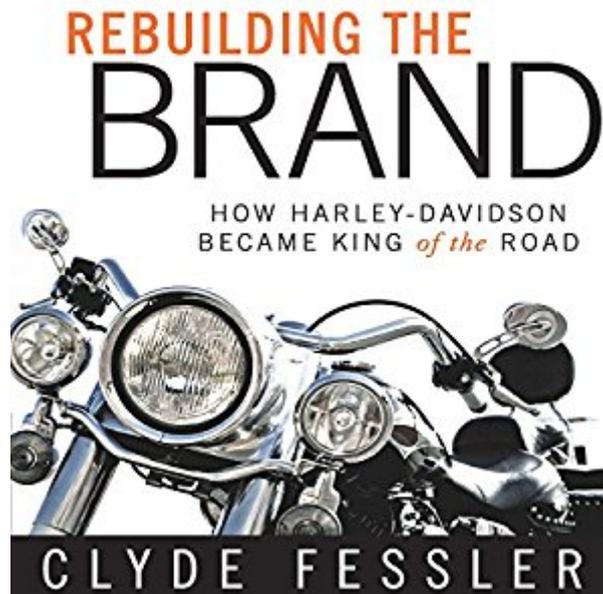


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# Rebuilding The Brand: How Harley-Davidson Became King Of The Road



## Synopsis

In the early 1980s, Harley-Davidson was on the verge of bankruptcy. In the general public's opinion, quality was substandard - of both motorcycles and riders. Harleys leaked oil and were often broken down. Riders were roughnecks, out to raise hell. The Harley-Davidson brand was tarnished. What's more, the charges were true. By the mid-1980s, Harley couldn't produce enough bikes to keep the public happy. Dealers were selling bikes off the showroom floor, struggling to assuage customers' frustration. And today, Harley-Davidson is a model brand. Harley-Davidson isn't just a motorcycle company anymore. It is a community, a look, a source of self-expression, an all-American appeal for freedom - all expressed in one little logo. So, what happened? How did Harley manage to pull itself from the fire, brush itself off, and ride off into the sunset? The secret: branding. Histories will tell you how Harley-Davidson closed the quality gap between Hogs and the cheaper, faster, sleeker Japanese bikes; how Harley used Japanese manufacturing methods to increase its cash flow; how Harley clawed its way back from the brink of bankruptcy. All these aspects were important to Harley's rise from the ashes, no doubt, and as such are discussed in this book. But the true power of the big, beautiful, orange-and-black machine that is Harley-Davidson lies in its image, the Bar and Shield, the brand. *Rebuilding the Brand: How Harley-Davidson Became King of the Road* is the story of how a core group led a team of not only marketing folks but also employees, management, dealers, and vendors to rebuild the Harley-Davidson image.

## Book Information

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## Customer Reviews

You may or may not ride a Harley--or a motorcycle for that matter--but this is a business book. A VERY good, simple, easy-to-read with easy-to-apply lessons for your business or your company's business. We all know Harley and the history. Their ups and downs. This book is written by the guy who had a very large hand in making how prevalent and global the Harley brand has become. Can you say Harley and Ford Truck? Who would have thought all those years ago that Harley could pull all of this off? Clyde Fessler is, in my opinion, a guy who was/is smart enough to see opportunities that others in and out of the organization (i.e. the ad agencies) missed. He takes you through the processes that it took to take Harley to the top: From Harley's original ownership to the disastrous, near calamitous AMF takeover to the private re-acquisition of the company and it's rise to glory, Clyde was there for the ride and illustrates the events that caused him to think the way he did and do what he did every step of the way. Clyde was by no means the Lone Ranger here--he had to have a LOT of help to get the Harley brand into Europe, Japan, Australia--virtually the entire motorized world--but he was certainly the point lead. Personally, I have been a Harley fan since I was old enough to take the bus downtown and walk to the local Harley dealership. My point for telling you this is that I 'grew up' with these changes. I remember everyone of them and it's very interesting to me to read the direction and motivations that were behind all the has happened to "The Company" since the 70's. If you don't ride and couldn't give a hoot about Harley Davidson this book still holds value for you in the sense that from a basic, real-world marketing point of view there are things you will learn from Rebuilding the Brand even if it's just to look at your problems as opportunities. Good Job, Clyde!

I first brought this book wanting to learn more about Harley Davidsons, I ended up knowing what is meant by the Harley brand and how there marketing concepts and ideas can help in my own business. I would recommend this book to anyone who has there own business and anyone studying marketing. This book is true lay AWESOME!!!!

Clyde â œThe Glideâ • Fessler is genius at marketing. His straightforward book, replete with marketing definitions and fascinating stories, is an easy-reading primer for novices. It also includes sufficient depth to expand the knowledge of seasoned marketing professionals. For those interested in the history of Harley-Davidson, Clyde includes behind-the-scenes stories not found elsewhere. He was with Harley-Davidson from 1977 until 2002, and the creative force behind their most successful ventures which thrive today. After reading this book you will know more about the Motor Company than many dealership employees.

Well written. Easy to read. great subject. nothing on bikes or development of them, only about the advertising and branding of the HD company. I read it once and gave it to a friend to borrow.

great book the guys from Powell's are great. Thanks a lot. will get some more for sure. Quick Response. Honest. What else could i ask for?

Interesting to get to know something about what is behind the changeover of Harley Davidson - maybe not as simple as described. But very interesting.

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