



## OUR RESPONSIBILITY

Building strong, skilled and sustainable communities.

We seek freedom and adventure and are known for positively impacting the communities where we live, work and ride. So while Harley-Davidson can be found in all corners of the world, we are firmly rooted in the places we call home and deeply connected to the people who are our friends and neighbors.

### COMMUNITY

We help fulfill dreams through partnerships that strengthen and enrich our communities.

Through the company, The Harley-Davidson Foundation, our dealers, employees and customers, Harley-Davidson has a long history of supporting communities and causes. We seek to support positive social impact for our communities, employees and riders.



Wherever we have employees, we have a passion for giving back. Employee-led charitable contribution committees across the globe target the areas of giving that will have the most impact locally.

We also have a passion for volunteering, and our employees go above and beyond to make the world a better place. In the U.S., employee volunteer hours are matched with a monetary donation to help our neighbors even more.

Our riders are passionate about giving back too, whether it's a H.O.G.® chapter charity ride, our long-standing support of Muscular Dystrophy Association, the bond we share with those who serve, or our support of breast cancer causes through Pink Label apparel.

feedback

## COMMUNITY INITIATIVES

---

**H-D FOUNDATION** (</US/EN/ABOUT-US/RESPONSIBILITY/FOUNDATION.HTML>)

---

**MILITARY SUPPORT** (</US/EN/ABOUT-US/RESPONSIBILITY/MILITARY-SUPPORT.HTML>)

---

PINK LABEL (<https://www.harley-davidson.com/shop/pink-label-collection>)

---

## SUSTAINABILITY



To achieve our long-term sustainability objective to grow our business without growing our environmental impact, we're focused on reducing our impacts across the entire value chain – from product design decisions and material selections to energy consumption in our manufacturing and distribution operations.

This focus is leading to new levels of innovation for delivering personal freedom to our customers without compromising the performance and experience expected from Harley-Davidson.

To learn more about Harley-Davidson's sustainability efforts, download the current Sustainability Report.

**DOWNLOAD THE REPORT →**

[\(/content/dam/h-d/documents/responsibility/181593\\_2017%20Sustainability%20Report\\_V6\\_cc](/content/dam/h-d/documents/responsibility/181593_2017%20Sustainability%20Report_V6_cc)

Harley-Davidson has published annual Sustainability Reports since 2009. To obtain copies of earlier reports, please contact [SustainabilityReports@Harley-Davidson.com](mailto:SustainabilityReports@Harley-Davidson.com) (<mailto:SustainabilityReports@Harley-Davidson.com>).

feedback

## RENEW THE RIDE™



Renew the Ride is our initiative to increase positive social and environmental impact by inspiring Harley-Davidson employees, dealers, customers and fans to plant trees where we live, ride and work and in forests around the world.

Trees not only provide valuable ecosystem services and societal health benefits, they provide the foundation of the beautiful places we love to live in, ride through and visit – whether urban or rural, parkland, farmland or fully developed. In recognition of how trees make the world a better place to live – and a better place to ride free – we have established an ambitious long-term goal of planting 50 million trees through this initiative.

Make a donation to support tree planting through Renew the Ride:

**MAKE A DONATION →**

[https://support.nature.org/site/Donation2?  
df\\_id=11780&11780.donation=form1&src=p.harley](https://support.nature.org/site/Donation2?df_id=11780&11780.donation=form1&src=p.harley)

**OUR COMPANY (/US/EN/ABOUT-US/COMPANY.HTML) →**