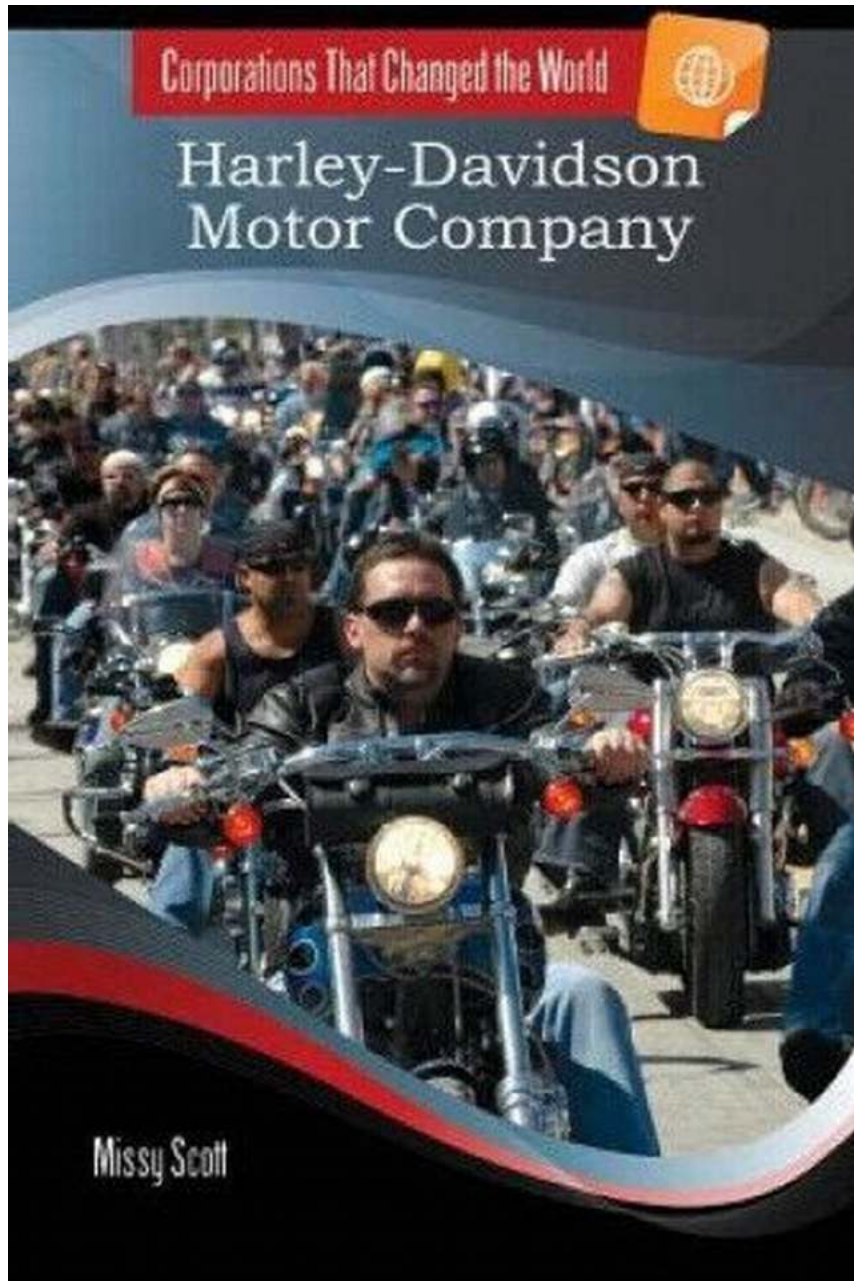
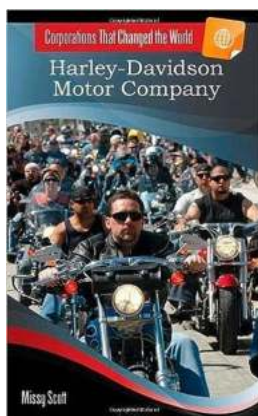


Harley Davidson: A Corporation That Changed The World



Harley Davidson is not just a motorcycle manufacturer; it is a symbol of freedom, rebellion, and the open road. With its rich history spanning over a century, this iconic American corporation has profoundly impacted the world of motorcycling and beyond.

Birth of an Icon



Harley-Davidson Motor Company (Corporations That Changed the World) by Missy Scott (Kindle Edition)

★★★★☆ 4.6 out of 5

Language : English

File size : 2397 KB

Text-to-Speech: Enabled

Screen Reader: Supported

Word Wise : Enabled

Print length : 200 pages



The story of Harley Davidson began in 1903 when William S. Harley and Arthur Davidson built their first motorcycle in a small shed in Milwaukee, Wisconsin. This

modest beginning marked the birth of an extraordinary journey that would redefine the way people experience and perceive motorcycles.

Harley Davidson's commitment to quality craftsmanship, innovation, and adrenaline-fueled riding experiences soon captivated a growing fan base. The distinct V-twin engine design, known for its powerful performance and distinctive sound, became a signature feature of Harley Davidson motorcycles, setting them apart from their competitors.

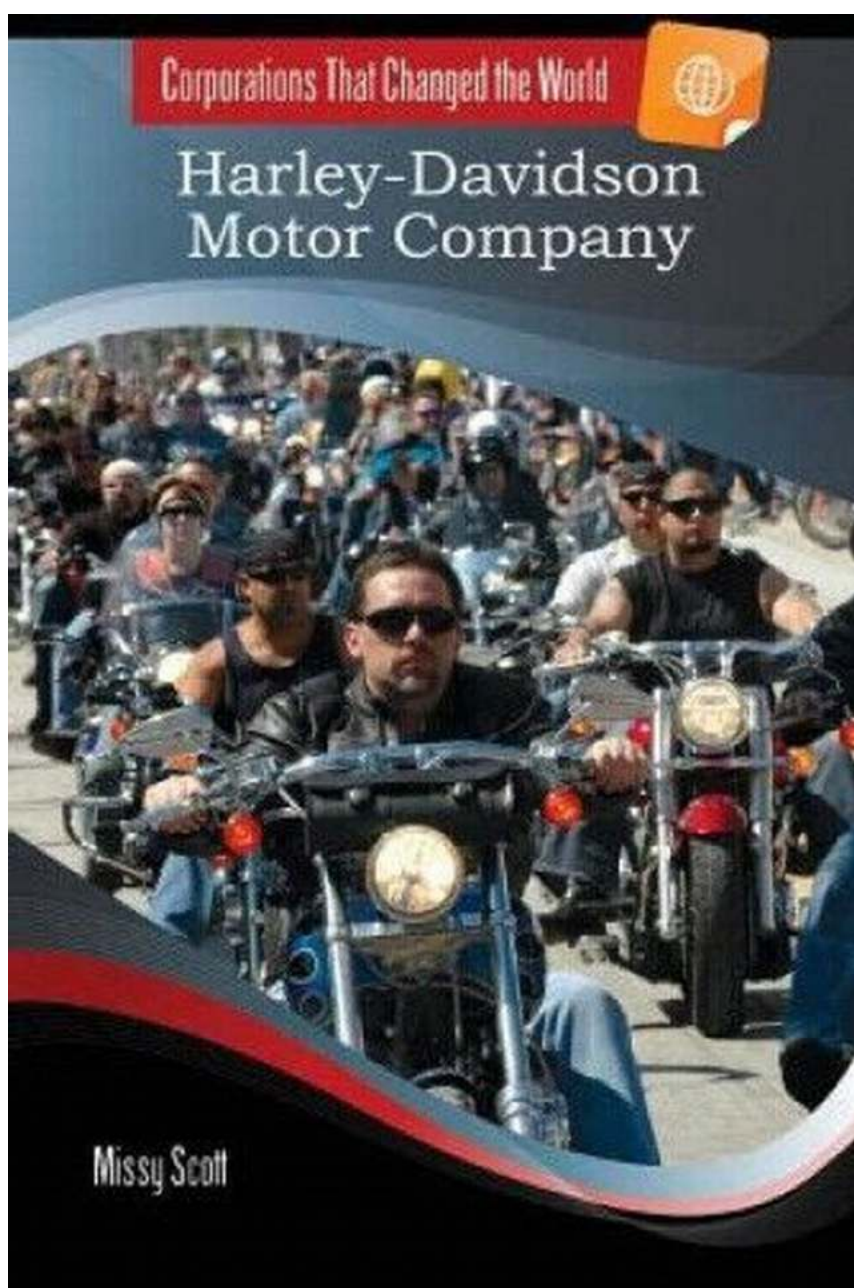
A Revolution on Two Wheels



Throughout the decades, Harley Davidson has been at the forefront of revolutionizing the motorcycle industry. From the of the first electric start in 1965 to the iconic "Fat Boy" model's birth in the late 1980s, the company has consistently pushed boundaries and challenged conventions.

However, perhaps the most significant milestone in Harley Davidson's history was the creation of the Harley Owners Group (HOG) in 1983. This passionate community of Harley riders transformed the perception of motorcycles, cultivating a sense of camaraderie and adventure that extended beyond the open road. HOG became a global phenomenon, unifying riders across the world and solidifying Harley Davidson's role as a cultural icon.

Impact on Culture and Society



The influence of Harley Davidson extends far beyond the realm of motorcycles. It has ingrained itself in popular culture, shaping music, fashion, and the American spirit. From movies like "Easy Rider" to iconic rock songs, Harley Davidson has become synonymous with freedom, rebellion, and the pursuit of the great American dream.

Moreover, the company's commitment to corporate social responsibility has also made a significant impact. Harley Davidson has supported numerous charitable initiatives and projects, ranging from veterans' programs to environmental conservation efforts. Their dedication to giving back to communities has truly set them apart as a corporation that cares about making a positive difference in the world.

Looking Towards the Future



As Harley Davidson embarks on its next century, the company continues to evolve and adapt to a changing world. Recognizing the importance of sustainability and environmental consciousness, they have introduced electric motorcycles, showcasing their commitment to innovation and preserving the planet for future generations of riders.

The company's enduring legacy and iconic motorcycles guarantee that Harley Davidson will forever hold a special place in the hearts of riders and enthusiasts around the world. From the thrill of the open road to the unrivaled sense of freedom, Harley Davidson will continue to inspire individuals to chase their dreams and celebrate the joy of riding.

Harley Davidson's impact on the world cannot be understated. From its humble beginnings in a small shed to becoming a global phenomenon, this corporation has influenced not just the motorcycle industry but also popular culture and societal values.

With its unwavering commitment to quality, innovation, and the creation of a passionate community, Harley Davidson embodies the spirit of adventure and the pursuit of individuality. It is a corporation that has shaped the world and left an indelible mark on the hearts and minds of millions of riders worldwide.

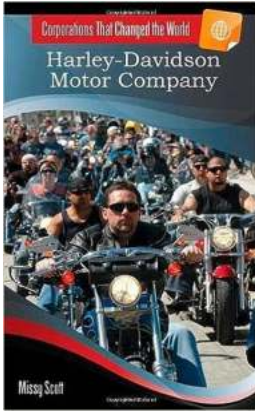
The legacy of Harley Davidson will continue to inspire future generations, reminding them that no matter where life takes them, the freedom of the open road is always within reach.

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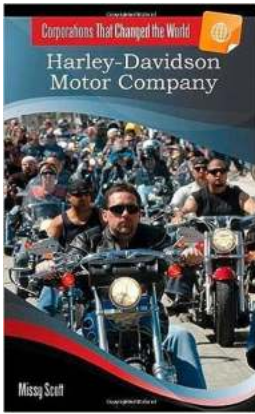


It's 1901 and a guy named Harley has an idea. Put an engine on a bicycle. What? Outside his door, carts are still pulled by horses and autos are a rare sight. It's 1908 and a Harley-Davidson motorcycle sets a record by getting 188 miles to a gallon of gas. It's 1909 and the company introduces something new to its line: a V-twin cylinder engine. Fast forward to the 21st century, and the technical innovation hasn't stopped. But there's a lot more than just choppers in the mix. Examples: The Harley-Davidson racing team adds a seventeen-year-old girl to the roster. 250,000 people help celebrate Harley's 100th anniversary in Milwaukee, Wisconsin. And a museum devoted to the company's products opens up. Clearly, this is a company unlike any other.

How did Harley do it? How did it go from making motorcycles to creating a Harley experience that puts hundreds of thousands of people aged sixteen to one hundred on the road traveling to events each year where they can meet company officials and other Harley riders? That's what this book is all about. In addition, the author offers special features that include a look at the colorful people associated with Harley, interesting trivia, a Harley-Davidson time line, a focus on products, a look at how the company treats its workers, what its detractors have to say, and where the company is headed.

Honda may match Harley-Davidson for quality and perhaps innovation, but no one has matched the company for its ability to create 'buzz marketing' and turn casual riders into unofficial sales people. Harley-Davidson, it turns out, isn't just in the motorcycle business. As its mission statement points out, it's in the business of fulfilling dreams. This book documents how Harley-Davidson is a rare company in other ways: Its loyal workforce, for one thing, is guided by principles like trust and respect for the individual. For another, the company has made a superb effort to keep jobs in the United States, when it would be far cheaper and easier to use offshore labor. Teetering on the brink of bankruptcy in the early 1980s, Harley has roared back to capture the hearts of riders the world over, including the million-plus members of the Harley Owners Group (members are known, naturally, as HOGs). Harley-Davidson—a company that changed, and is changing, the world.

- Explains the importance of the company and the essential disruptions that changed business forever
- Details Harley's origins and history as well as the company's strategies and innovations
- Presents biographies of the founders and the historical context in which they launched the company
- Assesses Harley's impact on society, technology, processes, and work methods
- Details Harley's financial results over the years and predicts the company's future prospects and successes



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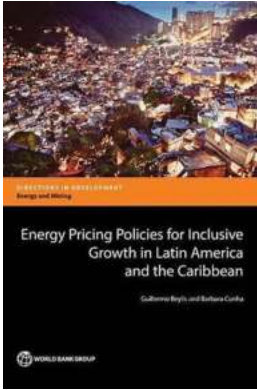
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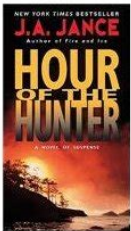
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