



PRESS RELEASE

Harley-Davidson reports broad performance improvement in second quarter

Milwaukee (July 19, 2011) - Harley-Davidson, Inc. (NYSE: HOG) generated broad performance improvements in the second quarter of 2011, with strong earnings growth, increased shipments and growth in its dealers' new motorcycle sales both in the U.S. and globally.

Income from continuing operations in the second-quarter 2011 rose 36.8 percent to \$190.6 million, or \$0.81 per share, compared to income of \$139.3 million, or \$0.59 per share from continuing operations in the year-ago quarter. Second-quarter 2011 earnings results were led by operating income from the Motorcycles and Related Products, which grew 39.2 percent to \$219.8 million on higher shipment volume and operating margin improvement. Operating income from the Financial Services grew 34.9 percent, compared to the second quarter of 2010.

Retail sales of new Harley-Davidson motorcycles grew 7.5 percent in the U.S. and 5.6 percent worldwide in the second quarter.

The Company raised its shipment forecast for 2011 and now expects to ship between 228,000 and 235,000 new Harley-Davidson motorcycles to dealers and distributors worldwide, an increase of 8 percent to 12 percent compared to 2010 shipments.

For the first six months of 2011, Harley-Davidson income from continuing operations was up 48.9 percent compared to the year-ago period to \$309.8 million, or \$1.31 per share.

"Harley-Davidson continues to make great progress as we transform our business and take our iconic brand to the many roads of the world," said Keith Wandell, President and Chief Executive Officer of Harley-Davidson, Inc.

"While we are pleased by Harley-Davidson's second-quarter results, including the strong jump at retail in the U.S., our focus remains squarely on sustaining this progress through the ongoing implementation of our business strategy.

"Through the transformation to best-in-class manufacturing, product development and retail capabilities, we are positioning Harley-Davidson to be customer-led in all we do. Our employees, dealers and suppliers deserve tremendous credit for their dedication to making customers' dreams a reality by delivering remarkable products and extraordinary customer experiences," Wandell said.

"We also believe the continued improvement in our results in the face of ongoing consumer and economic uncertainty speaks to the power of the Harley-Davidson brand globally," Wandell said.

Retail Harley-Davidson Motorcycle Sales

On a worldwide basis, second-quarter retail Harley-Davidson new motorcycle sales grew 5.6 percent compared to last year's second quarter. Dealers sold 53,599 new Harley-Davidson motorcycles in the U.S., a 7.5 percent increase compared to last year's second quarter and the first year-over-year quarterly rise in U.S. Harley-Davidson new motorcycles sales since the fourth quarter of 2006. Retail sales of 29,797 new motorcycles in international markets in the second quarter marked an increase of 2.4 percent compared to the year-ago period. Industry-wide U.S. heavyweight new motorcycle (651cc-plus) retail unit sales increased 4.2 percent in the second quarter of 2011 compared to the year-ago period.

Through six months, worldwide retail sales of new Harley-Davidson motorcycles increased 4.8 percent to 132,991 units compared to the prior-year period. U.S. retail sales of new Harley-Davidson motorcycles increased 4.4 percent to 85,290 units for the first half of the year compared to the year-ago period. In international markets, retail sales of new Harley-Davidson motorcycles increased 5.6 percent to 47,701 units for the first six months of 2011 compared to 2010. Through six months, industry-wide U.S. heavyweight new motorcycle (651cc-plus) retail unit sales increased 3.8 percent, compared to the year-ago period.

Second-quarter and first-half data are listed in the accompanying tables.

Harley-Davidson Motorcycles and Related Products Segment Financial Results

Second-Quarter Segment Results: Revenue from Harley-Davidson Motorcycles during the second quarter of 2011 of \$1.01 billion was up 20.9 percent compared to the year-ago period. The Company shipped 66,815 Harley-Davidson motorcycles to dealers and distributors worldwide during the quarter, compared to shipments of 59,046 motorcycles in the second quarter of 2010.

Revenue from Motorcycle Parts and Accessories (P&A) totaled \$255.4 million during the quarter, up 10.2 percent, and revenue from General Merchandise, which includes MotorClothes® Apparel and Accessories, was \$72.9 million, up 8.2 percent compared to the year-ago period.

Gross margin was 35.0 percent in the second quarter, flat to the year-ago period. Second-quarter operating margin was 16.4 percent, compared to 13.9 percent in the second quarter of 2010.

Six-Month Segment Results: Through the first six months of 2011, the Company shipped 120,642 new Harley-Davidson motorcycles to dealers and distributors, a 7.0 percent increase compared to last year's 112,720 units for the period. Revenue from Harley-Davidson Motorcycles through six months was \$1.84 billion, a 12.1 percent increase compared to the year-ago period. Six-month P&A revenue was \$419.7 million, a 10.2 percent increase from the first half of 2010. General Merchandise revenue was \$135.5 million, a 1.4 percent increase compared to the same period in 2010. Gross margin through six months was 34.1 percent and operating margin was 14.4 percent, compared to 35.7 percent and 13.1 percent respectively in last year's first half.

Financial Services Segment

The Financial Services segment recorded operating income of \$82.0 million in the second quarter, compared to operating income of \$60.8 million in the year-ago quarter. The increase in year-over-year operating income was largely the result of continued improvement in credit performance. Through six months, operating income from financial services was \$150.0 million, compared to operating income of \$87.5 million in the first half of 2010.

Guidance

The Company raised shipment guidance for 2011 and now expects to ship 228,000 to 235,000 Harley-Davidson motorcycles to dealers and distributors worldwide, compared to guidance provided April 19, 2011 of 215,000 to 228,000 motorcycles. In the third quarter of 2011, the Company expects to ship 60,000 to 65,000 motorcycles. For all of 2010, the Company shipped 210,494 motorcycles.

The change in shipment guidance reflects ongoing efforts to manage supply in line with demand following strong second-quarter retail sales, as well as the Company's increased confidence in its ability to minimize the impact of potential supply chain interruptions resulting from the March earthquake in Japan.

Harley-Davidson now expects gross margin to be between 34.0 percent and 35.0 percent for the full year, versus the prior estimate of 33.5 percent to 35.0 percent. The Company continues to expect full-year capital expenditures of between \$210 million and \$230 million, which includes \$70 million to \$85 million to support restructuring activities.

Restructuring Update

Harley-Davidson has reduced the cost estimates for restructuring activities and now expects all previously announced company-wide restructuring activities to result in one-time charges of \$490 million to \$505 million, including 2011 charges of \$80 million to \$90 million. The Company continues to expect to realize savings on a cumulative basis in 2011 of \$210 million to \$230 million from restructuring activities initiated since early 2009, and annual ongoing savings of \$305 million to \$325 million when the restructuring is fully implemented. Through the first six months of 2011, the Company incurred restructuring charges of \$36.6 million, including \$13.6 million in the second quarter.

Income Tax Rate

Through six months, the Company's effective tax rate was 34.8 percent, compared to 36.4 percent in the year-ago period. The 2010 effective tax rate through the second quarter was negatively impacted by the healthcare reform legislation offset by a favorable settlement of an IRS audit. In 2011, the Company expects its full-year effective tax rate from continuing operations to be approximately 35.0 percent.

Cash Flow

Cash and marketable securities totaled \$1.22 billion as of June 26, 2011, compared to \$1.50 billion at the end of last year's second quarter. During the first six months of 2011, Harley-Davidson generated \$473.0 million of cash from operating activities, which included a \$200.0 million contribution to company pension plans. In the first half of 2010, the Company generated \$726.0 million of cash from operating activities. Capital expenditures were \$69.3 million for the six months ended in June 2011.

Company Background

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley-Davidson Financial Services. Harley-Davidson Motor Company produces heavyweight custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel, and general merchandise. Harley-Davidson Financial Services provides wholesale and retail financing, insurance, extended service and other protection plans and credit card programs to Harley-Davidson dealers and riders in the U.S., Canada and select European countries. For more information, visit Harley-Davidson's Web site at www.harley-davidson.com.

Conference Call and Webcast Presentation

Harley-Davidson will discuss second-quarter results on a Webcast at 8:00 a.m. CT today. The Webcast presentation will be posted prior to the call and can be accessed at <http://investor.harley-davidson.com/>. Click "Events and Presentations" under "Resources."

Forward-Looking Statements

The Company intends that certain matters discussed in this release are "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These forward-looking statements can generally be identified as such because the context of the statement will include words such as the Company "believes," "anticipates," "expects," "plans," or "estimates" or words of similar meaning. Similarly, statements that describe future plans, objectives, outlooks, targets, guidance or goals are also forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from those anticipated as of the date of this release. Certain of such risks and uncertainties are described below. Shareholders, potential investors, and other readers are urged to consider these factors in evaluating the forward-looking statements and cautioned not to place undue reliance on such forward-looking statements. The forward-looking statements included in this release are only made as of the date of this release, and the Company disclaims any obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

The Company's ability to meet the targets and expectations noted depends upon, among other factors, the Company's ability to (i) execute its business strategy, (ii) effectively execute the Company's restructuring plans within expected costs and timing, (iii) implement and manage enterprise-wide information technology solutions, including solutions at its manufacturing facilities, and secure data contained in those systems (iv) anticipate the level of consumer confidence in the economy, (v) continue to realize production efficiencies at its production facilities and manage operating costs including materials, labor and overhead, (vi) successfully implement with our labor unions the agreements that we have executed with them that we believe will provide flexibility and cost-effectiveness to accomplish restructuring goals and long-term competitiveness, (vii) manage supply chain issues, including the ability of several Company suppliers to execute short-term and long-term contingency plans for maintaining supply, or obtaining alternate supply, of certain components and sub-components currently manufactured in Japan, (viii) manage production capacity and production changes, (ix) provide products, services and experiences that are successful in the marketplace, (x) develop and implement sales and marketing plans that retain existing retail customers and attract new retail customers in an increasingly competitive marketplace, (xi) manage the risks that our independent dealers may have difficulty obtaining capital and managing through unfavorable economic conditions and consumer demand, (xii) continue to have access to reliable sources of capital funding and adjust to fluctuations in the cost of capital, (xiii) manage the credit quality, the loan servicing and collection activities, and the recovery rates of HDFS' loan portfolio, (xiv) sell all of its motorcycles and related products and services to its independent dealers, (xv) continue to develop the capabilities of its distributor and dealer network, (xvi) manage changes and prepare for requirements in legislative and regulatory environments for its products, services and operations, (xvii) adjust to fluctuations in foreign currency exchange rates, interest rates and commodity prices, (xviii) adjust to healthcare inflation and reform, pension reform and tax changes, (xix) retain and attract talented employees, and (xx) detect any issues with our motorcycles or manufacturing processes to avoid delays in new model launches, recall campaigns, increased warranty costs or litigation.

In addition, the Company could experience delays or disruptions in its operations as a result of work stoppages, strikes, natural causes, terrorism or other factors. Other factors are described in risk factors that the Company has disclosed in documents previously filed with the Securities and Exchange Commission. Many of these risk factors are impacted by the changing capital, credit and retail markets and our ability to manage through inconsistent economic conditions.

The Company's ability to sell its motorcycles and related products and services and to meet its financial expectations also depends on the ability of the Company's independent dealers to sell its motorcycles and related products and services to retail customers. The Company depends on the capability and financial capacity of its independent dealers and distributors to develop and implement effective retail sales plans to create demand for the motorcycles and related products and services they purchase from the Company. In addition, the Company's independent dealers and distributors may experience difficulties in operating their businesses and selling Harley-Davidson motorcycles and related products and services as a result of weather, economic conditions or other factors.

Harley-Davidson, Inc.
Condensed Consolidated Statements of Operations

(In thousands, except per share amounts)

(Unaudited)

	Three months ended		Six months ended	
	June 26, 2011	June 27, 2010	June 26, 2011	June 27, 2010
Motorcycles and related products revenue	\$ 1,339,744	\$ 1,135,101	\$ 2,402,788	\$ 2,172,436
Gross profit	468,268	396,984	820,134	776,531
Selling, administrative and engineering expense	234,827	208,952	438,632	414,156
Restructuring expense	13,594	30,125	36,593	78,361
Operating income from motorcycles & related products	219,847	157,907	344,909	284,014
Financial services revenue	165,853	173,705	327,739	343,542
Financial services expense	83,798	112,860	177,749	256,015
Operating income from financial services	82,055	60,845	149,990	87,527
Operating income	301,902	218,752	494,899	371,541
Investment income	1,748	1,551	3,146	2,427
Interest expense	11,350	23,591	22,831	47,046
Income before income taxes	292,300	196,712	475,214	326,922
Provision for income taxes	101,720	57,425	165,374	118,894
Income from continuing operations	190,580	139,287	309,840	208,028
Loss from discontinued operations, net of tax	-	(68,130)	-	(103,546)
Net income	\$ 190,580	\$ 71,157	\$ 309,840	\$ 104,482
Earnings per common share from continuing operations:				
Basic	\$ 0.81	\$ 0.60	\$ 1.32	\$ 0.89
Diluted	\$ 0.81	\$ 0.59	\$ 1.31	\$ 0.89
Loss per common share from discontinued operations:				
Basic	\$ -	\$ (0.29)	\$ -	\$ (0.44)
Diluted	\$ -	\$ (0.29)	\$ -	\$ (0.44)
Earnings per common share:				
Basic	\$ 0.81	\$ 0.30	\$ 1.32	\$ 0.45
Diluted	\$ 0.81	\$ 0.30	\$ 1.31	\$ 0.45
Weighted-average common shares:				
Basic	234,336	233,314	234,086	233,094
Diluted	236,168	234,853	236,044	234,493
Cash dividends per common share	\$ 0.125	\$ 0.10	\$ 0.225	\$ 0.20

Harley-Davidson, Inc.
Condensed Consolidated Balance Sheets
(In thousands)

	(Unaudited) June 26, 2011	December 31, 2010	(Unaudited) June 27, 2010
ASSETS			
Current assets:			
Cash and cash equivalents	\$ 973,478	\$ 1,021,933	\$ 1,414,912
Marketable securities	244,555	140,118	86,518
Accounts receivable, net	265,663	262,382	248,620
Finance receivables held for investment, net	1,144,886	1,080,432	1,061,598
Restricted finance receivables held by variable interest entities, net	573,208	699,026	743,697
Inventories	337,472	326,446	296,920
Assets of discontinued operations	-	-	85,126
Restricted cash held by variable interest entities	244,060	288,887	344,595
Other current assets	217,656	247,402	304,015
Total current assets	4,000,978	4,066,626	4,586,001
Finance receivables held for investment, net	2,306,165	1,553,781	1,717,644
Restricted finance receivables held by variable interest entities, net	1,939,181	2,684,330	2,850,684
Other long-term assets	1,115,655	1,126,003	1,069,564
	<u>\$ 9,361,979</u>	<u>\$ 9,430,740</u>	<u>\$ 10,223,893</u>

LIABILITIES AND SHAREHOLDERS' EQUITY

Current liabilities:			
Accounts payable & accrued liabilities	\$ 867,491	\$ 782,017	\$ 833,904
Liabilities of discontinued operations	-	-	61,501
Short-term debt	694,137	480,472	322,941
Current portion of long-term debt	-	-	341,452
Current portion of long-term debt held by variable interest entities	635,604	751,293	817,602
Total current liabilities	2,197,232	2,013,782	2,377,400
Long-term debt	2,893,462	2,516,650	2,825,334
Long-term debt held by variable interest entities	1,217,778	2,003,941	2,227,025
Pension and postretirement healthcare liabilities	362,392	536,847	509,441
Other long-term liabilities	159,719	152,654	147,689
Total shareholders' equity	2,531,396	2,206,866	2,137,004
	<u>\$ 9,361,979</u>	<u>\$ 9,430,740</u>	<u>\$ 10,223,893</u>

Harley-Davidson, Inc.
Condensed Consolidated Statements of Cash Flows
(In thousands)
(Unaudited)

	Six months ended	
	June 26, 2011	June 27, 2010
Net cash provided by operating activities of continuing operations	\$ 472,962	\$ 726,010
Cash flows from investing activities of continuing operations:		
Capital expenditures	(69,267)	(45,754)
Finance receivables held for investment, net	(17,997)	162,376
Net change in marketable securities	(102,687)	(47,144)
Net cash (used by) provided by investing activities of continuing operations	(189,951)	69,478
Cash flows from financing activities of continuing operations:		
Proceeds from issuance of medium-term notes	447,076	-
Repayments of securitization debt	(901,851)	(1,007,271)
Net increase in credit facilities and unsecured commercial paper	131,039	38,235
Net change in restricted cash	44,827	21,946
Dividends	(53,152)	(47,033)
Purchase of common stock for treasury	(5,678)	(1,191)
Excess tax benefits from share-based payments	3,476	3,400
Issuance of common stock under employee stock option plans	4,534	7,184
Net cash used by financing activities of continuing operations	(329,729)	(984,730)

Effect of exchange rate changes on cash and cash equivalents of continuing operations	(1,702)	(3,172)
Net decrease in cash and cash equivalents of continuing operations	(48,420)	(192,414)
Cash flows from discontinued operations:		
Cash flows from operating activities of discontinued operations	(35)	(22,010)
Cash flows from investing activities of discontinued operations	-	-
Effect of exchange rate changes on cash and cash equivalents of discontinued operations	-	(1,856)
	<u>(35)</u>	<u>(23,866)</u>
Net decrease in cash and cash equivalents	<u>\$ (48,455)</u>	<u>\$ (216,280)</u>
Cash and cash equivalents:		
Cash and cash equivalents - beginning of period	\$ 1,021,933	\$ 1,630,433
Cash and cash equivalents of discontinued operations - beginning of period	-	6,063
Net decrease in cash and cash equivalents	(48,455)	(216,280)
Less: Cash and cash equivalents of discontinued operations - end of period	-	(5,304)
Cash and cash equivalents - end of period	<u>\$ 973,478</u>	<u>\$ 1,414,912</u>

Motorcycles and Related Products Revenue and

Motorcycle Shipment Data

(Unaudited)

	Three months ended		Six months ended	
	June 26, 2011	June 27, 2010	June 26, 2011	June 27, 2010
MOTORCYCLES AND RELATED PRODUCTS REVENUE (in thousands)				
Harley-Davidson® motorcycles	\$ 1,005,729	\$ 831,631	\$ 1,839,117	\$ 1,640,437
Buell® motorcycles	864	116	977	10,906
Parts & Accessories	255,378	231,784	419,711	380,870
General Merchandise	72,910	67,360	135,476	133,615
Other	4,863	4,210	7,507	6,608
	<u>\$ 1,339,744</u>	<u>\$ 1,135,101</u>	<u>\$ 2,402,788</u>	<u>\$ 2,172,436</u>

MOTORCYCLE SHIPMENTS:

Harley-Davidson

United States	42,623	33,957	77,489	69,625
International	24,192	25,089	43,153	43,095
Total Harley-Davidson	<u>66,815</u>	<u>59,046</u>	<u>120,642</u>	<u>112,720</u>

Buell

197	620	220	2,394
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MOTORCYCLE PRODUCT MIX:

Harley-Davidson

Touring	25,557	20,486	48,053	43,371
Custom	25,218	24,170	45,888	46,742
Sportster®	16,040	14,390	26,701	22,607
Total Harley-Davidson	<u>66,815</u>	<u>59,046</u>	<u>120,642</u>	<u>112,720</u>

Worldwide Retail Sales of Harley-Davidson Motorcycles

	Three months ended		Six months ended	
	June 26, 2011	June 27, 2010	June 26, 2011	June 27, 2010
<u>North America Region</u>				
United States	53,599	49,841	85,290	81,686
Canada	4,793	4,897	6,830	6,792
Total North America Region	58,392	54,738	92,120	88,478
<u>Europe Region (Includes Middle East and Africa)</u>				
Europe*	16,106	15,909	25,273	23,467
Other	1,458	1,207	2,704	2,138
Total Europe Region	17,564	17,116	27,977	25,605
<u>Asia Pacific Region</u>				
Japan	3,128	3,237	4,959	5,255
Other	2,696	2,222	5,125	4,638
Total Asia Pacific Region	5,824	5,459	10,084	9,893
<u>Latin America Region</u>	1,616	1,633	2,810	2,895
Total Worldwide Retail Sales	83,386	78,946	132,991	126,871

Data Source (subject to update)

Data source for retail sales figures shown above is new sales warranty and registration information provided by Harley-Davidson dealers and compiled by the Company. The Company must rely on information that its dealers supply concerning new retail sales, and this information is subject to revision.

Only Harley-Davidson® motorcycles are included in the Harley-Davidson Motorcycle Sales data.

* Europe data includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

Heavyweight Motorcycle Registration Data(1)

	Six months ended	
	June 30,	June 30,
	2011	2010
United States ²	157,602	151,865

	Five months ended	
	May 31,	May 31,
	2011	2010
Europe ³	164,156	158,212

1 - Heavyweight data includes street legal 651+cc models. Street legal 651+cc models include on-highway, dual purpose models and three-wheeled vehicles.

2 - United States data is derived from information provided by Motorcycle Industry Council (MIC). This third party data is subject to revision and update. Prior periods have been adjusted to include all dual purpose models that were previously excluded.

3 - Europe data includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. Industry retail motorcycle registration data includes 651+cc models derived from information provided by Giral S.A., an independent agency. Europe market data is reported on a one-month lag. This third-party data is subject to revision and update.

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[Close](#) **Harley-Davidson Financial Services Inc**

D-U-N-S® Number:	79-825-5584	Location Type:	Headquarters
Company Name:	Harley-Davidson Financial Services Inc	Subsidiary Status:	Subsidiary
		Plant/Facility Size:	45,000 Sq Ft
		Owns/Rents:	Rents
Mail Address:	222 W Adams St Ste 2000 Chicago, IL, USA 60606-5307 View Map	Foreign Trade:	Import
County:	Cook	Year Established:	1992
MSA:	Chicago-Naperville-Joliet	Ownership:	Public
		Stock Ticker:	HOG
Country Phone Code:	1	Global Ultimate Parent:	Harley-Davidson Inc 3700 W Juneau Ave Milwaukee, WI, USA 53208-2818
Phone:	312-368-9501		
Fax:	312-201-8659		
Web Address:	www.hdfs.com		414-342-4680
		Global Ultimate Parent D-U-N-S® Number:	102224623

Employee Count: (All Sites)	7,100	Sales: (All Sites)	\$4,781,909,000 US (Actual)
Employment: (Individual Site)	Current Year: 70 1 Yr Prior: 70 Trend: 0.00 2 Yr Prior: 70 Trend: 0.00 3 Yr Prior: 70 Trend: 0.00		

Executives:

- Jeremey Docken - Analyst
- Ms Donna F Zarcone - President
- R J Seaward - Corporate Secretary
- Mr Al C Ely - Vice President
- Mr Lawrence G Hund - Chief Financial Officer; Vice President
- Mr John Olin - Chief Financial Officer
- Mr Saul Barrera - Manager
- Mr James Flight - Manager
- Ms Julia Landes - Director
- Ms Bonnie Baumeyer - Assistant Director

Executive Biographies: Ms Donna F Zarcone YEAR OF BIRTH: 1957 1994-PRESENT ACTIVE HERE.

SIC Code(s):

- 61410101 - Automobile loans, including insurance (Primary)
- 75190100 - Recreational vehicle rental
- 64110000 - Insurance agents, brokers, and service

Line of Business: Personal Credit Institution Insurance Agent/Broker Utility Trailer Rental

Product(s):

- PERSONAL CREDIT INSTITUTIONS: Auto Loans, Incl Insurance
- INSURANCE: Agents, Brokers & Service
- RENTAL SVCS: Recreational Vehicle

NAICS Code(s):

- 522291 - Consumer Lending (Primary)
- 524210 - Insurance Agencies & Brokerages
- 532120 - Truck, Utility Trailer & RV Rental & Leasing

[Close](#) **Harley-Davidson Financial Services Inc**

D-U-N-S® Number: 02-201-0552
Company Name: Harley-Davidson Financial Services Inc

Mail Address: 8272 Gateway Blvd E
El Paso, TX, USA 79907-1511
[View Map](#)

County: El Paso

MSA: El Paso

Country Phone Code: 1

Phone: 915-592-5804

Web Address: www.hdfsi.com

Location Type: Branch
Subsidiary Status: Non Subsidiary
Plant/Facility Size: 13,683 Sq Ft
Owns/Rents: Owns
Ownership: Public
Stock Ticker: HOG

Headquarters: Harley-Davidson Financial Svcs
222 W Adams St Ste 2000
Chicago, IL, USA, 60606-5307
312-368-9501

Global Ultimate Parent: Harley-Davidson Inc
3700 W Juneau Ave
Milwaukee, WI, USA 53208-2818

414-342-4680

**Global Ultimate Parent
D-U-N-S® Number:** 102224623

Employee Count: 6,300
(All Sites)
Employment: Current Year: 100
(Individual Site) 1 Yr Prior: 100 | Trend: 0.00
2 Yr Prior: 100 | Trend: 0.00
3 Yr Prior: 100 | Trend: 0.00

Sales: \$4,859,336,000
(All Sites) US (Actual)
Sales: \$26,911,800
(Individual Sites) US (Estimated/Modeled)

Executives: Mr Steve Barnett - Manager
SIC Code(s): 55710000 - Motorcycle dealers (Primary)

Line of Business: Ret Motorcycles

Product(s): MOTORCYCLE DEALERS

NAICS Code(s): 441221 - Motorcycle Dealers (Primary)

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D-U-N-S® Number: 93-282-1721
Company Name: Harley-Davidson Financial Services Inc
Mail Address: 1801 Alma Dr Ste 200
Plano, TX, USA 75075-6919
[View Map](#)
County: Collin
MSA: Dallas-Fort Worth-Arlington
Country Phone Code: 1
Phone: 972-881-0076
Web Address: www.hdfsi.com

Location Type: Branch
Subsidiary Status: Non Subsidiary
Plant/Facility Size: 15,764 Sq Ft
Ownership: Public
Stock Ticker: HOG
Headquarters: Harley-Davidson Financial Svcs
222 W Adams St Ste 2000
Chicago, IL, USA, 60606-5307
312-368-9501
Global Ultimate Parent: Harley-Davidson Inc
3700 W Juneau Ave
Milwaukee, WI, USA 53208-2818
414-342-4680
**Global Ultimate Parent
D-U-N-S® Number:** 102224623

Employee Count: 6,300
(All Sites)
Employment: Current Year: 200
(Individual Site) 1 Yr Prior: 200 | Trend: 0.00
2 Yr Prior: 200 | Trend: 0.00
3 Yr Prior: 200 | Trend: 0.00

Sales: \$4,859,336,000
(All Sites) US (Actual)
Sales: \$53,823,600
(Individual Sites) US (Estimated/Modeled)

Executives: Mr Al Ely - Vice President
Dale Kelsey - MIS Manager
Mr John Findley - Network Analyst
SIC Code(s): 55710000 - Motorcycle dealers (Primary)
Line of Business: Ret Motorcycles
Product(s): MOTORCYCLE DEALERS
NAICS Code(s): 441221 - Motorcycle Dealers (Primary)

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May 03, 2011 1:36 PM ET

Harley-Davidson Financial Services, Inc.

Snapshot

People

COMPANY OVERVIEW

Harley-Davidson Financial Services, Inc. provides financing options to individuals who are buying a motorcycle from another individual or private party. It offers motorcycle loan. The company also provides financing for MotorClothes apparel, parts and accessories, Harley-Davidson extended service plan, Harley-Davidson cycle insurance, payment protection plan, and finance protection plan. In addition, it offers flexible repayment options and specialized financing for all credit types. The company offers its products through dealers. Harley-Davidson Financial Services, Inc. was formerly known as Eaglemark Financial Services, Inc. and changed its name to Harley-Davidson Financial Services, Inc. in September 1999. The company was founded in 1992 and is headquartered in Chicago, Illinois. Harley-Davidson Financial Services, Inc. operates as a subsidiary of Harley-Davidson, Inc.

Hide Detailed Description

222 West Adams Street
Suite 2000
Chicago, IL 60606-5307
United States
Founded in 1992

Phone: 312-368-9501

KEY EXECUTIVES

Mr. Lawrence G. Hund
President and Chief Operating Officer
Age: 54

Mr. John Olin
Chief Financial Officer

Mr. James L. Ziemer
Chief Executive Officer of Harley-Davidson Inc
Age: 60

Mr. Keith Wandell
Chief Executive Officer of Harley-Davidson Inc and
President of Harley-Davidson Inc
Age: 59

Ms. Julia Landes
Director of Securitization

Compensation as of Fiscal Year 2010.

KEY DEVELOPMENTS FOR HARLEY-DAVIDSON FINANCIAL SERVICES, INC.**Harley-Davidson Financial Services, Inc. Presents at 21st Annual Finance Industry Conference for U.S. Fixed Income Investors, Jun-06-2011**

03/29/2011

Harley-Davidson Financial Services, Inc. Presents at 21st Annual Finance Industry Conference for U.S. Fixed Income Investors, Jun-06-2011 . Venue: Westin Copley Place, Boston, Massachusetts, United States.

Harley-Davidson Financial Services, Inc Raises \$450 Million in Private Placement

03/2/2011

Harley-Davidson Financial Services, Inc. has sold \$450 million worth of notes in the 144a private placement market. The notes which mature on March 15, 2016 carry a coupon of 3.875% and are priced at 99.94% of the principal amount to yield 3.888%, spread at 1.75% more than Treasury. The size of the offering was increased from an originally planned \$350 million.

Harley-Davidson Financial Services, Inc. Presents at 16th Annual ABS East 2010, Oct-03-2010

09/21/2010

Harley-Davidson Financial Services, Inc. Presents at 16th Annual ABS East 2010, Oct-03-2010 . Venue: Fontainebleau, 4441 Collins Avenue, Miami Beach, FL 33140, United States. Speakers: Julia Landes, Director of Securitization.

SIMILAR PRIVATE COMPANIES BY INDUSTRY

Company Name	Region
Modena 5 Inc.	United States
Watch Hill Advisors LLC	United States
The NASDAQ Stock Market LLC	United States
Housatonic Teachers Federal Credit Union	United States
Sturdy Credit Union	United States

RECENT PRIVATE COMPANIES TRANSACTIONS

Type Date	Target
Private Placement March 1, 2011	--

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In brief: Harley-Davidson unit | Spire | Law firm expansion

By: Staff November 30, 2009

In about-face, Harley unit leaving suburbs

The finance unit of Harley-Davidson Inc. is closing a suburban collections operation a year after it opened and moving the work to other locations. Harley-Davidson Financial Services Inc. is looking to sublease some 92,000 square feet at Continental Towers in northwest suburban Rolling Meadows, space it subleased last year from Citigroup Inc. The unit plans to relocate the jobs from Rolling Meadows to locations in Nevada and Texas, a spokeswoman says. The company is not reducing the number of collections staff overall, she says. Grubb & Ellis Co. is representing the firm in trying to sublease the space, three office floors totaling about 71,000 square feet plus training/conference and storage and IT space, according to the spokeswoman. The space is in Continental Towers II, 1701 Golf Road. The unit of the Milwaukee-based motorcycle maker remains headquartered in 25,000 square feet at 222 W. Adams St. downtown.

Spire developer in talks to raise union money

Chicago Spire developer Garrett Kelleher is scheduled to meet Monday afternoon with union pension fund executives to discuss a possible deal that would help kick-start the long-dormant 150-story condominium project. Talks with union lenders have been under way since this spring but have resumed in earnest since Chicago lost its bid to host the 2016 Olympics, says Tom Villanova, president of the Chicago & Cook County Building & Construction Trades Council. The current focus is on a \$170-million land-loan package that would enable Dublin, Ireland-based Shelbourne Development Ltd. to pay off existing loans and settle outstanding liens against the lakefront project. "That's the ask," Mr. Villanova says. He says officials with the AFL-CIO Building Investment Trust and ULLICO Inc., a union insurer, are to take part in Monday's meeting. While there's no timetable yet for a decision, Mr. Villanova says: "We're getting to the commitment stage." A spokeswoman for the project would only confirm the meeting, which was first reported by the Chicago Tribune.

Detroit law firm doubling size of Chicago office

Clark Hill PLC has signed a new 11-year lease for two full floors at 150 N. Michigan Ave., doubling the size of the Chicago office the firm opened just two years ago. The Detroit-based law firm will leave the 24th floor and move to the 26th and 27th floors, comprising 36,848 square feet, beginning in January. It had the 24th floor leased for the next four years, but signed the new lease because the firm needed extra space for expansion, says Craig Braham, president of Advocate Commercial Real Estate Advisors LLC, who represented Clark Hill along with Robert Palffy of U.S. Equities Realty. Mr. Braham wouldn't disclose financial terms but says the deal allowed Clark Hill to slightly reduce its rent and also included an unspecified period of free rent and money from the landlord to build out the new space. Monica Moore and Brad Despot of Jones Lang LaSalle Inc. represented the owner of 150 N. Michigan, Frankfurt, Germany-based SEB Asset Management. The 41-story building is now about 70% leased, according to CoStar Group Inc.

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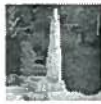
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MONDAY, JULY 20, 2009

Harley-Davidson Financial Services cuts 100 jobs

Harley-Davidson Financial Services announced that the company laid off 100 workers from its four locations, which includes the facility in Carson City.

Laurie Cole, director of communications for HDFFS, said the company isn't releasing a breakdown of how many employees at each location were let go, but that most of the layoffs were at the two larger facilities in Carson City and Plano, Texas.

Cole said there are now 300 employees left in the Arrowhead Drive office in Carson City after the layoffs. In 2003, HDFFS employed 425 people in Carson City, and negotiated a \$750,000 tax break with the Nevada Commission on Economic Development to stay in the city and build a new 100,000-square-foot office building. When the

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new office opened in 2005, the company said that approximately 500 employees would be working there.

Cole said that the number of employees has declined since then, partially because of some workers who moved to the office in Plano, where the cost of living is cheaper.

HDFS has 770 employees in total, according to Cole, with the largest number in Carson City.

Cole said the affected personnel were notified Thursday, and the company supplied severance pay and employment assistance.

"We know it's a difficult time and it's a tough situation, and we are trying to help the employees as best we can," Cole said.

HDFS provides financing for Harley-Davidson dealers to buy inventory for their showrooms, as well as loans for customers buying motorcycles. With quarterly sales of its motorcycles down 30 percent compared to prior year, that affected HDFS and necessitated the reduction in workforce, Cole said.

HDFS parent Harley-Davidson Inc. announced that 700 workers company-wide would be laid off as a result of declining sales.

"While the underlying fundamentals of the Harley-Davidson brand remain strong and our dealers' retail motorcycle sales declined less than our competitors, it is obviously a very tough environment for us right now, given the continued weak consumer spending in the overall economy for discretionary purchases," company president and CEO Keith Wandell said in a press release.


Source: Nevada Appeal


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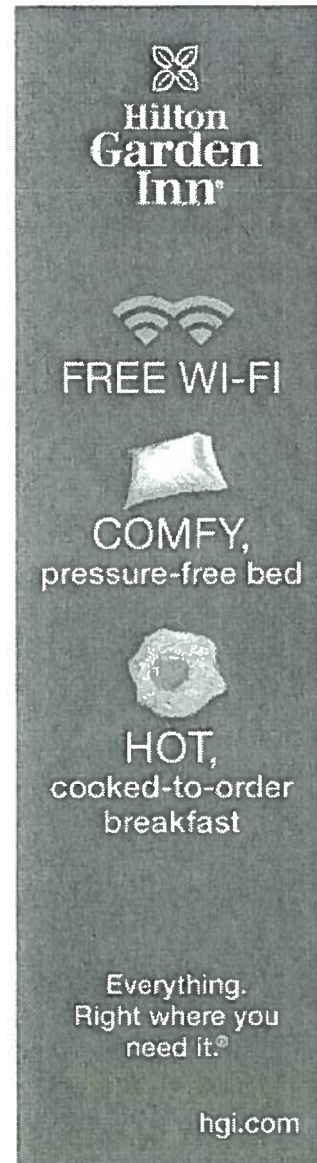
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REPORT ON
TAX ABATEMENTS, TAX EXEMPTIONS,
TAX INCENTIVES FOR ECONOMIC DEVELOPMENT AND
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IN NEVADA



February 2009

Sales and Use Tax Abatements, Property Tax Abatements and Business/Modified Business Tax Abatements Approved by NCED FY 1999-FY 2008

M=Manufacturing; M/D=Manufacturing/Distribution S=Service; R/D=Research and Development; P=Printing; W/D=Warehouse/Distribution; RE=Renewable Energy; RECYC=Recycling; GB=Green Building; HQ=Corporate Headquarters; N=New; E=Expansion; R=Retained

Date	Company	Type	New/Exp	County	Total Amount of Capital Investment	# of New Jobs	Total Wages	Average Wage	Estimated Sales and Use Tax Abatement Approved	Amount of Business Tax or Modified Business Tax Abatement	Amount of Personal Property Tax Abatement	Amount of Real Property Tax Abatement
07/10/02	Sunterra Corporation	HQ	E	CL	\$ 2,933,341	100	\$ 5,753,280	\$ 27.66	\$ 152,075	\$ 20,000	50%/10yrs	
07/10/02	Gizmo Wireless, Inc.	HQ	N	WA	\$ 284,000	41	\$ 1,310,754	\$ 15.37	\$ 14,724	\$ 8,200	50%/10yrs	
07/10/02	Inia-Aussie South Pacific	S	N	CL	\$ 504,490	33	\$ 1,245,816	\$ 18.15	\$ 26,155	\$ 6,600	50%/10yrs	
07/10/02	Ken's Foods, Inc.	M/D	N	CL	\$ 19,925,600	42	\$ 1,335,734	\$ 15.29	\$ 1,033,018	\$ 8,400	50%/10yrs	
08/14/02	PME Babbitt Bearings	S	R	DO	\$ 1,658,000	20	\$ 741,728	\$ 17.83	\$ 12,008	\$ 4,000		
08/14/02	Equipment Management Technology	HQ	R	CL	\$ 1,550,000	10	\$ 542,048	\$ 28.06	\$ 15,553	\$ 2,000		
08/14/02	Johns Manville	M/D	N	LY	\$ 6,929,000	56	\$ 1,767,002	\$ 15.17	\$ 85,459	\$ 11,200	50%/10yrs	
09/12/02	Aviation Services of NV	HQ	N	CL	\$ 300,000	51	\$ 1,647,422	\$ 15.53	\$ 15,553	\$ 10,200		
09/12/02	Ocean Spray Cranberries, Inc.	M/D	E	CL	\$ 5,751,244	17	\$ 613,496	\$ 17.35	\$ 298,166	\$ 3,400	50%/10yrs	
10/09/02	Milgard Manufacturing, Inc.	M/D	E	CL	\$ 10,735,000	32	\$ 1,058,970	\$ 15.91	\$ 139,563	\$ 6,400	50%/10yrs	
11/13/02	Pictographics	S	E	CL	\$ 3,689,825	20	\$ 748,800	\$ 18.00	\$ 87,607	\$ 4,000	50%/10yrs	
02/12/03	TESSCO Technologies	S	E	WA	\$ 3,884,870	82	\$ 2,686,320	\$ 15.75	\$ 48,467	\$ 16,400	50%/10yrs	
02/12/03	Cascades Tissues Group	M/D	N	WA	\$ 6,300,000	60	\$ 1,900,704	\$ 15.23	\$ 32,553	\$ 12,000		
06/11/03	Southern Foods Groups	M/D	N	CL	\$ 26,342,648	62	\$ 2,031,120	\$ 15.75	\$ 1,046,163	\$ 12,400	50%/10yrs	
06/11/03	American Recovery Service, Inc.	S	N	CL	\$ 1,098,475	89	\$ 3,335,862	\$ 18.02	\$ 56,949	\$ 17,800		
Totals for FY 2003					\$ 91,886,493	715	\$ 26,719,056	\$ 17.97	\$ 3,064,014	\$ 143,000		
Statewide Average Wage Requirement - \$15.48												
08/13/03	Creed Printing & Publishing Company, Inc.	HQ	E	CL	\$ 10,933,649	32	\$ 1,106,893	\$ 16.63	\$ 571,146	\$ 6,400	50%/10yrs	
09/10/03	Harley-Davidson Financial Services	S	R	CC	\$ 28,169,000	425	\$ 15,089,880	\$ 17.07	\$ 519,888		50%/10yrs	
09/10/03	Sherwin-Williams Company	M	N	LY	\$ 26,000,000	84	\$ 2,952,768	\$ 16.90	\$ 1,164,150		50%/10yrs	
09/10/03	Nutri-Pharmaceuticals Research, Inc.	HQ	E	CL	\$ 1,400,000	15	\$ 562,848	\$ 18.04	\$ 73,133			
09/10/03	PC Doctor	HQ	N	WA	\$ 748,418	49	\$ 2,050,630	\$ 20.12	\$ 39,095			
10/08/03	Spacecraft Components Corporation	M	N	CL	\$ 598,700	59	\$ 1,954,930	\$ 15.93	\$ 31,275			
10/08/03	Steam Turbine Blading & Parts, LLC	M	N	DO	\$ 2,381,891	20	\$ 744,224	\$ 17.89	\$ 129,877			
11/12/03	ORNI3, LLC - Ormat Nevada	M	E	CH	\$ 53,513,000	8	\$ 349,440	\$ 21.00	\$ 2,662,272			
12/10/03	Vitamin Research Products, Inc.	M	E	CC	\$ 635,000	20	\$ 803,296	\$ 19.31	\$ 31,591			
12/10/03	Cardinal Health 2, Inc./Financial Shared Services	HQ	E	CL	\$ 9,833,860	15	\$ 653,328	\$ 20.94	\$ 538,158			
12/10/03	Global Health Management, LLC	M	N	CL	\$ 2,650,000	60	\$ 2,500,992	\$ 20.04	\$ 145,021			
01/14/04	Tek Tube Group, LLC	M	E	CL	\$ 1,807,304	6	\$ 207,043	\$ 16.59	\$ 98,905			
01/14/04	Hogue, Inc.	M	N	DO	\$ 8,112,000	60	\$ 1,983,072	\$ 15.89	\$ 33,084			
01/14/04	Analysts, Inc.	R&D	N	CL	\$ 2,301,000	40	\$ 1,451,008	\$ 17.44	\$ 17,293			
02/11/04	Kloehn Company Ltd.	M	E	CL	\$ 5,111,900	12	\$ 402,106	\$ 16.11	\$ 88,600			
02/11/04	4YourSoul.com	R&D	N	CL	\$ 1,410,000	12	\$ 759,283	\$ 30.42	\$ 73,058			
03/10/04	Do It Best Corp.	D	N	CL	\$ 22,050,000	94	\$ 2,442,045	\$ 12.49	\$ 320,141			
03/10/04	www.YellowPages.com	HQ	E	CL	\$ 1,562,160	159	\$ 5,579,246	\$ 16.87	\$ 85,489			
03/10/04	CMX Las Vegas Studios	S	N	CL	\$ 2,000,000	10	\$ 333,008	\$ 16.01	\$ 109,450			
03/10/04	Novum Pharmaceutical Research	R&D	N	CL	\$ 641,370	33	\$ 1,522,435	\$ 22.18	\$ 12,224			
03/10/04	Scott Drake Enterprises	HQ	N	CL	\$ 1,250,000	50	\$ 1,654,640	\$ 15.91	\$ 88,406			
03/10/04	Pro Line Properties, Inc.	P	N	WA	\$ 24,000,000	60	\$ 2,277,600	\$ 18.25	\$ 1,146,504			
04/14/04	Veristeel, Inc.	M	N	CL	\$ 2,980,000	19	\$ 892,757	\$ 22.59	\$ 163,081			
04/14/04	Center Staging Las Vegas	S	N	CL	\$ 23,223,168	55	\$ 3,057,912	\$ 26.73	\$ 341,274			
Totals for FY 2004					\$ 233,312,420	1,397	\$ 51,331,384	\$ 17.67	\$ 8,463,115	\$ 6,400		
Statewide Average Wage Requirement - \$15.89												

Harley-Davidson unit to bring jobs with suburban sublease

By: Thomas A. Corfman November 05, 2008

(Crain's) -- Harley-Davidson Inc.'s finance unit has agreed to take roughly 81,000 square feet of a former subprime mortgage lender's office in Continental Towers, in a boost to the northwest suburban office market.

The Milwaukee-based manufacturer of Electra Glide and Fat Bob motorcycles is planning to establish a call center in the Rolling Meadows office complex at 1701 Golf Road, sources say, although Harley's exact plans could not be determined. The unit also has office space at 222 W. Adams downtown.

The facility could accommodate between about 355 and 425 employees, based on a rule of thumb of five to six employees per 1,000 square feet for similar operations.

During an Oct. 16 conference call with analysts to discuss Harley's third-quarter results, the president of Harley's finance unit disclosed plans to bolster staff to prepare for a possible increase in loan defaults because of the economy.



Continental Towers II. Photo from CoStar Group Inc.

"We've also added collection staff to reduce the number (of) accounts for collector(s) and improve the effectiveness of our collections efforts overall," Saiyid Naqvi said, according to a transcript. "And finally just this week we announced our plan to open an additional collection facility in (the) Chicagoland area to mitigate future losses."

A Harley spokesman declined to comment about specifics of the new Rolling Meadows office except to say it was one of several "measures to enhance credit administration and collections in the current economy."

Initially, the office will have about 40 employees, virtually all new hires, the spokesman says.

Continental Towers was chosen "based on its fit with the company's needs and favorable lease rates in the current environment," he added. Harley is taking space in the second building of the three-building development, sources say.

Thomas N. Tunnicliff, a senior vice-president in the Chicago office of California-based real estate firm Grubb & Ellis Co., which represented Harley, declined to comment.

The motorcycle maker has subleased the space from New York-based banking giant Citigroup Inc., which inherited the offices as part of an acquisition last year of troubled California lender Argent Mortgage Co., according to people familiar with the transaction.

The deal includes about 71,000 square feet of office space and 10,000 square feet of lower-level space that will be as a data center, those sources say.

Gregg Raus, executive vice-president with Chicago-based real estate firm Jones Lang LaSalle Inc., which represented Citigroup, declined to comment.

Harley is taking over a lease that runs only until June 11, 2011. But the company is already in talks with landlord Prime Group Realty Trust about signing a long-term lease when that agreement expires, sources say.

Jeffrey Patterson, CEO of Chicago-based Prime Group, and Fred Ishler, a senior vice-president with commercial real estate firm Transwestern, which handles leasing for Continental Towers, also declined to comment.

(In an e-mail message sent after this story was posted, the Harley spokesman denied the company was in talks with Prime Group about a long-term lease. He also said the lower-level space would not be a data center, but declined to say what the space would be used for.)

June 11, 2011

You are here: [Priorities](#) >> [Strengthening Our Economy](#) >> [Investing For Growth](#)>> Texas Enterprise Fund

Texas Enterprise Fund

Summary of Achievement

The Texas Enterprise Fund (TEF) provides the state's leaders with a "deal closing fund" that has the flexibility and financial resources to help strengthen the state's economy. The fund can be used for a variety of economic development projects including infrastructure and community development, job training programs and business incentives. Before funds can be awarded, the governor, lieutenant governor and speaker must unanimously agree to support the use of the TEF for each specific project.

The TEF is used primarily to attract new business to the state or assist with the substantial expansion of an existing business as part of competitive recruitment. State leadership will also be able to use Enterprise funds to leverage other resources for an economic development project.

To be eligible for TEF support, a project must demonstrate a significant return on the state's investment and strong local support. The review process will consider a variety of factors, including job creation and wages, capital investment, financial strength of the applicant, applicant's business history, analysis of the relevant business sector, and public and private sector financial support.

The Challenge

State-level economic development tools were limited prior to the creation of the Enterprise Fund in 2003. The prospect of the Toyota facility in San Antonio solidified the need for a large "deal closing" fund for the state. The TEF has put Texas among the top states for business climate and on to the short lists of both companies and site consultants. The program has allowed the state's leadership to support economic development projects in a fast paced and changing economy.

Action / Initiative

Gov. Perry has made job creation and economic development a cornerstone of his administration. At his request, the Texas Legislature established the Texas Enterprise Fund as a means of providing financial resources to attract new businesses to the state and assist existing businesses with substantial expansion efforts. The fund has vastly expanded the state's economic development tools, and as a result, Texas now has one of the best economic environments in the nation.

The Outcome

Texas was named 2007 State of the Year by Business Facilities magazine and was ranked by corporate relocation specialists as No. 1 for business climate in Site Selection magazine's 2007 executive survey. The Lone Star State is poised for continued success, dominating Forbes' 2008 Best Cities for Jobs list with five cities in the top 20. Texas is also home to the most Fortune 500 companies in the nation.

Since the inception of the fund, the state has been able to respond quickly and aggressively to opportunities that have brought thousands of jobs and billions in capital investment to Texas.

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AIA Nevada Design & Service Awards Archive -> 2006 awards -> Harley Davidson Financial Services Call Center

NEVADA AIA DESIGN AWARDS 2006

Entry number: B06014

Project Name: Harley Davidson Financial Services Call Center

Building Type: Commercial Office

Address: 3850 North Arrowhead Drive, Carson City NV

Completion Date: April 2005

Architect: VOA Associates Incorporated

Design team:

VOA Associates Incorporated

Design Approach/Narrative: Located on the foothills of the Sierra Nevada mountain range, the project is organized around the concept of the "open road" which is the spirit of the corporate brand. The "open road" connects the site, the communal social and training areas and the office to this dramatic and expansive site.

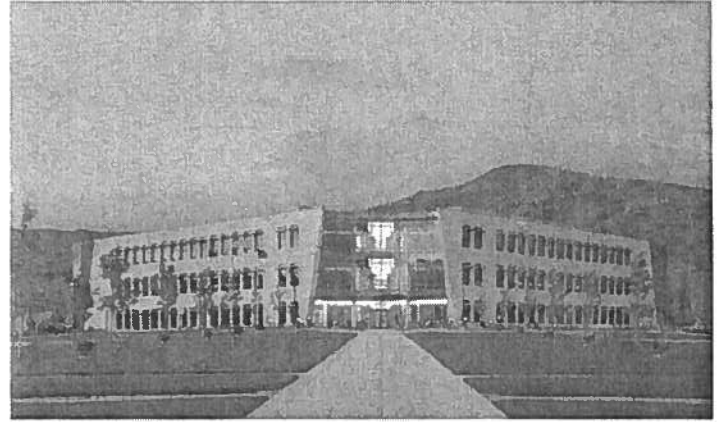
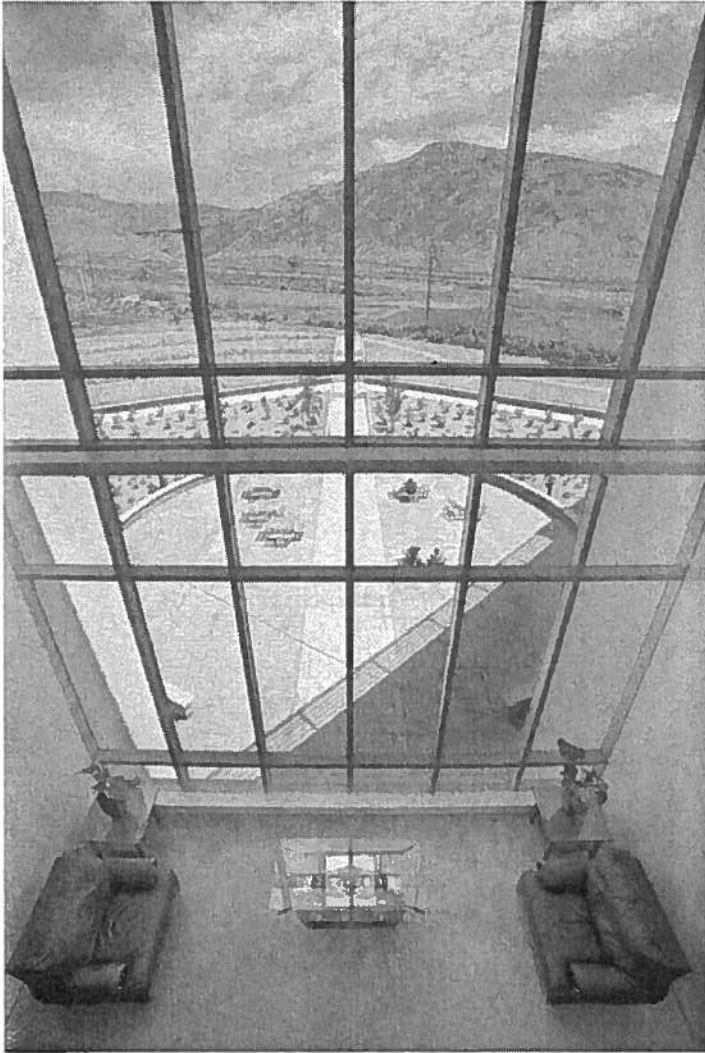
This road passes through the central core of the project which serves as the central hub for the open office "loft" design. The core area contains employee support, service, amenities, and conference areas. It recalls traditional Western architecture and planning. The upper two floors of this project are for flexible open office areas and ground floor contains employee amenities such as cafeteria, fitness and training as well as the computer infrastructure required for the operations. The center can be opened up for corporate and social events such as the biannual corporate town hall meetings and social events like motorcycle road rallies. These areas connect to outdoor courts and plazas to engage all aspects of the site into creating a stronger corporate community.

The language of the Architecture focuses on a monumental simplicity which merges this development to this dramatic landscape creating a larger sense of presence and permanence.

The building area for this project was 98,000 GSF and materials used included steel frame, tilt up concrete panels, aluminum windows, curtain wall and sunshades.

Material in ASL Library: Form Core Boards, Project Description Form, Exteriors Photos, Location Map, Site Plan, Floor Plan, and Interior Photos





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Tuesday, 20-Mar-2007 21:54:23 PDT

Marmon Group, Harley-Davidson finance unit find new HQs

By: Thomas A. Corfman August 16, 2006

In separate lease deals reflecting the activity in the downtown office market, the Prizker family's Marmon Group Inc. and Harley-Davidson Inc.'s finance unit are changing addresses.

In the larger of the two transactions, Marmon is increasing its space by a third to 44,500 square feet as part of a long-term lease at 181 W. Madison St., says Gary Denenberg, senior vice-president with Chicago-based MB Real Estate Services LLC, which manages the 50-story Central Loop tower.

Many downtown office tenants who have been sitting on the sidelines are now starting to make deals as the office market starts to tighten, he says. "There's growth, but it's measured."

In a statement, Frank Ptak, CEO of the manufacturing conglomerate, says "We looked at a number of buildings and believe 181 W. Madison is an excellent fit." Marmon would move from 225 W. Washington St., where it has been a tenant since 1988.

The deal reflects the aggressiveness of the building's new owner, General Electric Corp. pension fund. The fund acquired the 940,600-square-foot tower in April, paying a top-dollar price of \$294 million, or \$312 a foot, according to real estate research firm CoStar Group Inc.

In exchange for a 15-year lease, Marmon received a sizeable tenant improvement allowance and roughly two years free rent, sources say.

Marmon is moving in January, 2007, but will pay rent at its current location until 2009, when it will exercise an early termination option of its existing lease, sources say. The Marmon lease is projected to lift the building's occupancy rate to 92%, from the current 86%.

As a result of the move, Marmon gets a chance to reconfigure and upgrade its offices, without "taking some financial punishment," says Joseph Learner, executive vice president with tenant rep Studley Inc., which represented company.

Meanwhile, another take-charge owner, Tishman Speyer Properties LP, has snagged Harley.

The finance unit of Milwaukee motorcycle maker is taking 25,800 square feet of space at 222 W. Adams St., says Thomas Tunnick, executive vice president with real estate firm Trammell Crow Co., which represented Harley.

Harley would move from 150 S. Wacker Drive during the first quarter, 2007. The 15-year lease would be a boost for 222 W. Adams, which early next year will lose its anchor tenant, USG Corp., to a new building at 550 W. Adams St. being developed by Chicago-based Fifield Cos.

The building is owned by Sydney-based investment fund with ties to New York-based Tishman Speyer.

Last month, the fund said GATX Corp. signed a new lease for 109,000 square feet of space at 222 W. Adams.

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Gov. Perry Helps Open Harley-Davidson Financial Services Expansion In Plano

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PLANO – Gov. Rick Perry today participated in a ribbon cutting ceremony for the expansion of Harley-Davidson Financial Services (HDFS) in Plano. The financial services operation has committed to a 10-year lease agreement that retains approximately 60 existing jobs while creating more than 165 additional jobs.

"With the creation of 165 new jobs, I am proud to say Harley-Davidson is adding a little more horsepower to the Texas economy," Perry said. "As governor, but especially as a Harley rider, I am excited Harley-Davidson recognizes that Texas is an ideal location to expand operations, create new jobs and make a new capital investment of \$3 million."

HDFS, a subsidiary of Harley-Davidson, Inc., provides wholesale and retail financing, insurance and credit card programs to Harley-Davidson dealers and customers. In addition, HDFS provides small aircraft financing to consumers and dealers.

HDFS announced in October its plans for expansion in Plano with an anticipated capital investment of \$3 million. Once fully operational, the HDFS expansion is expected to mean 225 jobs with average annual wages of \$40,000.

Perry called today's announcement yet another sign that the state's economy is strengthening with companies across Texas making new investments and expansions. The governor, who has made economic development and job creation a cornerstone of his administration, noted that in the past year, Texas added more than 30,000 new net jobs while New York, Michigan, Ohio, Illinois, Pennsylvania and California lost a net total of more than 300,000 jobs.

Since the first of the year, Toyota and INFOnxx, a directory assistance service, announced plans for new San Antonio facilities that will bring thousands of jobs to the area. In addition, global teleservices giant Merkafon Teleperformance decided to locate its newest call center in the Rio Grande Valley, Texas Instruments revealed it will build a new \$3 billion research and manufacturing plant in the Dallas-Fort Worth area, Samsung unveiled a \$500 million expansion of its Austin chip plant, and Hewlett-Packard announced it will transfer 475 jobs from California to Houston.

From the Dallas Business Journal:

<http://www.bizjournals.com/dallas/stories/2003/11/17/story1.html>

Harley taps Plano

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Incentives play key role in expansion of financial services unit, which eventually may employ 400

Dallas Business Journal - by Christine Perez , Senior Writer

Date: Sunday, November 16, 2003, 11:00pm CST

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The city of Plano is in hog heaven. That's because Harley-Davidson Financial Services Inc., a Chicago-based subsidiary of the famed motorcycle maker, is planning to significantly expand its operations here, employing up to 400 in the next seven years or so.

The company has signed a 10-year lease for 61,000 square feet at Collin Creek Corporate Center II, part of a three-building complex off Alma Drive owned by Dallas real estate investor Herbert Hunt. Expansion options are in place to take it up to 102,000 square feet in the future.

"We feel privileged to have Harley-Davidson select our Collin Creek Corporate Center," said Al Allred, president of Hunt Properties, which developed and oversees the complex. "It's great to have a company with such a good brand that people will tattoo it on their bodies."

About 55 employees will move to the new facility in February. Company officials expect to make at least that many new hires in 2004.

HDFS has occupied about 15,000 square feet on Chisholm Place in Plano since 1996. Plano came up with an incentives package in the form of a 50% annual real and business property tax abatement, valued at \$106,975 over the next 10 years, to keep the company within its borders.

The state of Texas also kicked in training incentives, the value of which was not immediately available.

Launched 100 years ago by a couple of 20-somethings, William Harley and Arthur Davidson, Milwaukee-based Harley-Davidson Inc. has grown to become the country's largest heavyweight motorcycle manufacturer.

The financial services group was spun off in 2002 to provide bikers with financing, insurance, extended service and protection plans and the Harley-Davidson VISA card. Though it's headquartered in Chicago, the bulk of its operations are in Carson City, Nev., its only other regional U.S. office.

HDFS raked in \$46.2 million in revenue during the third quarter of 2003, up from \$29.7 million in 2002. It accounted for about 4% of Harley-Davidson's overall third-quarter revenue of \$1.1 billion. The group's strong results led corporate officials to raise expectations for 2003, projecting a 55% increase over the \$104.2 million it generated in 2002.

Over the long haul, the parent expects HDFS's growth rate to be slightly higher than its motorcycle-unit growth rate.

"Harley-Davidson Financial Services is a very strong company with a very desirable product, and as such has seen very strong growth," said Donal Hummer, vice president of community and government affairs in HDFS's Nevada office.

Until now, only wholesale financing functions were handled in Plano. The expansion will bring operations for all other retail and insurance products to North Texas. The building also will serve as a disaster recovery site.

HDFS looked at a number of states before settling on Texas. Hummer said city and state incentives played a "very large" role.

"The governor and the Plano Economic Development Corp. were very interested in getting Harley-Davidson Financial Services to expand in Texas, and from the very beginning understood what a company like ours could bring to the state in terms of high-paying, quality jobs," Hummer said. "We also liked the availability of a skilled employee base and the good geographical location, close to a lot of our riders/customers and in the central time zone."

Hummer said the state's robust technical infrastructure also played a role.

"We need to operate 24/7 in all 50 states, Puerto Rico, Canada and Europe," he said. "The strong infrastructure in Texas offered us the ability to do that."

Beat out Frisco

Tom Tunnicliff, principal in Chicago-based John Buck Co., represents HDFS's real estate interests nationwide. He said there was no shortage of workable options in North Texas.

"We started with 33 buildings and narrowed it to 15," he said. "At the end of the day we had five solid alternatives in Plano and Frisco. Hall Office Park ended up being the bridesmaid. We chose Collin Creek Corporate Center because of the look of the buildings, and because the Hunt people and Holt people were willing to step up and make it happen. In the end, we made a long-term deal that's beneficial to both parties."

Collin Creek Corporate Center II is part of a three-building campus on 28 acres just north of Collin Creek mall. The three-story, 102,000-square-foot facility was built as a speculative project in 2001, just as the tech wreck was starting to hit the market, and has sat empty since then.

A twin building, Collin Creek Corporate Center I, is fully occupied by Southwestern Bell Internet Services. About 100,000 square feet remain available in the third building, a 10-story, 185,000-square-foot facility called Pitman Atrium Tower. A fourth 55,000-square-foot building, Pitman Tower East, was sold to Community Credit Union last year.

HDFS will occupy the entire second floor of Collin Creek Corporate Center II, most of the third and a part of the first floor.

Don Bouvier, vice president of development at Hunt Properties, said competition for the Harley deal was brutal.

"It wasn't just the company's solid credit," he said. "Everyone was enamored with the prospect of getting an American icon like Harley-Davidson in one of their buildings."

Reid Caldwell and Robert Jimenez with The Holt Cos. represented Hunt in negotiations with HDFS. Caldwell said the office-leasing market could use some positive absorption.

"This is a true expansion, not just a company moving from one place to another, stealing Peter to pay Paul," he said. "Anytime you can make a new transaction like this, especially in these tough times, it's something to tout. Harley-Davidson was hotly pursued by many others. Frisco really made it tough. It's a wonderful win for the city of Plano and the state of Texas."

