

113TH CONGRESS
1ST SESSION

H. RES. 346

Recognizing the 110th anniversary of the founding of the Harley-Davidson Motor Company, which has been a significant part of the social, economic, and cultural heritage of the United States and many other nations and a leading force for product and manufacturing innovation.

IN THE HOUSE OF REPRESENTATIVES

SEPTEMBER 12, 2013

Ms. MOORE (for herself and Mr. RIBBLE) submitted the following resolution;
which was referred to the Committee on Energy and Commerce

RESOLUTION

Recognizing the 110th anniversary of the founding of the Harley-Davidson Motor Company, which has been a significant part of the social, economic, and cultural heritage of the United States and many other nations and a leading force for product and manufacturing innovation.

Whereas in 1903, boyhood friends William S. Harley and Arthur Davidson completed the first design and manufacture of a motorcycle;

Whereas in 1906, the Harley-Davidson Motor Company completed construction of its first building on the current site of the company's world headquarters;

Whereas in 1907, the Harley-Davidson Motor Company was formally incorporated with 18 employees purchasing its first shares;

Whereas Arthur Davidson implemented the “close to the customer” sales philosophy and established a worldwide network of motorcycle dealers;

Whereas during World War I, Harley-Davidson supplied 17,000 motorcycles for use by Allied armed forces;

Whereas by 1920, Harley-Davidson was the world’s largest motorcycle manufacturer;

Whereas during World War II, Harley-Davidson built more than 90,000 motorcycles for use by United States and Allied personnel, earning 4 Army-Navy “E” Awards for excellence in wartime production;

Whereas since 1980, as a national corporate sponsor of the Muscular Dystrophy Association, Harley-Davidson has raised more than \$90,000,000 to fund research and health services;

Whereas the Harley Owners Group, with more than 1,000,000 members and 900 chapters worldwide, is celebrating its 30th anniversary in 2013;

Whereas Harley-Davidson Motor Company during 2012 produced more than 247,000 motorcycles and generated \$4,900,000,000 in revenue;

Whereas Harley-Davidson riders come from all different cultures, backgrounds, and generations;

Whereas in 2012, for the fifth straight year, Harley-Davidson was the number one seller of new street motorcycles in the United States to young adults ages 18–34, women,

African-Americans and Hispanics, as well as Caucasian men 35 years and older;

Whereas Harley-Davidson sold more new street motorcycles in 2012 to women in the United States than all other brands combined, as well as nearly half of all new street motorcycles purchased by African-Americans and Hispanics; and

Whereas the Harley-Davidson Motor Company is part of the fabric of communities throughout the United States, and Harley-Davidson motorcycles are a source of pride and enjoyment for owners, families, and friends: Now, therefore, be it

1 *Resolved*, That the House of Representatives—

2 (1) recognizes the achievements of Harley-Da-
3 vidson Motor Company, widely regarded as a tre-
4 mendous United States business success story and
5 one of the top performing companies in the Nation,
6 as its employees, retirees, suppliers, dealers, cus-
7 tomers, motorcycle enthusiasts, and friends world-
8 wide commemorate and celebrate its 110th anniver-
9 sary milestone;

10 (2) recognizes the great impact that Harley-Da-
11 vidson has had on the business, social, and cultural
12 landscape and lives of the people of the United
13 States and citizens of all nations, as a quintessential
14 icon of Americana; and

15 (3) congratulates the Harley-Davidson Motor
16 Company for this achievement and trusts that Har-

1 ley-Davidson will continue as a leading force for in-
2 novative business practices and products that will
3 continue to provide enjoyment, transportation, and
4 delight for generations to come.

