

Paper –Marketing Management

Dr. James Hussain

Paper Code-MB-105,

Assistant Professor (Guest Faculty)

MBA, Sem-I

[Email.-mbajames123@gmail.com](mailto:mbajames123@gmail.com)

Topic- A Marketing Success Story of Harley-Davidson.

Harley-Davidson sets the standard for making great motorcycles and showing people how to enjoy them. Here its story.

It's 1901 and a guy named Harley has an idea. Put an engine on a bicycle. What? Outside his door, carts are still pulled by horses and autos are a rare sight, for goodness' sake. It's 1908 and a Harley-Davidson motorcycle sets a record by getting 188 miles to a gallon of gas. It's 1909 and the company introduces something new to its line: a V-Twin cylinder engine. Fast forward to the twenty-first century, and the technical innovation hasn't stopped. But there's a lot more than just choppers in the mix. Examples: The Harley-Davidson racing team adds a seventeen-year-old girl to the roster. 250,000 people help celebrate Harley's 100th anniversary in Milwaukee, Wisconsin. And a museum devoted to the company's products opens up. Clearly, this is a company unlike any other. This is a marketing success.

This company went ahead from making motorcycles to creating a Harley experience that puts hundreds of thousands of people aged sixteen to one hundred on the road traveling to events each year where they can meet company officials and other Harley riders. It was all about experience marketing and customer relations. Honda may match Harley-Davidson for quality and perhaps innovation, but no one has matched the company for its ability to create 'buzz marketing and turn casual riders into unofficial sales people. Harley-Davidson, it turns out, isn't just in the motorcycle business. As its mission statement points out, it's in the business of fulfilling dreams. Harley-

Davidson is a rare company in other ways: Its loyal workforce, for one thing, is guided by principles like trust and respect for the individual. For another, the company has made a superb effort to keep jobs in the U.S., when it would be far cheaper and easier to use offshore labour. Teetering on the brink of bankruptcy in the early 1980s, Harley has roared back to capture the hearts of riders the world over, including the million-plus members of the Harley Owners Group (members are known, naturally, as HOGS). Harley-Davidson-a company that changed, and is changing, the world. An inspiring marketing success story.