

Harleydavidson, Inc (NYSE:HOG)

Zacks Rank: **4-Sell**



\$22.93 USD (As of 04/22/2026)

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

52 Wk High-Low	\$31.25 - \$17.09
20 Day Avg Vol	3,240,919
Beta	1.28
Market Cap	2.50 B
Dividend / Div Yld	\$0.75 / 3.27%
Industry	Automotive - Domes
Industry Rank	171/244 (Bottom 30%)
Proj. EPS Gr (Q1)	-68.22%
Proj. EPS Gr (F1)	-78.42%
P/E (F1)	38.01
Last EPS Surp	-165.22%
Avg Last 4 Surp	-4.49%
Next Report Date	5/5/2026
Earnings ESP	0.00%

Price, Consensus & Surprise



Agreement Estimate Revisions (60 Days)

	Q1	Q2	F1	F2
# of Analysts	5	4	6	6
# of Revisions	1	0	2	2
# Up	0	0	0	0
# Down	1	0	2	2

% Revision Agreement: **100%** **No Revisions** **100%** **100%**

Magnitude Consensus Estimate Trend (60 Days)

	Q1	Q2	F1	F2
Current	0.34	0.69	0.60	1.58
7 Days Ago	0.34	0.69	1.13	2.07
30 Days Ago	0.34	0.69	1.13	2.07
60 Days Ago	0.49	0.69	1.42	2.22

Trend of Estimate Revisions: **-30.61%** **0%** **-57.75%** **-28.83%**

Industry Comparison Automotive - Domes | Position in Industry: 13 of 15

	HOG 4	X Industry	S&P 500	VFS 4	RIVN 3	FSS 3
Hist. EPS Growth (3-5 yrs)	-3.64%	10.36%	7.29%	NA	NA	23.43%
Proj. Sales Growth (F1/F0)	-0.07%	0.82%	6.04%	55.13%	31.36%	19.95%
Net Margin	8.03%	-33.06%	12.81%	-107.40%	-67.68%	11.31%
Return on Equity	10.27%	-0.05%	17.27%	NA	-65.05%	20.14%
Debt/Capital	34.32%	34.32%	37.83%	NA	49.15%	29.00%
P/E (F1)	38.01	16.86	18.53	NA	NA	24.18
Price/Sales (P/S)	0.59	0.61	3.14	3.04	4.09	3.18
Price/Book (P/B)	0.81	1.15	3.59	NA	4.79	5.02
Price/Cash Flow (P/CF)	4.50	10.14	14.50	NA	NA	20.35
YTD % Price Change	11.91%	-8.73%	4.27%	40.42%	-9.99%	4.99%

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).