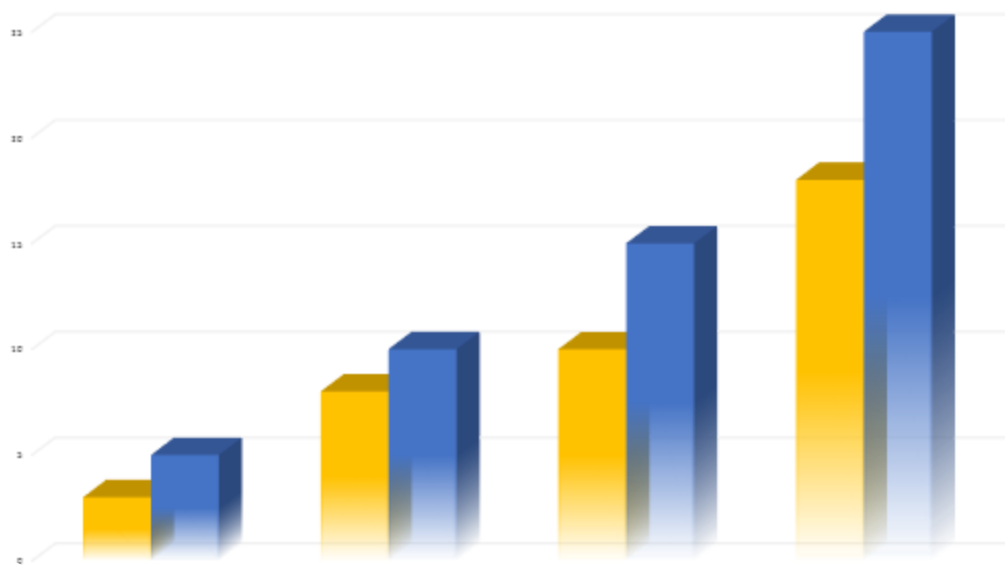


# 3<sup>rd</sup> Quarter 2017

## NADAguides **POWERSPORTS** **MARKET INSIGHTS**

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



# Industry Overview

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## Powersports Market Update

Transitioning from fall into winter, dealers see a decline in sales as they wait for new 2018 model releases in the fall to fill their inventory. Due to the early brisk weather, we see values starting to decline more than usual for the time of year.



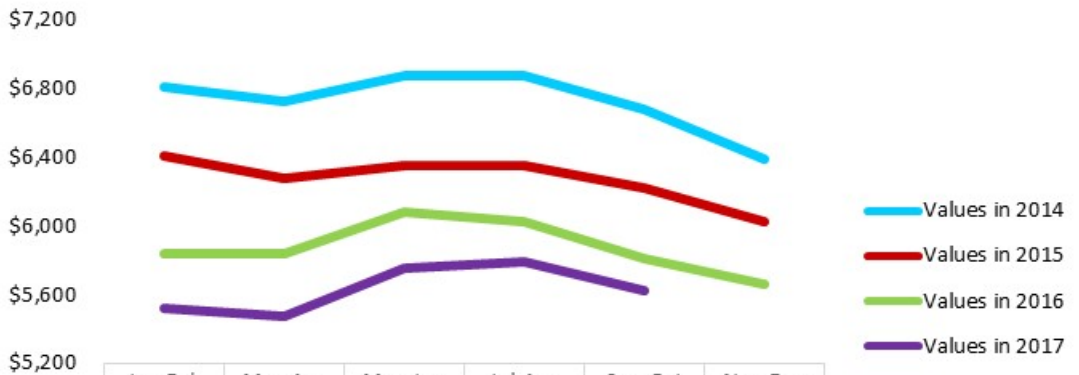
On-road segments of the market see values depreciating more heavily, while utility side by sides and ATV segments will remain active during the winter as hunting season opens. There are early signs that may indicate a strong winter. If so, that should help snowmobiles retain their values until spring.



# Powersport Values

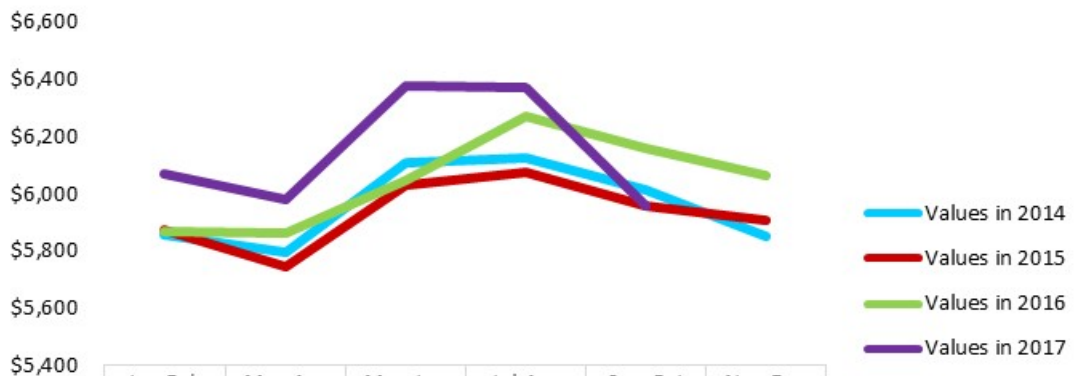
## Average Retail Value by Category

### Cruisers



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$6,807	\$6,719	\$6,869	\$6,874	\$6,675	\$6,387
Values in 2015	\$6,405	\$6,277	\$6,352	\$6,348	\$6,219	\$6,024
Values in 2016	\$5,834	\$5,840	\$6,076	\$6,027	\$5,805	\$5,662
Values in 2017	\$5,522	\$5,473	\$5,756	\$5,788	\$5,623	

### Sportbikes



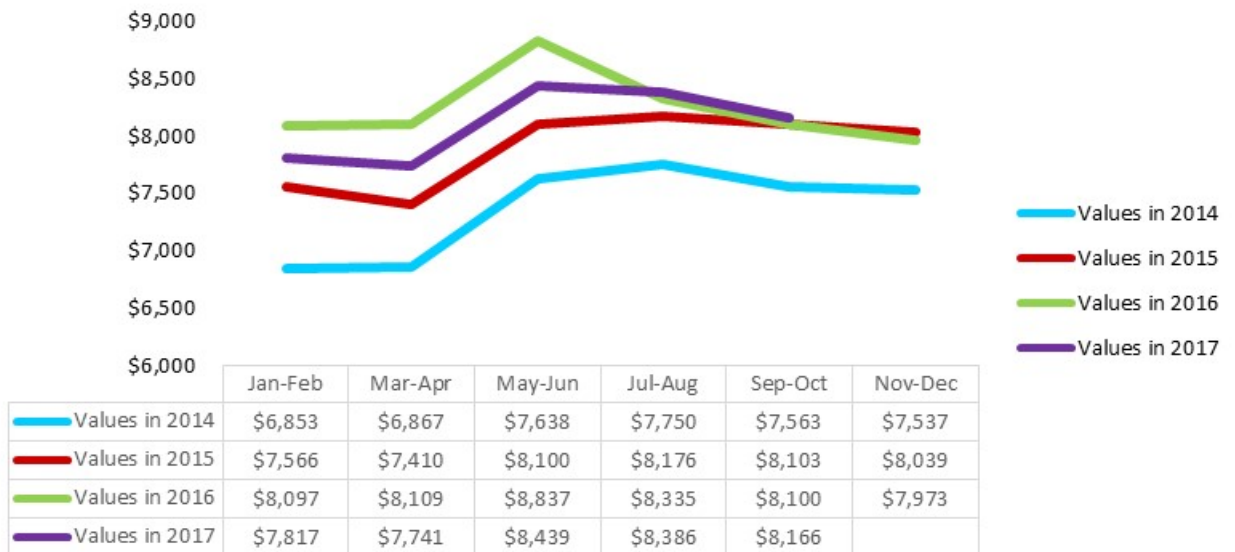
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$5,857	\$5,798	\$6,112	\$6,125	\$6,017	\$5,855
Values in 2015	\$5,873	\$5,748	\$6,033	\$6,074	\$5,957	\$5,909
Values in 2016	\$5,872	\$5,864	\$6,046	\$6,272	\$6,159	\$6,063
Values in 2017	\$6,071	\$5,982	\$6,376	\$6,375	\$5,961	



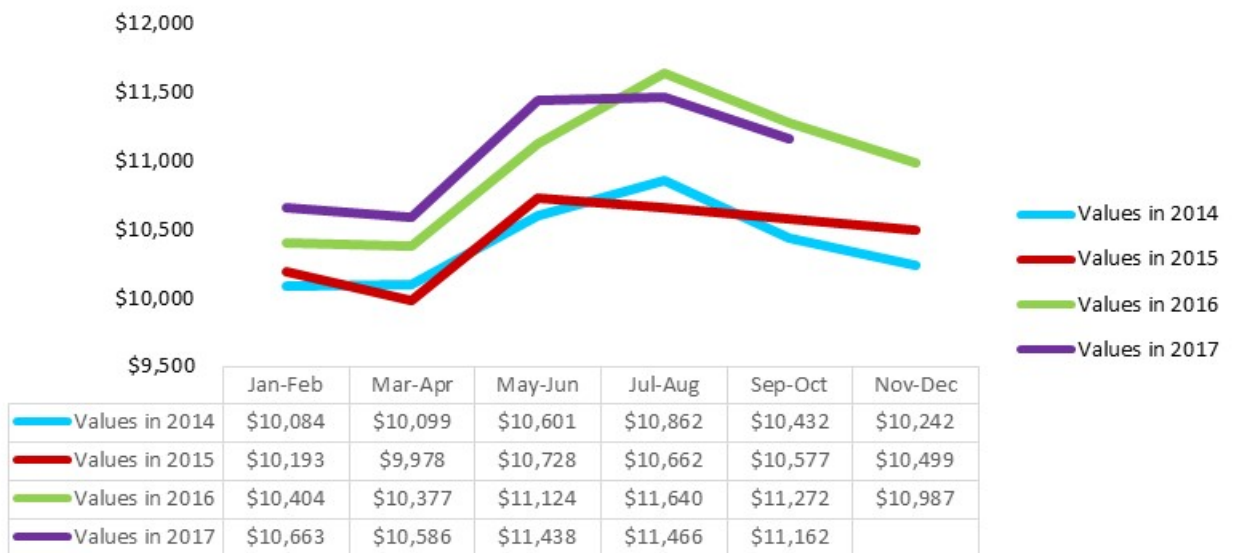
# Powersport Values

## Average Retail Value by Category

### Utility Side By Sides



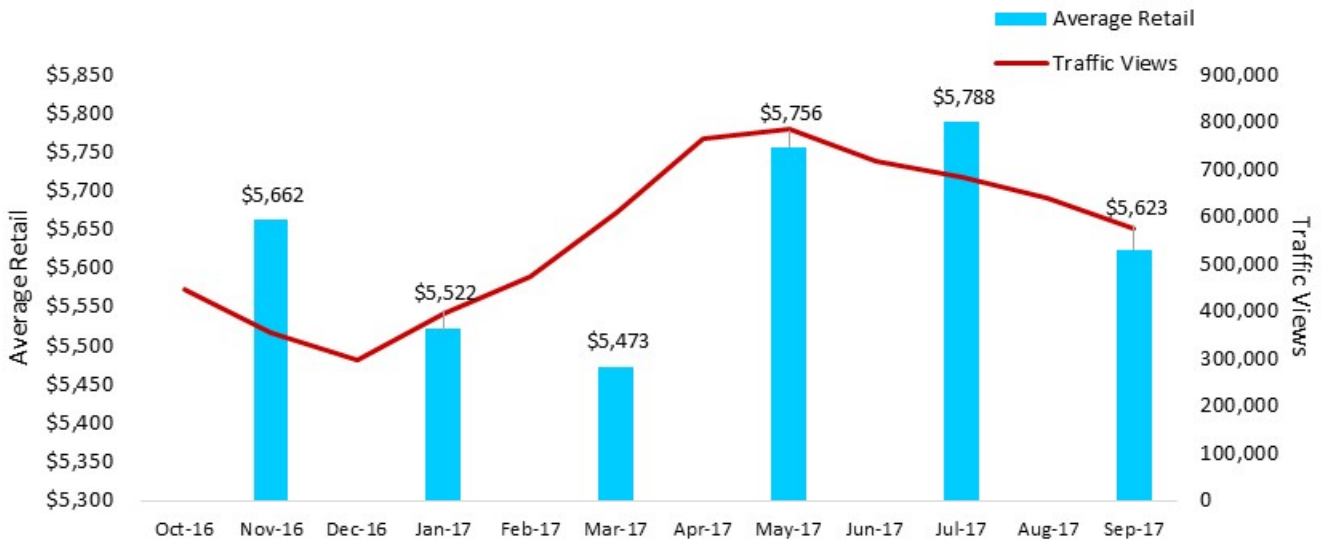
### Sport Side By Sides



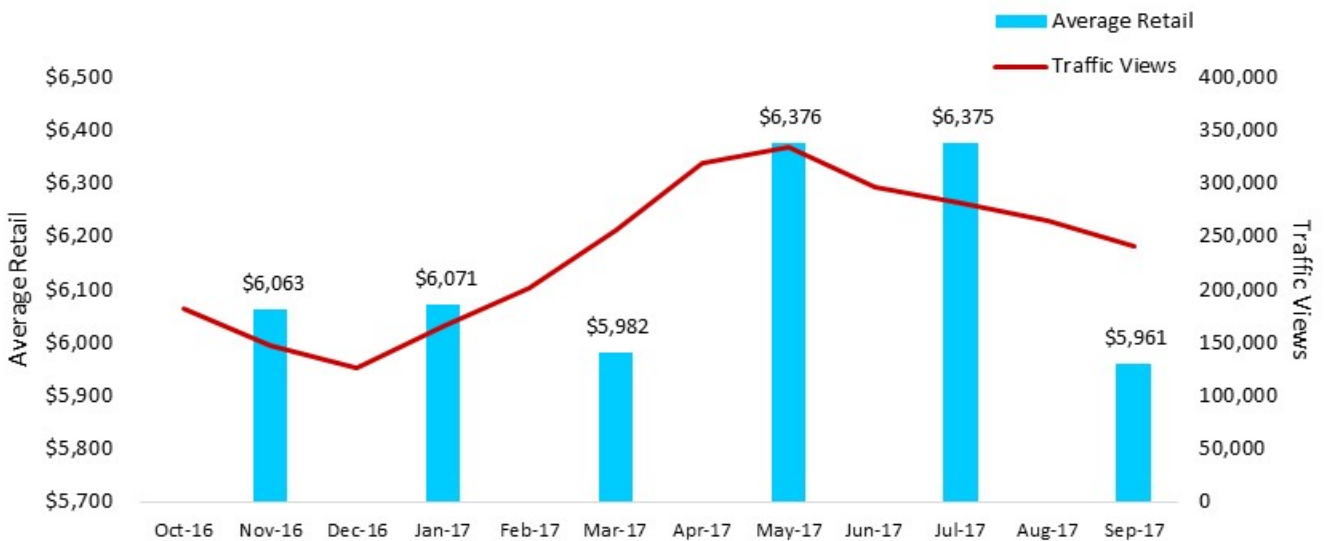
# Powersport Values vs. Traffic

## Average Retail Value and Traffic Views by Category

### Cruisers



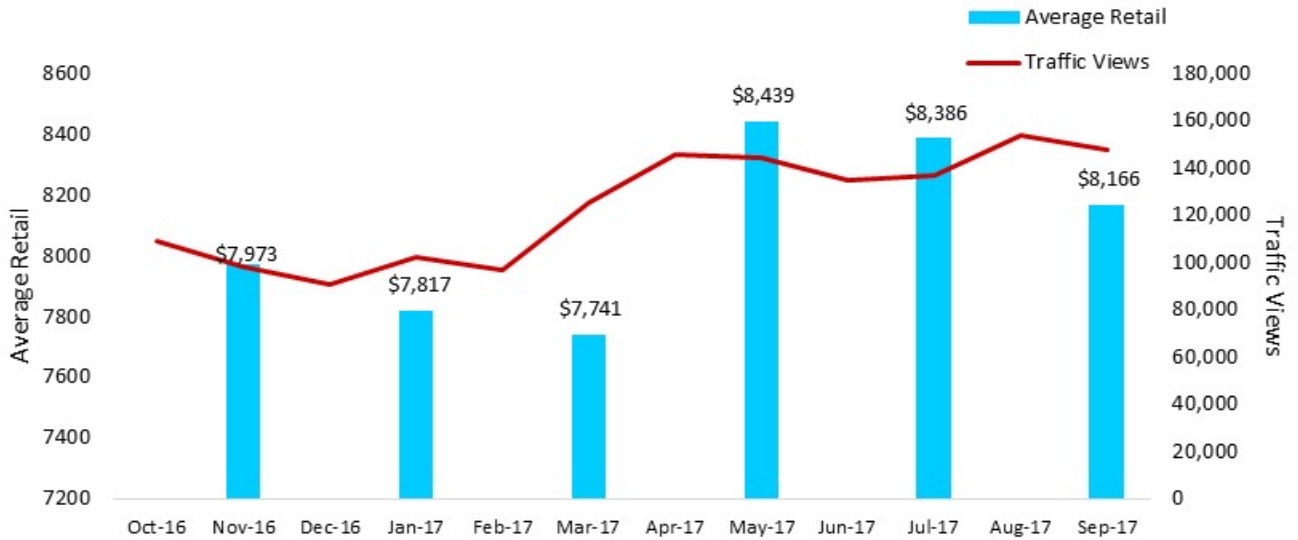
### Sportbikes



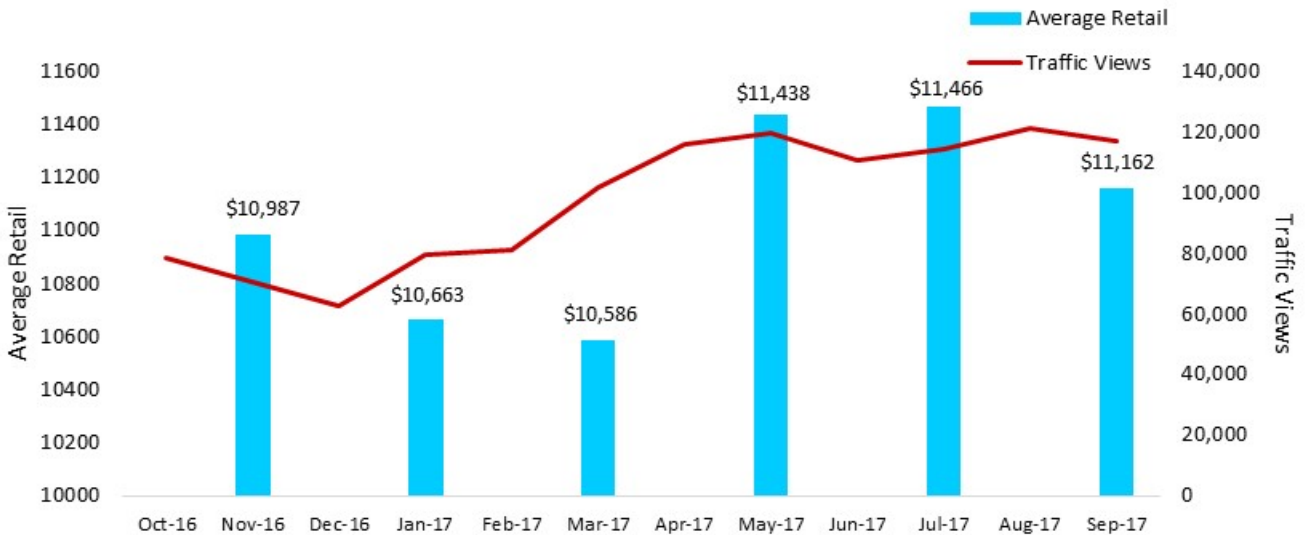
# Powersport Values vs. Traffic

## Average Retail Value and Traffic Views by Category

### Utility Side By Sides

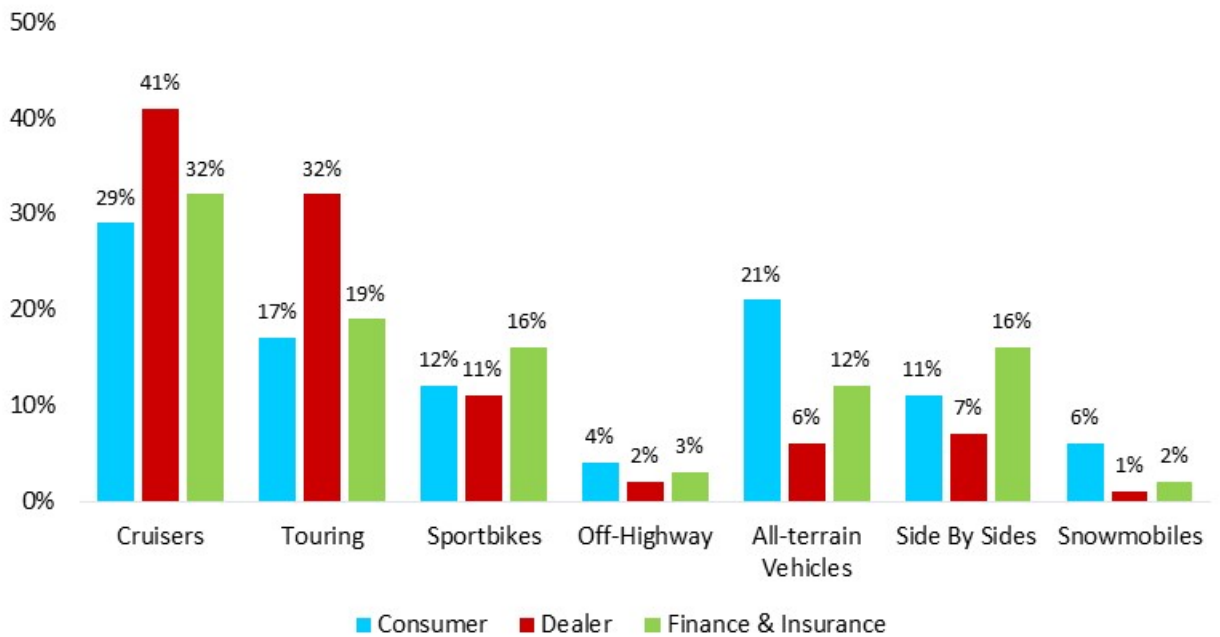


### Sport Side By Sides



# Powersport Categories

Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2017 Q1-Q3

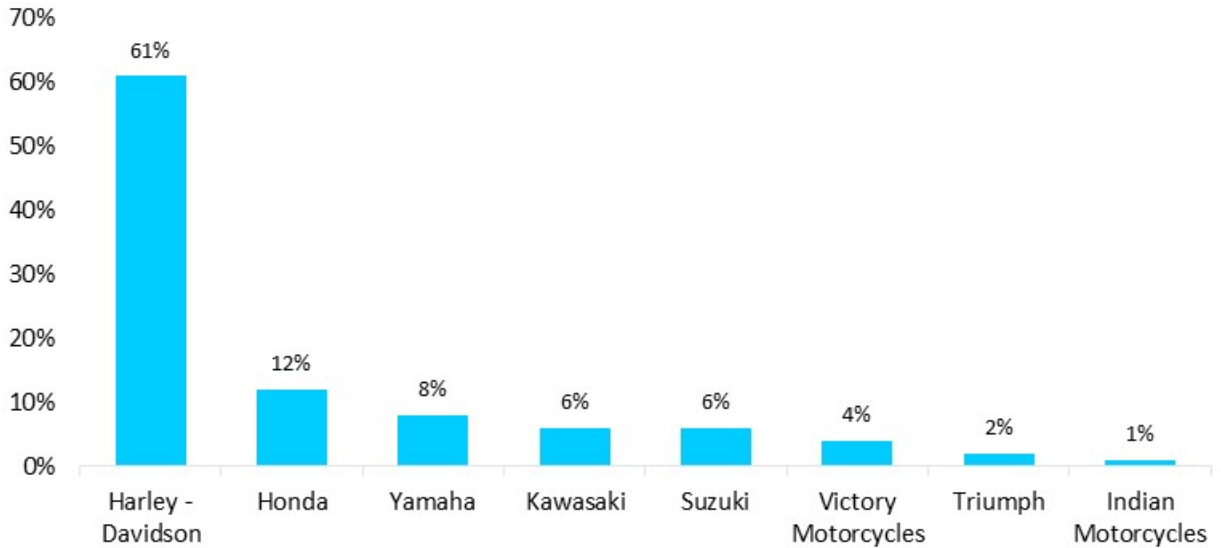


# Motorcycle Brands

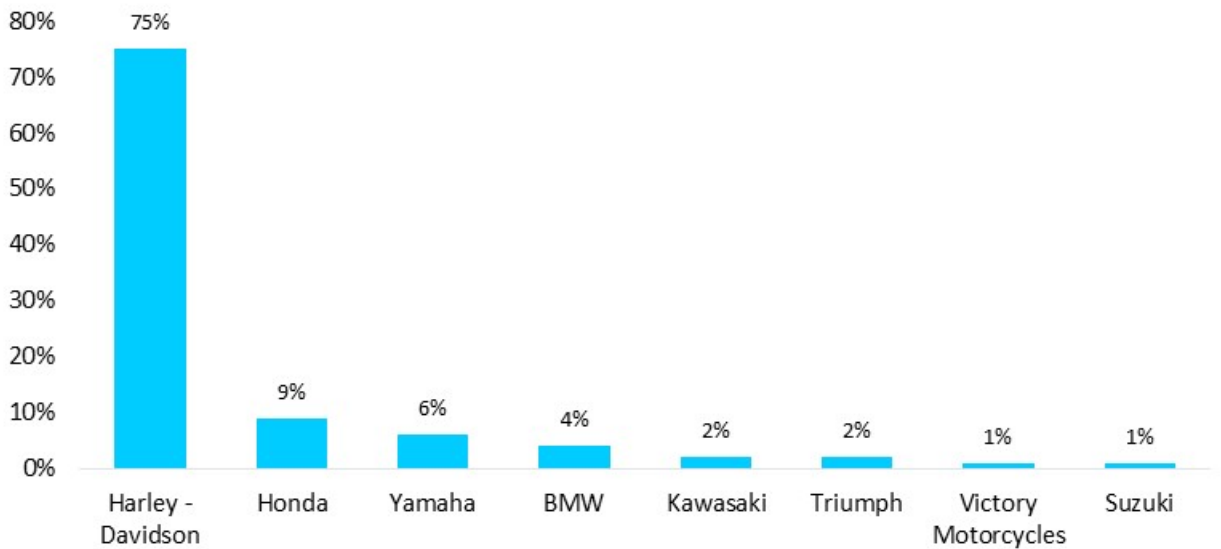
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NADAguides.com Top Researched Brands in 2017 Q1-Q3

## Cruiser Brands



## Touring Brands



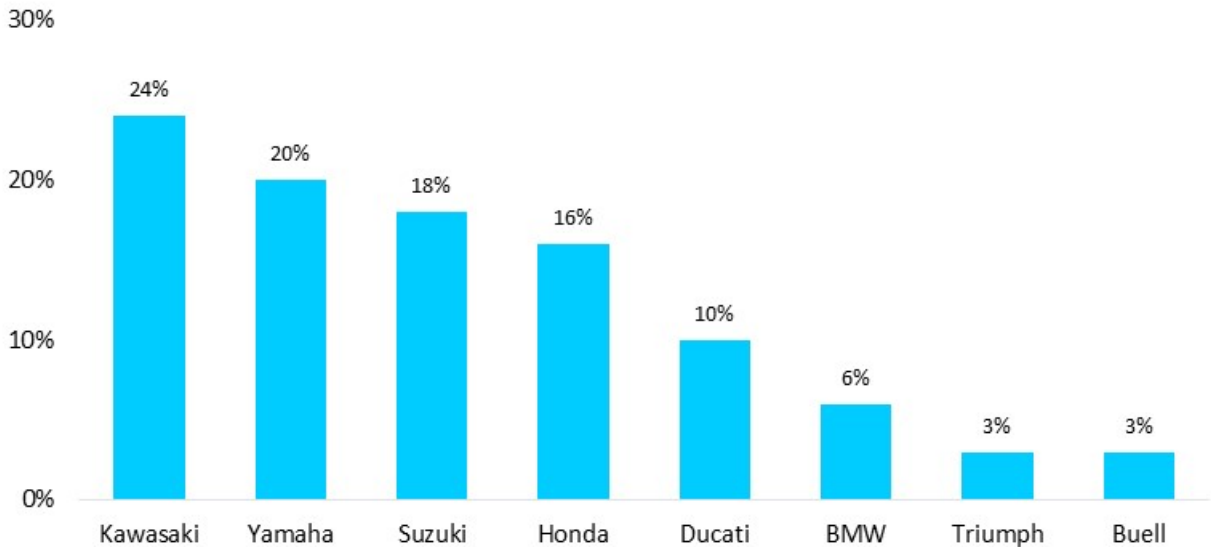


# Motorcycle Brands

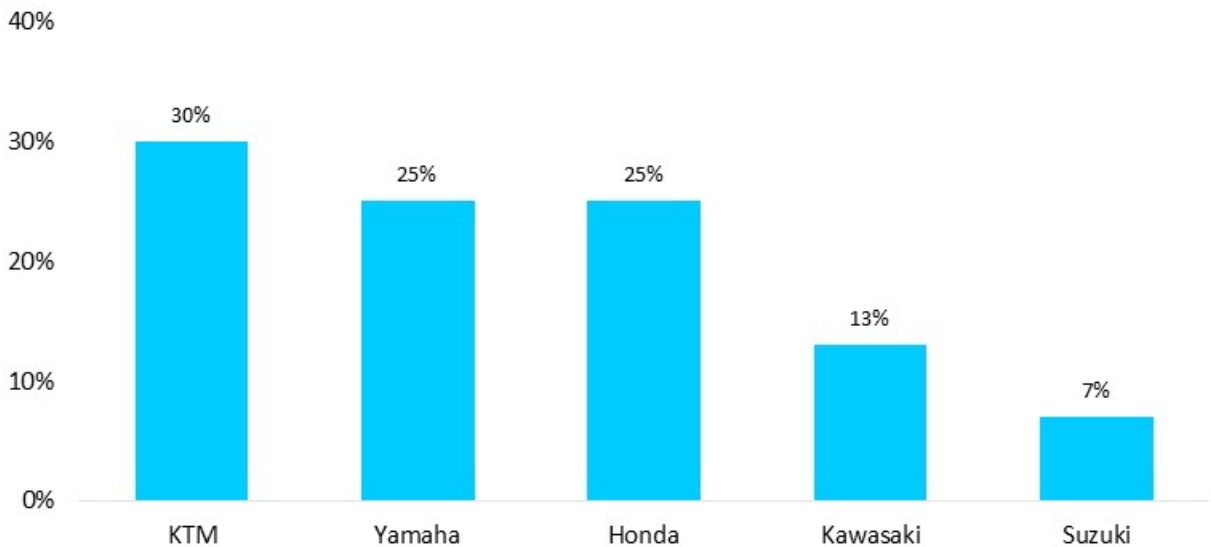
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NADAguides.com Top Researched Brands in 2017 Q1-Q3

## Sportbike Brands



## Off-Highway Brands

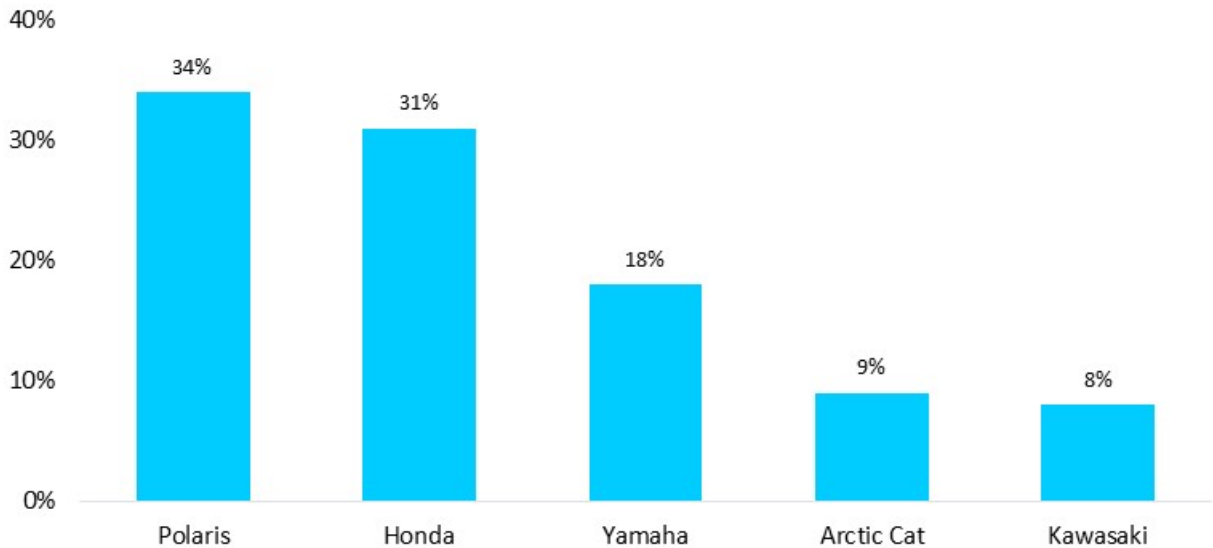


# Off-Road Vehicle Brands

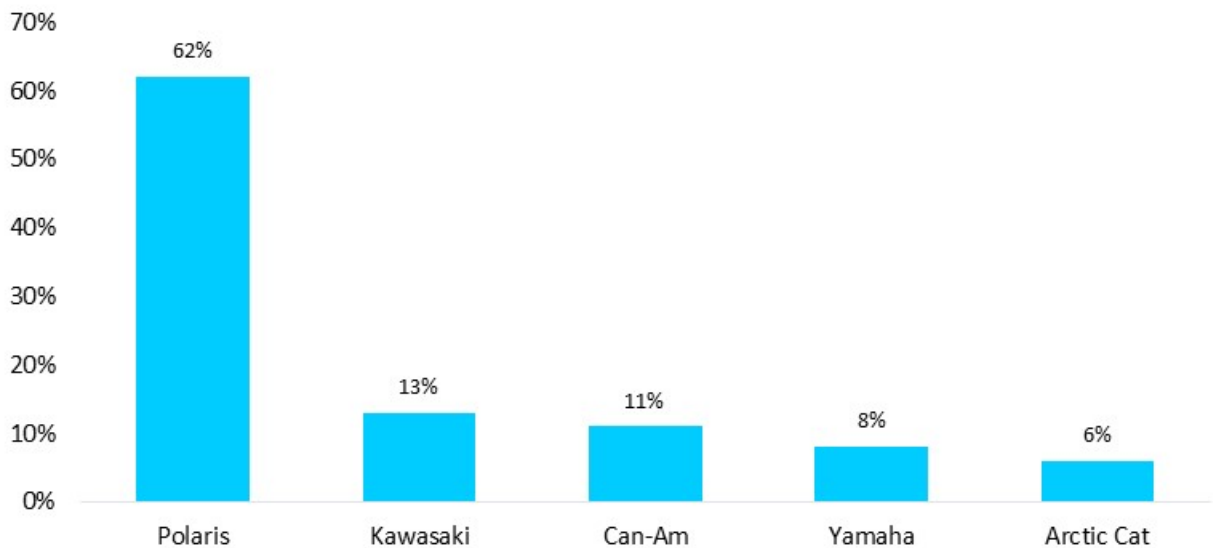
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NADAguides.com Top Researched Brands in 2017 Q1-Q3

## All-terrain Vehicle Brands



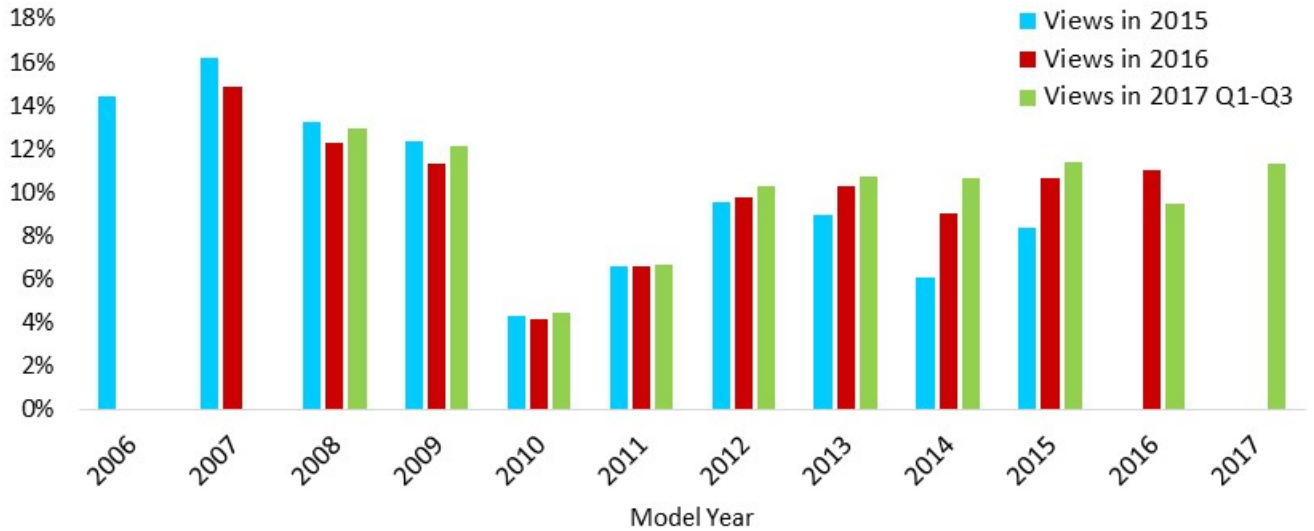
## Side By Side Brands



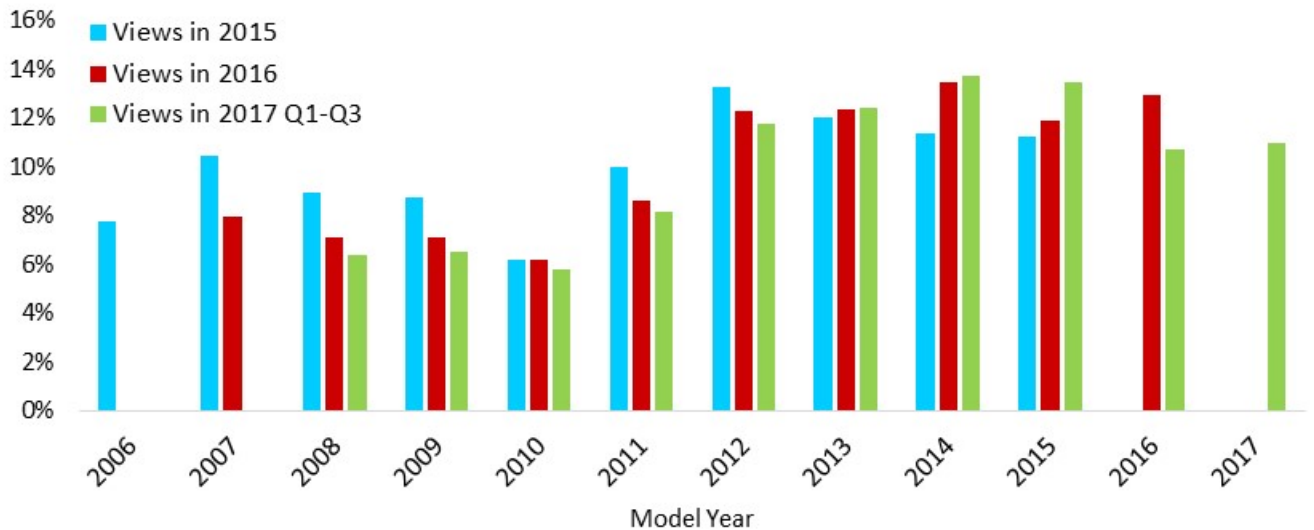
# Model Years

## NADAguides.com Top Researched Model Years by Category

### Sportbikes



### Utility Side By Sides

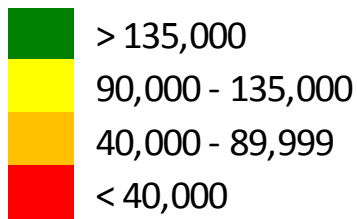
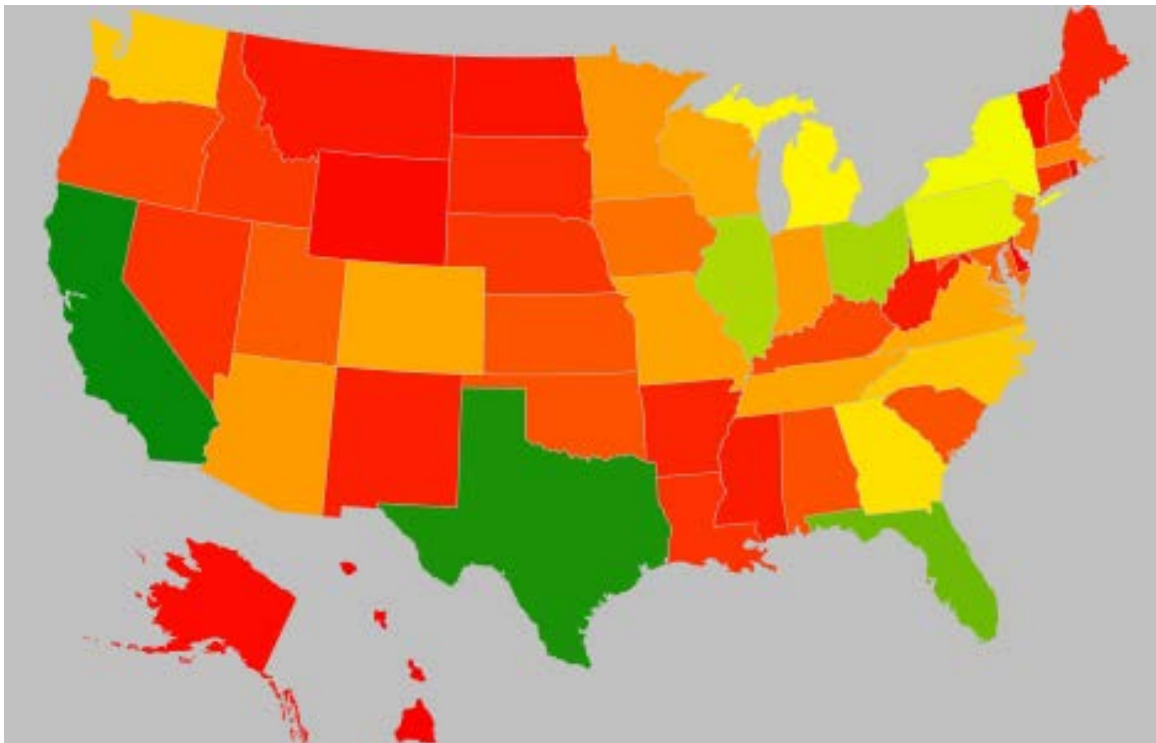


# Web Traffic by State

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NADAguides.com Traffic by State in 2017 Q1-Q3

Motorcycles

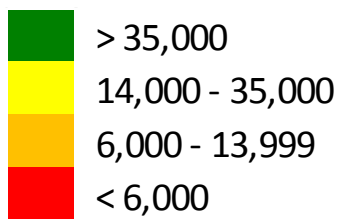
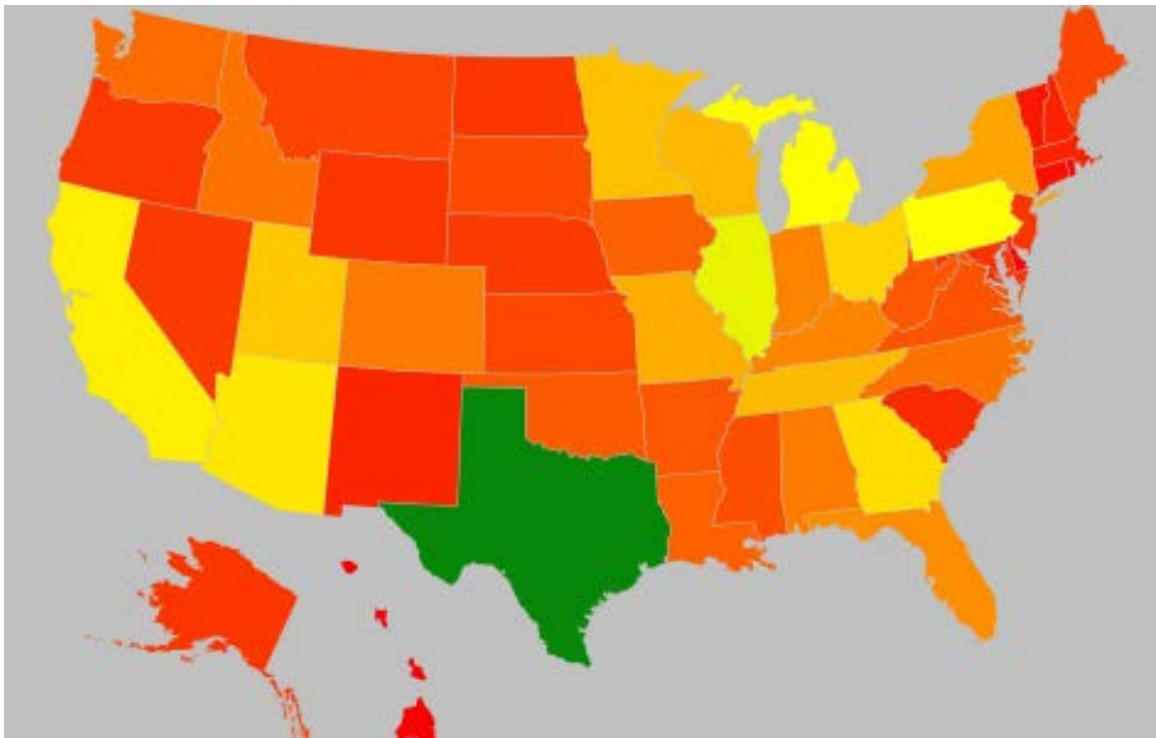


# Web Traffic by State

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NADAguides.com Traffic by State in 2017 Q1-Q3

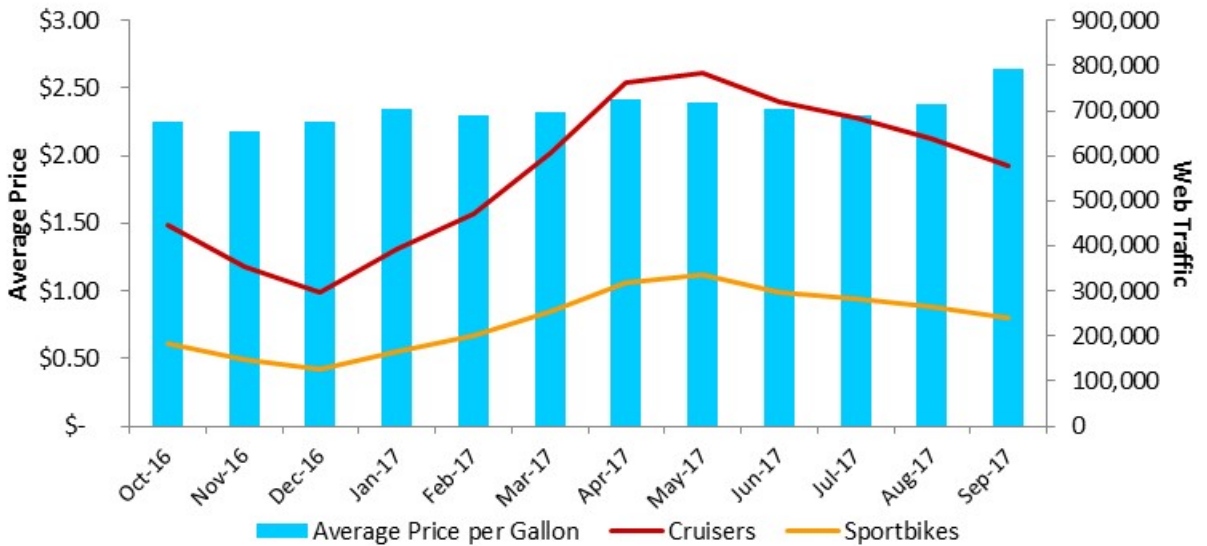
Side By Sides



# Fuel Price Data

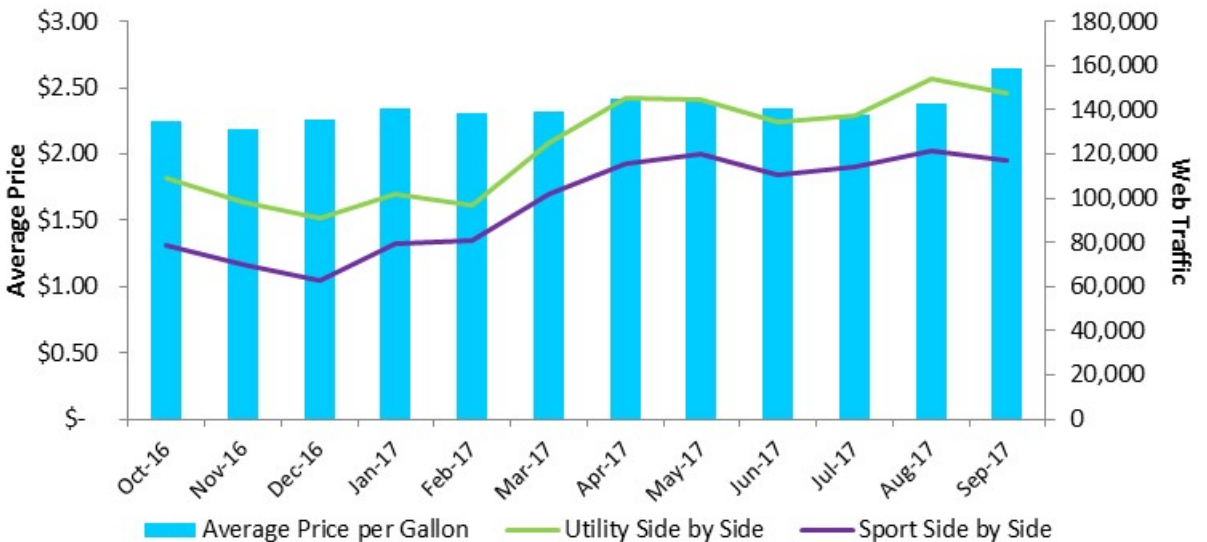
## Regular Grade Gasoline Prices vs. Consumer Traffic by Category

### Motorcycles



Source: U.S. Energy Information Administration

### Side By Sides

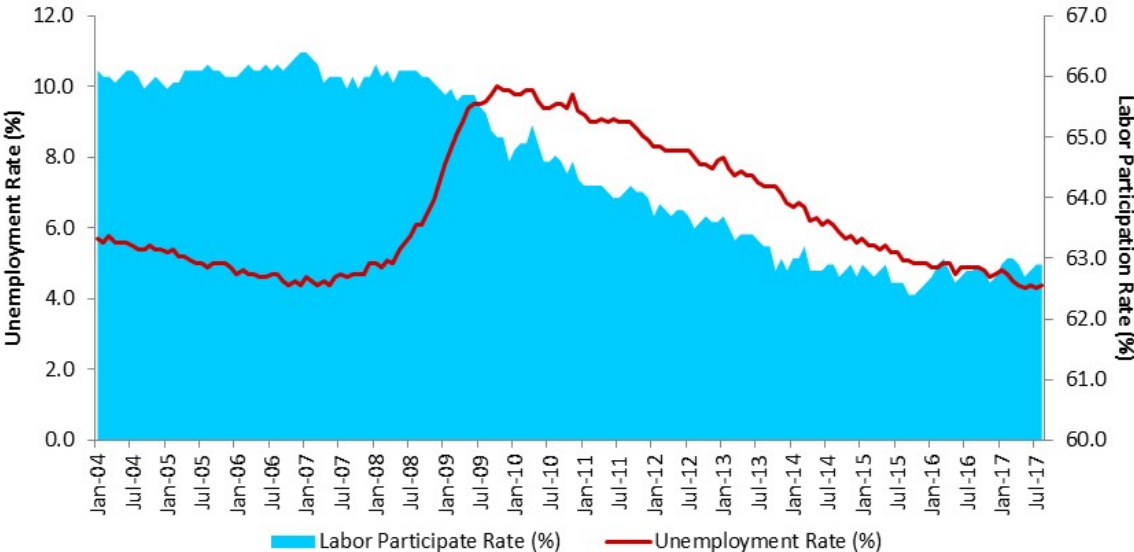


Source: U.S. Energy Information Administration



# Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



# NADAguides

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