

HARLEY-DAVIDSON							4/2/93
LOW PRICE - TIER II							
1994 COSTS							
DIVISION	MARKET	% U.S. POP	PLANT POP. (000)	# 100 MONTHLY \$(000)	TOTAL COST \$(000)	# POSTERS	SOURCE
TIER II							
CINCINNATI (T)	CINCINNATI	0.99	865	29.3	285.7	80	L
	DAYTON	0.54	830	18.1	176.5	60	LNA
	SPRINGFIELD		137	6.1	59.5	17	LNA
CLEVELAND (T)	CLEVELAND/AKRON	1.27	1338	68.7	669.8	132	LNA
	MANSFIELD		204	6.0	58.5	22	LNA
	WOOSTER		101	3.3	32.2	12	LNA
OKLAHOMA CITY	OKLAHOMA CITY	0.72	991	19.0	185.3	62	L
	LAWTON		185	4.4	42.9	20	LNA
FT. WAYNE	FT. WAYNE	0.58	451	4.9	47.8	48	L
	ELKHART		156	9.2	89.7	24	LNA
	SOUTH BEND		247	12.8	124.8	32	LNA
ALBANY,N.Y.	ALBANY,N.Y.	0.74	597	18.3	178.4	70	L
	POUGHKEEPSIE		155	7.6	74.1	24	LNA
	ADIRONDACK		555	26.3	256.4	80	LNA
ROANOKE	ROANOKE	0.53	229	6.2	60.5	18	L
	LYNCHBURG		156	6.3	61.4	18	LNA
	NEW RIVER		169	4.9	47.8	25	LNA
NASHVILLE	NASHVILLE	0.55	1088	19.7	192.1	90	L
	MURFREESBORO		1005	4.7	45.8	14	LNA
TOLEDO	TOLEDO	0.78	620	21.2	206.7	54	LNA
	FREMONT		111	0.0	0.0	13	LNA
	BERKLEY		1019	0.3	2.9	1	LNA
OMAHA	OMAHA	0.63	618	17.6	171.6	46	LNA
	LINCOLN		194	6.0	58.5	18	LNA
SAN ANTONIO	SAN ANTONIO	0.65	1301	21.7	211.6	64	L
	CORPUS CHRISTI		527	7.5	73.1	63	LNA
FT. SMITH	FT. SMITH	0.40	186	2.5	24.4	17	L
CHARLESTON, SC	CHARLESTON	0.49	526	8.4	81.9	26	L
	MYRTLE BEACH		500	11.7	114.1	28	LNA
	NORTH CHARLESTON		221	3.7	36.1	12	LNA
	GEORGETOWN		125	3.4	33.2	8	LNA
JACKSONVILLE, FLA.	JACKSONVILLE	0.57	1112	21.4	208.7	80	L
	GAINESVILLE		187	6.6	64.4	16	LNA
	LEESBURG		145	2.1	20.5	4	LNA
PARKERSBURG,W.VA	PARKERSBURG,W.VA	0.56	140	2.3	22.4	24	L
	CLARKSBURG		144	4.5	43.9	20	LNA
WICHITA	WICHITA	0.45	485	1.9	18.5	40	L
EL PASO	EL PASO	0.81	568	11.8	115.1	32	LNA
ERIE	ERIE	0.44	346	11.0	107.3	36	LNA
NORFOLK	NORFOLK	0.62	1200	16.7	162.8	91	L
	NEWPORT NEWS		285	5.0	48.8	17	LNA
COLUMBIA	COLUMBIA	0.44	474	5.3	51.7	28	LNA
WILKES-BARRE	WILKES-BARRE/SCRANTON	0.62	315	28.1	274.0	42	L
DALLAS	DALLAS	0.62	2245	58.3	568.4	116	L
	GRAYSON COUNTY		149	9.8	95.6	40	LNA
BISMARCK	BISMARCK	0.51	305	3.8	37.1	12	LNA
	FARGO		144	7.7	75.1	24	LNA
ALBANY, GA.	ALBANY,GA	0.41	117	5.2	50.7	16	L
ASHEVILLE	ASHEVILLE	0.27	175	19.3	188.2	16	L
WEST PALM BEACH	WEST PALM BEACH	0.44	1202	28.0	273.0	60	L
	FORT PIERCE		150	3.3	32.2	12	LNA
AUSTIN	AUSTIN	0.54	782	9.6	93.6	44	L
BOISE	BOISE	0.38	251	10.0	97.5	29	LNA
	POCATELLO		135	5.8	56.6	20	LNA
DULUTH	DULUTH	0.42	258	7.0	68.3	30	L
GREEN BAY	GREEN BAY	0.41	230	6.2	60.0	28	L
	APPELTON		300	11.3	110.2	32	L
	MANITOWOC		118	4.0	39.0	20	LNA
LUBBOCK	LUBBOCK	0.42	240	8.0	78.0	24	NA
	AMARILLO		197	7.8	76.1	28	LNA
	MIDLAND		100	4.3	41.9	12	LNA
	ODESSA		131	5.7	55.6	14	LNA
MOBILE	MOBILE	0.43	461	12.7	123.8	42	L
CHARLOTTESVILLE	CHARLOTTESVILLE		N/A				-
TUCSON	TUCSON	0.86	460	16.5	160.9	34	L
GALVESTON							
CEDAR RAPIDS	CEDAR RAPIDS	0.51	189	8.0	78.0	23	L
	DAVENPORT		160	6.9	67.3	20	LNA
	WATERLOO		174	7.8	76.1	24	LNA
	DUBUQUE		157	6.2	60.5	20	LNA

92059798