

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

Zacks Rank: **3-Hold**



\$25.19 USD (As of 06/26/2026)

Style Value: **B** | Growth: **F** | Momentum: **B** | VGM: **D**

52 Wk High-Low	\$31.25 - \$17.09
20 Day Avg Vol	2,899,186
Beta	1.26
Market Cap	2.65 B
Dividend / Div Yld	\$0.75 / 2.98%
Industry	Automotive - Domes
Industry Rank	110/245 (Top 45%)
Proj. EPS Gr (Q1)	-34.09%
Proj. EPS Gr (F1)	-85.97%
P/E (F1)	64.83
Last EPS Surp	-35.29%
Avg Last 4 Surp	-21.75%
Next Report Date	7/29/2026
Earnings ESP	15.92%

**Price, Consensus & Surprise**



**Agreement** Estimate Revisions (60 Days)

	Q1	Q2	F1	F2
# of Analysts	5	4	7	7
# of Revisions	4	4	5	4
# Up	1	1	2	2
# Down	3	3	3	2

% Revision Agreement: 75% 75% 60% 50%

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

	Q1	Q2	F1	F2
Current	0.58	0.50	0.39	1.62
7 Days Ago	0.58	0.50	0.39	1.62
30 Days Ago	0.55	0.50	0.63	1.68
60 Days Ago	0.69	0.47	0.87	1.58

Trend of Estimate Revisions: -15.94% +6.38% -55.17% +2.53%

**Industry Comparison** Automotive - Domes | Position in Industry: 3 of 15

	HOG <b>3</b>	X Industry	S&P 500	VFS <b>3</b>	RIVN <b>3</b>	FSS <b>2</b>
Hist. EPS Growth (3-5 yrs)	-11.90%	3.45%	6.97%	NA	NA	25.02%
Proj. Sales Growth (F1/F0)	3.08%	2.75%	6.76%	54.02%	30.33%	20.97%
Net Margin	5.68%	-33.06%	12.92%	-110.57%	-63.62%	11.56%
Return on Equity	7.03%	1.19%	17.22%	NA	-75.65%	21.18%
Debt/Capital	26.92%	30.62%	38.62%	NA	50.07%	27.66%
P/E (F1)	64.83	21.10	18.42	NA	NA	25.37
Price/Sales (P/S)	0.65	0.66	3.12	1.83	3.51	3.27
Price/Book (P/B)	0.89	1.24	3.54	NA	4.38	5.33
Price/Cash Flow (P/CF)	4.94	9.00	14.47	NA	NA	22.38
YTD % Price Change	22.94%	-12.43%	7.43%	-9.28%	-20.70%	15.45%

**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).