

For Your Awareness: H-D in the Online Media

HARLEY-DAVIDSON MOTOR COMPANY

July 25, 2024

H-D Dealers,

We'd like to take this opportunity to provide a few clarifying facts relating to recent online media that you may have seen regarding Harley-Davidson's corporate policy.

- In 2023/4, 1,384 companies actively participated in the **Human Rights Campaign (HRC)** index, including 378 of the Fortune 500. Harley-Davidson's **HRC score for 2023 was 45/100** with 100 being the maximum attainable score. This ranked Harley-Davidson at 572 in the Fortune 1000. For context, FOX scores 90/100 points. The Company has participated in the HRC since before 2019 - the full 2023 HRC index can be found [here: https://hrc-prod-requests.s3-us-west-2.amazonaws.com/CEI-2023-Appendices-Updated-020924.pdf](https://hrc-prod-requests.s3-us-west-2.amazonaws.com/CEI-2023-Appendices-Updated-020924.pdf)
- It's no secret that the **Harley-Davidson Museum** is one of the best venues in Milwaukee, and as such it is rented by many 3rd party organizations to host their events. For example, recently RNC delegations hosted events at the Museum. These 3rd party events are unaffiliated with Harley-Davidson unless otherwise stated. Events hosted by the Harley-Davidson Museum are clearly listed on its website: <https://www.harley-davidson.com/us/en/museum/explore/events.html>
- Harley-Davidson offers thousands of **training and development** opportunities for its workforce as a best-in-class employer. The Company does not mandate any form of training to its workforce, other than what is legally required.
- Harley-Davidson **Employee Resource Groups (ERG's)** include Veterans, Hispanic/Latinx, Women, Asian, Young, African American and LGBTQ+. The latest addition to the ERG's is dedicated to Parents/Caregivers. ERGs are able to sponsor events specific to their focus and independently of Harley-Davidson.
- We discontinued our **corporate support** of United Way in 2020. Current charitable partners are: The Children's Hospital Wisconsin, Near West Side Partners and The Hunger Taskforce.
- **The way we work with our dealers has not changed.** We are committed to partnering with you to bring the joy of riding to more people.

Harley-Davidson has been a proud American institution for more than 120 years. United We Ride defines how we run our business, treat our people, and underscores our commitment to freedom.

As a responsible company, we are committed to evaluating our policies, strategies, and activities to ensure they are relevant to our business.

Earlier this year Harley-Davidson initiated an internal review to ensure that stakeholder and outreach activities associated with the company are aligned to our role as an employer and business today. The outcome of that review will inform our stakeholder initiatives going forward, ensuring alignment