

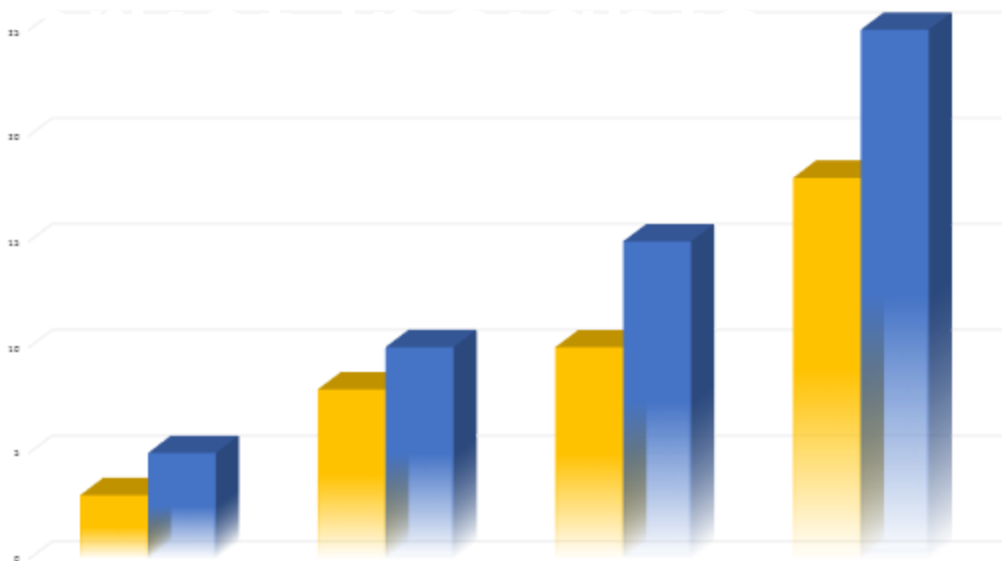
Q2
2017



POWERSPORTS

MARKET INSIGHTS

A look at NADAguides.com consumer traffic trends, used values, dealer and financial institution focus, and more



Industry Overview

Powersports Market Update

The transition from spring to summer means dealers who have been gathering inventory will shift their market strategy to focusing on sales and service.

Manufacturers will be keeping a close eye on consumer trends as they prepare for the release of new products that usually begins late summer.

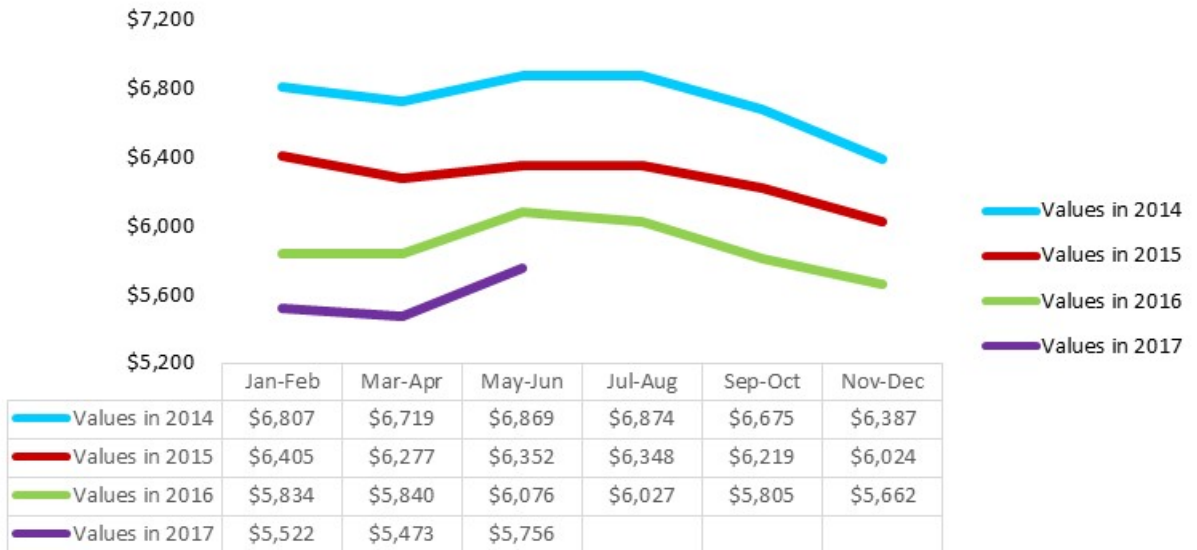
Going forward, the on-road values should continue to stay strong and we can expect the seasonal uptick in sport bikes during the heart of summer. Off-road recreational segments will also see values hold firmly throughout the summer while the utility market is expected to depreciate naturally.



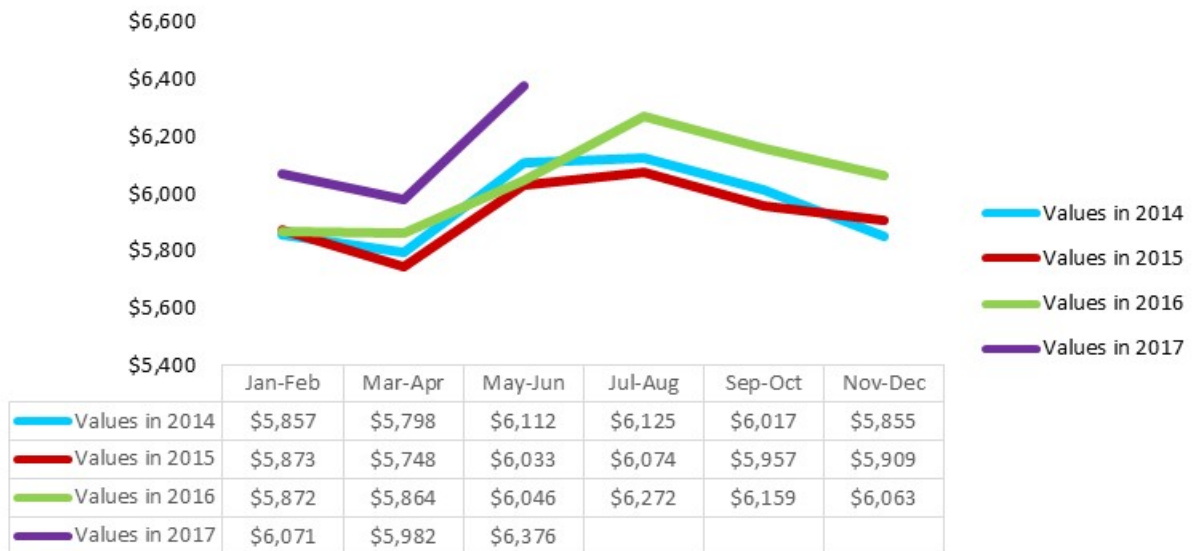
Powersport Values

Average Retail Value by Category

Cruisers



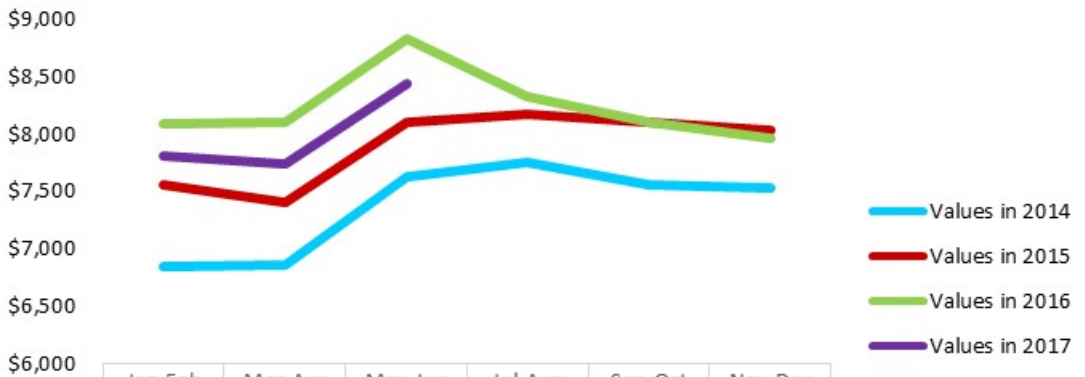
Sportbikes



Powersport Values

Average Retail Value by Category

Utility Side By Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$6,853	\$6,867	\$7,638	\$7,750	\$7,563	\$7,537
Values in 2015	\$7,566	\$7,410	\$8,100	\$8,176	\$8,103	\$8,039
Values in 2016	\$8,097	\$8,109	\$8,837	\$8,335	\$8,100	\$7,973
Values in 2017	\$7,817	\$7,741	\$8,439			

Sport Side By Sides



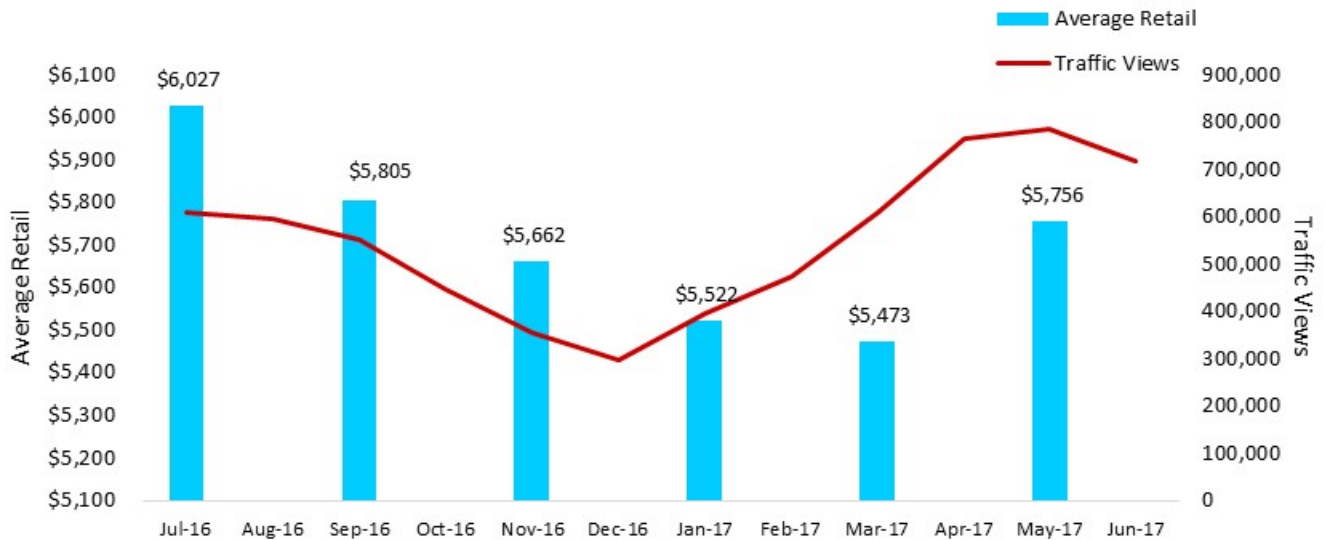
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$10,084	\$10,099	\$10,601	\$10,862	\$10,432	\$10,242
Values in 2015	\$10,193	\$9,978	\$10,728	\$10,662	\$10,577	\$10,499
Values in 2016	\$10,404	\$10,377	\$11,124	\$11,640	\$11,272	\$10,987
Values in 2017	\$10,663	\$10,586	\$11,438			



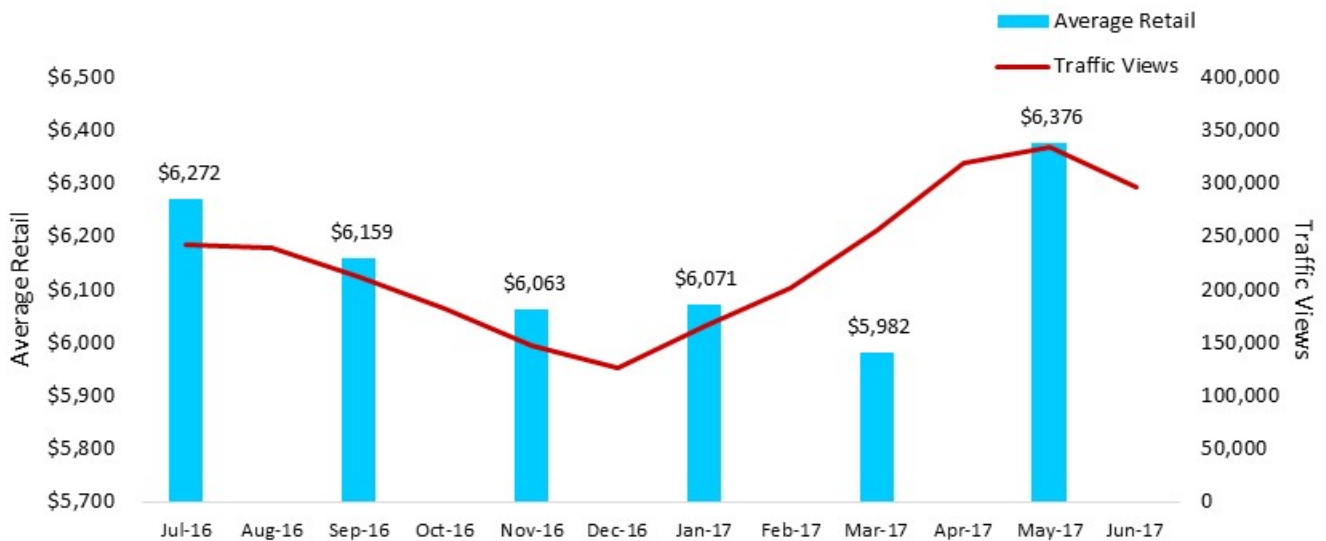
Powersport Values vs. Traffic

Average Retail Value and Traffic Views by Category

Cruisers



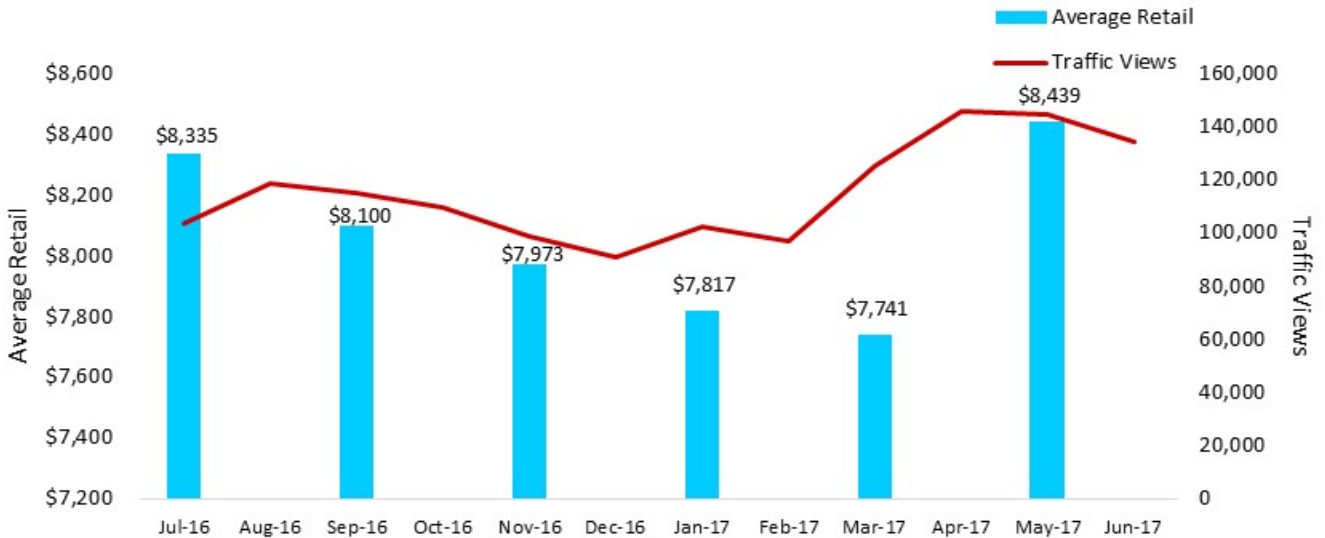
Sportbikes



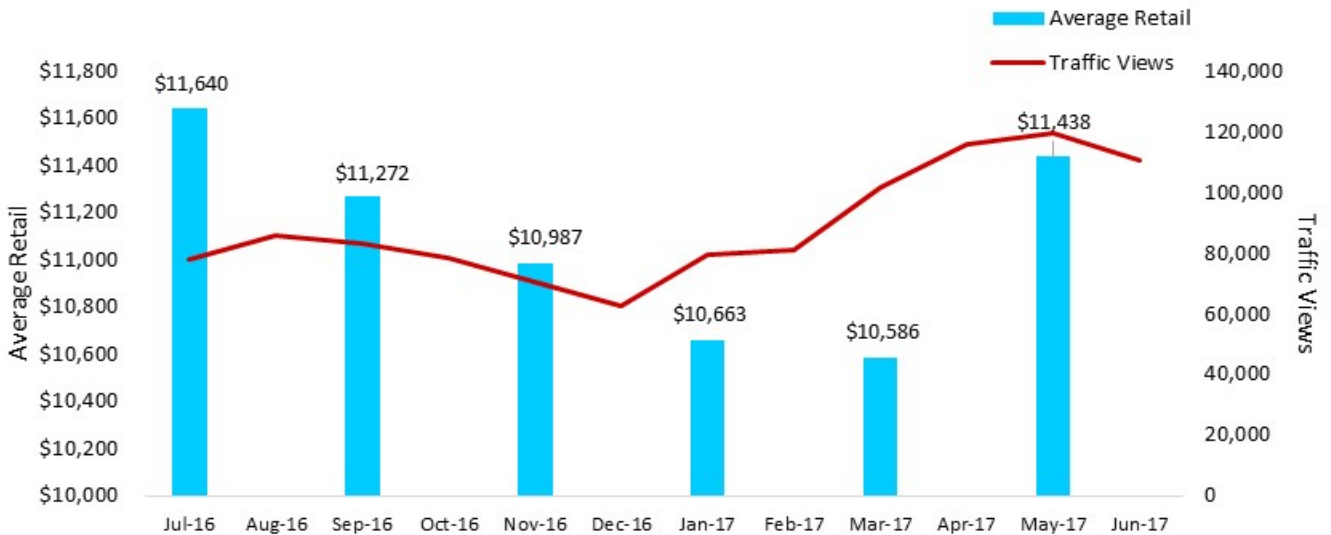
Powersport Values vs. Traffic

Average Retail Value and Traffic Views by Category

Utility Side By Sides

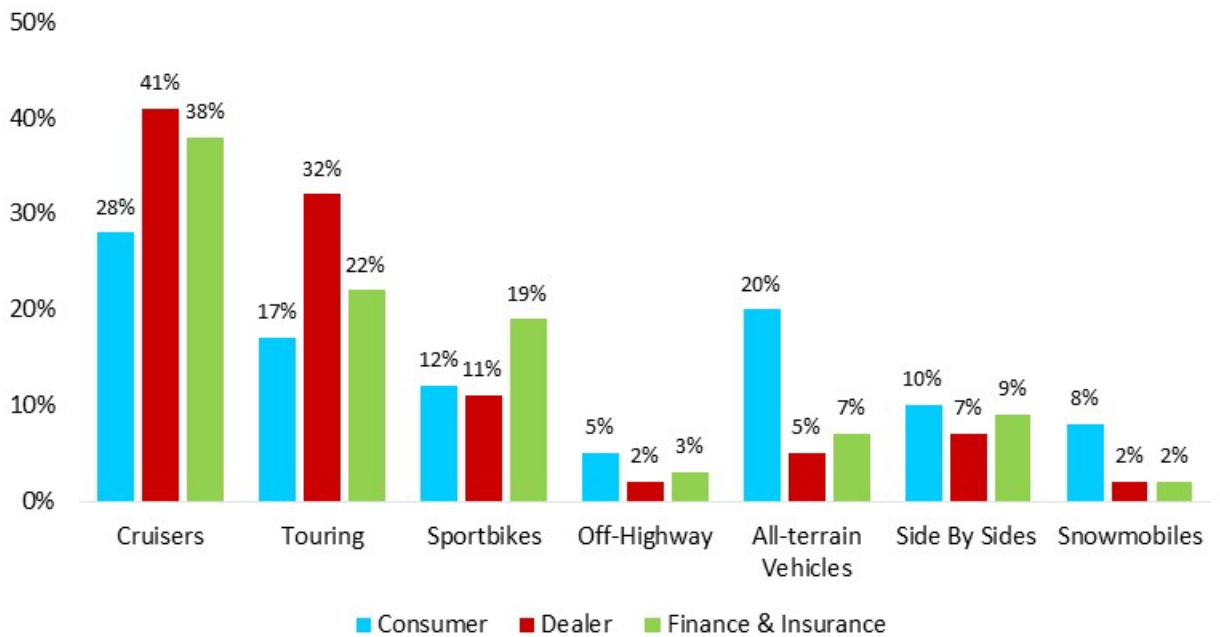


Sport Side By Sides



Powersport Categories

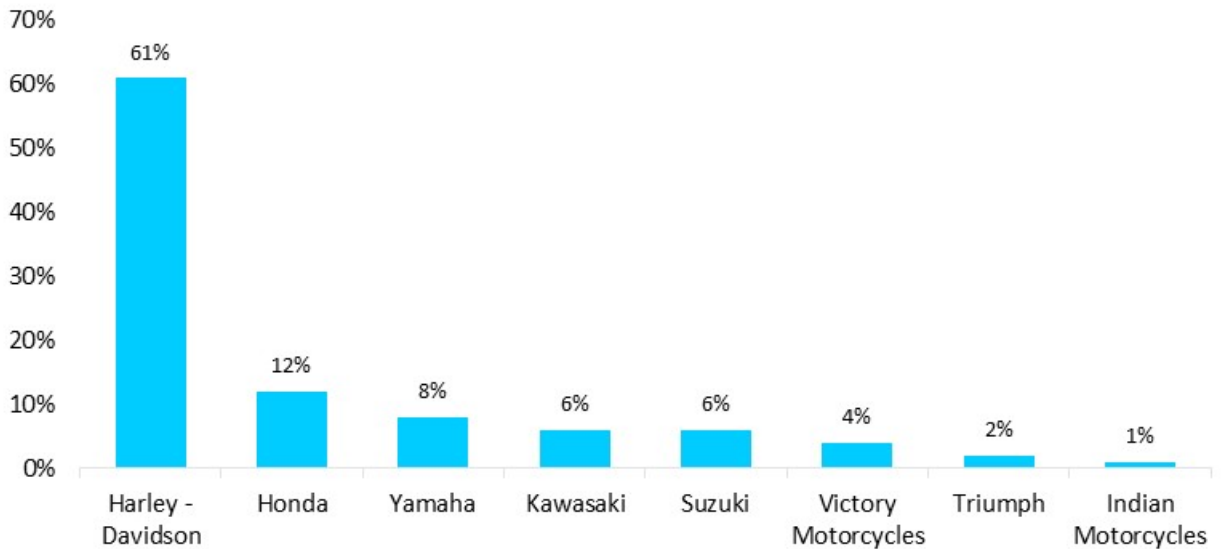
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2017 Q1-Q2



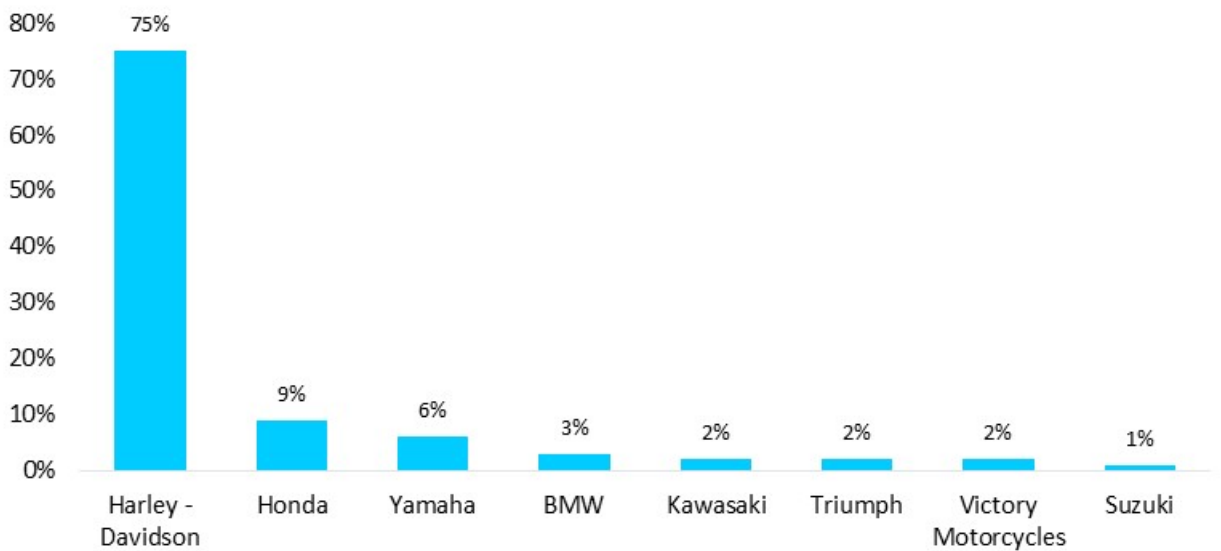
Motorcycle Brands

NADAguides.com Top Researched Brands in 2017 Q1-Q2

Cruiser Brands



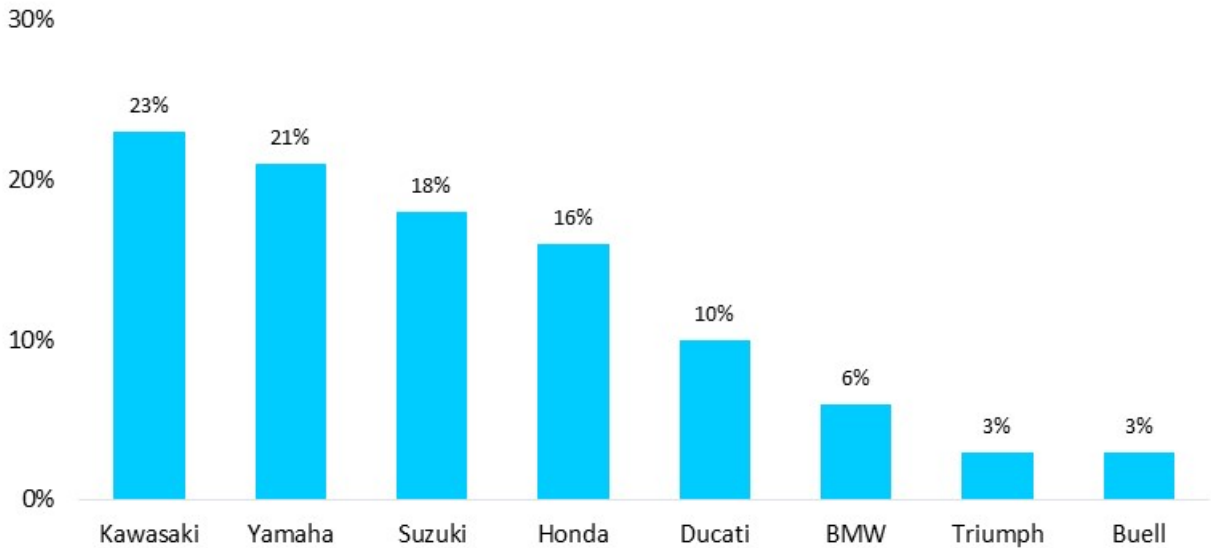
Touring Brands



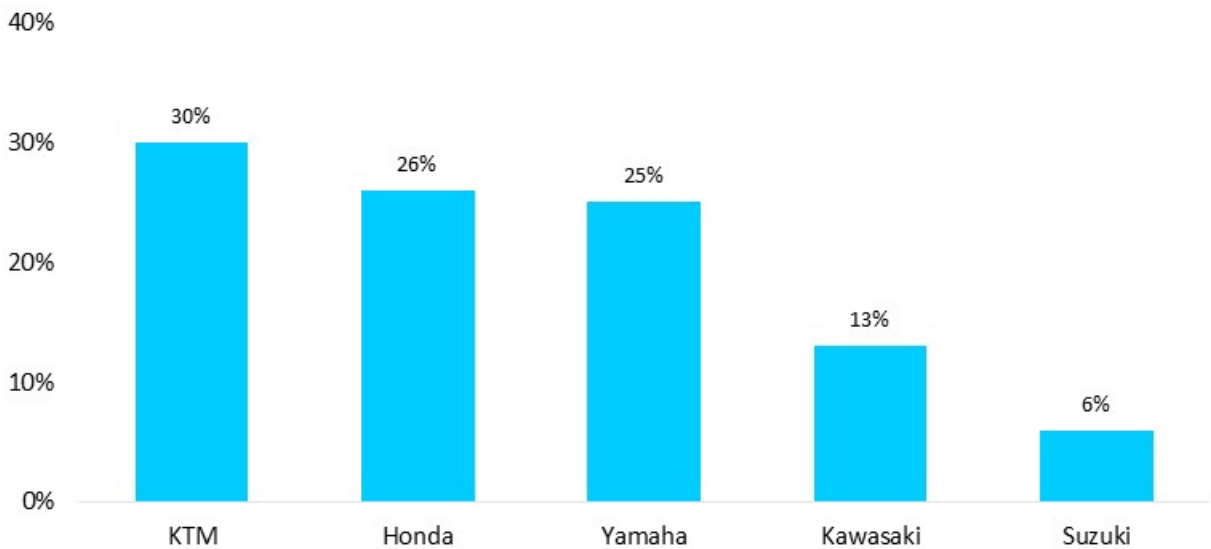
Motorcycle Brands

NADAguides.com Top Researched Brands in 2017 Q1-Q2

Sportbike Brands



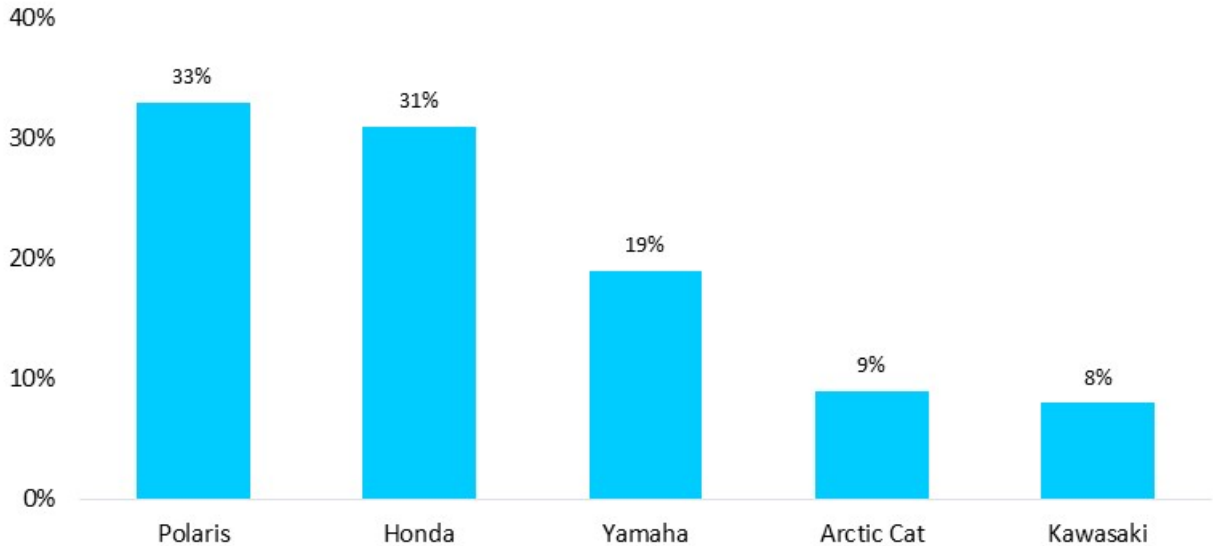
Off-Highway Brands



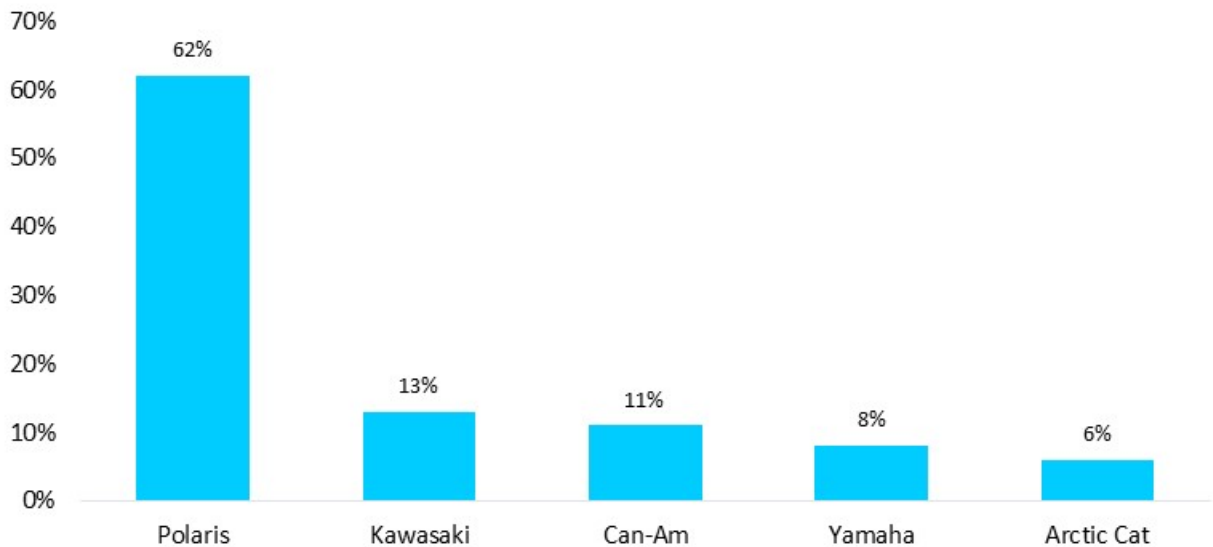
Off-Road Vehicle Brands

NADAguides.com Top Researched Brands in 2017 Q1-Q2

All-terrain Vehicle Brands



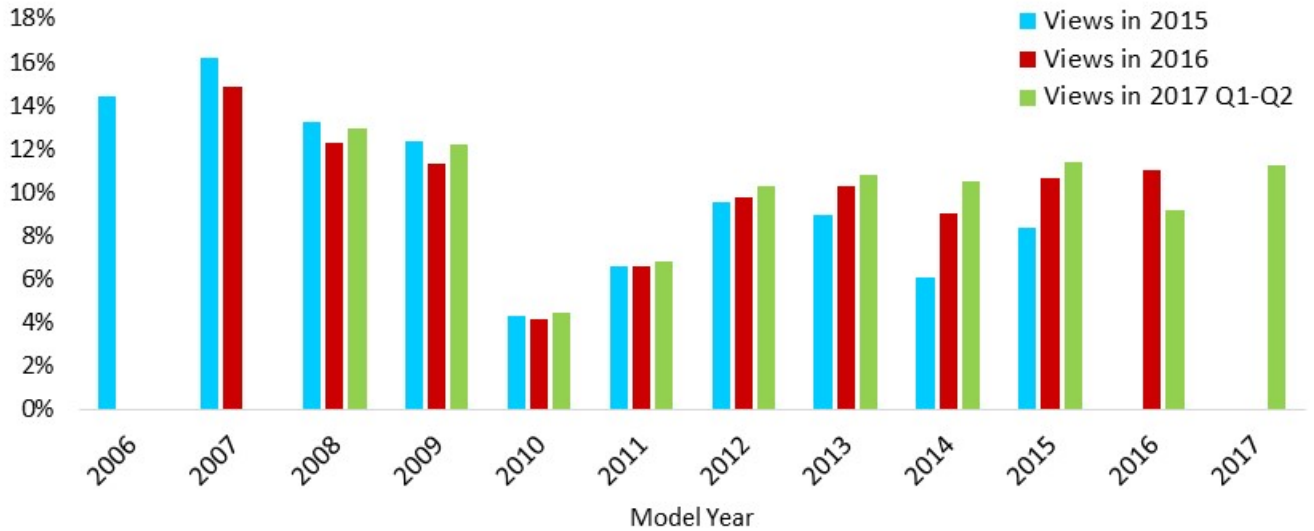
Side By Side Brands



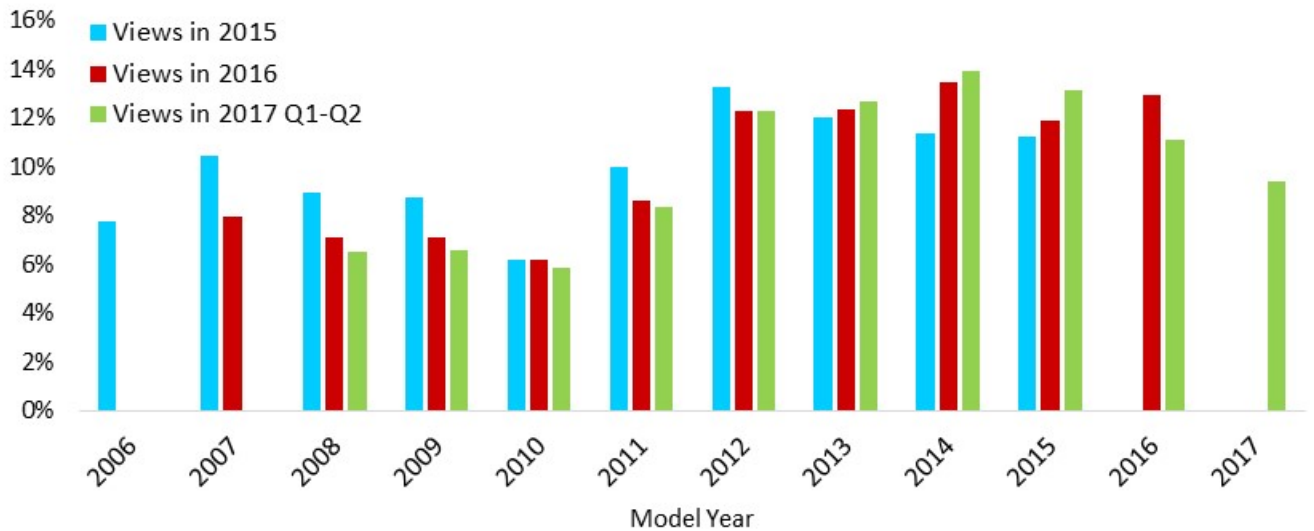
Model Years

NADAguides.com Top Researched Model Years by Category

Sportbikes



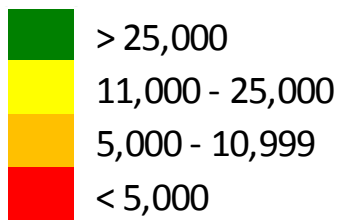
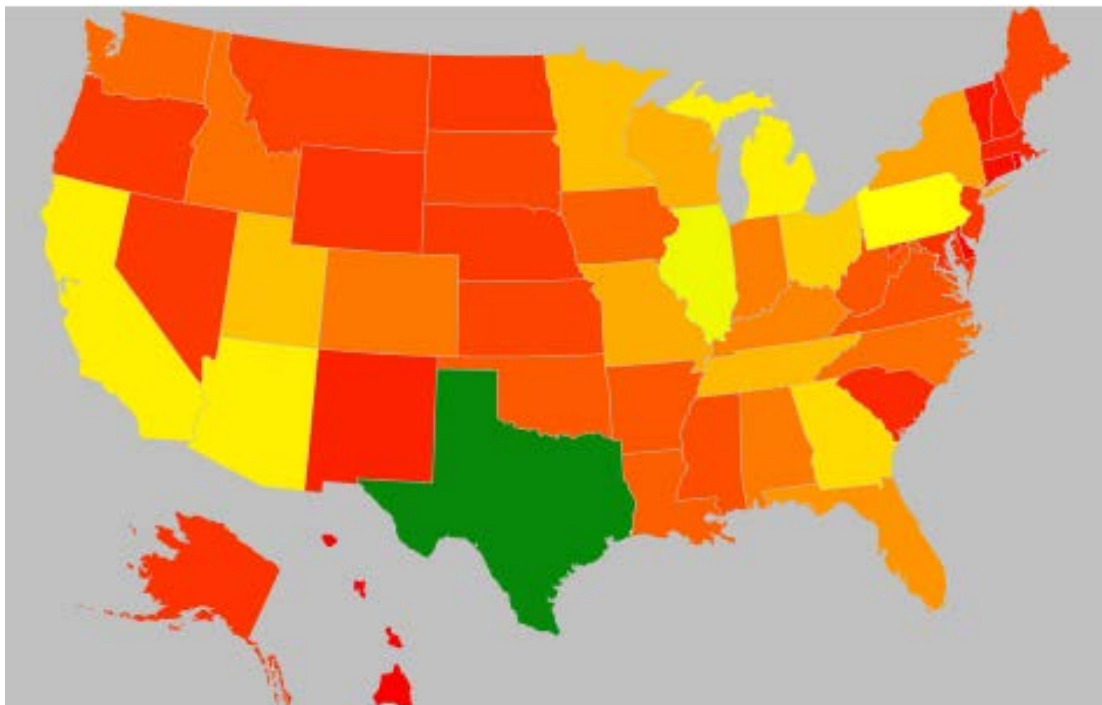
Utility Side By Sides



Web Traffic by State

NADAguides.com Traffic by State in 2017 Q1-Q2

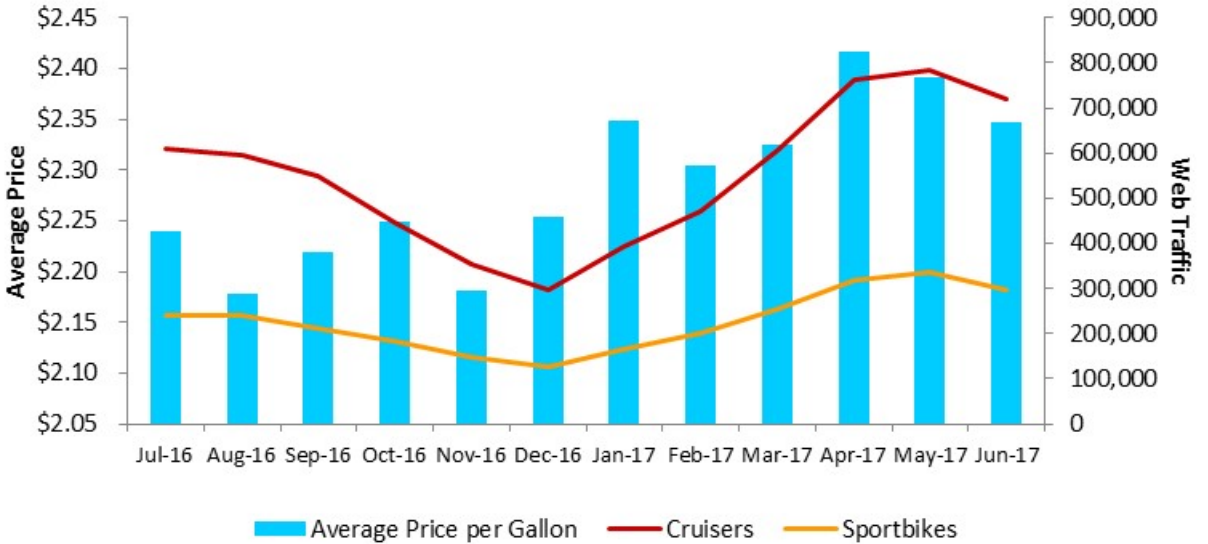
Side By Sides



Fuel Price Data

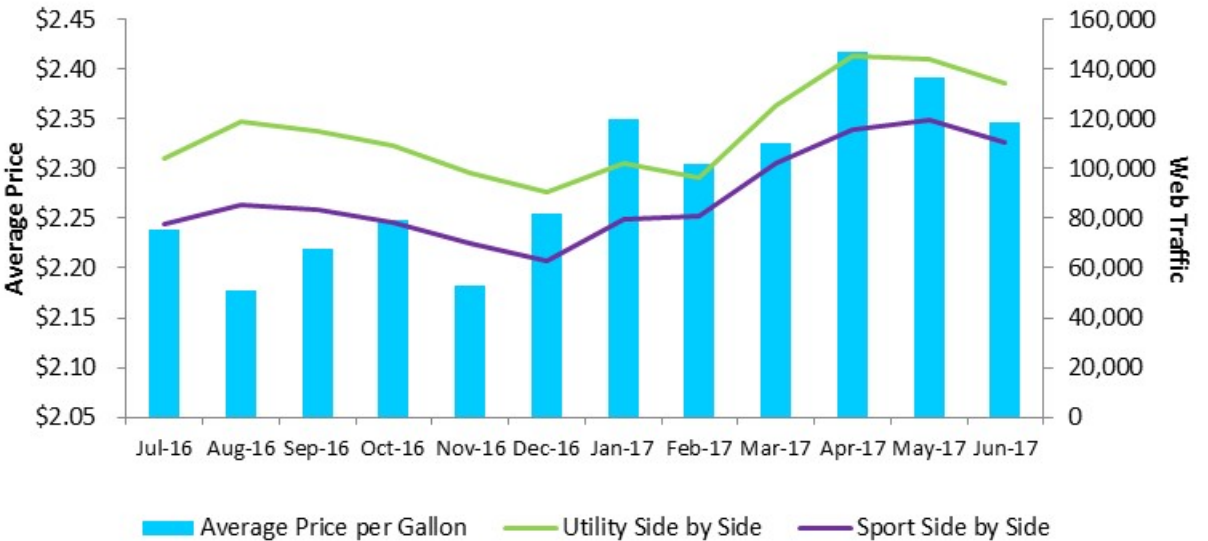
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

Side By Sides

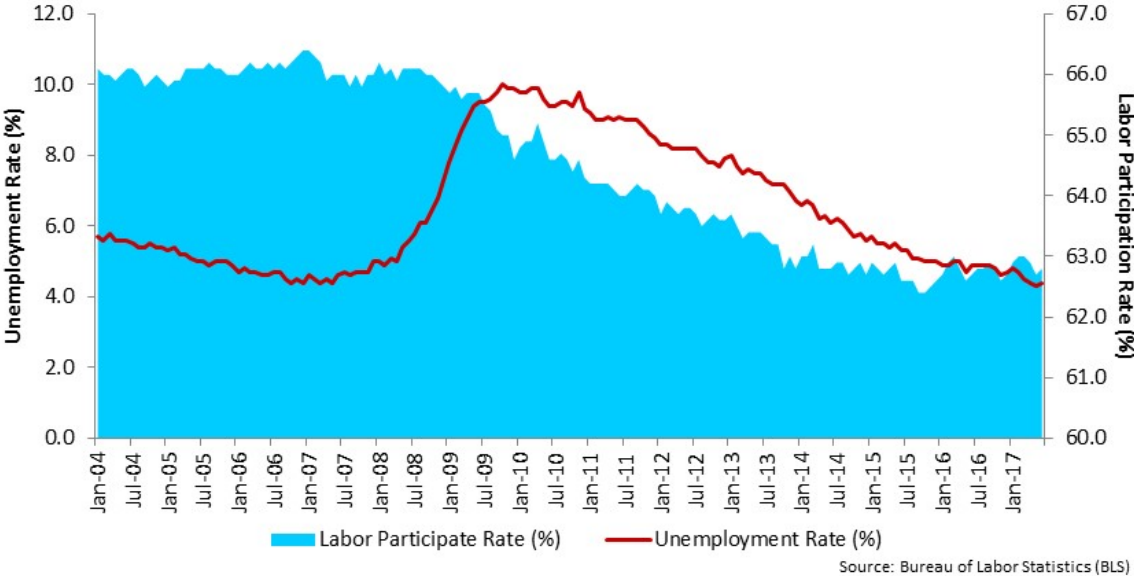


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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