

144: Issuer Information

Name of Issuer	HARLEY-DAVIDSON, INC.
SEC File Number	001-09183
Address of Issuer	3700 W JUNEAU AVE MILWAUKEE WISCONSIN 53208
Phone	414-343-8553
Name of Person for Whose Account the Securities are To Be Sold	FARLEY JR JAMES D

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer	1. Director
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144: Securities Information

Record	Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
#1	Common	Northern Trust Securities, INC. 50 South La Salle St. Chicago ILLINOIS 60603	6,454	\$124,304.69	118,141,863	02/25/2026	NYSE

144: Securities To Be Sold

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Record	Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift ?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
#1	Common	05/24/2022	Equity Compensation - director fees	Issuer	<input type="checkbox"/>	—	3,529	05/24/2022	Services rendered - director compensation

#2	Common	05/24/2023	Equity compensation - director fees	Issuer	<input type="checkbox"/>	—	2,925	05/24/2023	Services rendered - director compensation
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* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

144: Securities Sold During The Past 3 Months

Nothing to Report



144: Remarks and Signature

Remarks

Date of Notice

02/25/2026

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

/s/ Heather Virgoe as a duly authorized representative of National Financial Services LLC, as attorney-in-fact for FARLEY JR JAMES D

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)