

# Mind Map

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## Description:

A Harley-Davidson mind map could cover:

- History: Founded in 1903, Harley-Davidson is a leading American motorcycle manufacturer with a loyal global following.
- Mission & Vision: Mission—pursue adventure and freedom; Vision—lead through innovation and emotion.
- Strategic Plan: The Hardwire, a five-year plan, focuses on brand strengthening and stakeholder value.
- Customer Loyalty: Strong, dedicated customer base.
- Design Values: Iconic, with timeless design elements.
- Ride Planner: Available online for route planning.

