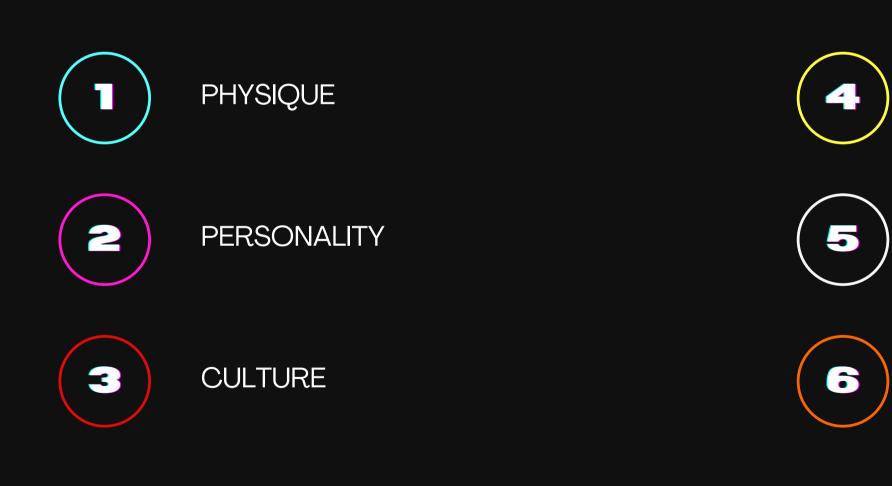




BRANDANALYSIS





RELATIONSHIP

REFLACTION

SELF-IMAGE

PHYSQUE

- 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







- 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.





REFLECTON

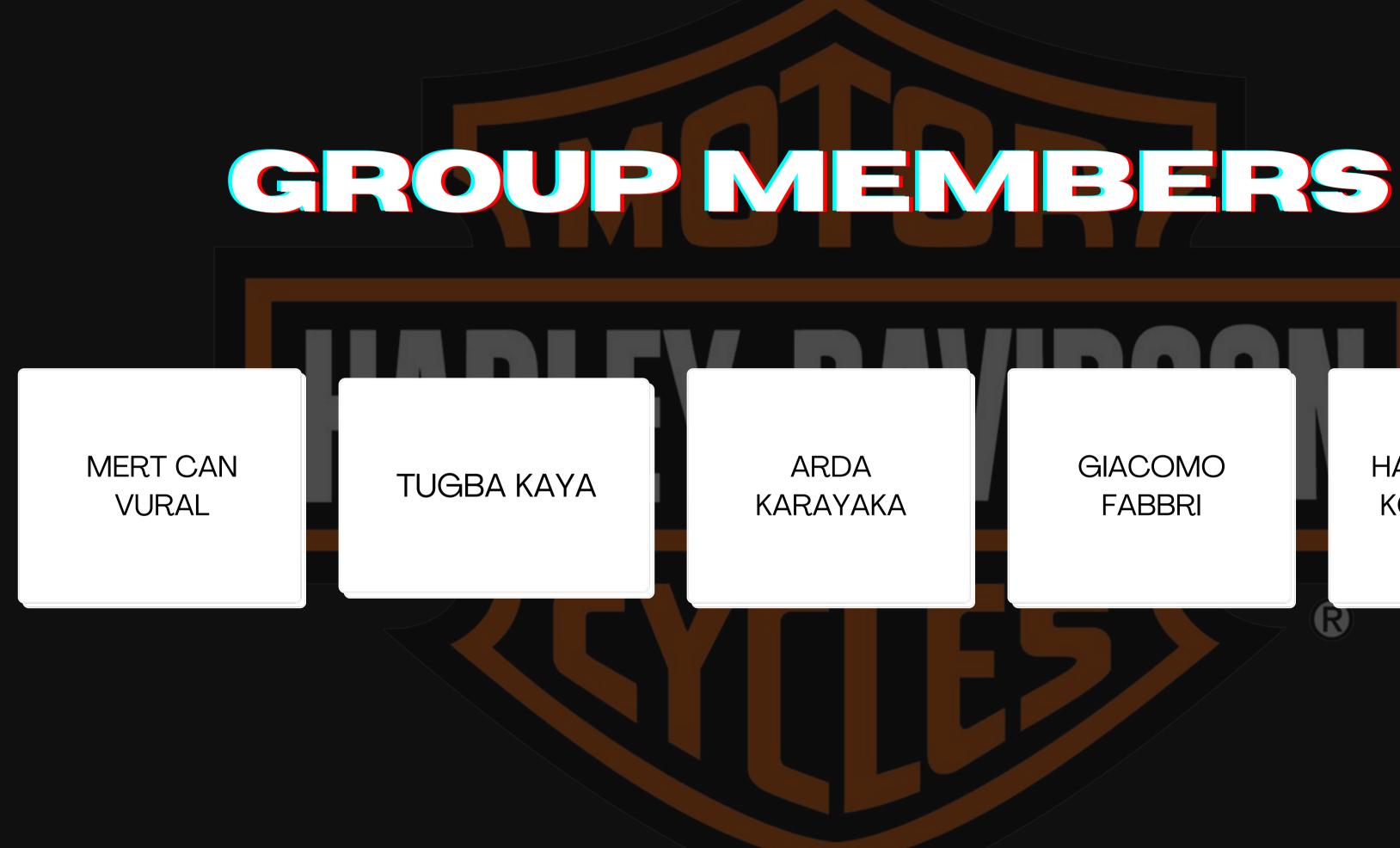
• Owning a harley represents a lifestyle choice that embodies freedom, individuality and a sense of adventure.



SELF-MAGE

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





HATICE BEYZA KOCASARAC