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[Harley-Davidson's German CEO admits he took the job to turn an American icon into a DEI wokeness factory... - Revolver News](#)

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News

Harley-Davidson's German CEO admits he took the job to turn an American icon into a DEI wokeness factory...

August 16, 2024 (7 days ago)

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It looks like the woke DEI disease has claimed yet another victim—this time, it's the all-American motorcycle company Harley-Davidson. They've gone from easy riders to progressive pukers faster than you can say "born to ride," all thanks to their uber-woke German CEO, Jochen Zeitz. He's now admitting that he took the job at this legendary American brand in order to turn an iconic symbol into a DEI wasteland. Think Bud Light on wheels...

[Robby Starbuck:](#)

Every @harleydavidson rider is going to want to see this. It sure sounds like CEO Jochen Zeitz admits that he took the Harley job because it was an opportunity to transform an American icon into embracing wokeness and DEI.

Read the quotes below carefully. He said this at a Synergos 'David Rockefeller Leadership Award' event. Synergos says they work to "dismantle systems that create the most urgent problems of our time.... social injustice and climate change."

Doesn't that just scream HARLEY-DAVIDSON!?

"As diverse as we could possible be as a brand and a business, and celebrate diversity and inclusion... That's one of the reasons why I took the job because I believe in an incredible American icon and the transformation and the opportunity to contribute positively to a very divisive society."

He goes on to say that "politics and politicians can only do so much... but business can be a significant force for good and not just because it's the right thing to do, it's the right thing for the business itself, being inclusive I think is a critical component."

Harley has a problem and his name is Jochen Zeitz. No one can credibly argue that this guy isn't a far left activist. In my view it's clear that he's telling us he took the job to transform Harley into a woke company. Customers, workers and dealers reaching out to me are angry. Harley's board has a very limited window to act before permanent damage is done to the brand.

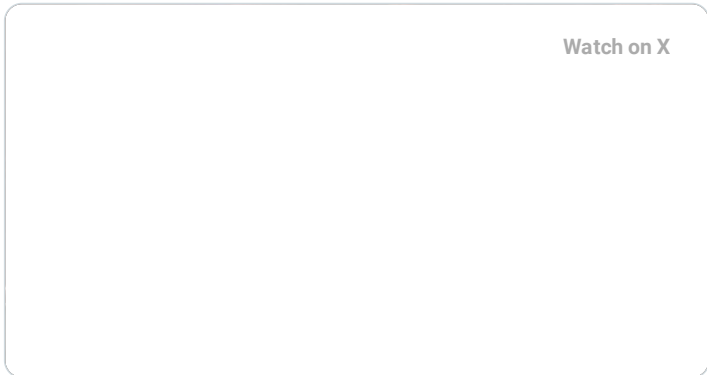
Straddling the fence isn't going to work as more videos come out of Jochen's words.

Robby Starbuck 
@robbystarbuck · Follow



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Read the quotes below carefully. He said this at a... [Show more](#)



4:09 PM · Aug 13, 2024



 22.5K  Reply  Share

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And he's clearly taking his mission seriously. He's not just making Harley-Davidson "woke"—he's burning rubber and turning it to ash in the process.

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[Robby Starbuck:](#)

Exposed: The CEO of @harleydavidson says he became the “Taliban” in “a sustainable way” when he became a board member and admits he’s “trying to take on capitalism and redefine it.”

He says that him and his woke friends have “a better way of doing business... that is not just profitable from a financial point of view but also from a social and environmental point of view.”

He sounds like an enemy to traditionalism and capitalism which by proxy make him just plain unfit to lead @harleydavidson. It’s clear to me that his goal is to inject his left wing views into Harley even if it means destroying an American icon. This is unacceptable. He’s tarnishing the reputations of dealers by not doing the right thing. Most dealers do NOT agree with the woke actions taken by corporate.

If you’ve had enough, make your voice heard with one click here: <https://citizencaller.com/campaigns/harley-goes-woke/>

More quotes from this video:

“Then I became a board member at Harley-Davidson. Now you could ask, what am I doing here? Of course Harley’s all about the sound and the smell of the Harley-Davidson, isn’t it? So I became the Taliban again in a sustainable way. I decided to create a sustainability committee which I’m still chairing today.”

On sustainability: “it’s not just a buzzword out there that means little, you’re translating it into the DNA of what you’re doing in business. And that’s what we’re trying to do with the other initiative which I just co-chaired with Sir Richard Branson, which is called The B Team... In order to really try and redefine the role and purpose of business. So here again, now we are trying to take on traditional capitalism and try to redefine it.”

He says that him and the other globalist executives in the B Team “believe” that they can “collectively” “have a contribution toward a better way of doing business... that is not just profitable from a financial point of view but also from a social and environmental point of view.”

“It’s important that we create new leadership. That we get others to join a new thinking of a more sustainable business, of a better business that is more equitable in every respect. Socially, environmentally and financially.”

Robby Starbuck 

@robbystarbuck · [Follow](#)



Exposed: The CEO of @harleydavidson says he became the "Taliban" in "a sustainable way" when he became a board member and admits he's "trying to take on capitalism and redefine it."

He says that him and his woke friends have "a better way of doing business... that is not just... [Show more](#)

Watch on X

4:14 PM · Aug 14, 2024



 16K  Reply  Share

[Read 3.5K replies](#)





If you think the German CEO is just trying to score a few “progressive brownie points,” think again. This man is a committed left-wing Marxist, through and through.

[Robby Starbuck](#):

Harley-Davidson CEO Jochen Zeitz is asked why people should trust that @harleydavidson’s “transformation” to left wing values “is for real” and “not just a PR stunt”?


He begins his argument for making Harley a climate activist company by saying he doesn’t want to say “follow the science” because “some people don’t like science” which seems like a clear knock at many Harley riders who didn’t blindly “follow the science” when Fauci told them to. That science was wrong by the way and those who didn’t listen were largely proven right.




Robby Starbuck 
@robbystarbuck · [Follow](#) 

Harley-Davidson CEO Jochen Zeitz is asked why people should trust that [@harleydavidson](#)’s “transformation” to left wing values “is for real” and “not just a PR stunt”?

He begins his argument for making Harley a climate activist company by saying he doesn’t want to say “follow the... [Show more](#)

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1:50 PM · Jul 26, 2024 

 5.1K  Reply  Share

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But if you think it can't get any worse, you're wrong. The iconic American company that vowed to always make their bikes in the US is now moving some key manufacturing to Thailand.

[Robby Starbuck:](#)

Wow. Harley-Davidson is moving production of some US motorcycles to THAILAND!

That means @harleydavidson lied when they told bikers and workers that they would never build bikes overseas for the US market.

This is DEI and wokeness in action.

Not sure what I mean by that?

Guess what company gets more diverse by moving jobs to Thailand? Harley-Davidson. Diversity is code for less white people and less American jobs for Americans of all races. This is the part of DEI people don't even discuss. Many CEO's use the diversity quotas as a way to eliminate American jobs in favor of cheap labor in some other country where people work for inhumane wages. We must put America first!

Harley is stabbing bikers and workers in the back under their woke CEO Jochen Zeitz.

Boycott this move with one click [here](#).

Robby Starbuck 
@robbystarbuck · [Follow](#)

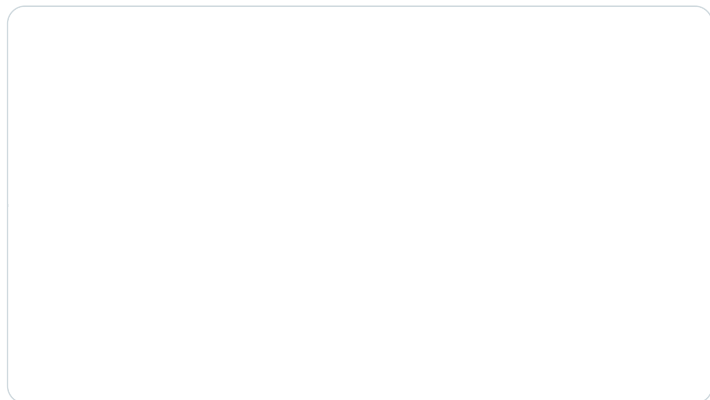


Wow. Harley-Davidson is moving production of some US motorcycles to THAILAND!

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This is DEI and wokeness in action.

Not sure what I mean by that?... [Show more](#)



12:53 PM · Aug 9, 2024



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Let's face it, most conservatives are decent, well-informed people who care about protecting the planet. They want to do the right thing without buying into the hysterical alarmism that seems designed to make elites rich while lower-income people suffer. Small, reasonable changes are totally acceptable. However, what Harley-Davidson—a company that's supposed to represent the American spirit—is doing now sounds more like far-left foreign Marxism with a communist green agenda aimed at controlling the masses through fear and hysteria. That attitude will turn Harley into the next "Bud Light" in no time, unless they do a u-turn and get back on course. They're a motorcycle company, not a political machine.

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Best Newest Oldest



TRUMP WAS RIGHT

7 days ago edited

HARLEY DAVIDSON SAYS HOLD MY BUD LIGHT



66 0 Reply 



John (ULTRA-MAGAnum)

6 days ago

Happy mine is a 2014!

21 1 Reply 

S

Stan Laurel → John (ULTRA-MAGAnum)

6 days ago

It's still a piece of \$hit.


18 15 Reply 



John (ULTRA-MAGAnum)

6 days ago edited

Yes you are new account leftist dung pile !

29 3 Reply 



Dauntless Notes™ ♦ → John (ULTRA-MAGAnum)

5 days ago edited

A Harley rider scared him into his girlish mannerisms when he was 5... just last week it was.

BTW John, you sound just like my step-brother who's name is JOHN ...

and who owns several Harley's ... in fact I'm convinced your going to say something one day soon that's going to convince me that you are my step brother.

Then I'll start calling you "cakes" ... 🍰 (blue label!)

2 0 Reply ↗



John (ULTRA-MAGAnum)

→ Dauntless Notes™ ♦



5 days ago

LOL

Is that a good or bad thing? 😊

10 0 Reply ↗



Dauntless Notes™ ♦

→ John (ULTRA-MAGAnum)



5 days ago

Good thing...

1 0 Reply ↗

S

sn → John (ULTRA-MAGAnum)



4 days ago edited

Get ready because they are going to do this in the fall..... <https://groups.google.com/g/mjihgy/c/DaZW63CudnM?k9iujh8>

1 1 Reply ↗

T

Truepatriot_56

→ John (ULTRA-MAGAnum)



6 days ago

Bud, Harleys have always been nothing but a bucket of bolts, garbage. Ya work on 'em more than ya ride 'em. sorry if the truth hurts your butt.

0 6 Reply ↗



John (ULTRA-MAGAnum)

→ Truepatriot_56



6 days ago edited

After AMF sold them, they did a lot of engineering and put electronics on them!

I have had 3 in the last 20 years and have had no leaks and no down time except for batteries!

You should speak about something you know something about, BUD!

I have actually had more down time with the 2 Goldwings and 1 Yamaha I owned!

I have been riding for 55 years!

26 1 Reply ↗



1911 → John (ULTRA-MAGAnum)



4 days ago

everyone that loves to cite "working on them more than riding them" is merely uneducated trash and hanging onto a 50 year old hype. While they have their specifics that even the most adamant riders agree could be made better. (mine being the "CVO" should be the way they are fricken built standard. IMO they purposefully neuter performance in order to justify the factory "aftermarket" profit division. but there's EPA BS to

deal with.. so...)

But they wouldn't be as popular as they are if they were as junk as the claim to fame being.

maintenance on cars 40-50 years ago was trash too. I remember the late 70s and 80s with the nest of failing vacuum lines and early computers making a nightmare of diagnostics (lean burn anyone???)

There's a lot more POS cars out there that have (rainbow pony) fanboy clubs that have a far worse track record than Harley that don't get rode nearly as hard. But as usual with any liberal and leftist bent.

Complaining is lazy and easy. fixing things is hard. which why all they do is complain.

0 0 Reply 



Avata

This comment was deleted.



John (ULTRA-MAGAnum)

→ Guest

6 days ago



see more

28 0 Reply 



Avata

This comment was deleted.



John (ULTRA-MAGAnum)

→ Guest

6 days ago edited





see more

21 0 Reply



Daryl Johnson → John (ULTRA-MAGAnum)



6 days ago

Who will win this years BOOMER WARS? Bad memes vs, really shitty 1990's one liners and comebacks

3 4 Reply



Bama Woody → John (ULTRA-MAGAnum)



6 days ago

How Intelligent you Sound, Your Mama Would be so PROUD!!

0 4 Reply



John (ULTRA-MAGAnum) → Bama Woody



6 days ago

Another newer account f head puking out bs !

14 0 Reply



Dave W → John (ULTRA-MAGAnum)



4 days ago

Also look who upvoted him. Other new hack AI bot accounts. All of which I block

1 0 Reply

1

1FSJ → John (ULTRA-MAGAnum)



6 days ago

John I love you man but this guy in Germany fuked up the brand, No matter what year you have. If you have an old case of Bud Light, it's still Bud Light.

1 2 Reply



John (ULTRA-MAGAnum) → 1FSJ



6 days ago

Another idiot heard from !

12 0 Reply

1

1FSJ → John (ULTRA-MAGAnum)



6 days ago

Sorry you feel that way

1 1 Reply

1

1FSJ → John (ULTRA-MAGAnum)



2 days ago

John, you sound like an ignorant Democrat liberal with the childish name calling.

0 0 Reply



Dave W → John (ULTRA-MAGAnum)



4 days ago

Wait a second. What about all those comments from he new CEO. A 'new form of capitalism'? Going Taliban? We have scores of companies

like Diackrock, Disney, Bud, Dicks, Bed Bath Beyond, that have drunk the DEI kool aid and angered loyal fans. Id HD headed int hat direction if they keep him?

0 0 Reply ↗



Daryl Johnson → Guest

6 days ago

Boomer-Wars

1 4 Reply ↗



Alex Liberman → Guest

6 days ago

He doesnt know who his father is. Mommy got pregnant at a gang bang

0 2 Reply ↗



John (ULTRA-MAGAnum) → Alex Liberman

6 days ago edited

You have been the pivot man for circle jerks too many times !

You have taken too many loads !

12 0 Reply ↗



Alex Liberman → John (ULTRA-MAGAnum)

5 days ago

Keep projecting

0 1 Reply ↗



John (ULTRA-MAGAnum) → Alex Liberman

5 days ago edited

No projection even needed !

10 0 Reply ↗



Alex Liberman → John (ULTRA-MAGAnum)

2 days ago

Denial doesnt work either, comrade

0 1 Reply ↗



John (ULTRA-MAGAnum) → Alex Liberman

2 days ago

piss off jackoff !

12 0 Reply ↗



Alex Liberman → John (ULTRA-MAGAnum)

2 days ago

Spoken like a true commie

0 1 Reply ↗



Claudia → Guest

6 days ago edited

Says the 🤡 who drives a Prius. Admit it.

7 0 Reply ↗



John (ULTRA-MAGAnum) → Claudia

6 days ago

You have the soy boy figured out !

16 0 Reply



Dave W → Stan Laurel

4 days ago

I know of someone who had 13 motorcycles, including Ducati and BMW. His 14th was a HD, and it's his favorite.

0 0 Reply



Bama Woody → John (ULTRA-MAGAnum)

6 days ago

Don't Matter What Model it is, LOOK At The WOKE Name and be Ashamed~Or Pissed!!

2 1 Reply



Mrs. Sunshine → TRUMP WAS RIGHT

7 days ago

Anybody still riding a Harley Davidson is a pervert tranny.

10 15 Reply



Glee → Mrs. Sunshine

6 days ago

Riding a Harley is still "American," missy. Owning one and riding one is a "so what?" It is BUYING a new one that is the patriotic "DON'T."

The goal is not to destroy American companies, it is to hurt their wallets until they get their hearts in the right place...to cause serious economic pain so company's stockholders will rise up and call these feckless CEOs "unemployed." It is to return American industry to America if they want American dollars. In my Father's Day, if it didn't say, "Made in America," it never came into our home. We need to return to making American workers (NOT illegals) first.

14 1 Reply



Ordinary Joe → Glee

6 days ago

The real patriots can tell the difference in what is American and what is not. Just because you like to fantasize about riding a Harley does not make it right. My first was a '49 Indian Chief. Have never owned a Harley and never will.

Besides, the girl IS RIGHT. All you chumps are just afraid to admit it. The motorcycle genre was taken over by hipsters and bankers.

1 0 Reply



hammock52@msn.com → Mrs. Sunshine

7 days ago

Sorry little girl, but mine is old,American And now sports an American Flag logo!

10 2 Reply



Bob G → Mrs. Sunshine

7 days ago

No, anyone making a stupid comment like yours is the pervert tranny. Go swap spit with Dylan Mulvaney.

13 4 Reply



Dave W → Bob G



6 days ago

I'd say it's hog riders who need to evaluate their own companies CEO and mission statement. Or do you support DEI, the taliban, and anti capitalism?

10 1 Reply



Vin Pribek

→ Mrs. Sunshine



6 days ago

Quite judgemental for a tolerant leftists ain't you.

1 0 Reply



Xdrum

→ Mrs. Sunshine



6 days ago

No honey you do not understand tradition, although Zeitz is a pervert Harley Davidson has been an American Icon with many patriots that have been owners longer then you have been alive. Fire the European get a nice ass kicking American that understands the deep tradition of Harley and they will be fine

1 2 Reply



Jeff Wassom

→ TRUMP WAS RIGHT



6 days ago

This is going to make bud light look like a party, I hope Harley survives and can recover, I love my 2000 Glide Classic

2 1 Reply



VaxWeapon7.0New



7 days ago

This CEO is only following orders from BlackRock..... without pushing their agenda you don't get hired un the first place

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Limited Time Offer
UP TO
\$15,000
FREE
SILVER

CLAIM YOUR FREE SILVER



EXECUTIVE ORDER 14067:
BIDEN'S
MASSIVE
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U.S. DOLLAR
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WILL IT LAST?

AMERICAN HARTFORD GOLD



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