

HARLEY DAVIDSON INC  
Form 8-K  
October 19, 2017

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934  
Date of Report (Date of earliest event reported): October 17, 2017

Harley-Davidson, Inc.  
(Exact name of registrant as specified in its charter)

Wisconsin 1-9183 39-1382325  
(State or other jurisdiction (Commission (IRS Employer  
of incorporation) File Number) Identification No.)  
3700 West Juneau Avenue, Milwaukee, Wisconsin 53208  
(Address of principal executive offices, including zip code)  
(414) 342-4680  
(Registrant's telephone number, including area code)  
Not Applicable  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.



Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers;  
Compensatory Arrangements of Certain Officers

On October 17, 2017, Michelle A. Kumbier, age 49, who had been serving as Senior Vice President, Motor Company Product and Operations of Harley-Davidson Motor Company (“HDMC”), a subsidiary of Harley-Davidson, Inc. (the “Company”), was appointed as Chief Operating Officer of HDMC, effective immediately. Ms. Kumbier has been with the Company since 1997 and had served as HDMC's Senior Vice President, Motor Company Product and Operations since 2015. From 2012 to 2015, she was HDMC’s Senior Vice President of Motorcycle Operations, and from 2010 to 2012, she was HDMC’s Senior Vice President, Product Development.



**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HARLEY-DAVIDSON, INC.

Date: October 19, 2017    By: /s/ Stephen W. Boettinger  
Stephen W. Boettinger  
Assistant Secretary