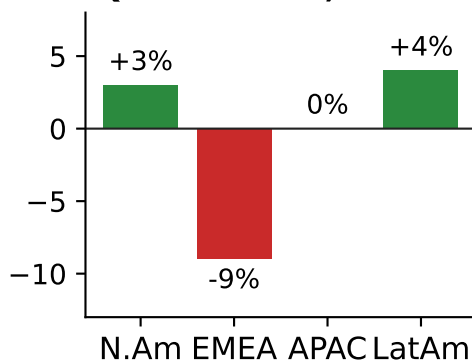
Retail vs shipped, K



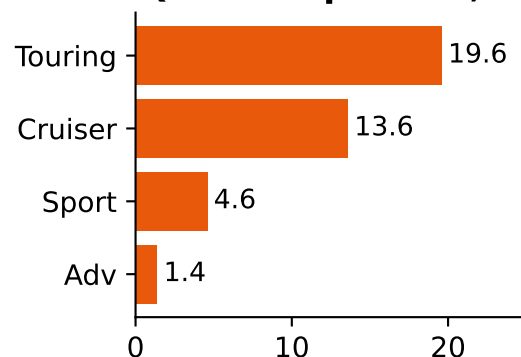
601cc+ share, %



Q2 26 retail, YoY %



Q2 26 shipments, K



Not charted (no reliable public data): ad spend, social and web traffic, customer demographics. HDMC op income 2025 was a \$29M loss.