

HARLEY-DAVIDSON: OUTSIDE IN • THE ROUTE

FOUR PARTS. ONE THESIS.

Sixty-six years of buying what it could build,
from the filings. Every figure links to its
document in the full brief.

PART 1 OF 4

THE RECORD

Sixteen moves in one table. Brands go.
Channels stay.

PART 2 OF 4 • THIS POST

SAME SENTENCE

Buell, MV Agusta, and the words used
both times.

PART 3 OF 4

TOO SMALL TO SAY

Alta, never disclosed. StaCyc, \$14.9M, 33
to 1.

PART 4 OF 4

THE SPRINT & THE FINAL WORD

1960: an Aermacchi. 2026: a Hero. What it
was for.