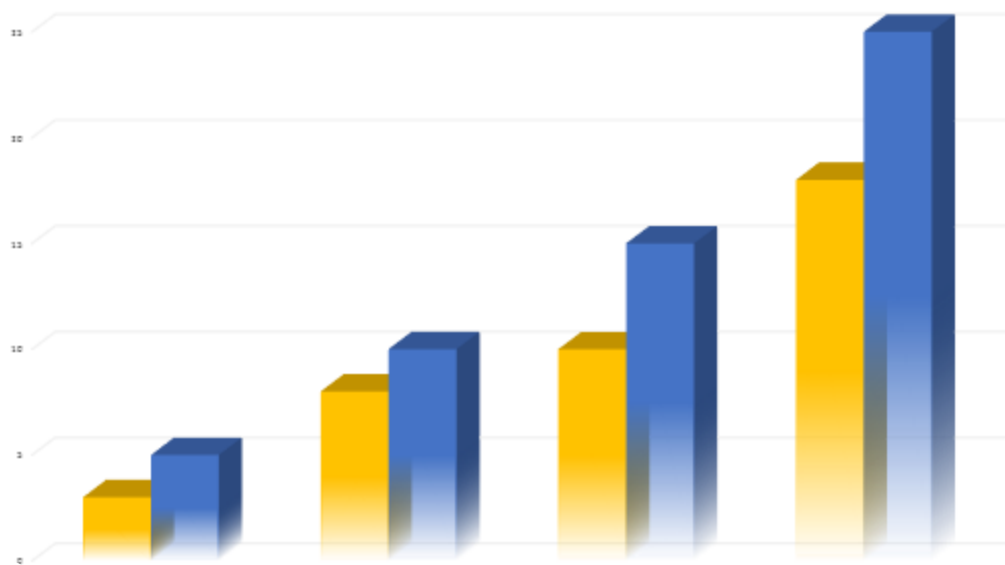


# 2017 Year-End Review

## 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

2017 started out similarly to previous years, with seasonality limiting activity until late in the first quarter. Dealer sentiment was generally optimistic early in the year, with stocking activity comparable to recent years. Page views ramped up considerably across the board in March with the start of the spring selling season.

Looking at individual segments, On-road saw its strongest values and web traffic in the spring and summer months. Cruisers continued to underperform recent years in terms of value, with 2017 averaging 4.7% lower year-over-year. Sportbike values started the year strong, but dipped sharply in September and remained unusually low through the end of the year. Year-over-year, the sportbike segment performed almost identically to 2016 on average, but the sinking performance late in the year appears to be related to seasonality.

Side by sides saw strong web traffic starting in the second quarter. The sport segment had another strong year in terms of values, very similar to 2016, which was 5.1% ahead of 2015. The utility segment also looked healthy, not quite equaling 2016 in the first half of the year, but remaining steady in the second half to come in 1.9% lower year-over-year.

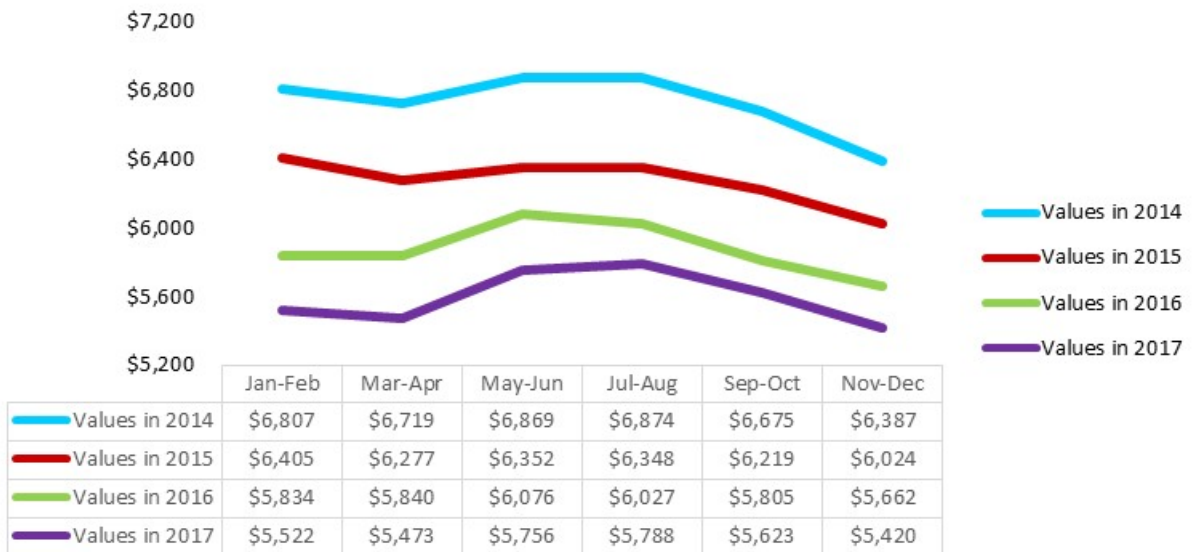
For many dealers around the country the next couple of months will be focused around service and stocking showrooms in anticipation of the upcoming spring season. Snowmobiles will represent most market activity in four-season regions until the weather warms up and other segments come back on-line. Consumer-focused economic measures continue to point upward, and the revised tax code should encourage demand.



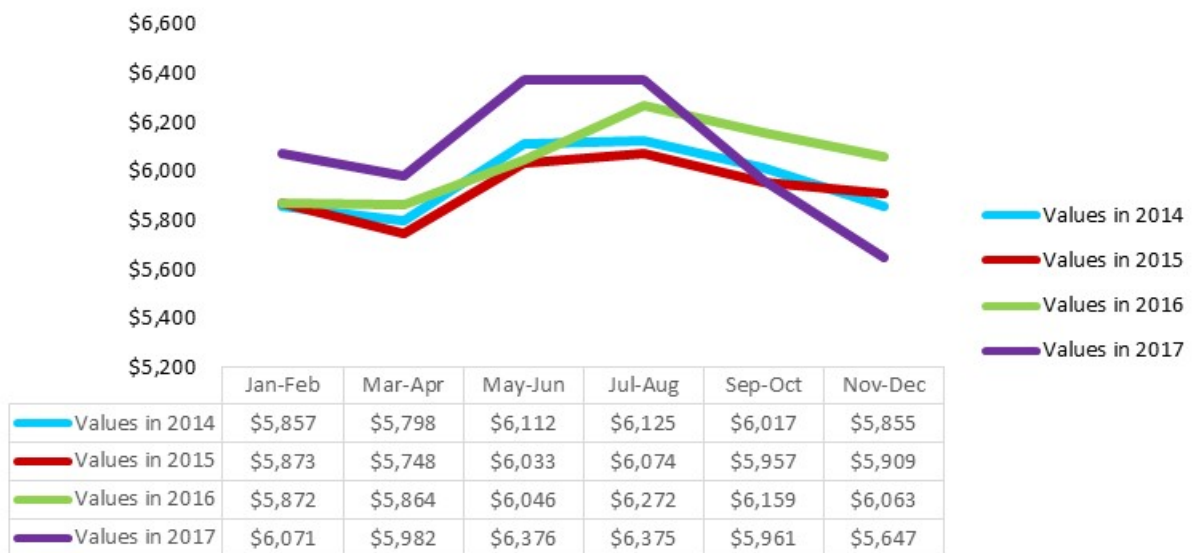
# Powersport Values

## Average Retail Value by Category

### Cruisers



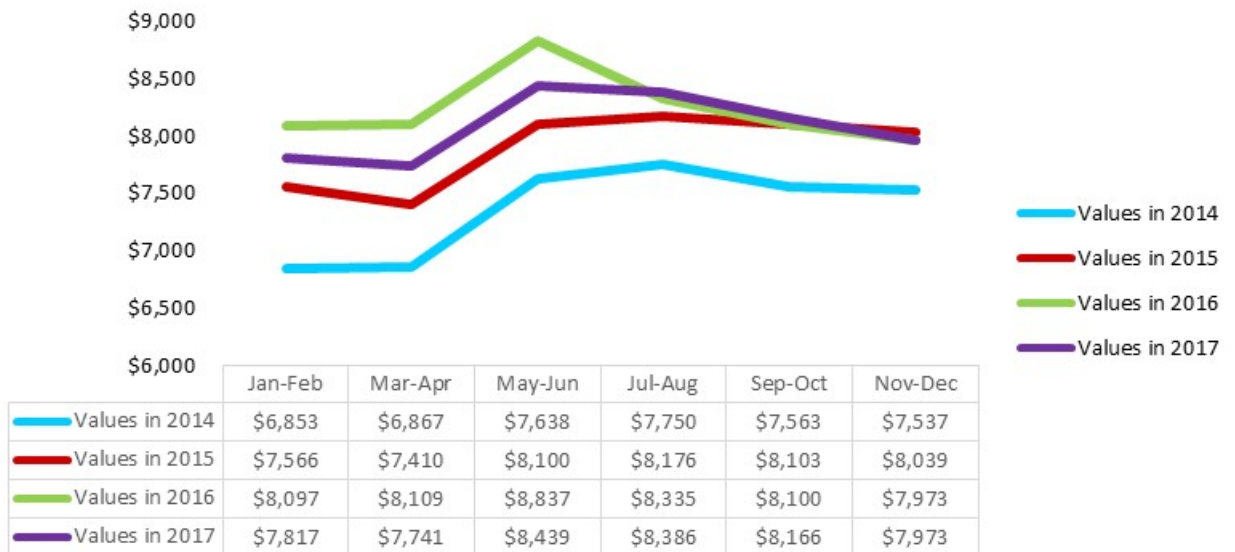
### Sportbikes



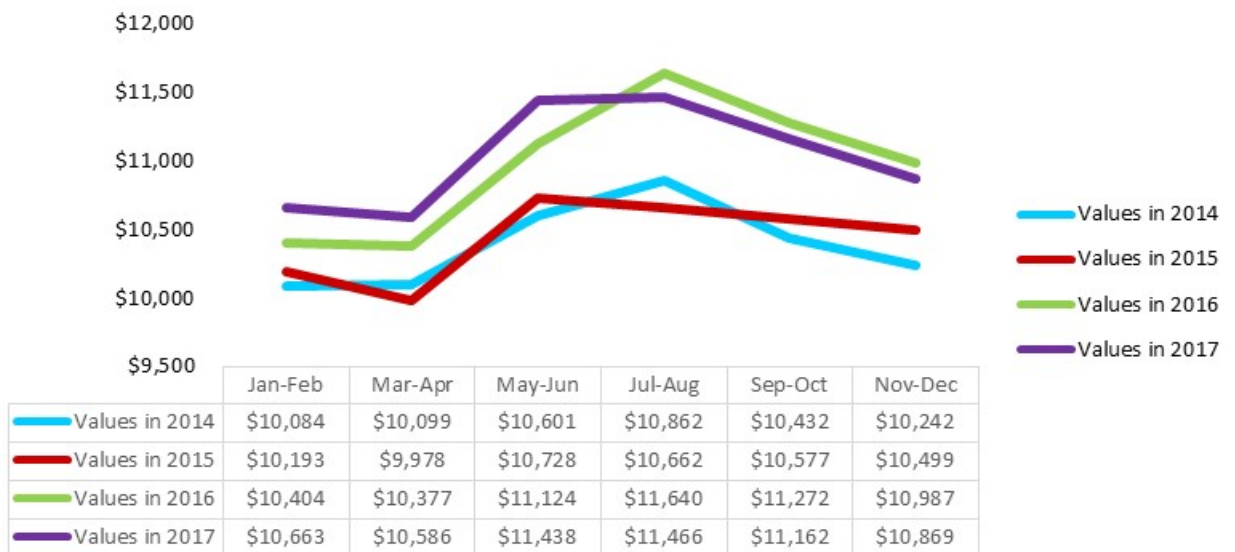
# Powersport Values

## Average Retail Value by Category

### Utility Side By Sides



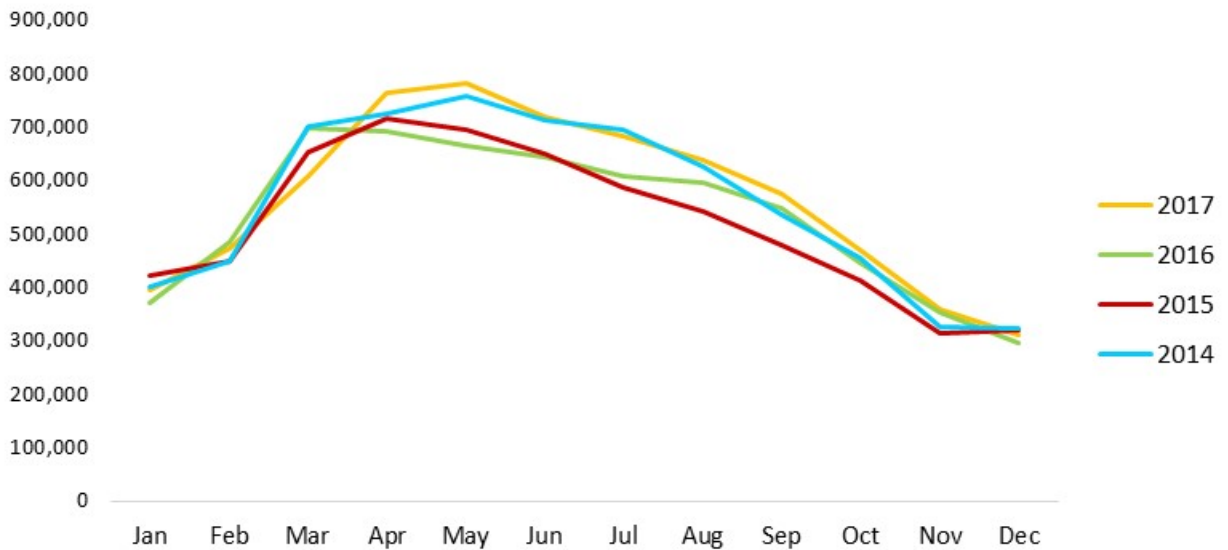
### Sport Side By Sides



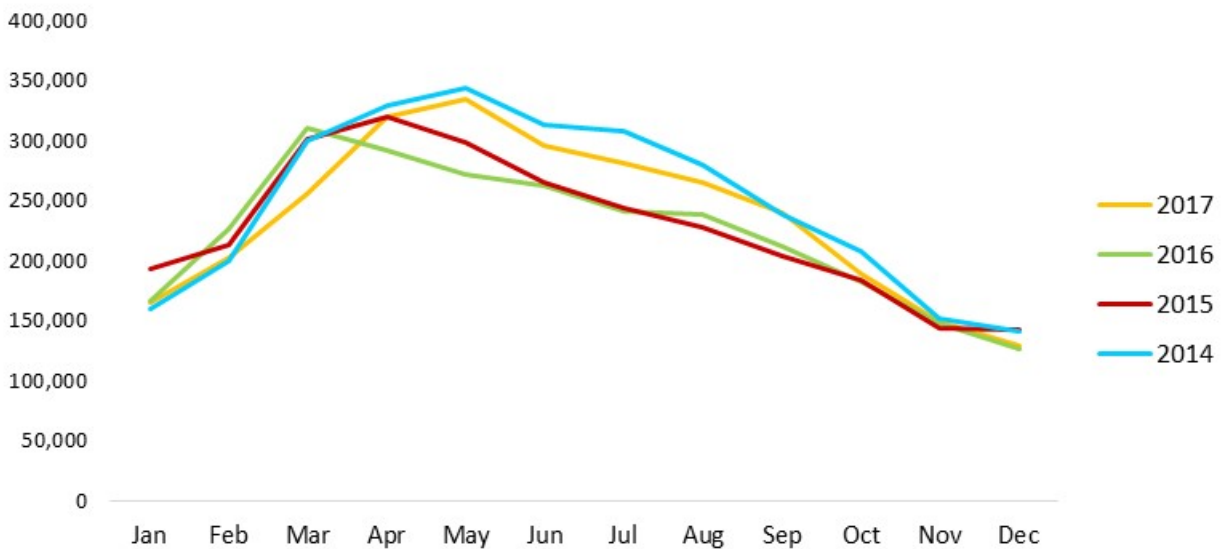
# Motorcycle Consumer Traffic

## Consumer Traffic Views by Category

### Cruisers



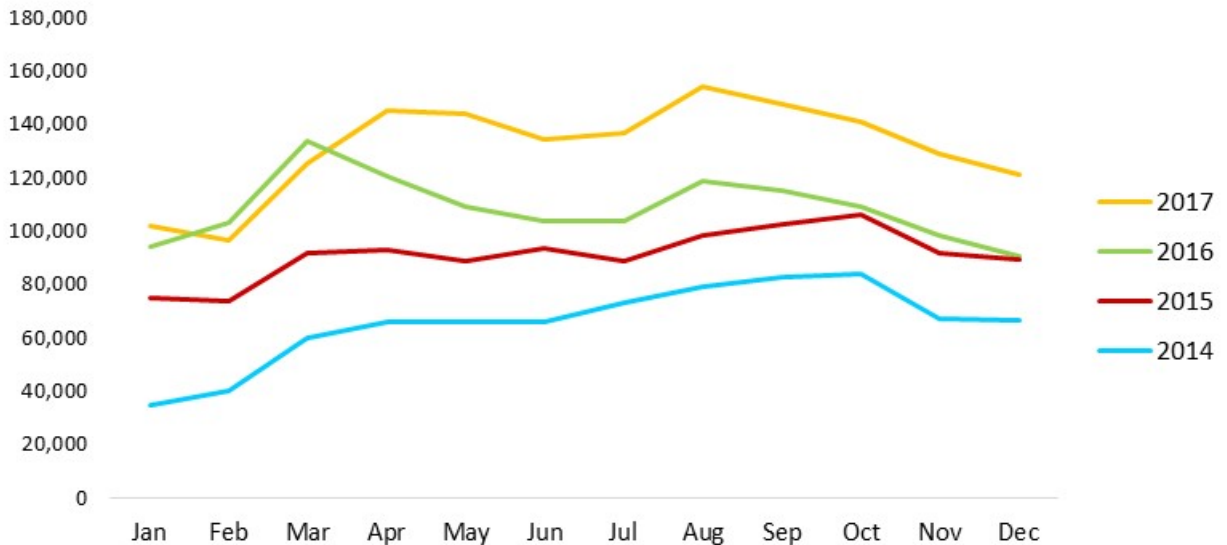
### Sportbikes



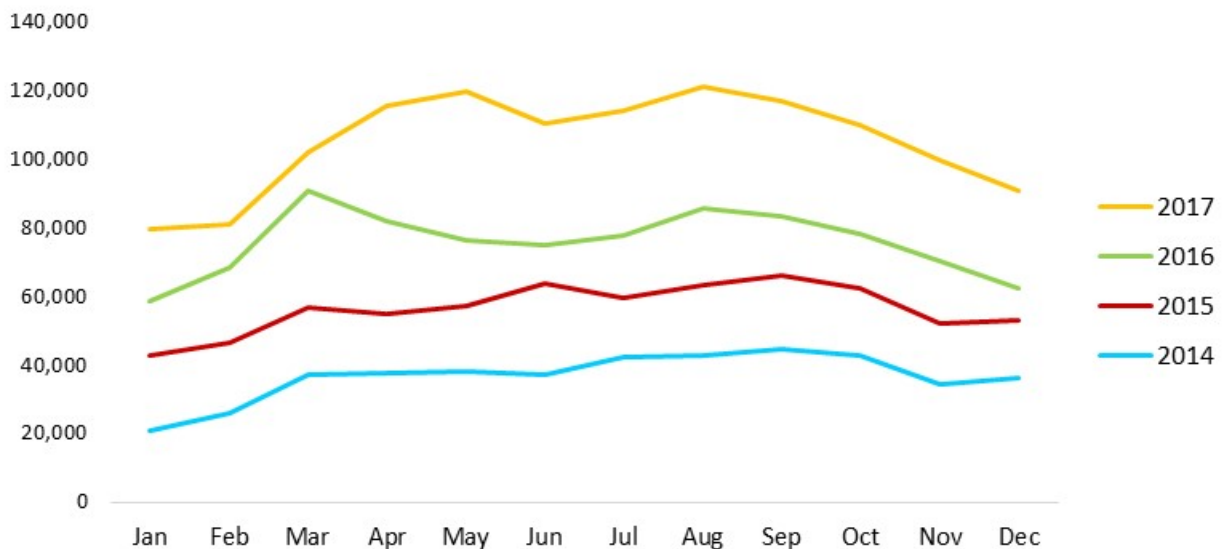
# Side By Side Consumer Traffic

## Consumer Traffic Views by Category

### Utility Side By Sides



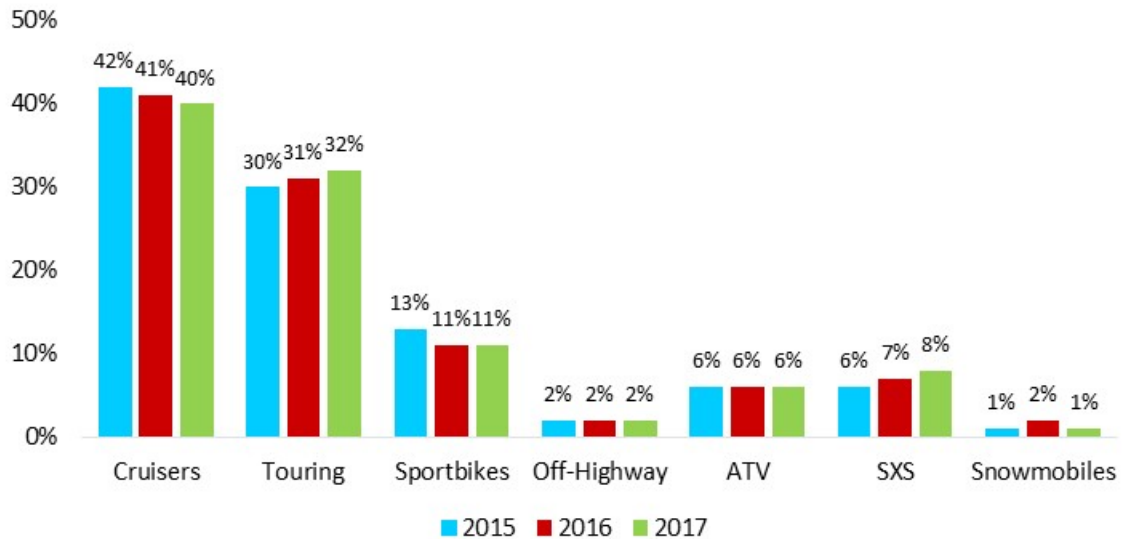
### Sport Side By Sides



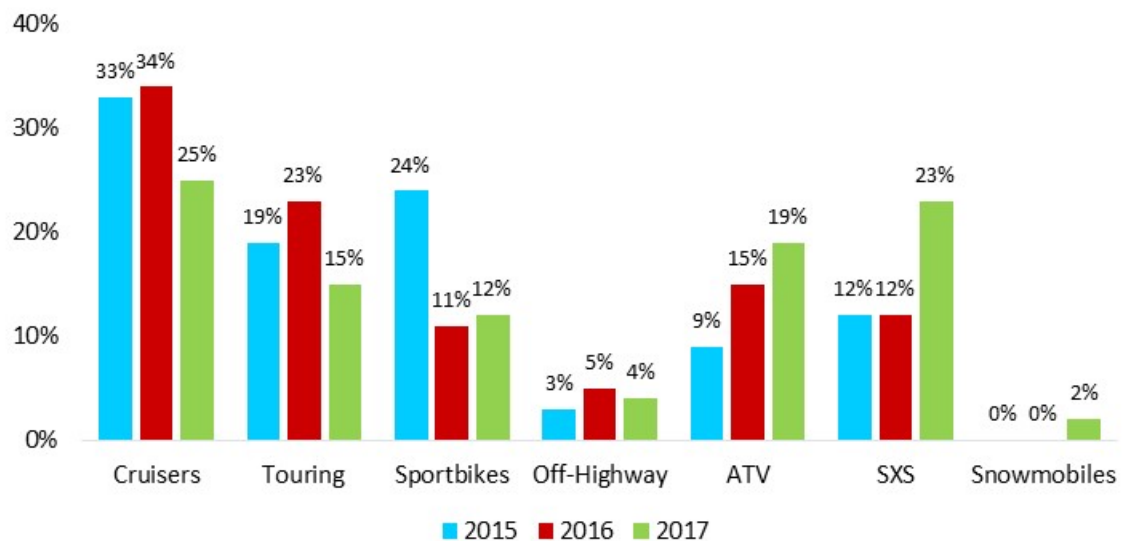
# Dealer and Finance & Insurance Views

## Views by Category Among Dealers and Finance & Insurance Institutions

### Dealers



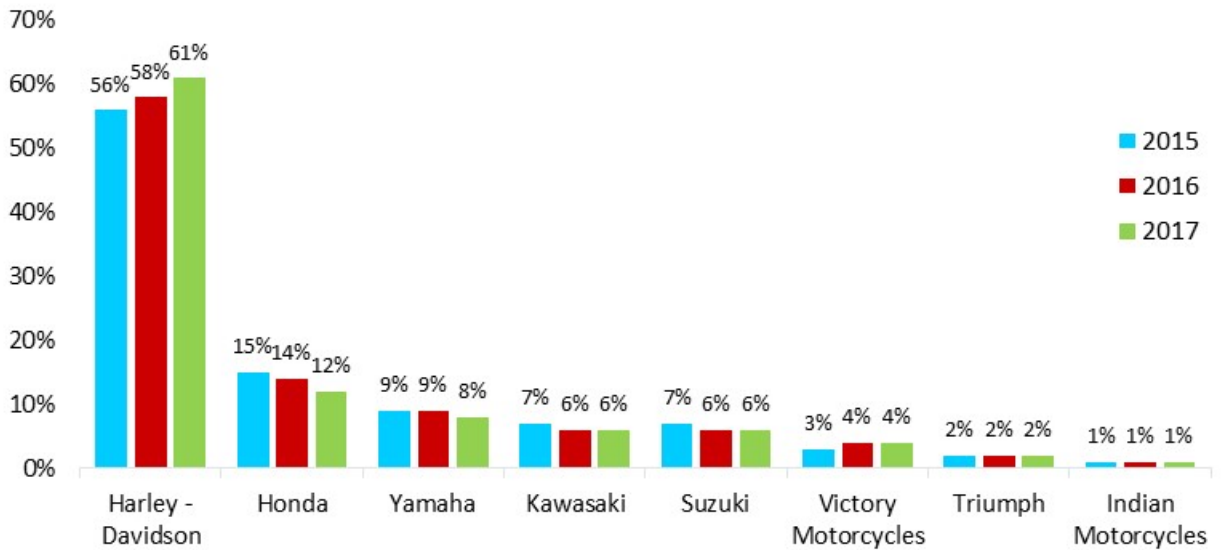
### Finance & Insurance



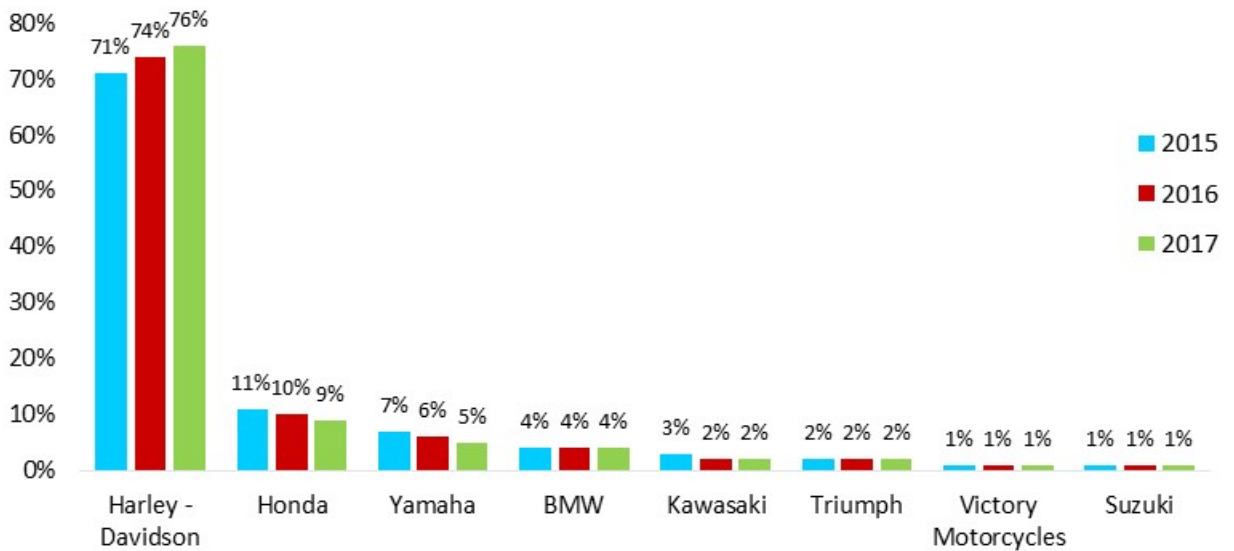
# Motorcycle Brands

## NADAguides.com Top Researched Brands

### Cruiser Brands



### Touring Brands

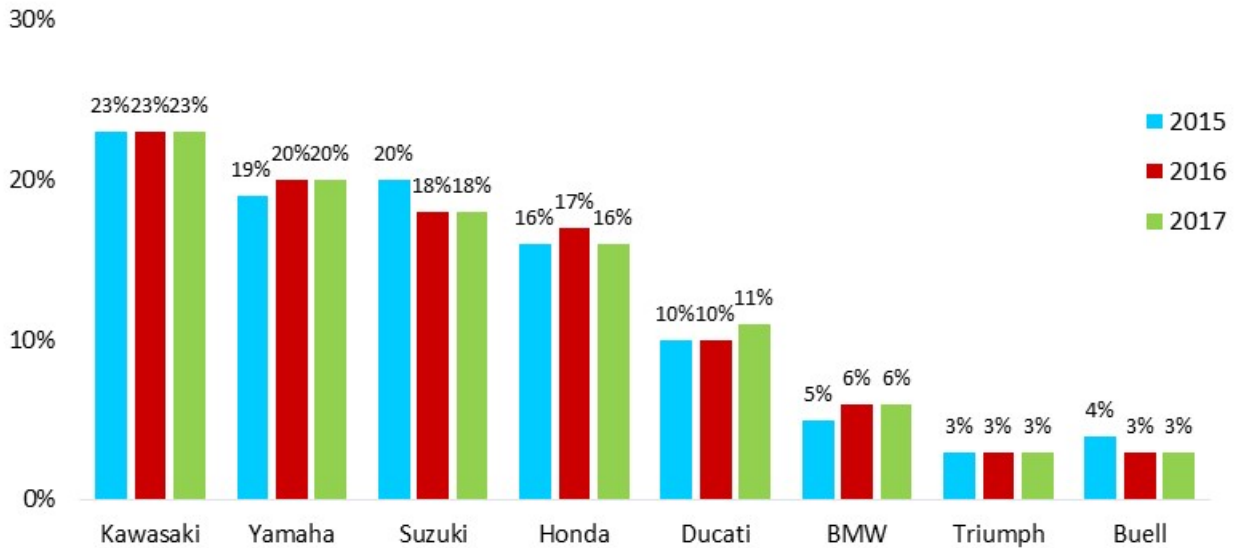




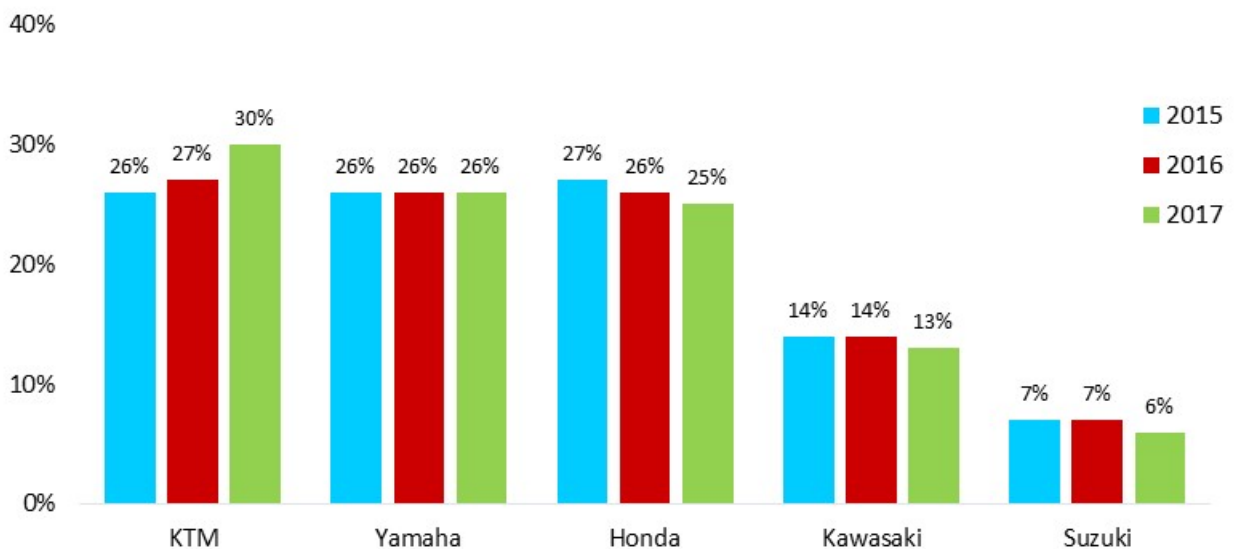
# Motorcycle Brands

## NADAguides.com Top Researched Brands

### Sportbike Brands



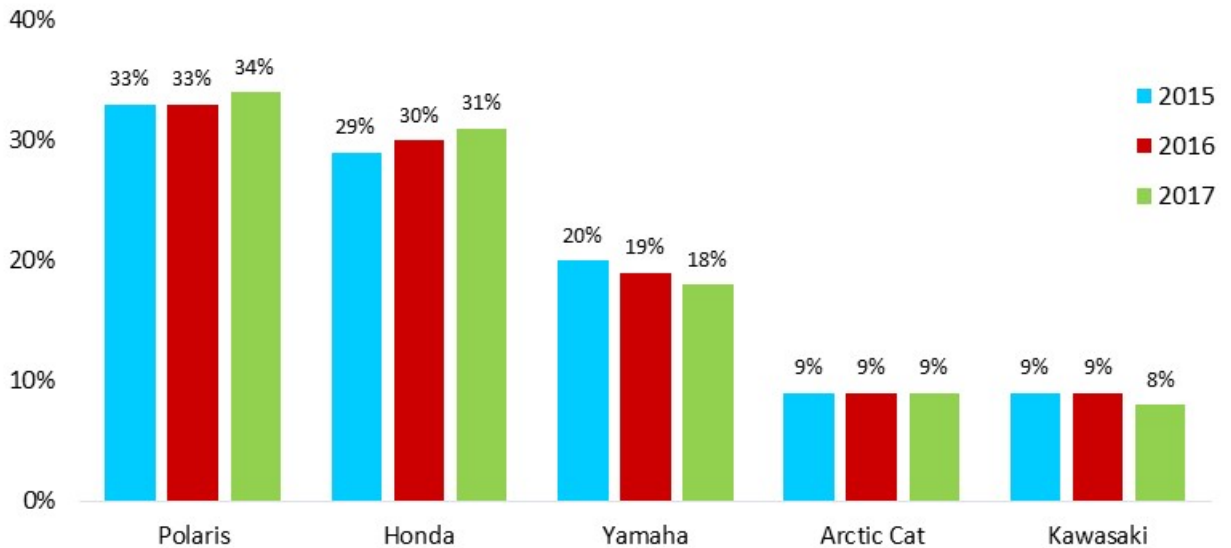
### Off-Highway Brands



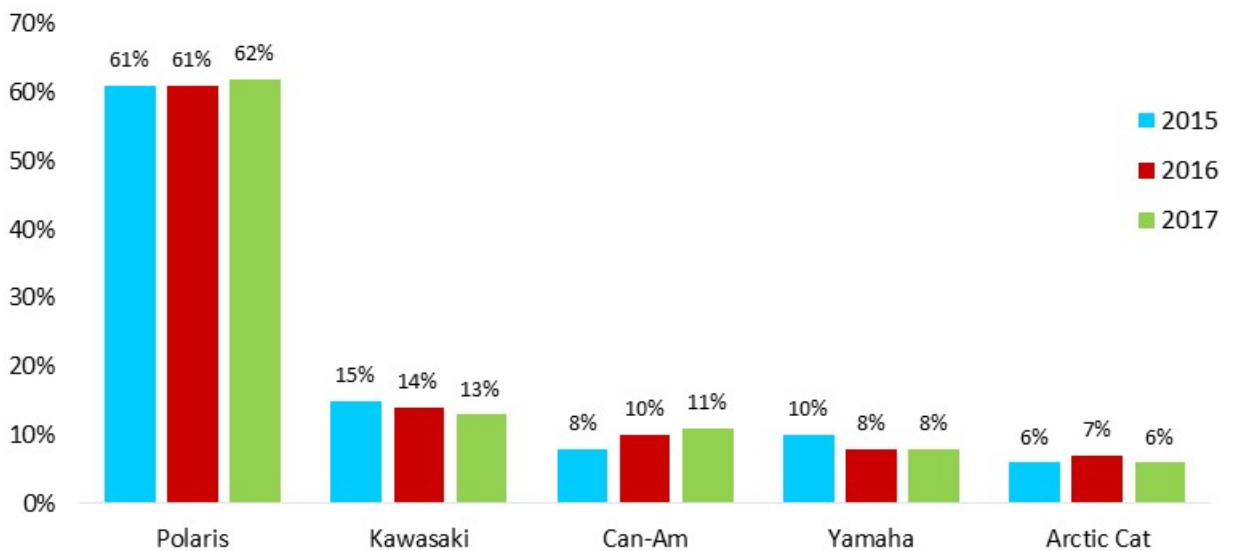
# Off-Road Vehicle Brands

## NADAguides.com Top Researched Brands

### All-Terrain Vehicle Brands



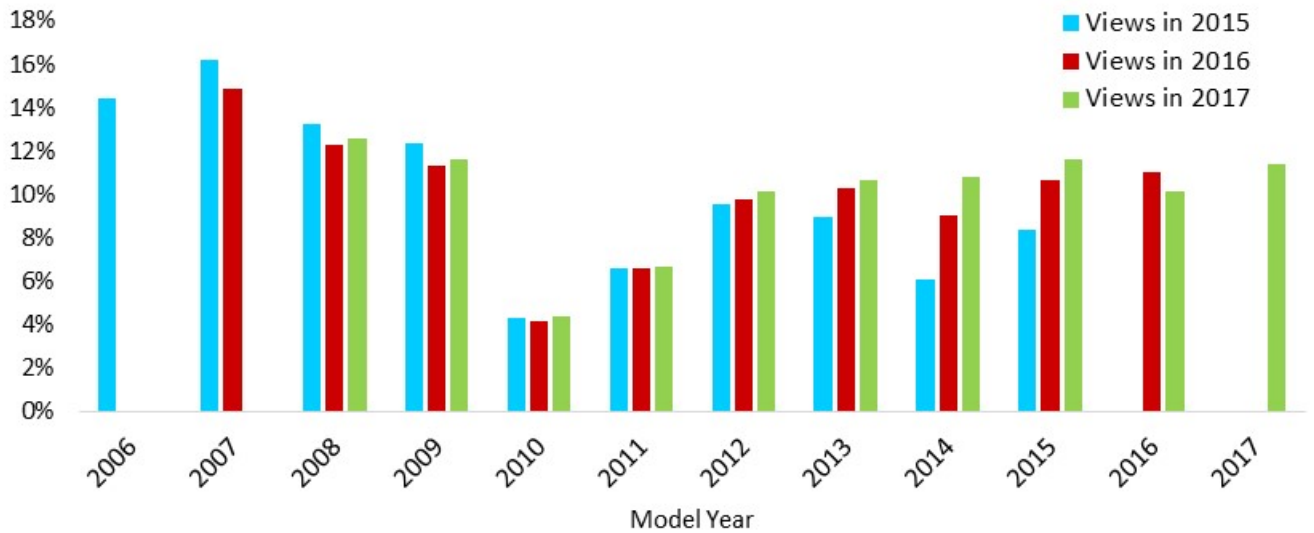
### Side By Side Brands



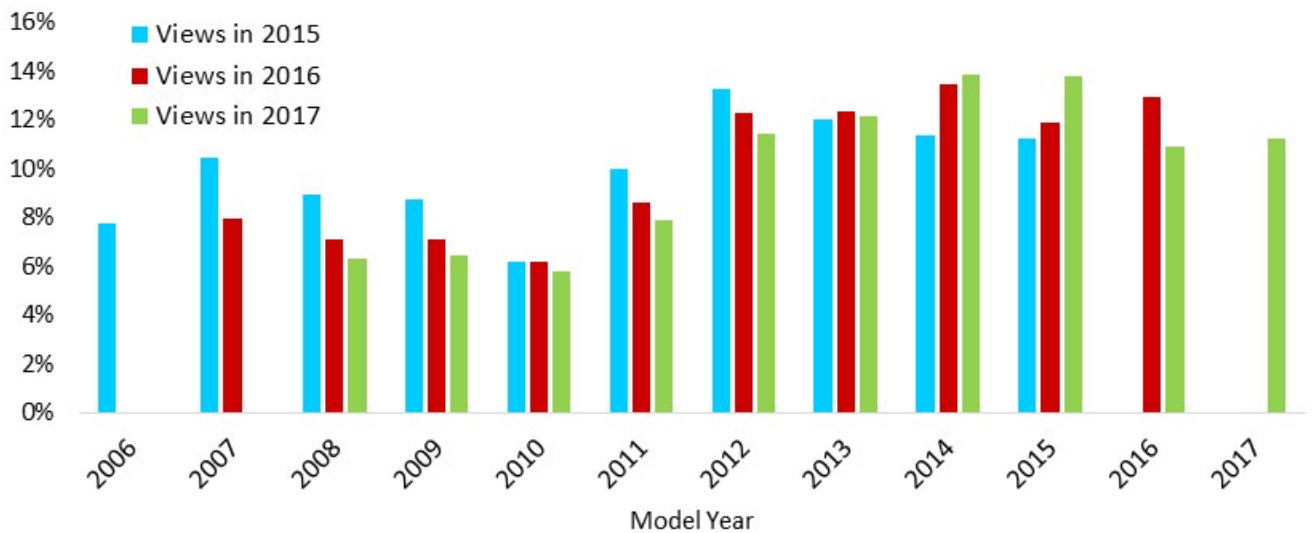
# Model Years

## Consumer Views By Model Year

### Sportbikes



### Utility Side By Sides

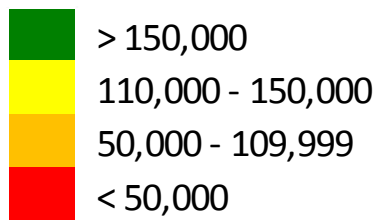
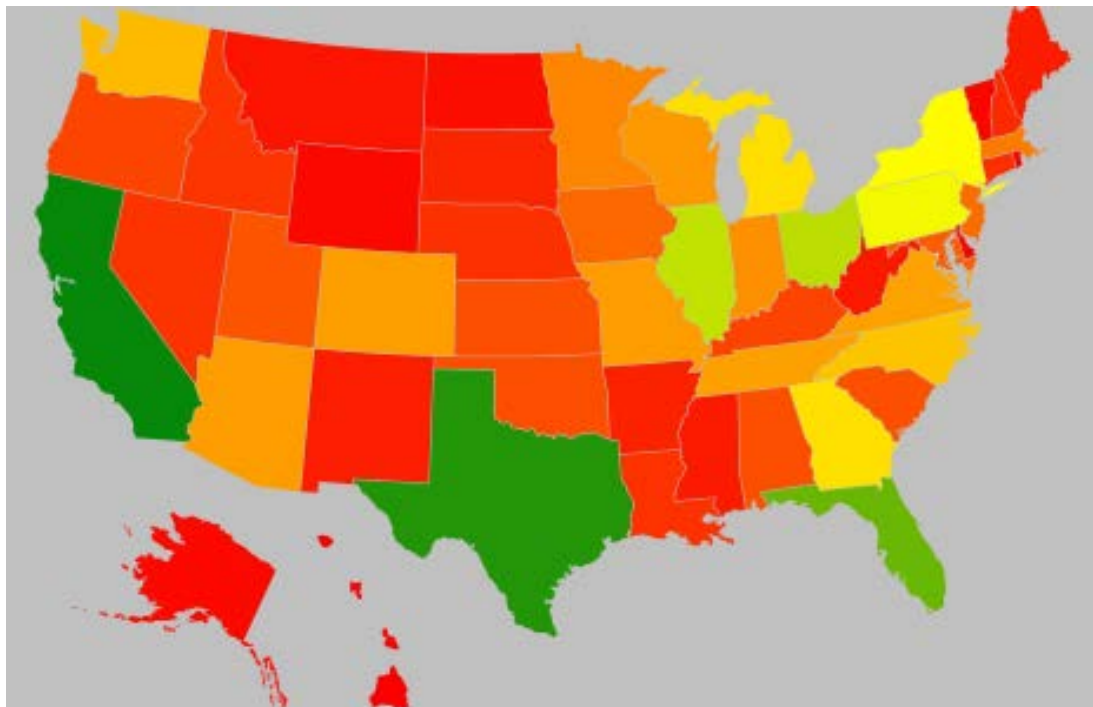


# Web Traffic by State

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NADAguides.com Traffic by State in 2017

Motorcycles

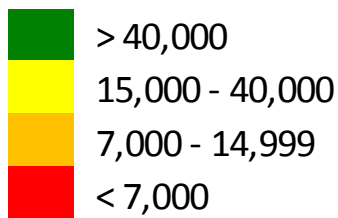
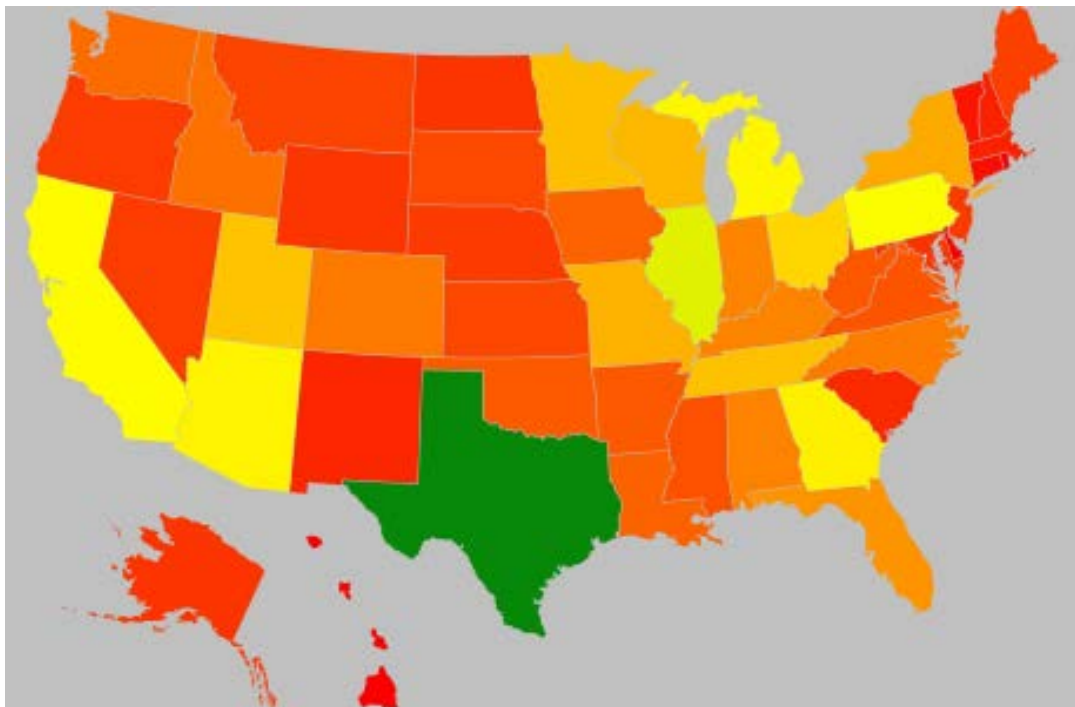


# Web Traffic by State

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NADAguides.com Traffic by State in 2017

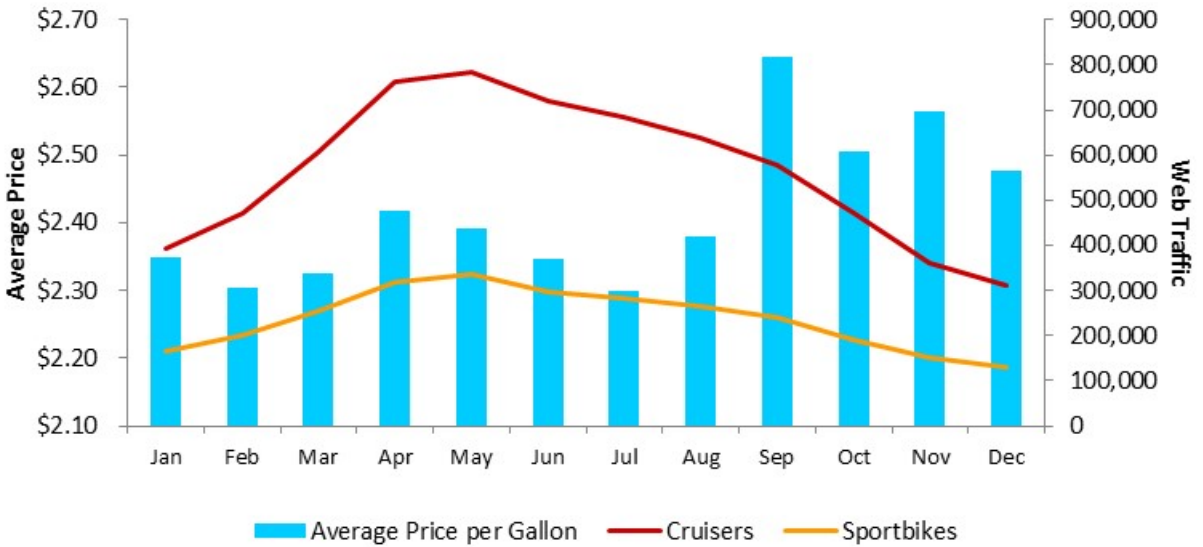
Side By Sides



# Fuel Price Data

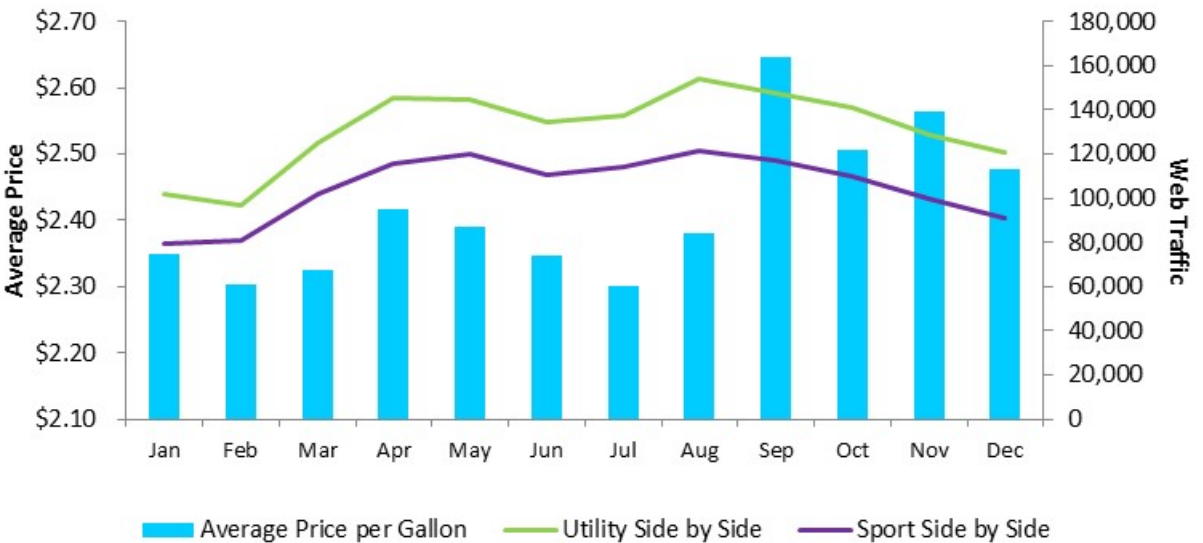
## Regular Grade Gasoline Prices vs. Consumer Traffic by Category in 2017

### Motorcycles



Source: U.S. Energy Information Administration

### Side By Sides

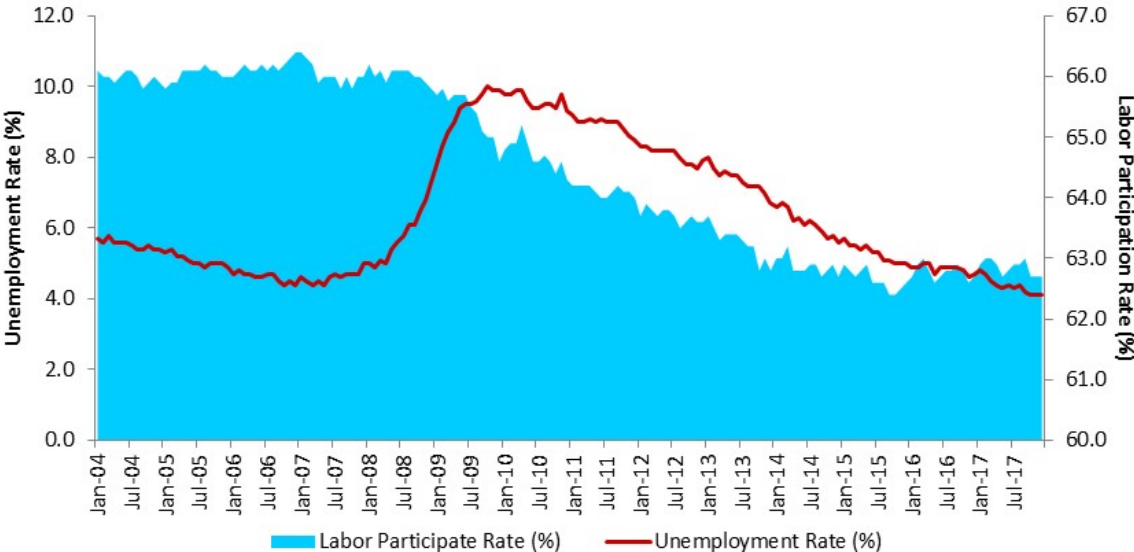


Source: U.S. Energy Information Administration



# Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



# NADAguides

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National Appraisal Guides, Inc.

PO Box 748673

Los Angeles, CA 90074-8673

(800) 966-6232

Fax (714) 556-8715

