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Common Council President

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15th District Alderman

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**Willie L. Hines, Jr.**  
*City of Milwaukee Common Council*

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## President Hines' Statement on Harley-Davidson Layoffs

The layoffs announced today by Harley-Davidson Inc. are unfortunate but do not signal the end of the road for Milwaukee's legendary motorcycle manufacturer, Milwaukee Common Council President Willie L. Hines, Jr. said.

The layoffs – announced by Jim Ziemer, Harley-Davidson president and CEO during an interview with the *Milwaukee Journal Sentinel* – include nearly 650 Wisconsin Harley-Davidson positions and 1,100 total jobs company-wide during the next two years. The move is part of a restructuring that will include the closing of the Capitol Drive Harley plant and a consolidation of transmission and engine work at its Menomonee Falls plant. The company's Franklin distribution facility will also shut its doors, Ziemer said.

"It's very disheartening and disappointing to hear of layoffs at any Milwaukee employer, but it's especially difficult when it happens at a company so rooted in our city's history and our nation's culture, and one that our city is so deeply proud of," President Hines said, noting also that Harley-Davidson's global headquarters is located in the 15<sup>th</sup> Aldermanic District – the district he represents.

"This is further evidence of the extreme economic pressure that the private sector is under right now," he said.

President Hines said Harley-Davidson has not only blazed its own path with "outstanding motorcycles and a brand respected and instantly recognized throughout the world," but it has also set the bar for community partnerships in the 15th Aldermanic District and throughout the entire city – from establishing a neighborhood TIN (targeted investment neighborhood) that has vastly upgraded surrounding housing stock – to creating Foundation Park and to its many charitable events throughout the year.

And, President Hines said, Harley *will* weather the current economic storm.

"People wrongfully wrote off Harley-Davidson 30 years ago and they'd be very wrong to do the same today. I have full confidence that the company will weather these tough economic conditions and continue to be a great corporate leader for Milwaukee, as well as around the world," he said.