

# MISSION

TO DESIGN, MANUFACTURE AND SELL PROFITABLY THROUGHOUT  
THE WORLD PREMIUM QUALITY AMERICAN MADE MOTORCYCLES  
THAT ARE REMINISCENT OF THE LEGENDARY UNEQUALED LIFESTYLE  
EXPERIENCES OF THE EARLIER YEARS OF MOTORCYCLING



## MISSION PRINCIPLES

1. PEOPLE ARE OUR GREATEST ASSET.
2. WE WILL MAXIMIZE OUR ENTERPRISE VALUE BY WORKING AS A TEAM.
3. OUR PRODUCTS WILL BE PROUDLY MADE IN THE UNITED STATES OF AMERICA.
4. WE WILL BUILD THE BEST HEAVYWEIGHT MOTORCYCLES IN THE WORLD.
5. WE EXIST TO SERVE OUR DEALERS AND CUSTOMERS. THEY ARE PART OF OUR TEAM AND WE NEED TO ALWAYS UNDERSTAND THEIR VALUE.
6. WE WILL HAVE FUN... OUR TEAM, FAMILIES, DEALERS, CUSTOMERS, AND SHAREHOLDERS.
7. WE WILL MAKE OUR PRODUCTS AVAILABLE THROUGHOUT THE WORLD.
8. INTEGRITY, HONESTY, PERSISTENCE, AND KNOWLEDGE WILL BE EXPECTED, FOSTERED, AND REWARDED.
9. WE MUST PROFIT IN ORDER TO PROVIDE A LIVELIHOOD FOR OUR TEAM, FAMILIES, DEALERS, CUSTOMERS, AND SHAREHOLDERS.