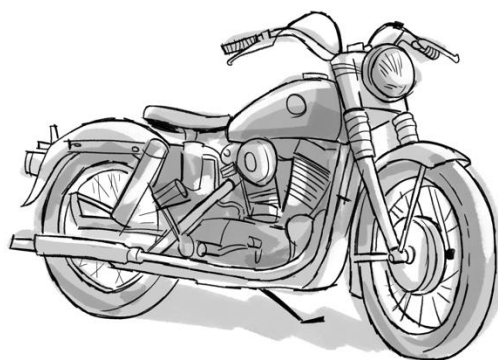


FROM AN IDEA TO ...

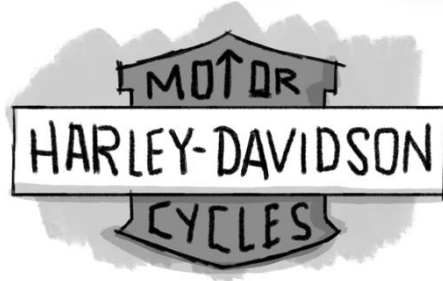


Comprehension & Teach-Back:

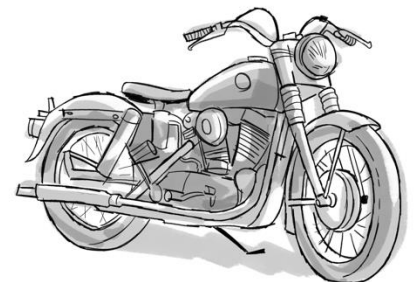
After reading **From an Idea to Harley-Davidson**, work with others who read the same book and answer these questions. After you're done, you will share your answers with the rest of the class and teach them what you learned.



FROM AN IDEA TO ...



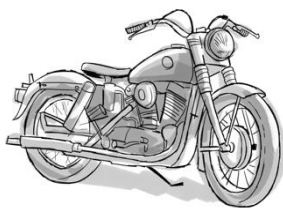
1. At the opening of the book, we meet Bill Harley and Arthur Davidson, the founders of Harley-Davidson. What skills did Bill Harley have that helped him become a great motorcycle designer?
2. What early life experiences and skills did Arthur Davidson have that made him a great salesman and partner?
3. What event first inspired Bill and Arthur to build a motorcycle?



FROM AN IDEA TO ...



4. Where did Bill and Arthur build their first motorcycle, and how did their “first headquarters” come to be?
5. Why did Bill and Arthur bring Walter Davidson into the business? What skills did he add to the team?
6. How did entering the 1908 endurance race, and Walter Davidson’s win, help launch Harley-Davidson’s popularity?



FROM AN IDEA TO ...



7. Explain the phrase “Race on Sunday. Sell on Monday!”
8. Describe at least two groups that found new uses for Harley-Davidson motorcycles. How did motorcycles help them do their jobs better?
9. Who was Dot Robinson, and why was she an important figure in Harley-Davidson’s history?
10. What happened to Harley-Davidson’s leadership between 1937 and 1950?



FROM AN IDEA TO ...



11. Describe at least two problems that hurt Harley-Davidson's quality and reputation during the AMF years (1969–1981).
12. Who was Vaughn Beals, and how did he and his investors save Harley-Davidson from bankruptcy in 1981?
13. What is a HOG and how did it help build loyalty among Harley-Davidson riders?
14. What challenges has Harley-Davidson faced in recent years (2008–2025), and how is the company responding?

