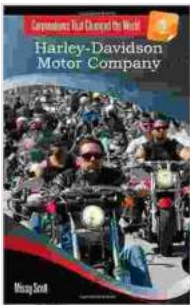


Harley-Davidson Motor Company: A Corporation That Changed the World

The Harley-Davidson Motor Company is an iconic American motorcycle manufacturer that has been in business for over 100 years. The company has a long and storied history, and its motorcycles have become symbols of freedom and rebellion. In this article, we will take a look at the history of the Harley-Davidson Motor Company, and we will explore the factors that have contributed to its success.



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

★★★★☆ 4.6 out of 5

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Text-to-Speech : Enabled

Screen Reader : Supported

Word Wise : Enabled

Print length : 200 pages



The Early Years

The Harley-Davidson Motor Company was founded in 1903 by William S. Harley and Arthur Davidson. Harley was a draftsman, and Davidson was a machinist. The two men shared a passion for motorcycles, and they decided to start their own company to build their own machines.

The early years of the Harley-Davidson Motor Company were difficult. The company struggled to compete with larger, more established motorcycle manufacturers. However, Harley and Davidson were determined to succeed, and they eventually gained a loyal following among motorcycle enthusiasts.

The Roaring Twenties

The 1920s were a boom time for the Harley-Davidson Motor Company. The company's motorcycles became increasingly popular, and the company began to expand its operations. In 1929, Harley-Davidson introduced the Model J, which was the first motorcycle to feature a V-twin engine. The Model J was a huge success, and it helped to make Harley-Davidson the leading motorcycle manufacturer in the United States.

The Great Depression

The Great Depression was a difficult time for the Harley-Davidson Motor Company. Sales of motorcycles plummeted, and the company was forced to lay off workers. However, Harley-Davidson managed to survive the Depression, and it emerged from the crisis as a stronger company.

World War II

During World War II, the Harley-Davidson Motor Company produced motorcycles for the United States military. The company's motorcycles were used by the Army, the Navy, and the Marines. Harley-Davidson also produced motorcycles for the Allies, including the British and the Soviets.

The Post-War Years

After the war, Harley-Davidson continued to produce motorcycles for civilian use. The company also began to produce a line of lightweight motorcycles, which were popular with younger riders. In the 1960s, Harley-Davidson motorcycles became associated with the counterculture movement. The company's motorcycles were seen as symbols of freedom and rebellion, and they were popular with young people who were looking for an alternative to the mainstream.

The Modern Era

Harley-Davidson has continued to produce motorcycles for over 100 years, and the company is still going strong today. The company's motorcycles are still popular with riders of all ages, and they continue to be symbols of freedom and rebellion.

Factors That Contributed to Harley-Davidson's Success

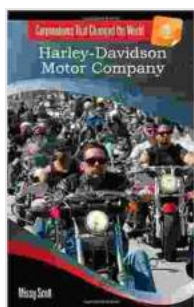
There are a number of factors that have contributed to Harley-Davidson's success over the years. These factors include:

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- **The company's strong brand identity.** Harley-Davidson is one of the most recognizable brands in the world. The company's motorcycles are known for their distinctive style and sound, and they have a loyal following among riders of all ages.
- **The company's focus on quality.** Harley-Davidson motorcycles are built to last. The company uses high-quality materials and components, and its motorcycles are known for their durability and reliability.

- **The company's innovation.** Harley-Davidson has a long history of innovation. The company was the first to introduce a number of features that are now standard on motorcycles, including the V-twin engine and the electric starter.
- **The company's marketing.** Harley-Davidson has a strong marketing program that targets its core audience. The company's advertising campaigns are often edgy and provocative, and they have helped to create a strong image for the company.

The Harley-Davidson Motor Company is a true American success story. The company has been in business for over 100 years, and its motorcycles have become symbols of freedom and rebellion. Harley-Davidson has faced many challenges over the years, but the company has always managed to overcome adversity and emerge stronger than ever before. The Harley-Davidson Motor Company is a testament to the power of the American dream, and it is a company that will continue to be successful for many years to come.



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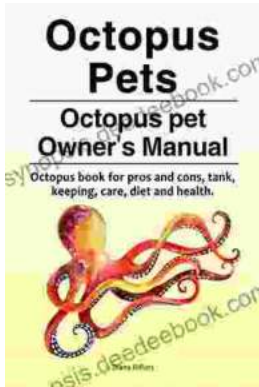
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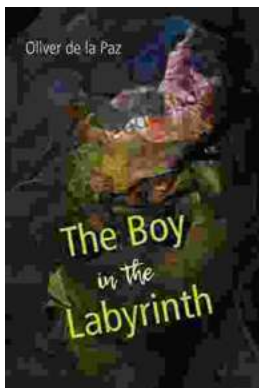
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