

## 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.

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.