

## EYE MOVEMENT OBSERVATION

Harley-Davidson turns a hundred years old this month, and business is vrooming. Some 264,000 of its heavyweight “hogs” were shipped to dealers last year. But there’s a bump in the road ahead: Harley’s best customers are not middle-aged men—baby boomers born between 1946 and 1964—and that doesn’t bode well for future sales.

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Today bikers in their 20’s prefer to ride something flashier and cheaper. So Harley is retooling its appeal with sportier-style cycles and less expensive models. And it’s going after a new demographic: women. The company’s female buyers have already increased from 2 percent in 1987 to 9 percent in 2001.