

HARLEY DAVIDSON INC  
Form DEFA14A  
March 18, 2013

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**WASHINGTON, D.C. 20549**  
**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934**

**(Amendment No. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

CONFIDENTIAL, FOR USE OF THE COMMISSION ONLY (AS PERMITTED BY RULE 14A-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Section 240.14a-12

**Harley-Davidson, Inc.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

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No fee required

Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

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Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

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(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

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On March 18, 2013, Harley-Davidson, Inc. launched a website for its 2012 Annual Review. A link to the website can be found on the Investor Relations page of Harley-Davidson.com. The website had the following content:















Transcript of video of Keith Wandell sharing his thoughts on 2012's company milestones:

Hello, and welcome to the Harley-Davidson 2012 Annual Review.

This is our first online annual review of the company's activities. By taking advantage of the technology and working toward a more sustainable approach to sharing our story, this report provides an overview of how we're working to design and build the best motorcycles in the world.

2012 was a phenomenal year at Harley-Davidson. We did what we set out to do—driving improvements on many fronts, growing the business, becoming even more customer focused and delivering shareholder value.

We also kicked off the events leading up to our 110<sup>th</sup> anniversary, a celebration packed with parties all over the world, all year long.

All of us at Harley-Davidson bring a tremendous passion for the brand every day in everything we do. Thanks to the efforts of our employees, dealers and suppliers, the journey that started in 1903 continues today, with the same passion and excitement shared by our founders.

You can read about all this and more in our Annual Review. So sit back and take in the stories behind the highlights of 2012. And—as always—enjoy the ride.







































































