

Harley-Davidson Selected as Winner of 14th Annual Triad Annual Report Awards Competition

CHICAGO - Nov. 10, 2004 - The 14th Annual Triad Annual Report Program today announced that Harley-Davidson Inc. (NYSE: HDI) of Milwaukee, Wis. has won the competition's 2004 award for the best annual report. Selected from the annual reports of 630 companies in the Midwest, Harley-Davidson is a repeat winner, having won the Triad Award in 2002 and placed in the Top 10 in 2003.

Harley-Davidson was selected from among a pool of 630 Midwestern companies, an 18 percent increase from the competition's participation a year ago. Triad also announced nine other reports that, together with Harley-Davidson, comprise Triad's Top 10 reports for 2004.

Triad's 2004 Top 10 finalists, including Harley-Davidson, are, in alphabetical order:

Brunswick Corp. NYSE: BC Lake Forest, Ill.	Molex Inc Nasdaq: MOLX Lisle, Ill.	Sara Lee Corp NYSE: SLE Chicago, Ill.
Chiquita Brands International Inc. NYSE: CQB Cincinnati, Ohio	Regis Corp NYSE: RGS Edina, Minn.	The ServiceMaster Company NYSE: SVM Downers Grove, Ill.
Harley-Davidson, Inc. NYSE: HDI Milwaukee, Wis.	Rockwell Collins NYSE: COL Cedar Rapids, Iowa	
Limited Brands, Inc. NYSE: LTD Columbus, Ohio	Salton Inc NYSE: SFP Lake Forest, Ill.	

All reports submitted for this year's Triad Awards competition were judged by members of the Chicago chapters of The National Investor Relations Institute, the American Institute of Graphic Arts and Morningstar, Inc. These three leading organizations represent professionals in the fields of investor relations, graphic design and financial analysis, and judges use criteria important to each field in determining the winning annual reports.

"Winning the 2004 Triad Award is a tremendous honor," said Bob Klein, Harley-Davidson manager of editorial services. "This year's annual was the third of three to explore Harley-Davidson at 100 years. The fact that the Triad judges honored all three books is a testament to the entire creative team and to everyone who took part in creating this trilogy.

"Harley-Davidson's annual report is an important part of the company's deep commitment to open, timely and effective communication with investors and all of our stakeholders. We express our gratitude to Triad for recognizing our efforts," Klein said.

Commented Steven Carr, president of NIRI-Chicago, "On behalf of NIRI-Chicago, AIGA and Morningstar, congratulations to Harley-Davidson and the other finalists in this year's competition, and thank you to all companies who participated in this year's competition. We commend everyone for their commitment to clear, strategic annual report communication and design, the overarching objective of the Triad program. This year's strong participation, an 18 percent

increase over last year's competition, highlights the continued importance placed on what is for many public corporations their single most important communication vehicle."

The prestigious Triad Awards Competition is the only program of its kind where three independent organizations with common interests sponsor and evaluate annual reports from all public companies in a selected geographic region. A non-commercial program that requires no annual fees or membership to enter, the competition includes representation of public companies in the Midwest region from Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio and Wisconsin.

More information on the Triad Awards can be found at <http://www.niri-chicago.org/cg/awards/triad.html>.

NIRI-Chicago

The Chicago chapter of the National Investor Relations Institute (NIRI-Chicago) works to advance the practice of investor relations and meet the growing professional development needs of those engaged in the field. With more than 200 members, NIRI-Chicago is one of the largest NIRI chapters in the United States and received NIRI's Best Overall Large Chapter Award in 2004.

AIGA

The American Institute of Graphic Arts / Chicago Chapter is one of the largest and most vital chapters in the country with over 1,200 active members. The purpose of AIGA is to further excellence in communication design as a broadly defined discipline, strategic tool for business and cultural force. AIGA is the place design professionals turn to first to exchange ideas and information, participate in critical analysis and research and advance education and ethical practice.

Morningstar, Inc.

Morningstar, Inc. is a leading provider of independent investment research in the United States and in major international markets. The company offers an extensive line of Internet, software, and print-based products and services for individuals, financial advisors, and institutional clients. Morningstar tracks more than 100,000 investment offerings, including stocks, mutual funds, and similar vehicles. The company has operations in 16 countries. Advisory services are offered through Morningstar Associates, LLC, a registered investment advisor and wholly owned subsidiary of Morningstar, Inc.