

COMPANIES In The NEWS

—from *USA Today*

HARLEY'S RECORD PROFIT FAILS TO IMPRESS In recent years, Harley-Davidson has had a far greater demand for its products than supply. Dealers often have had long lists of buyers waiting for motorcycles. Now the company says the gap between supply and demand has been closing. It said its plans to cut production by 10,000 vehicles will help keep demand greater than supply.

... To reach its sales goals, Harley-Davidson needs to attract new customers, says UBS Investment Research analyst Robin Farley. That's why he was surprised at the company's promotions this winter aimed at current Harley owners.

... Harley-Davidson may not have a clear idea of what the true demand is for its motorcycles. Long waiting lists made it seem like the growth rate would be higher than it is turning out to be.

