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Harley davidson annual report 2017

There's a strong sense that Harley-Davidson, the 116-year-old American icon, is in trouble. Shares of the Milwaukee-based motorcycle manufacturer have fallen 45 percent over the past five years, CEO Matt Levitich is facing a tough turnaround, and the company has been alarmed by President Trump over tariffs. Hurley's somehow troubled motorcycle market is declining in the U.S., perhaps terminal decline, and Harley's customer base is aging - eventually, they will be cruising to that big cyclist bar in the sky, and it's unclear whether younger generations will take their place in the saddle. But since 2006, the company has endured exactly a quarter in which it brought in less than \$1 billion, and that was during the financial crisis. So Hurley's struggles can come mostly of sorts, rather than here and now. Concern over the horizon has led to some designed ideas on how to repair Hurley. The first is elect electer. Hurley plans to bring \$30,000 livewire to the U.S. market later this year and should be the coolest, worst electric bike on the road. Read more: Harley-Davidson is in an impossible position in the motorcycle business but electric bikes don't move exactly like hotcakes outside dealers - they account for about 1% of total sales. LiveWire Hurley alone can double it, but we'll still be only 2 percent. And it's unclear whether even a \$30,000 electronic motorbike would be profitable. What about the developing world, where motorcycles are the primary source of mobility, rather than weekend fun? Hurley has already been looking for a trend in the gas bike world, offering smaller mounts that still style boar. But one new thought is to attack up-and-coming markets with really small electric rides. Numerous bad ideas to save Harley's upcoming Harley LiveWire. Harley-Davidson these are both Daisy's propositions, but before I get into why, let's first consider Morgan Stanley analyst Adam Jonas's suggestion that Harley should be involved with a pickup. [W]e is only investigating the possibility that the brand is worthwhile for an established or emerging car manufacturer, and does not anticipate HOG will allocate investment capital to its construction in the home of 4-wheeled cars, Jonas wrote in a research note. what Jonas hopes for is a little uncertain, but he seems to think that Hurley can extend his brand to established truck pickup makers, perhaps beyond. From putting the Harley logo on the Ford F-150s. Brand extensions, electrical concepts are the future - it's all great story material that can excite investors. But it's worth looking at how Hurley dealt with his latest crisis, a decade ago during the Great Depression. Hurley was in a money-losing connection at the time, also profitable at the end of a period of diversifying its offerings and brands, away from its core business of large, expensive motorbikes. Then CEO Keith Wandell got rid of distraction brands like Buell Sports Bikes and MV Augusta and doubled down Hurley who was the right boar. It worked and the company flourished again. Back to the future is not beautiful for Hurley. The market itself is fairly apparent that Hurley may have to run the same script, with electric bikes functioning as the new Buell and Un Hog-like products for the developing world playing Agusta. Levitich may actually know that, but he's sitting on a stock price seen in half and unlikely to sell a back-to-future strategy to Wall Street, but a return to the future could be Hurley's best bet. Jonas points out that this strategy signals the surrender and conversion of Hurley into slow-growing dividend stocks. Jonas thinks it's going to be risky, but it probably won't. And if Hurley can grow its core business outside the United States, it could cope with declining U.S. sales and demographic headwinds, generating fresh growth. But to do so, Harley needs a cooperative department in Washington more than any other U.S. manufacturer to enable the company to move production to markets it wants to open and export U.S.-made bikes to those markets. The brand is mighty and can pass successfully without any Hail Mary. But it can't be big money off big bikes if it can't sell them in place and time to pick it up. Harley-Davidson was even hard at work on updating Knucklehead during the official WTO years. Engineers revised the valve to combine hydraulic lifts that reduced the need to adjust the fixed valve, and the engine run the cooler thanks to the revised head that was already poured out of aluminum. The new head was closed by a redesigned rocker cover that came out looking like an upside-down roasting pan, prompting riders to nickname the new Panhead engine. It arrived in 1948, and with it a new era began in Harley-Davidson. Introduced the following year were the front fork of Hydra Glyd, modern telescopic units that replaced the old leading link design. In addition to double the amount of wheel travel available, they also have a cleaner look at the large twins lentils. So it was a memorial to this innovation that the company referred to its bike as Hydra Glyds - the first time big twins were baptized by a name rather than just designating the series. Advertising the next few years brought only minor revisions, but 1952 saw the introduction of a clutch/leg-shifting hand option for the big twins. Like any change from tradition, this modern arrangement took a while to achieve, but by the middle of the decade, most of the stirrups had made the switch. Though hand change models were offered by Harley all the way through 1976, annual demand rarely topped 200 units. Perhaps the biggest news of 1953 had nothing to do with light or mechanical changes, but to the motorcycle market itself. After nearly 50 years as a rival to the Harley Arch, the Indian motorcycle company finally closed its doors. India has not been firmly on the financial foot before the war, and the new tide of foreign imports that hit america. It then pushes the company over the edge. Yet despite India's death, Hurley soon found himself struggling to survive and why. To combat the import attack, Harley-Davidson brought a string of smaller offerings beginning just after the war and continuing into the mid-1970s. First came the two-time S-125 single, which remained on the line until the late 1950s with only minor changes. Meanwhile, the W-45 Series replaced the Kay series for 1952, a transformation that brought a redesigned V-twin flat built into the unit with transmissions, telescopic forks and Harley's first rear suspension. K's 45-inch cubic bed head grew to 55 cubic inches for 1954, and three years later the mesize car evolved into the famous overhead lion athlete. After celebrating its 50th anniversary with some particularly trimmed 1954 models (why 1954 and not 1953 is a mystery, especially since the next anniversary models of 1903 as the first year), the next big change to the Big Twin Line came with the adoption of rear suspensions for 1958. With that, Hydra-Glyd turned into two glyds, putting Harley's grand tours on the cutting edge of technology -- well, late 1930s technology, by the way. Minor changes were made over the next few years, but it wasn't until 1965 that a big step was taken. In what turns out to be the respectable Panhead season finale, riders were eventually treated to electric luxury starting with the introduction of Electra Glyde. For many, the Harley Grand Tour bike was already perfect, and the name Electra Glyd has endured to this day. The next page is about the Bill Head era at Harley-Davidson. keep singing . For more information about Harley Davidson and other classic motorcycles, see: Updated January 28, 2020 / Main January 25, 2020 Order Reprint Photo Essay by Romain Lafabregue / AFP Via Getty Images The December quarter was down for motorcycle maker Harley Davidson? We'll hear on Tuesday, when the company is reporting its year-end results, but don't raise your hopes. The drop in four-year sales has reduced american icon stocks (ticker: HOG) by half over that stretch—to a recent \$35. And december's wintry course is always a low seasonal bike business. They've been hard past it for the last four years, says Wedbosch analyst James Hardiman, and I'm not extremely optimistic that 2020 will be meaningfully different. View our 2017 cover story in Harley:Harley Davidson: Unsettled rider Hardiman estimates that Harley's revenues fell 5% year-over-year in the December quarter, to about \$900 million. That means full-year revenue of about \$4.6 billion, to cut 7 percent from 2018. Earnings for the quarter were 10 cents a share, he figures, or 25 cents if you get tariffs that added to Harley's woes amid Trump's trade wars. This year's earnings for 2019 will be so \$2.68 a share, or \$3.39 Pro Fordma for tariffs, Hardiman calculates. Earnings on it was \$3.30 a share. The quarter ended in September briefly encouraging investors, as Harley reported a 3% increase in retail sales from its international vendors, after declining three-quarters earlier. Hardiman will watch to see if the trend continues in December. The important new product of 2019 was supposed to be Harley-Davidson's first electric motorbike, LiveWire. But deliveries were delayed and when speculators finally got a few units in November, they had missed the fall sales season. Like most analysts, Hardiman doubts that there is a large market among Harley's stirrups for the \$30.0 gadget. The introduction of the next important product will not happen until the end of 2020. The new motorcycles will be a weighted bike, aimed at growing niches that have proved popular abroad. The Brawnix will compete in the category of so-called streetfighter, a favorite of city riders who dart in and out of traffic. Pan American harley's arrival in the adventure tour class will be better suited for off-road rides than the company's traditional heavy cars. But Harley Davidson's main sale and profits will continue to rely on demand for large and expensive road bikes. The Boomers who bought them are going through their year of riding, Hardiman Wedbosch seems a little remorseful that Harley's adversity obliges him to score shares in neutrals. They're one of the dying races of really American companies, he says, as negative as I've been in these guys for a while, you hate seeing a company like that able to find your feet. Writing to Bill Alpert william.alpert@barrons.com the December quarter down for motorcycle maker Harley Davidson? We'll hear on Tuesday, when the company is reporting its year-end results, but don't raise your hopes. An error has occurred, please try again later. Thank you this article has been submitted to