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(and the American flag) at the close of the commercial suggested a new generation of Harley riders yet to grasp their first Gold Card. With the approach of the millennium, Harley-Davidson roared into cyberspace. Besides a Lollapalooza of a party, Harley-Davidson's 95th anniversary was celebrated with a virtual Harley tour online. Visitors to Harley-Davidson's web site were invited to partake of video and audio journals of actual motorcycle mamas and daddies from Washington to Pennsylvania. Harley-Davidson has proved that heavyweight motorcycles are not just about nostalgia, whether for the early days of motorcycles or the freewheeling 1960s; the classic appeal of the Harley-Davidson motorcycle would certainly continue into the next century, and the company was poised to support continued growth. Principal Subsidiaries: Holiday Rambler Corporation; Utlmaster Corporation; B&B Molders; Creative Dimensions; Nappanee Wood Products. Further Reading: "Bleustein Appointed Chief Executive Officer of Harley-Davidson, Inc.," , June 27, 1997. "Chrome on the Range," , June, 1998. Gallun, Alby, "Manufacturers Expect Growth to Moderate in '98," Business Journal Serving Greater Milwaukee, January 9, 1998. Goldberg, Steven T., and Nancy Stover, "12 Stocks That Keep Growing & Growing & Growing," Kiplinger's Personal Finance Magazine, May 1998, p. 66. "Harley-Davidson Celebrates First Production Motorcycles in Kansas City," , January 6, 1998. "Harley-Davidson, Inc. Announces Record First Quarter Earnings and 32nd Consecutive Quarter of Record Sales," , April 13, 1998. "Harley-Davidson Inc. Company Briefing Book," Wall Street Journal, 1998. "Harley-Davidson Mission," , 1998. "How Harley Beat Back the Japanese," Fortune, September 25, 1989. "Joe Walsh and the Wallflowers Rock Harley-Davidson's 95th Birthday," , May 4, 1998. "Maintaining Excellence Through Change," Target, Spring 1989. "95th Anniversary Web Site Cruises the Virtual Highway," , May 11, 1998. Reid, Peter, Well Made in America: Lessons from Harley-Davidson on Being the Best, New York, McGraw Hill, 1990. "Riding the Road to Recovery at Harley-Davidson," Labor-Management Cooperation Brief No. 15 (April 1988), Washington, D.C., U.S. Department of Labor. Roth, Stephen, "New Harley Plant Spotlights Training and Empowerment," Kansas City Business Journal, January 9-15, 1998. Stuart, Devan, "Shop's Clothing Sales Ride Motorcycle's Popularity," Jacksonville Business Journal, January 16, 1998. "The Success of Harley-Davidson: 89 Years in the Making," Harley-Davidson News, Milwaukee, Wisconsin, Harley-Davidson, Inc., 1992. "Top 100 Places to Work," Dealernews, March 1998, p. 47. "Why Milwaukee Won't Die, Cycle, June 1987. Source: International Directory of Company Histories, Vol. 25. St. James Press, 1999. Enjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished than ever. See What's NewExplore how consumers want to see climate stories told today, and what that means for your visuals.Download Our Latest VisualGPS ReportData-backed trends. Generative AI demos. Answers to your usage rights questions. Our original video podcast covers it all—now on demand.Watch NowEnjoy sharper detail, more accurate color, lifelike lighting, believable backgrounds, and more with our new model update. Your generated images will be more polished than ever. See What's NewExplore how consumers want to see climate stories told today, and what that means for your visuals.Download Our Latest VisualGPS ReportData-backed trends. Generative AI demos. Answers to your usage rights questions. Our original video podcast covers it all—now on demand.Watch Now