

HARLEY-DAVIDSON®

BOI Presentation

May 18th, 2022



Harley-Davidson / Tim Evers Introduction

- Tim Evers – General Manager of Powertrain Operations, Menomonee Falls, Wisconsin (near Milwaukee)
 - 25 years of Automotive/Motorcycle Manufacturing Experience
 - Joined H-D in 2003
 - Previous Roles
 - GM/Director of Global Advanced Manufacturing and APAC Operations
 - Director of Strategic Initiatives – Led H-D ASEAN Market Expansion Program (AME)



Thailand Facility Introduction

- Facility built in 2016 to support Project AME
- Commercial operation started Sep 2018.
- Expanded in 2019 to supply EU Market.
- Facility located on 25 acres in WHA industrial estate located in the eastern part of Thailand.
 - Manufacturing 10,800 sqm
 - Material operation 21,000 sqm



Thailand Manufacturing Introduction

- 3 Motorcycle Vehicle assembly lines.
- 2 Powertrain assembly lines.
- Machining Operation for crank cases, heads and cylinders.
- Fabrication and paint for RMX frames and FXS frames.
- Markets Supplied: EU, China, ASEAN, India, Japan, Australia and New Zealand.



Harley-Davidson & Thailand Growth

- Harley-Davidson University Training Center located in Bangkok opened in 2016
- Dealers/Retail stores expanded from 2 in 2016 to 12 by 2022
- Scope changes and market performance have increased production in Thailand ~5x original plan.
- Recent milestone of producing the 100Kth Harley-Davidson in Thailand
- EVs remain a part of H-D's strategic portfolio planning, and H-D continues to monitor market projections, supply chain availability, and incentives across Thailand and ASEAN region.



BOI Support

- Support from BOI was critical in the success of the Harley-Davidson – ASEAN Market expansion project.
- H-D chose Thailand over other geographies based on several key factors: workforce, infrastructure, ease of doing business, automotive/supply chain network, investment benefits, and BOI support structure.
- BOI supported H-D through Customs, FTA, RVC, TAI, etc discussions and understanding.
- BOI cordially supported many project scope changes.



Questions?

