



MOTORCYCLE MANUFACTURING COMPANY

805 HANLON DRIVE
BELLE PLAINE
MINNESOTA 56011
PHONE: 612.873.7000
FAX: 612.873.7030

MISSION PRINCIPLES

1. **People Are Our Greatest Asset.**
2. **We Will Maximize Our Enterprise Value By Working As A Team.**
3. **Our Products Will Be Proudly Made In The United States of America.**
4. **We Will Build The Best Heavyweight Motorcycles In The World.**
5. **We Exist To Serve Our Dealers And Customers. They Are Part Of Our Team And We Need To Always Understand Their Value.**
6. **We Will Have Fun....Our Team, Families, Dealers, Customers, And Shareholders.**
7. **We Will Make Our Products Available Throughout The World.**
8. **Integrity, Honesty, Persistence, And Knowledge Will Be Expected, Fostered, And Rewarded.**
9. **We Must Profit In Order To Provide A Livelihood For Our Team, Families, Dealers, Customers, And Shareholders.**

