

**HARLEY
DAVIDSON**

BRAND ANALYSIS

1

PHYSIQUE

2

PERSONALITY

3

CULTURE

4

RELATIONSHIP

5

REFLECTION

6

SELF-IMAGE

PHYSIQUE



- The shield in the foreground represents durability and the rebellious spirit.
- The bar in the center symbolizes the brand's strength and engineering excellence.
- Black, representing power and nobility, merges with orange, symbolizing adventure and energy.
- Distinctive products (Jackets, Boots, etc.)

PERSONALITY

- Adventurous
- Rebellious
- Risk-taker
- Independent
- Charismatic





CULTURE

- Deeply rooted in American history and the motorcycle subculture.
- Motorcycle rallies, where riders come together to celebrate their love for the brand.
- A pub in Kadıköy, Istanbul, Turkey offers a certain amount of discount to Harley owners in order to appeal to Harley owners and attract that customer base.)



RELATIONSHIP

- Harley Family, essence of belonging and loyalty among its customers.
- It interacts with drivers through trust, loyalty and sharing of experience.



REFLECTION

- Owning a harley represents a lifestyle choice that embodies freedom, individuality and a sense of adventure.

SELF-IMAGE



- Confident
- Rebellious.
- Customers who ride Harley often see themselves as part of an elite group of free spirits.

GROUP MEMBERS

MERT CAN
VURAL

TUGBA KAYA

ARDA
KARAYAKA

GIACOMO
FABBRI

HATICE BEYZA
KOCASARAC