

**Harleydavidson, Inc (NYSE:HOG)**

Zacks Rank: **5-Strong Sell**

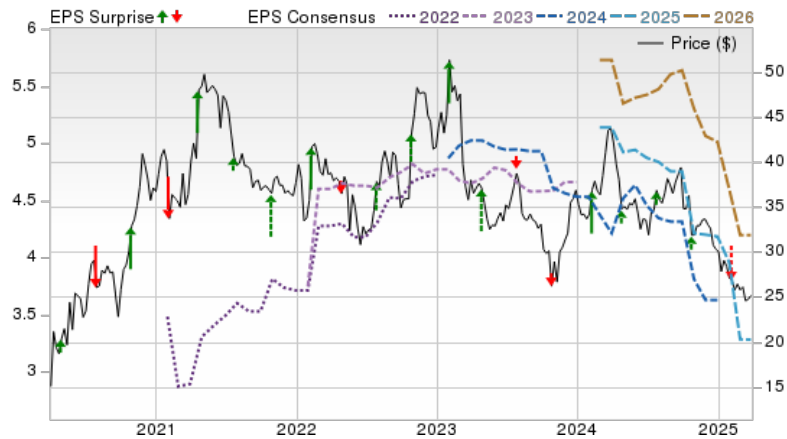


\$23.01 USD (As of 04/03/2025)

Style Value: **A** | Growth: **D** | Momentum: **B** | VGM: **C**

52 Wk High-Low	\$43.63 - \$22.86
20 Day Avg Vol	2,639,685
Beta	1.28
Market Cap	2.87 B
Dividend / Div Yld	\$0.72 / 3.13%
Industry	Automotive - Domes
Industry Rank	199/245 (Bottom 19%)
Proj. EPS Gr (Q1)	-47.67%
Proj. EPS Gr (F1)	-4.65%
P/E (F1)	7.01
Last EPS Surp	-36.76%
Avg Last 4 Surp	1.11%
Next Report Date	4/24/2025
Earnings ESP	35.86%

**Price, Consensus & Surprise**



**Agreement** Estimate Revisions (60 Days)

	Q1	Q2	F1	F2
# of Analysts	5	3	5	5
# of Revisions	3	3	5	2
# Up	0	1	0	0
# Down	3	2	5	2

% Revision Agreement: 100% 67% 100% 100%

**Magnitude** Consensus Estimate Trend (60 Days)

	Q1	Q2	F1	F2
Current	0.90	1.16	3.28	4.21
7 Days Ago	0.90	1.16	3.28	4.21
30 Days Ago	0.90	1.16	3.29	4.20
60 Days Ago	1.68	1.52	3.96	4.60

Trend of Estimate Revisions: -46.43% -23.68% -17.17% -8.48%

**Industry Comparison** Automotive - Domes | Position in Industry: 14 of 15

	HOG <b>5</b>	X Industry	S&P 500	RIVN <b>4</b>	PII <b>3</b>	FOXF <b>3</b>
Hist. EPS Growth (3-5 yrs)	29.33%	31.57%	10.13%	NA	-3.40%	-5.83%
Proj. Sales Growth (F1/F0)	-1.99%	0.00%	4.50%	9.80%	-2.81%	1.85%
Net Margin	9.25%	-81.81%	12.68%	-95.51%	1.54%	0.47%
Return on Equity	13.64%	-32.42%	17.14%	-67.15%	13.78%	4.63%
Debt/Capital	58.59%	34.41%	38.98%	40.36%	55.87%	36.17%
P/E (F1)	7.01	9.57	17.72	NA	32.66	11.14
Price/Sales (P/S)	0.58	0.63	2.82	2.62	0.28	0.63
Price/Book (P/B)	0.93	0.80	3.32	1.99	1.56	0.73
Price/Cash Flow (P/CF)	4.18	5.53	13.38	NA	4.28	5.92
YTD % Price Change	-23.63%	-32.37%	-8.25%	-13.31%	-37.28%	-30.92%

**Description** Auto-Tires-Trucks > Autos-tires-trucks > Automotive - Domestic

Harley-Davidson, Inc. is one of the leading motorcycle makers of the world. It is the parent entity of company groups doing business as Harley-Davidson Motor Company (HDMC) and Harley-Davidson Financial Services (HDFS).