

HARLEY DAVIDSON INC  
Form 8-K  
October 14, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of  
the Securities Exchange Act of 1934

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Date of Report  
(Date of earliest  
event reported): October 13, 2004

Harley Davidson, Inc.

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(Exact name of registrant as specified in its charter)

Wisconsin

1-9183

39-1382325

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(State or other  
jurisdiction of  
incorporation)

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(Commission File  
Number)

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(IRS Employer  
Identification No.)

3700 West Juneau Avenue, Milwaukee, Wisconsin 53208

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(Address of principal executive offices, including zip code)

(414) 342-4680

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(Registrant's telephone number, including area code)

Not Applicable

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(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

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Item 2.02. Results of Operations and Financial Condition.

On October 13, 2004, Harley-Davidson, Inc. (the Company) issued a press release (the Press Release) announcing the Company's third quarter financial results for the financial period ended September 26, 2004. A copy of the Press Release is being furnished as Exhibit 99.1 to this Current Report.

Item 9.01. Financial Statements and Exhibits.

- (a) Not applicable.
- (b) Not applicable.
- (c) Exhibits. The following exhibit is being furnished herewith:
  - (99.1) Press Release of Harley-Davidson, Inc., October 13, 2004.

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**HARLEY-DAVIDSON, INC.**

Date: October 14, 2004

By: /s/ Gail A. Lione  
Gail A. Lione  
Vice President, General Counsel and Secretary

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**HARLEY-DAVIDSON, INC.**

**Exhibit Index to Current Report on Form 8-K  
Dated October 13, 2004**

Exhibit  
Number

(99.1) Press Release of Harley-Davidson, Inc., dated October 13, 2004.