



NADAguides

Market Insights

Powersports Industry

Q2 2015

Industry Overview

Powersports Market Update

With manufacturers aggressively releasing new product geared towards bringing new riders into the motorcycle and side by side communities, summer of 2015 was slated to be very busy. Some regions saw an increase as warmer weather approached but overall numbers did not reach the projected sales increase that many dealers were hoping summer would bring. Very inconsistent riding conditions throughout the country have many dealers hoping for an extend buying season provided mother nature complies.



Although sales have increased in the last two months, we still see values dropping slightly. While normal depreciation is expected, another part of the value decrease has to do with many new models coming in at a lower suggested retail price than previous years, putting a downward pressure on used values.



Powersport Values

Edition-Over-Edition Change in Values by Category

May-June 2015 Edition Versus July-August 2015 Edition

Due to their versatility and popularity Utility and Sport Side by Sides will hold their value going into fall. Cool weather powersports activities are less subjective to average seasonal adjustments compared to on-road segments of the market.

Edition-Over-Edition Change in Average Retail

Street Bikes	Utility Vehicles	Dirt Bikes
-0.9%	-0.5%	-1.0%

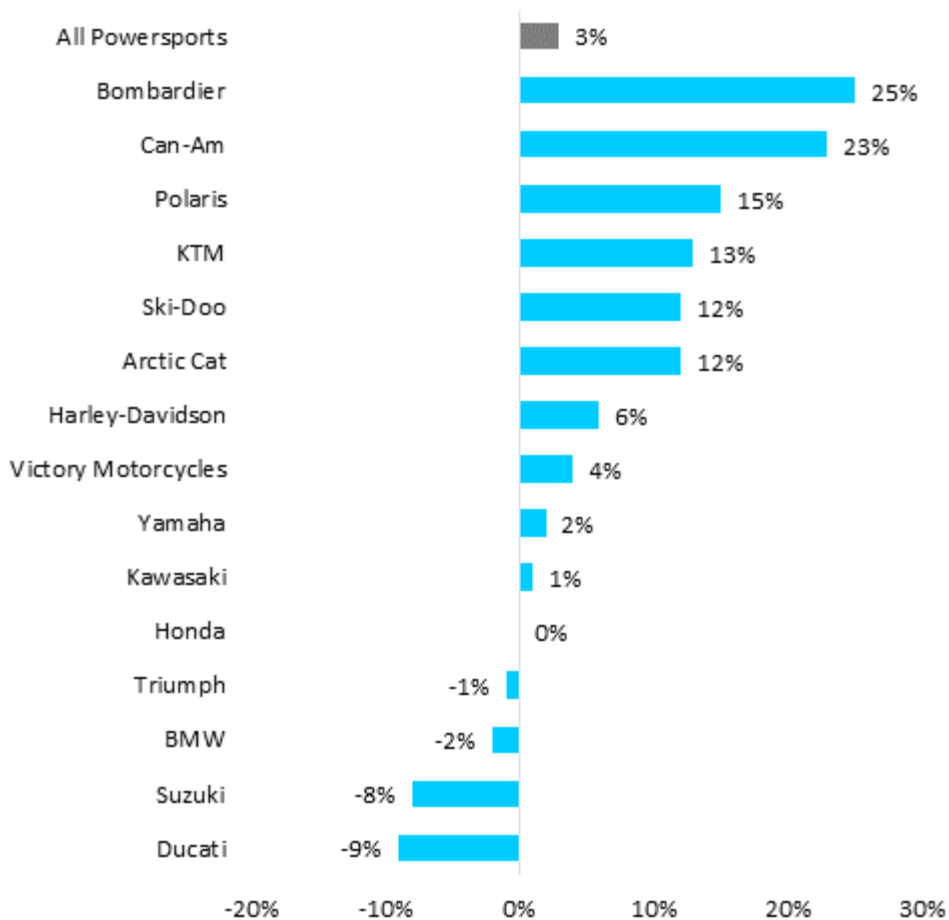
Unit Type Abbreviation	Unit Type	Rough Trade-In	Clean Trade-In	Average Retail
3-W	3 Wheel Cycle	↓ -1.4%	↓ -1.2%	↓ -1.1%
6-W	6 Wheel ATV	↓ -0.6%	↓ -0.5%	↓ -0.4%
8-W	8 Wheel ATV	↓ -0.6%	↓ -0.5%	↓ -0.4%
ATT	All Terrain Tractor	↓ -1.0%	↓ -1.0%	↓ -0.7%
C/T	Cruiser/Touring	↓ -1.2%	↓ -1.0%	↓ -1.0%
CRU	Cruisers	↓ -0.8%	↓ -0.8%	↓ -0.8%
D	Dirt (Not MX)	↓ -0.5%	↓ -0.5%	↓ -0.8%
DS	Dual Sport	↓ -3.0%	↓ -2.8%	↓ -2.0%
E	Enduro	↓ -1.0%	↓ -1.0%	↓ -0.8%
MB	Minibike	↓ -1.1%	↓ -0.7%	↓ -0.8%
MX	Moto Cross	↓ -0.9%	↓ -0.8%	↓ -0.9%
C	Racer (Not MX)	↓ -0.7%	↓ -0.5%	↓ -0.5%
RT	Road/Trail	↓ -0.9%	↓ -0.8%	↓ -0.7%
S	Scooter	↓ -1.2%	↓ -1.0%	↓ -1.0%
SAT	Sport ATV	↓ -1.0%	↓ -1.1%	↓ -0.9%
SXS	Sport Side By Side	↓ -0.3%	↓ -0.2%	↓ -0.3%
S/T	Sport Touring	↓ -0.7%	↓ -0.5%	↓ -0.5%
SPT	Sportbikes	↓ -1.1%	↓ -1.0%	↓ -1.0%
TOU	Touring	↓ -1.1%	↓ -1.3%	↓ -1.3%
T	Trail	↓ -1.0%	↓ -0.9%	↓ -0.9%
TR	Trials	↓ -1.5%	↓ -1.3%	↓ -1.2%
UAT	Utility ATV	↓ -0.5%	↓ -0.4%	↓ -0.4%
UTL	Utility Side By Side	↓ -0.3%	↓ -0.2%	↓ -0.3%



Powersport Brands

YoY Change in Research of Top Powersport Brands on NADAguides.com

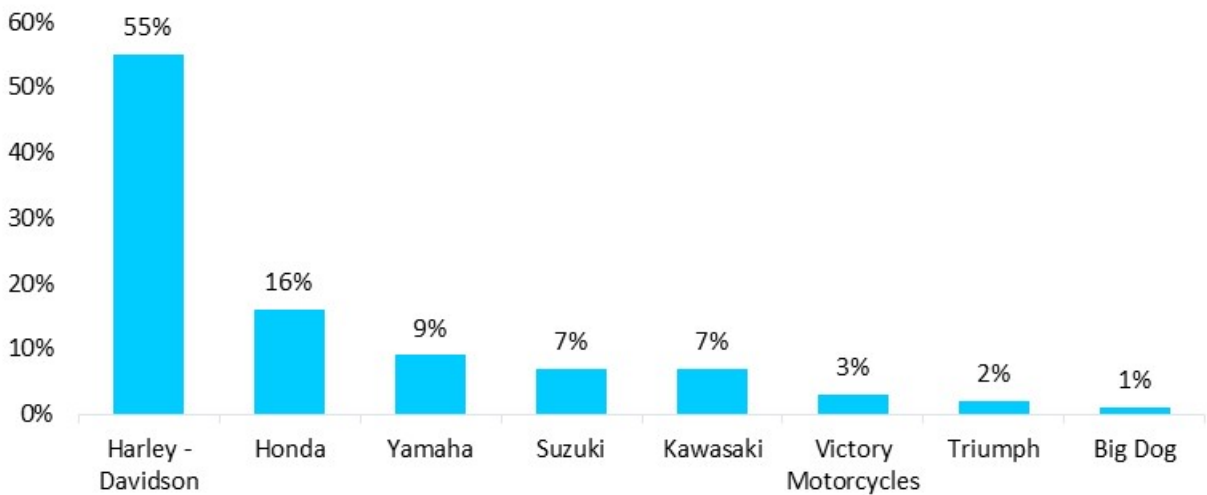
The figures below are based on consumer traffic on NADAguides.com and are calculated by comparing the percentage change of consumer interest, for the top 15 researched manufacturers, January-June 2014 as compared to January-June 2015.



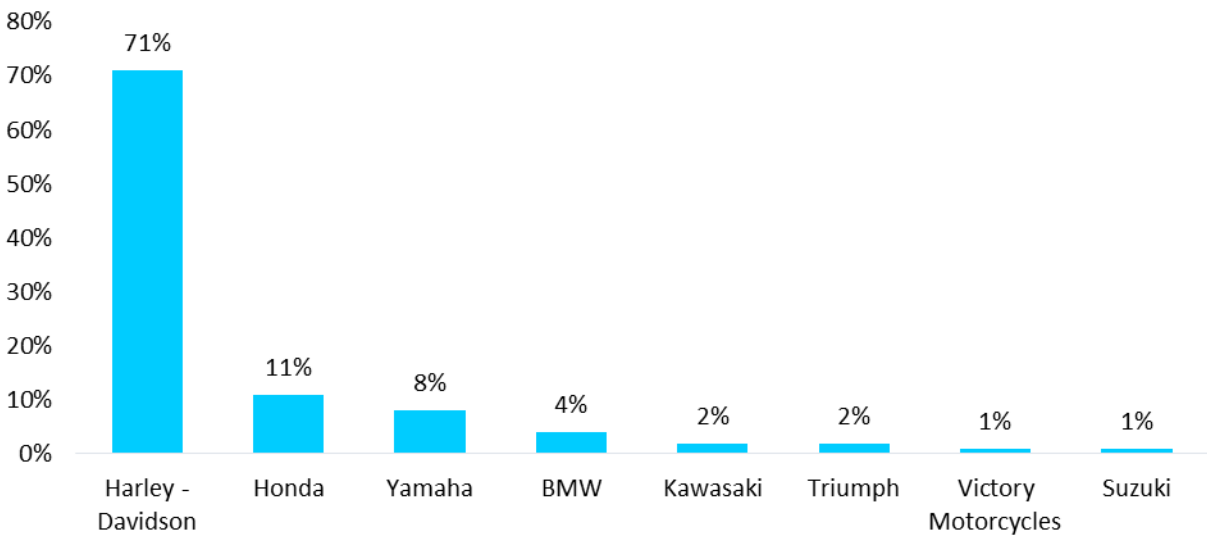
Motorcycle Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

Cruiser Brands



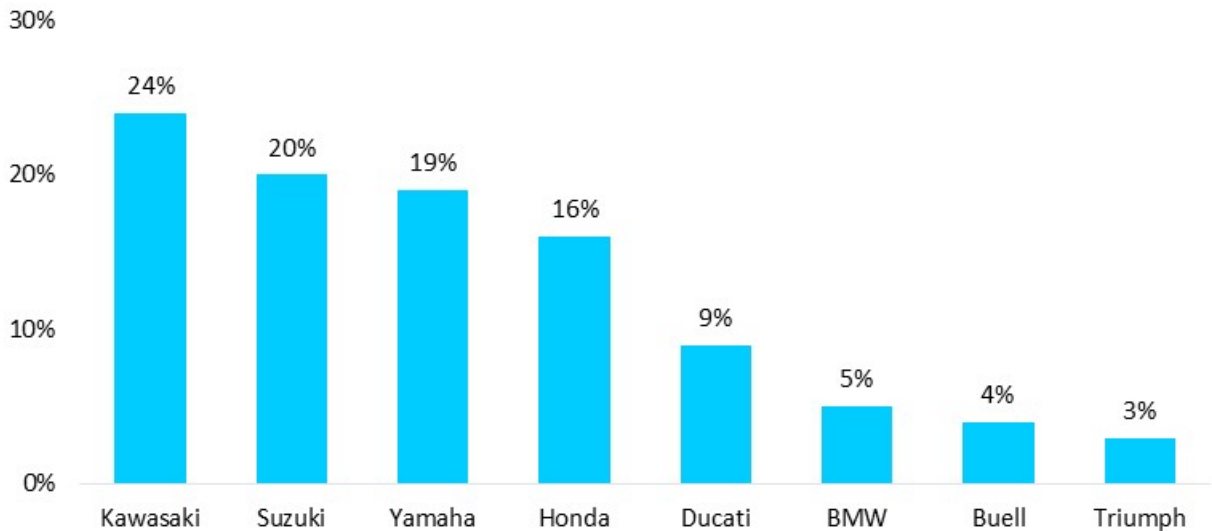
Touring Brands



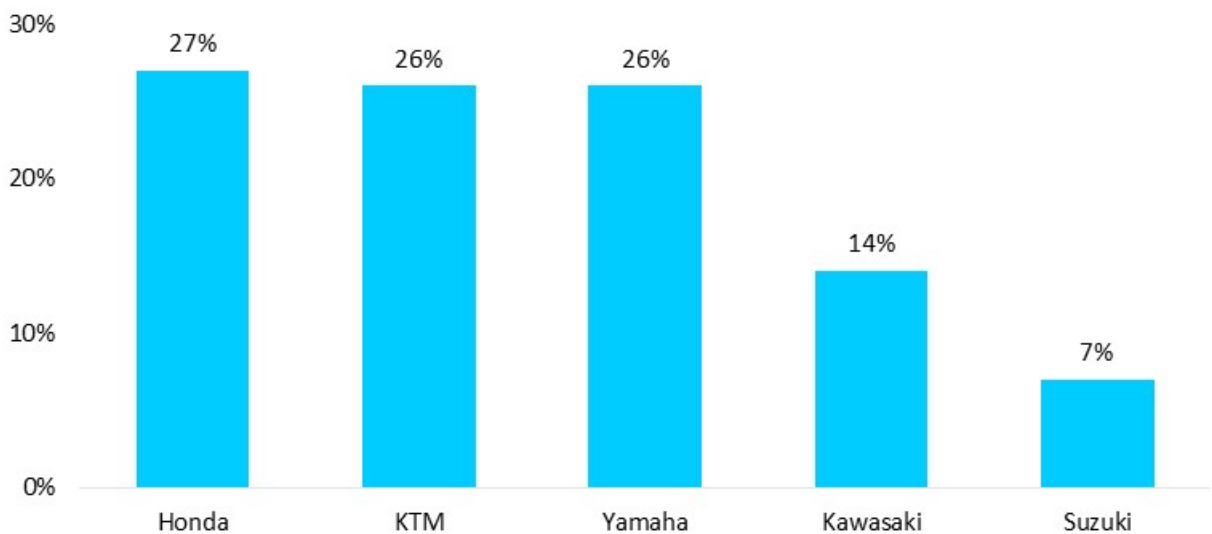
Motorcycle Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

Sportbike Brands



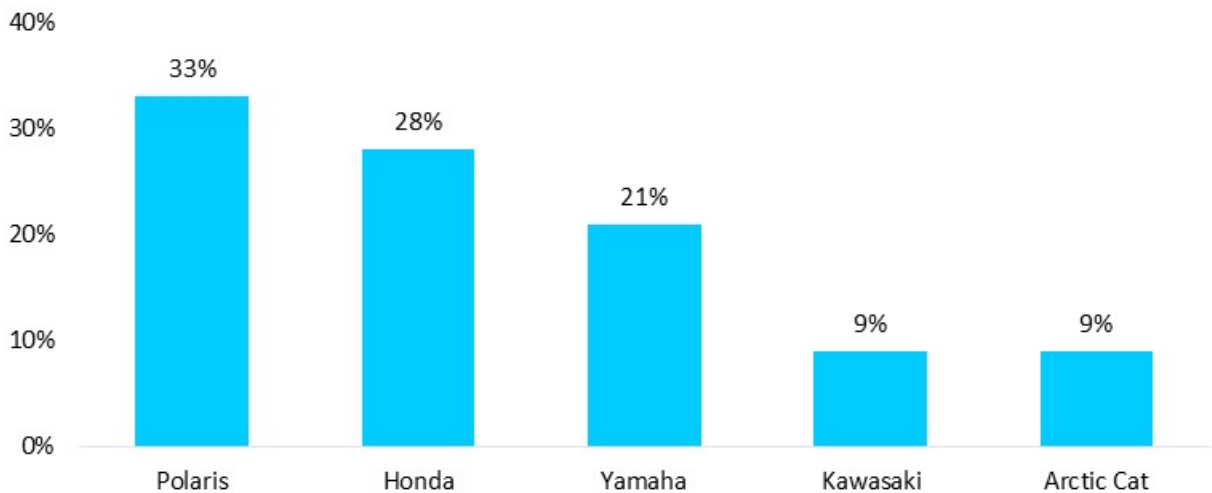
Off-Highway Brands



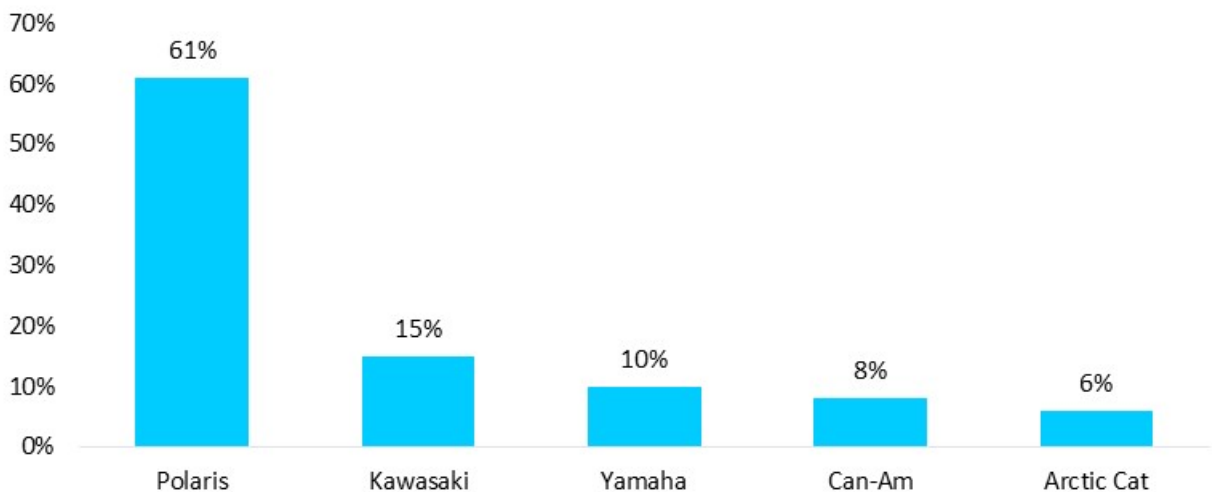
Off-Road Vehicle Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

All-terrain Vehicle Brands



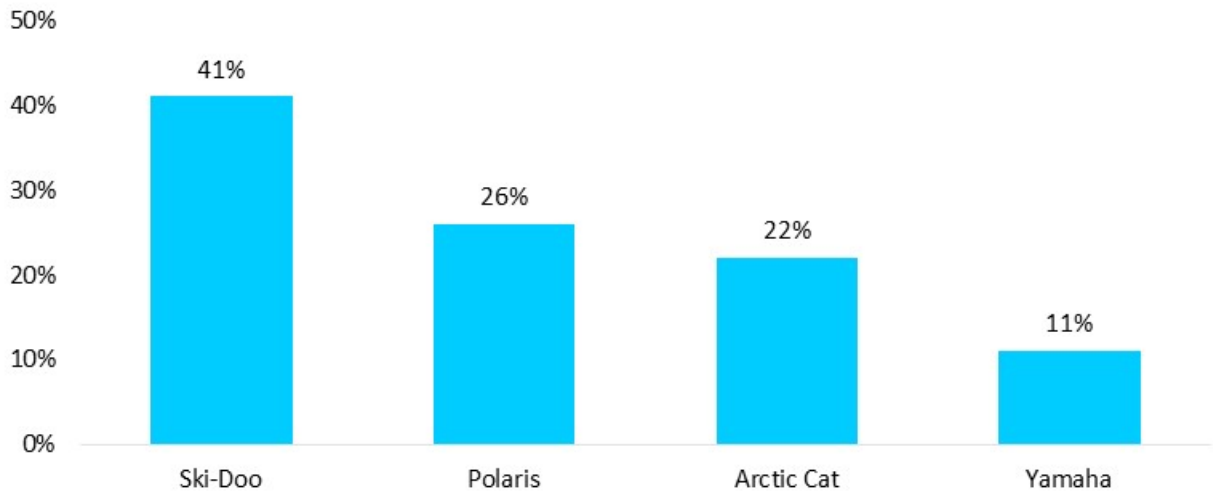
Side By Side Brands



Snowmobile Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

Snowmobile Brands

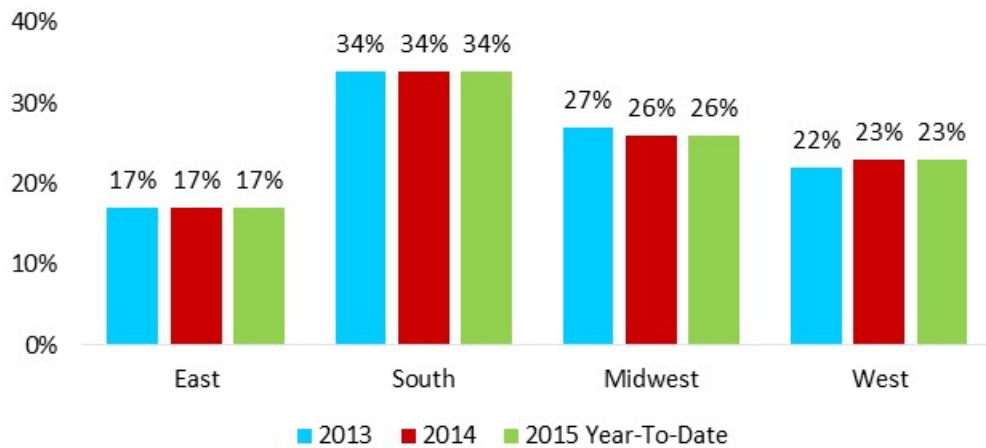


Web Traffic by Region

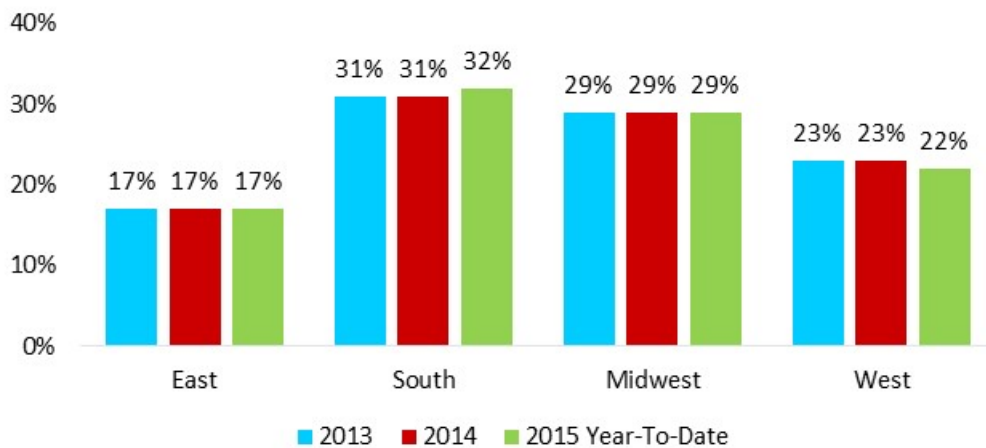
Regional Distribution of NADAguides.com Traffic

The NADAguides powersports data is based on national averages; however, our analysts recognize the significance of regional variance by unit type. The following charts represent consumer traffic based on four regions. Traffic percentages for 2013 and 2014 are offered as a comparison to the year-to-date 2015 traffic.

Motorcycles



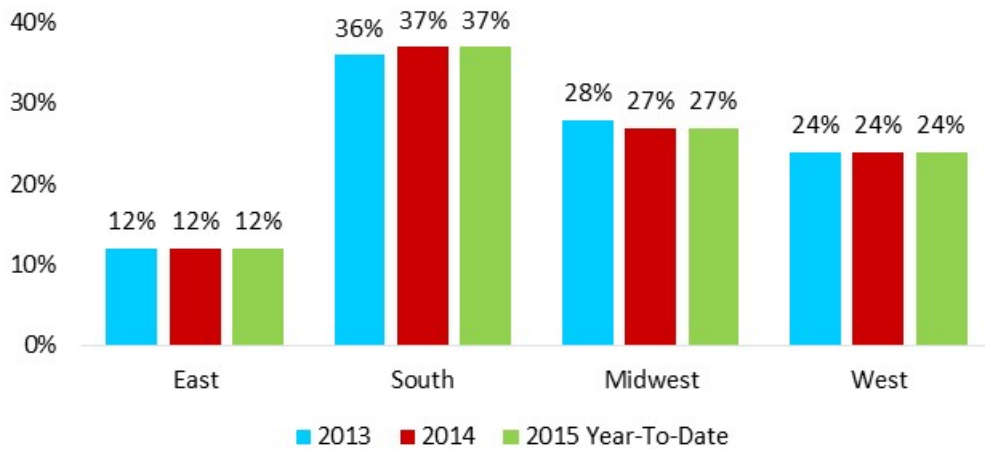
All-terrain Vehicles



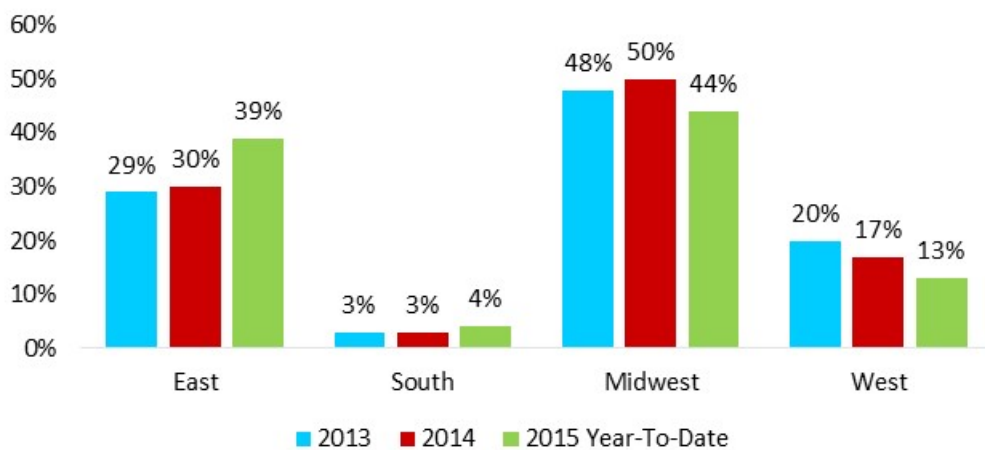
Web Traffic by Region

Regional Distribution of NADAguides.com Traffic in 2015

Side By Sides



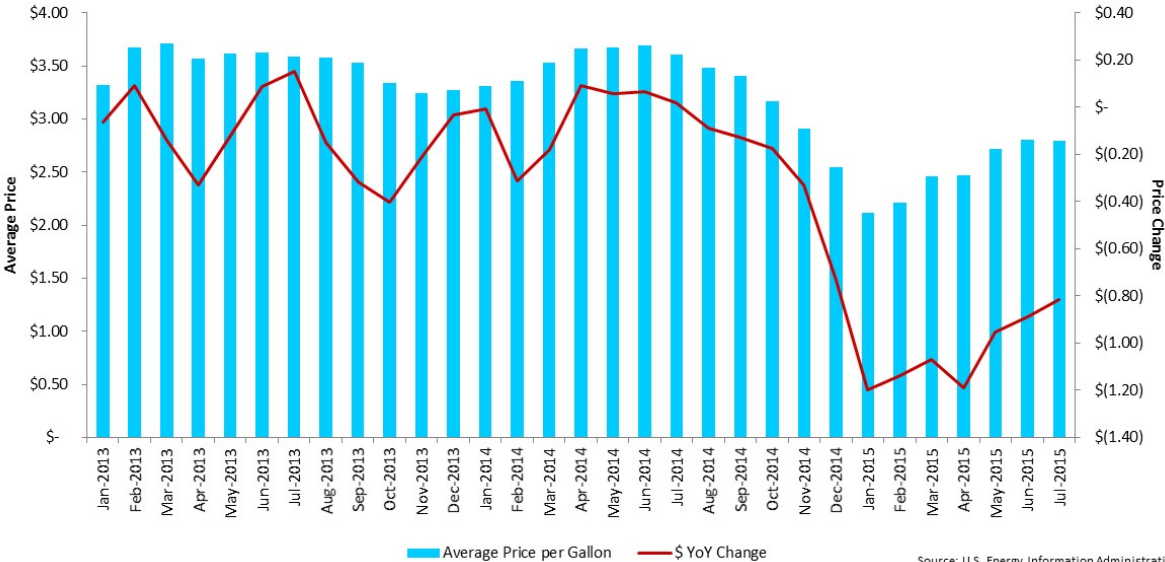
Snowmobiles



Fuel Price Data

A view of the national average gasoline prices and year-over-year change is supplied to provide support for longer-term strategic planning.

Regular Grade Gasoline Prices (All Formulations)

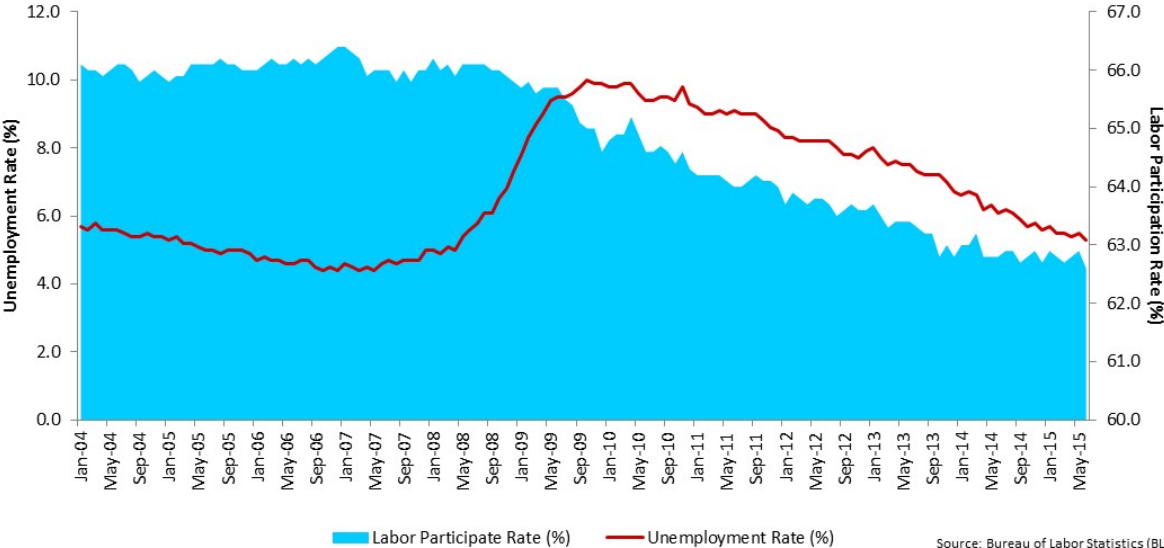


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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