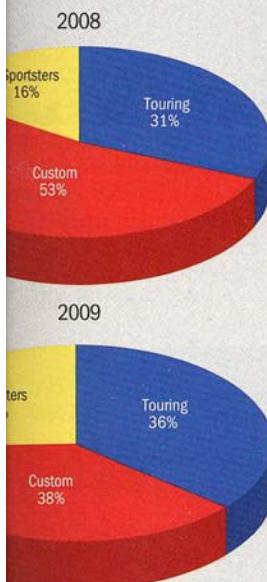


on.  
 cturer reported a 35 percent drop  
 sales over the prior-year period  
 quarter, which ended June 28. But  
 e for the 651cc heavyweight U.S.  
 ment improved more than 10 per-  
 over the prior years Harley offi-  
 ir quarterly earnings report.  
 idson's sale of 54,410 motorcy-  
 ond quarter gave the OEM a

### 'S PRODUCT MIX

Harley changed its product mix from  
 nd quarter to the 2009 quarter.

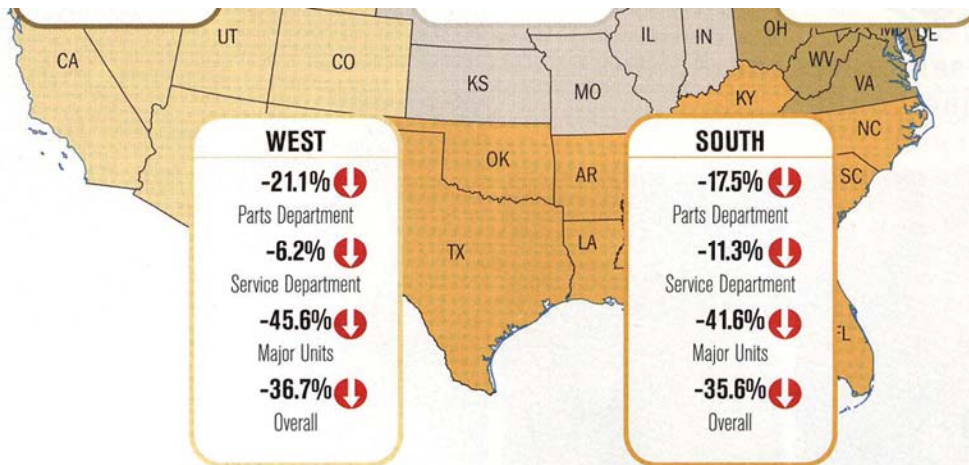


Harley-Davidson Inc.

market share of its relevant mar-  
 st six months of the year, Harley's  
 s even higher at 54 percent.

similar results in its first quar-  
 U.S. sales dropped by nearly  
 id its market share improved by  
 ercent.

underlying fundamentals of the  
 See **Harley**, Page 10



in unit sales and 36.  
 total store.

### PARTS SALES

Throughout the nation  
 June, 48 dealers were  
 and 262 were down.

### SERVICE SALES

Throughout the nation  
 126 dealers were up  
 184 were down.

### NEW UNIT SALES

Nationally, 21 dealers  
 unit sales and 288 w



## DIGEST

### Trike OEM reports rising revenues

**Lehman Trikes**, the Spearfish, S.D. trike manufacturer, reported vastly improved revenue in its recent second-quarter report.

The manufacturer, which has a relationship with **Harley-Davidson**, reported revenue of \$10.5 million for its second quarter, which ended May 31. That sales total is a nearly 58 percent

increase over the year-ago period.

For its first six months, Lehman Trikes has sales of \$16.9 million, a 51 percent rise over its first half of 2008.

The company's net income also has risen dramatically. Net income for its first six months is more than \$600,000 compared to \$157,000 a year ago.

In its recently published 2008 annual report, Lehman Trikes CEO **Dan Patterson** said the company has "continuously improved our cash management,

inventory levels and production processes. We are now better equipped to handle increased production volumes while maintaining lower inventory levels."

Lehman builds trikes for Harley-Davidson and Victory as well as offers trike conversion kits for some **Honda** and **Suzuki** models.

**GE'S FINANCIAL SERVICES SALES DECREASE IN 2Q**  
**GE's** financial services revenues fell 29 percent in its second quarter compared to a year ago, the

company reported.

Overall, GE's sales were down 1 percent year over year for the second quarter, which ended June 30. GE's earnings from operations were \$2.9 billion, down 47 percent from the second quarter.

"We are executing through the recession by aggressively managing costs and driving capital improvement initiatives to invest for growth," GE CEO **Jay McInerney** said.

See I

## POWERSPORTS BUSINESS STOCK MARKET WATCH

MARKET WATCH			
	7/23/09	Change from 6/26	% Change
S&P 500 Index	45.878	3.08	0.07%
Dow Jones Industrial Average	78.883	5.48	0.07%
Powersports Business Index	66.448	3.90	0.06%

**READERS:** In March, the Powersports Business Index was adjusted for the production of GE, ARI and Assurant to the index.

Wells Fargo Securities LLC indexes were set at 100 on Jan. 2, 1998.



Source: Wells Fargo Securities LLC

POWERSPORTS BUSINESS WINNERS AND LOSERS		
Company	Stock Ticker	Price 7/23/09
Cooper Tire & Rubber	CTB	\$13.56
Harley-Davidson Inc.	HOG	\$21.97
Marinemax Inc.	HZO	\$4.47
Carlisle Companies	CSL	\$30.91
Polaris Industries Inc.	PII	\$36.33
Intl. Speedway Corp.	ISCA	\$24.95
Orbital Engine Corp.	OE	\$2.36
Cycle Country Accessories Corp.	ATC	\$0.35
ARI Network Services Inc.	ARIS	\$0.73
Bell Industries	BLLI	\$0.90

Source: Wells Fargo Securities LLC