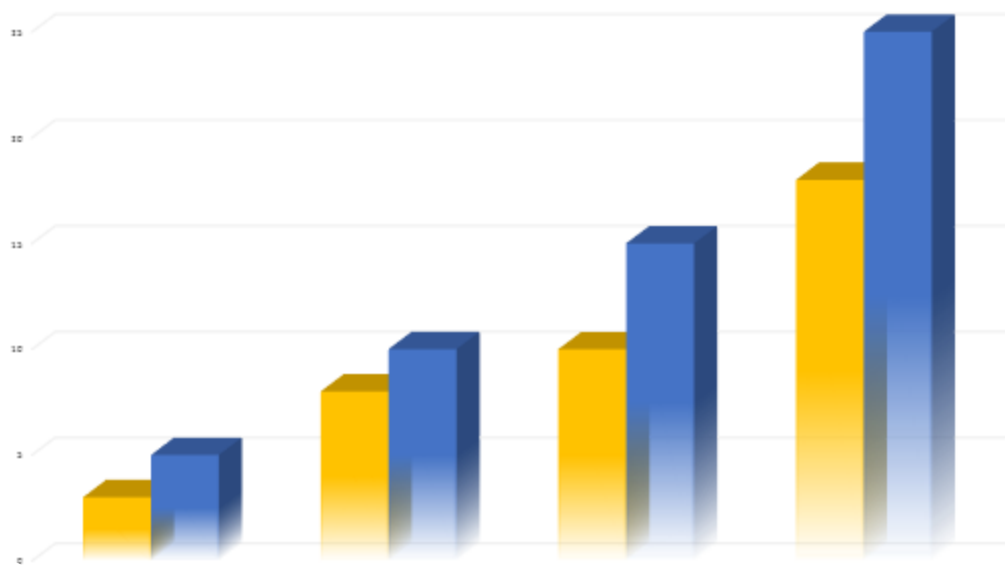


1st Quarter 2018

NADAguides **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 powersports industry was mixed in the first quarter. Motorcycles did not perform strongly, while side-by-side values were solid.

Severe weather in many parts of the country was a likely factor behind the weakness in cruisers and sportbikes. Cruisers performed slightly better in the first quarter of 2018 compared to the first quarter of 2017, but the downward trend in values generally continues, as the market for this segment continues to shrink over time. Sportbikes also looked somewhat weak, with values in the first quarter recovering only slightly from the steep decline in the second half of 2017.

Side-by-sides, on the other hand, had a relatively strong start to the year. The sport segment brought higher values on average than any time in the past four years, while the utility segment was not quite as strong as early 2016, but stronger than 2015 and 2017. In both segments, the steeper depreciation is something dealers will want to monitor.

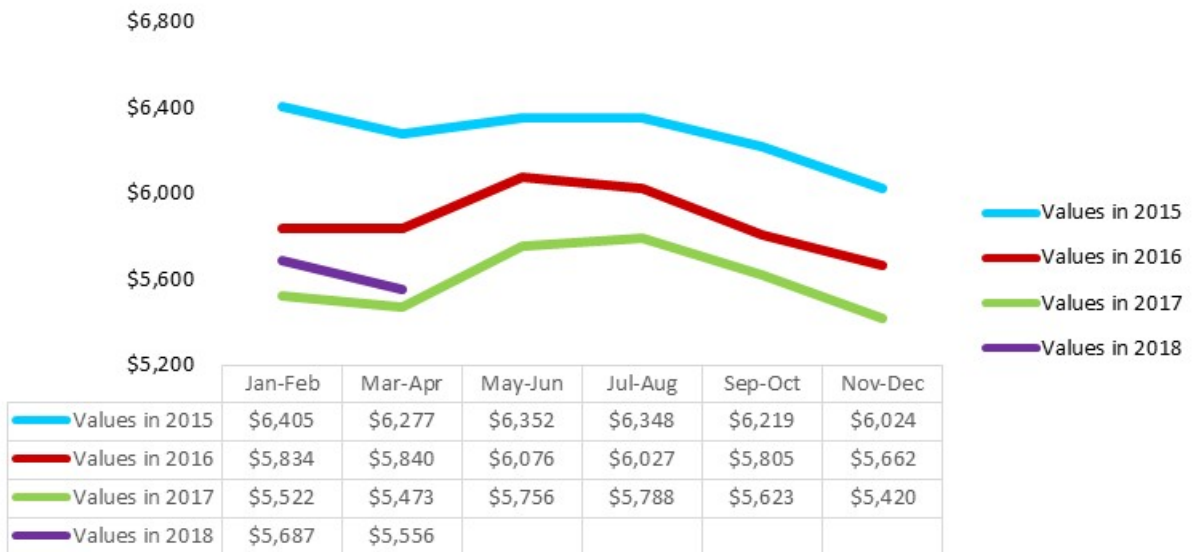
Consumer-focused economic conditions are forecasted to continue their upward trend, which should support demand in all segments.



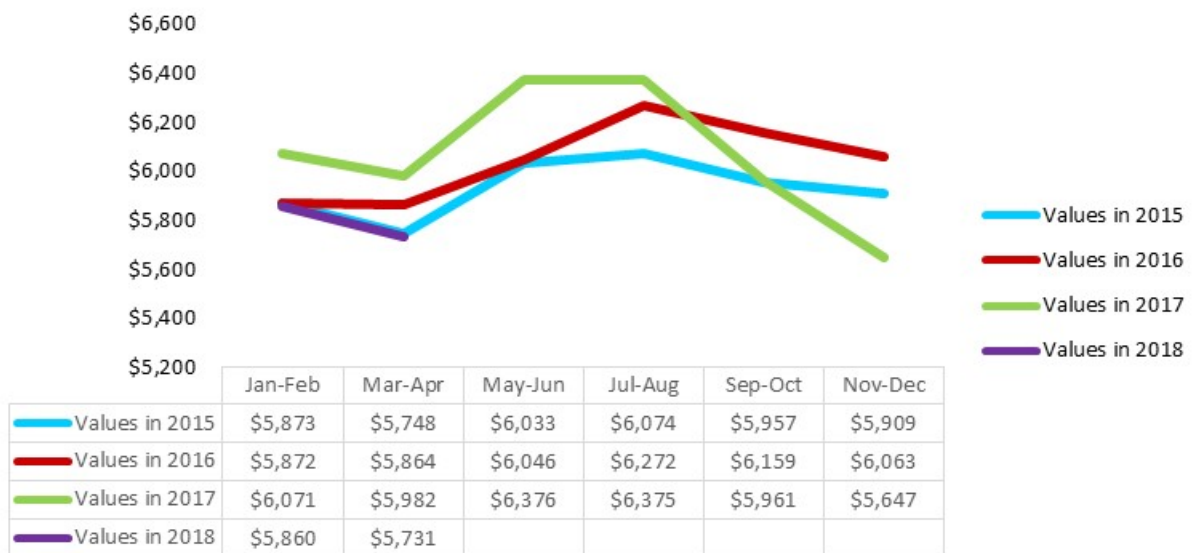
Powersport Values

Average Retail Value by Category

Cruisers



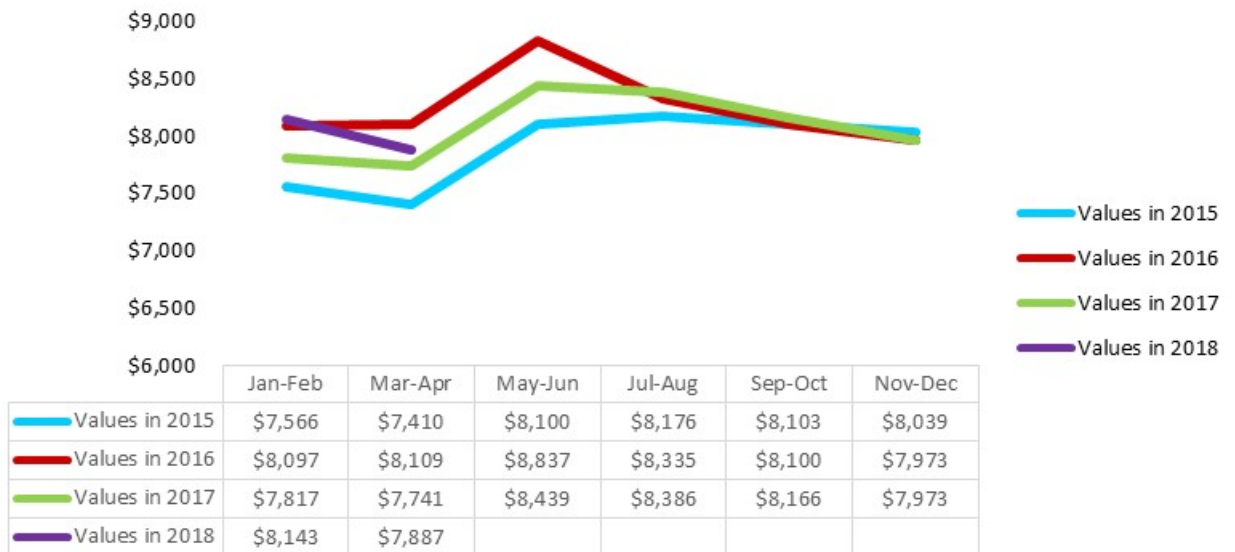
Sportbikes



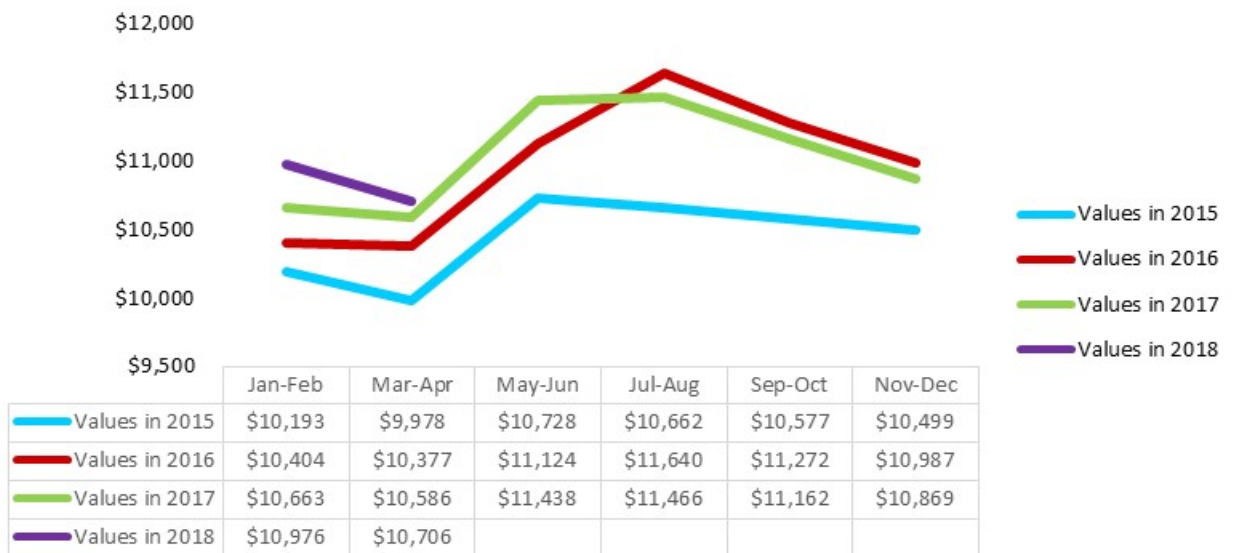
Powersport Values

Average Retail Value by Category

Utility Side By Sides



Sport Side By Sides



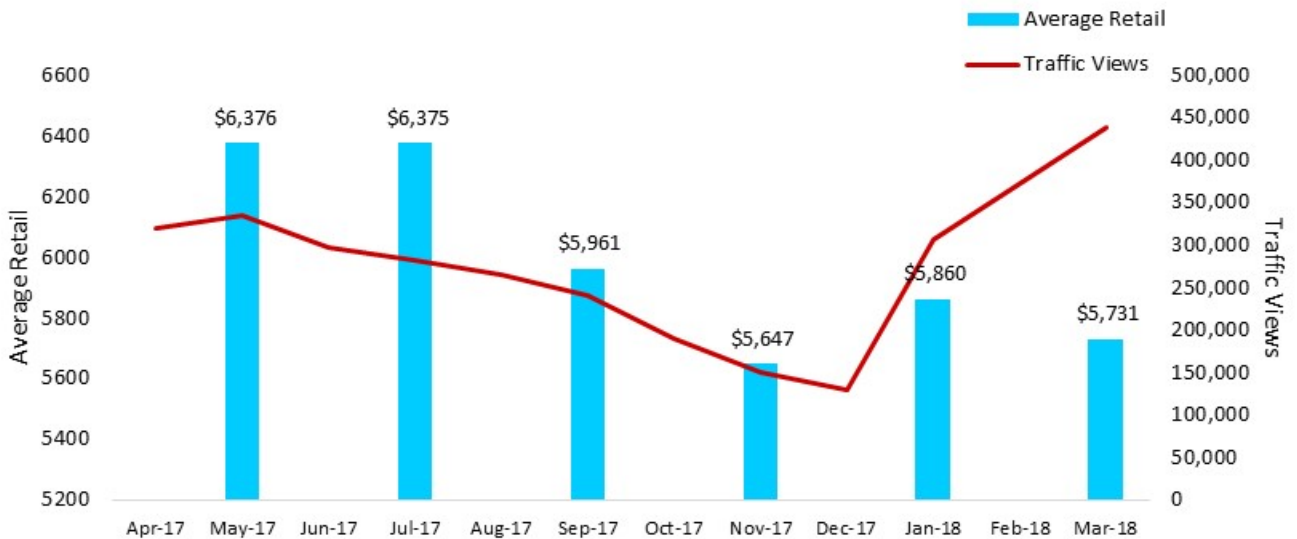
Powersport Values vs. Traffic

Average Retail Value and Traffic Views by Category

Cruisers



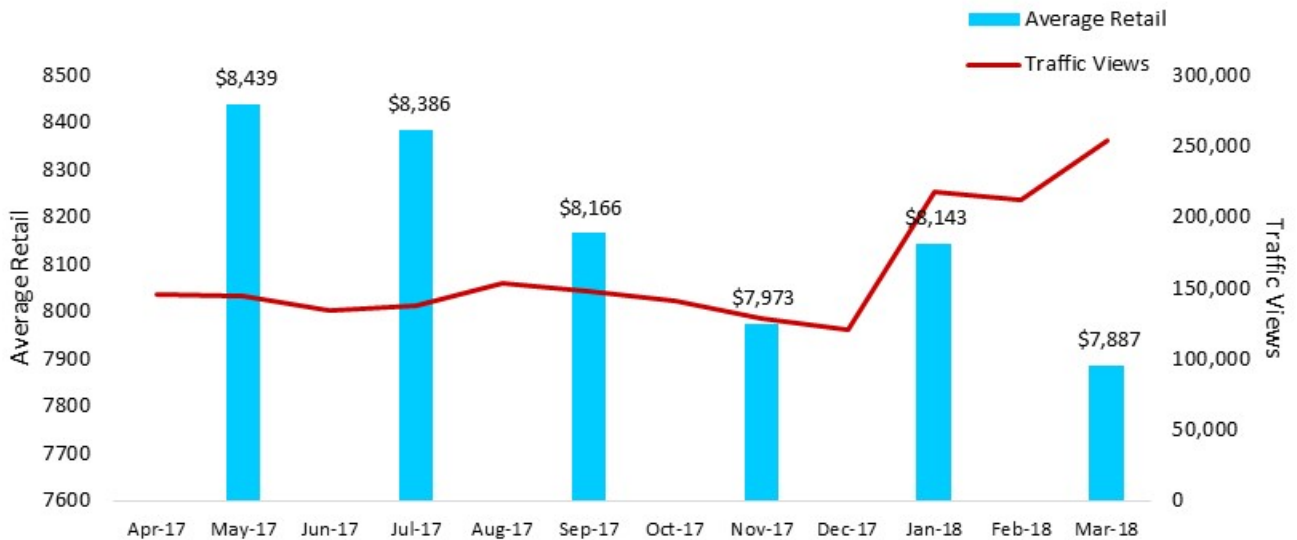
Sportbikes



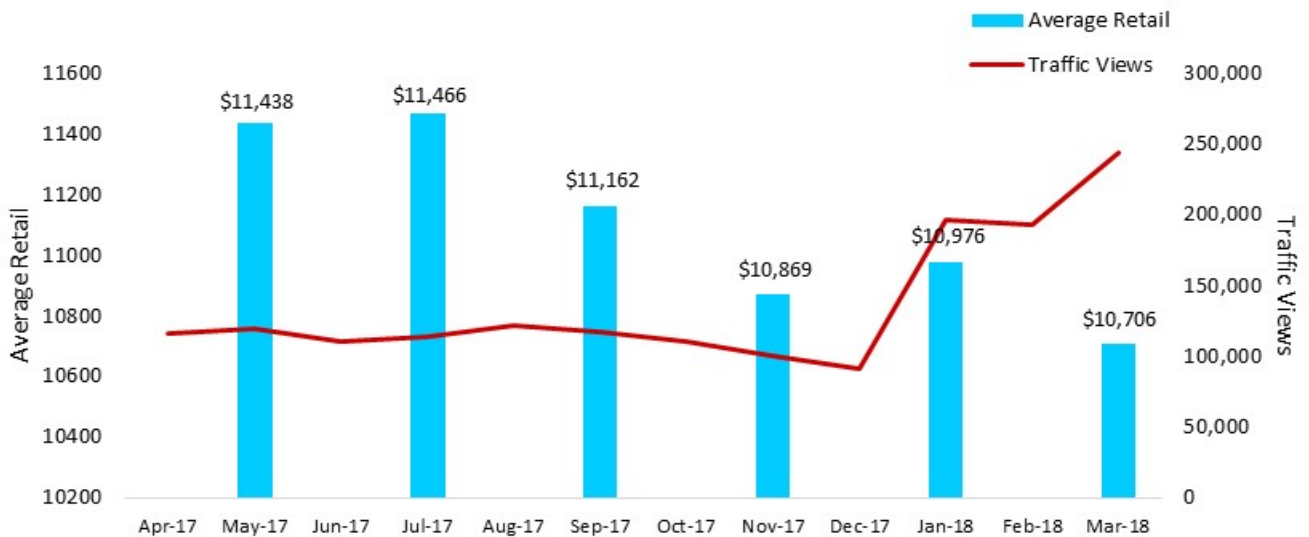
Powersport Values vs. Traffic

Average Retail Value and Traffic Views by Category

Utility Side By Sides

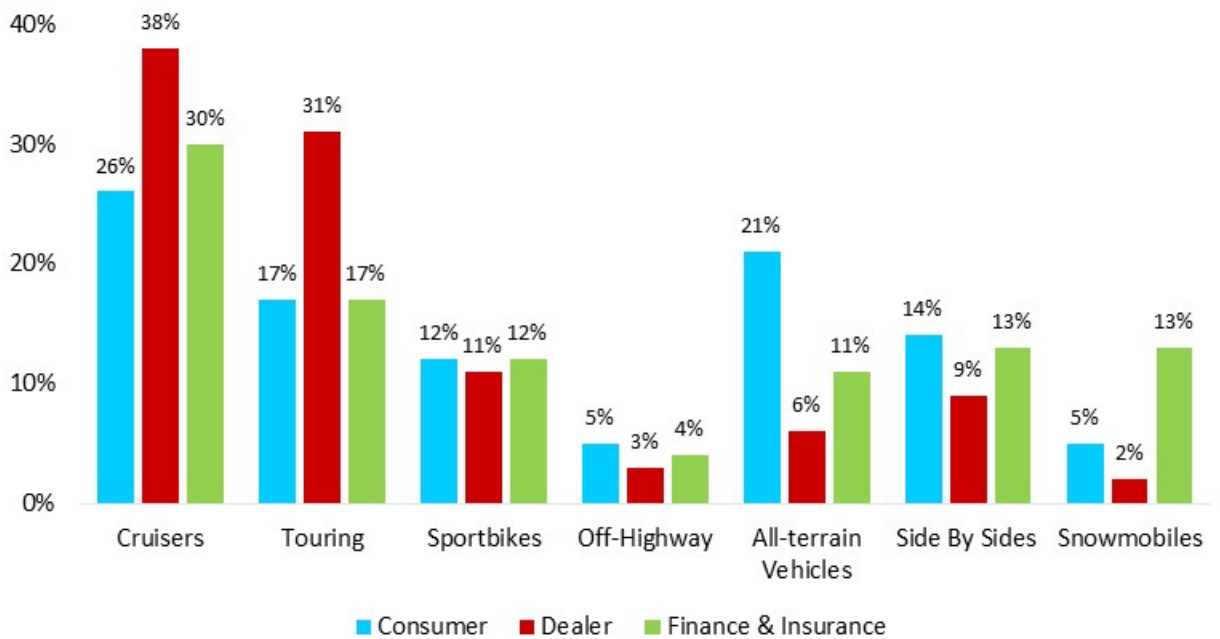


Sport Side By Sides



Powersport Categories

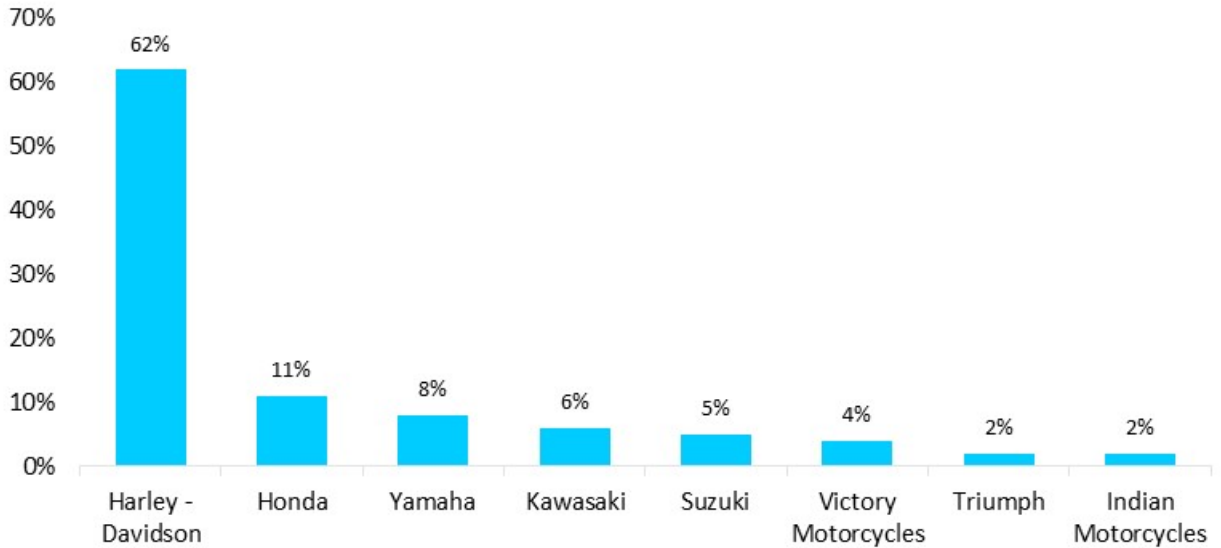
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2018 Q1



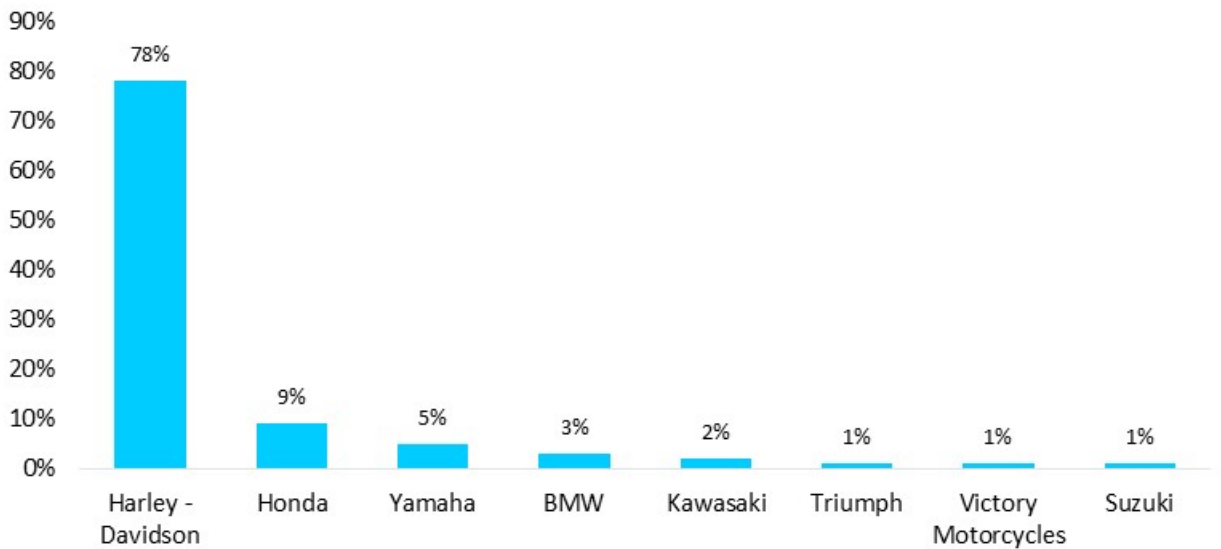
Motorcycle Brands

NADAguides.com Top Researched Brands in 2018 Q1

Cruiser Brands



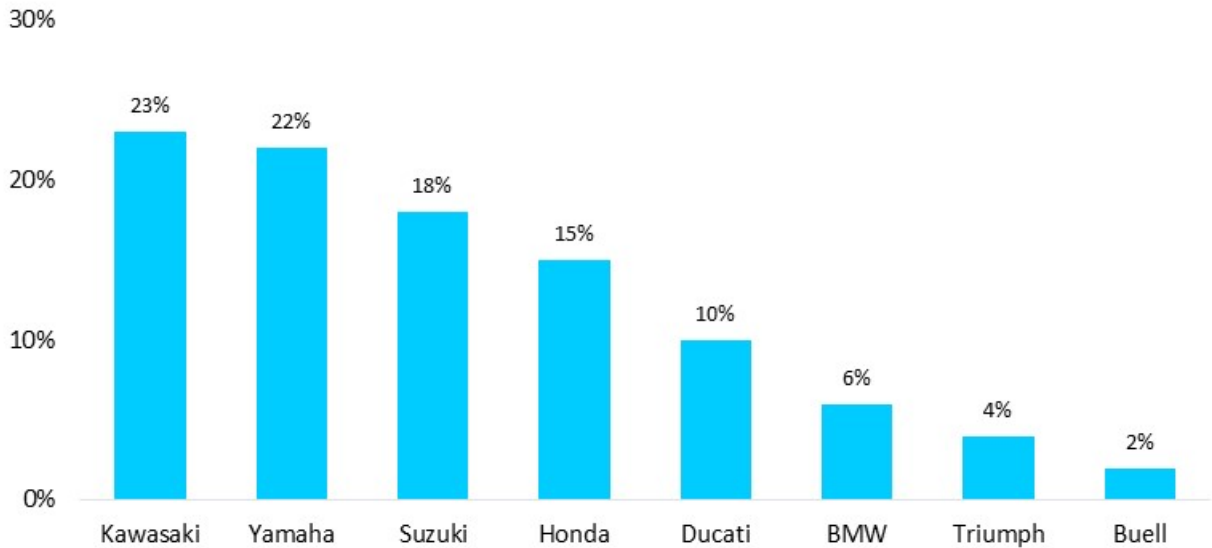
Touring Brands



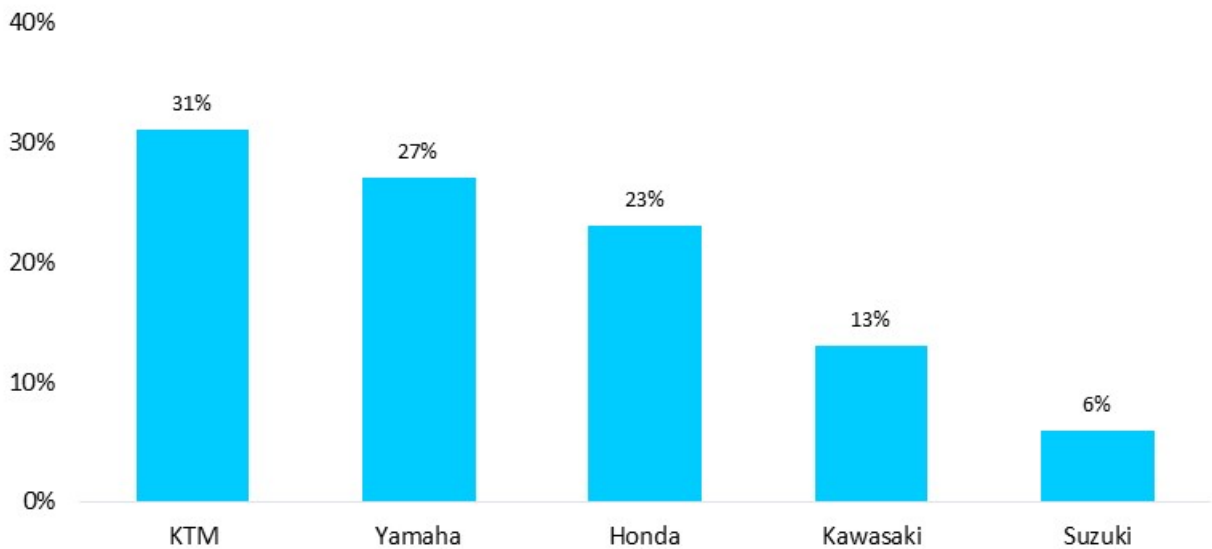
Motorcycle Brands

NADAguides.com Top Researched Brands in 2018 Q1

Sportbike Brands



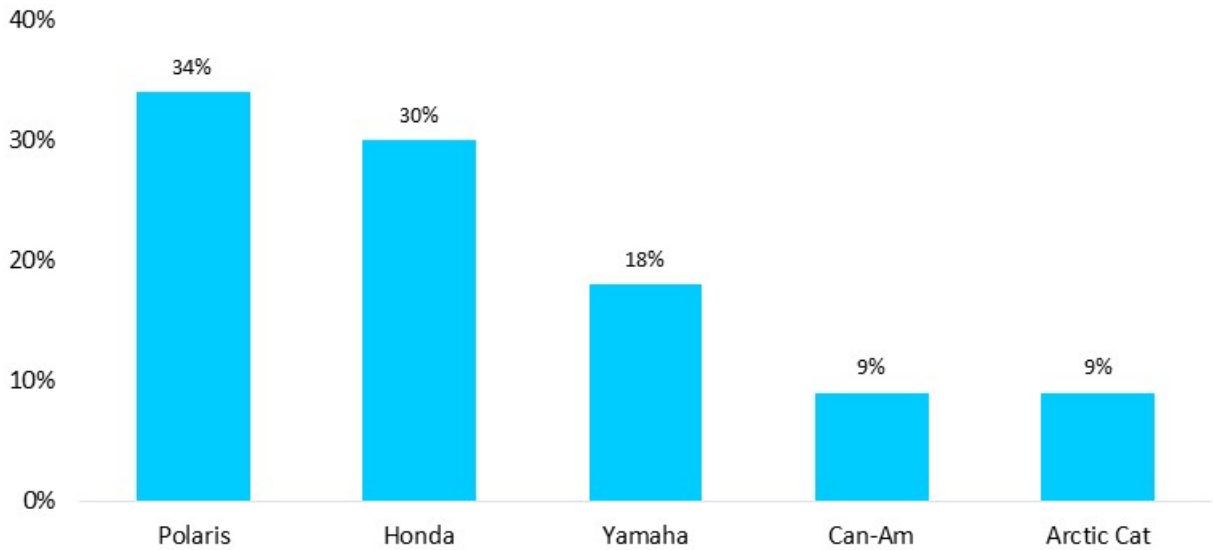
Off-Highway Brands



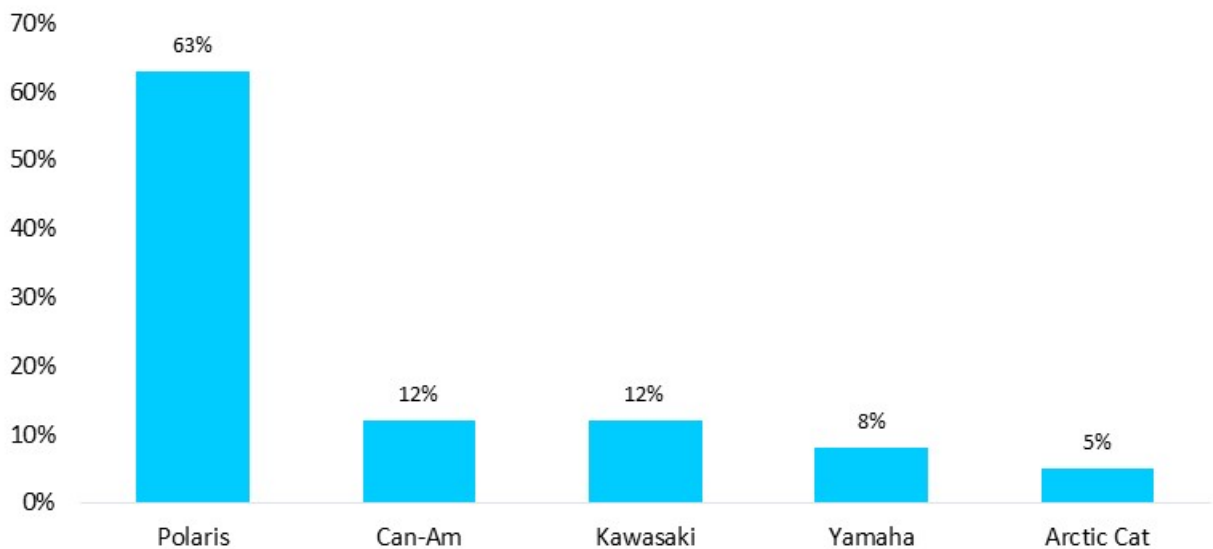
Off-Road Vehicle Brands

NADAguides.com Top Researched Brands in 2018 Q1

All-terrain Vehicle Brands



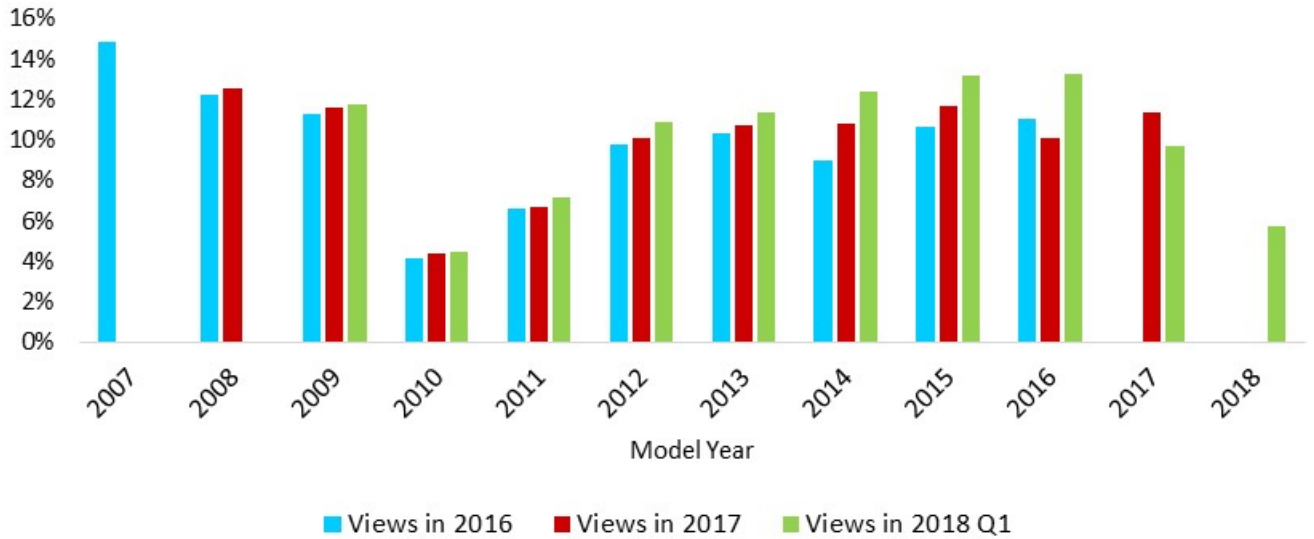
Side By Side Brands



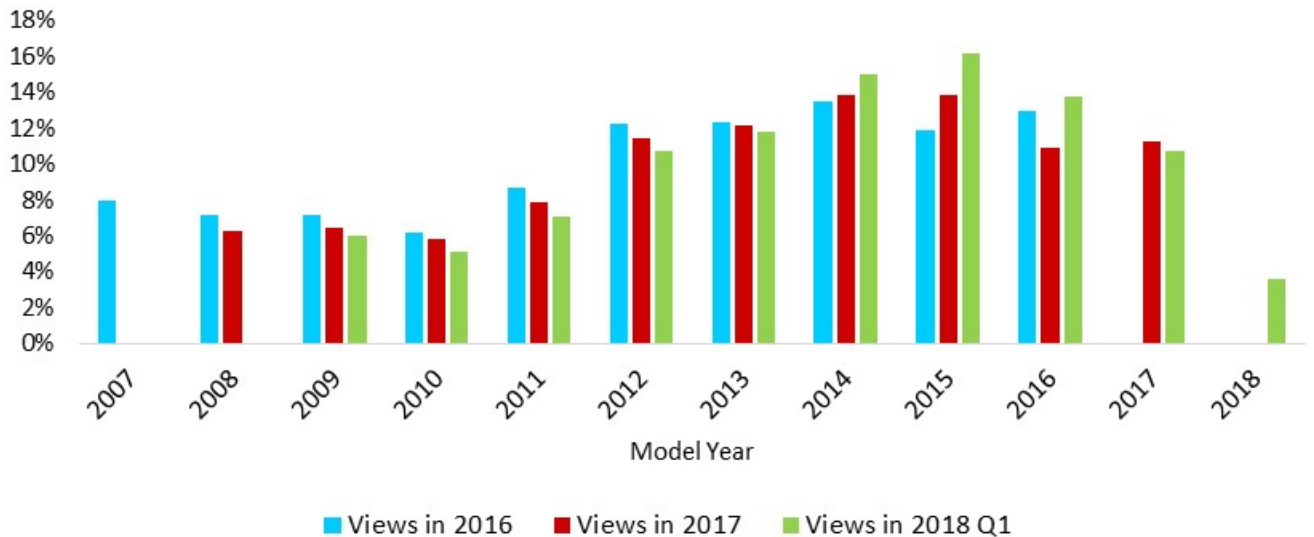
Model Years

NADAguides.com Top Researched Model Years by Category

Sportbikes



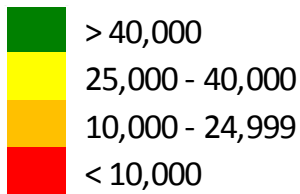
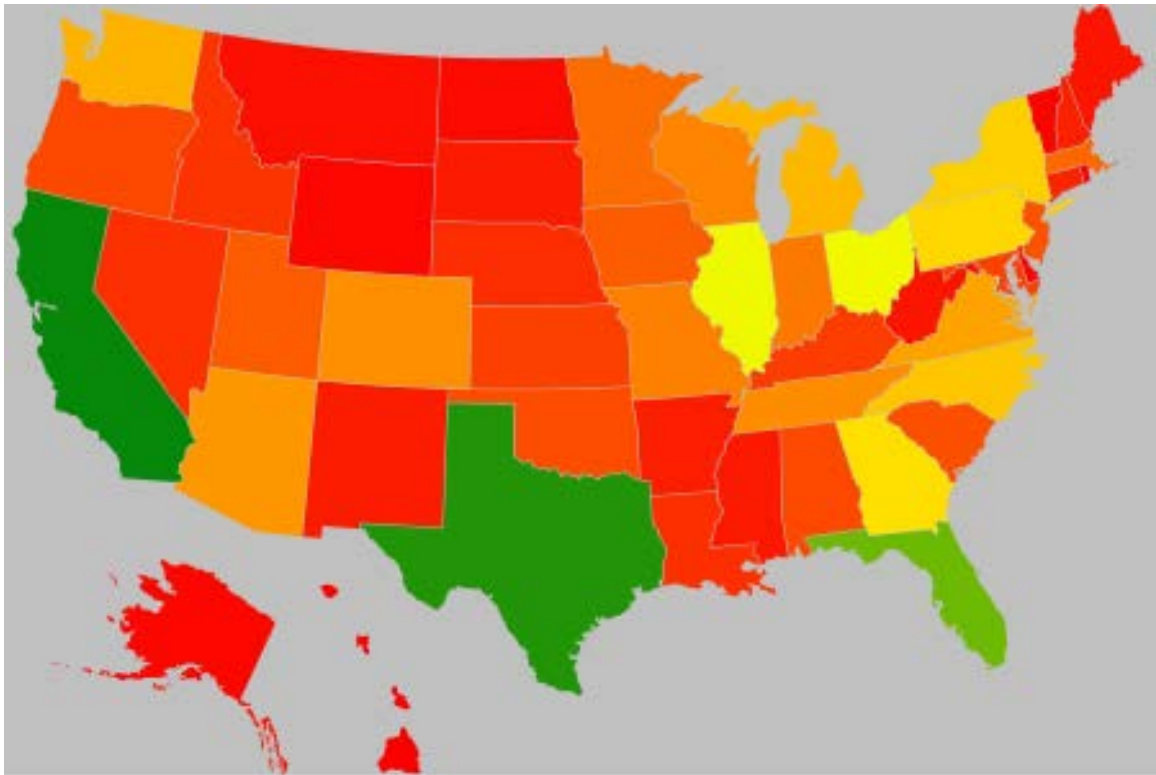
Utility Side By Sides



Web Traffic by State

NADAguides.com Traffic by State in 2018 Q1

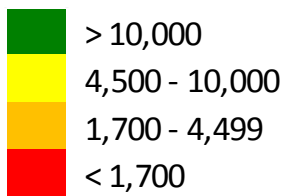
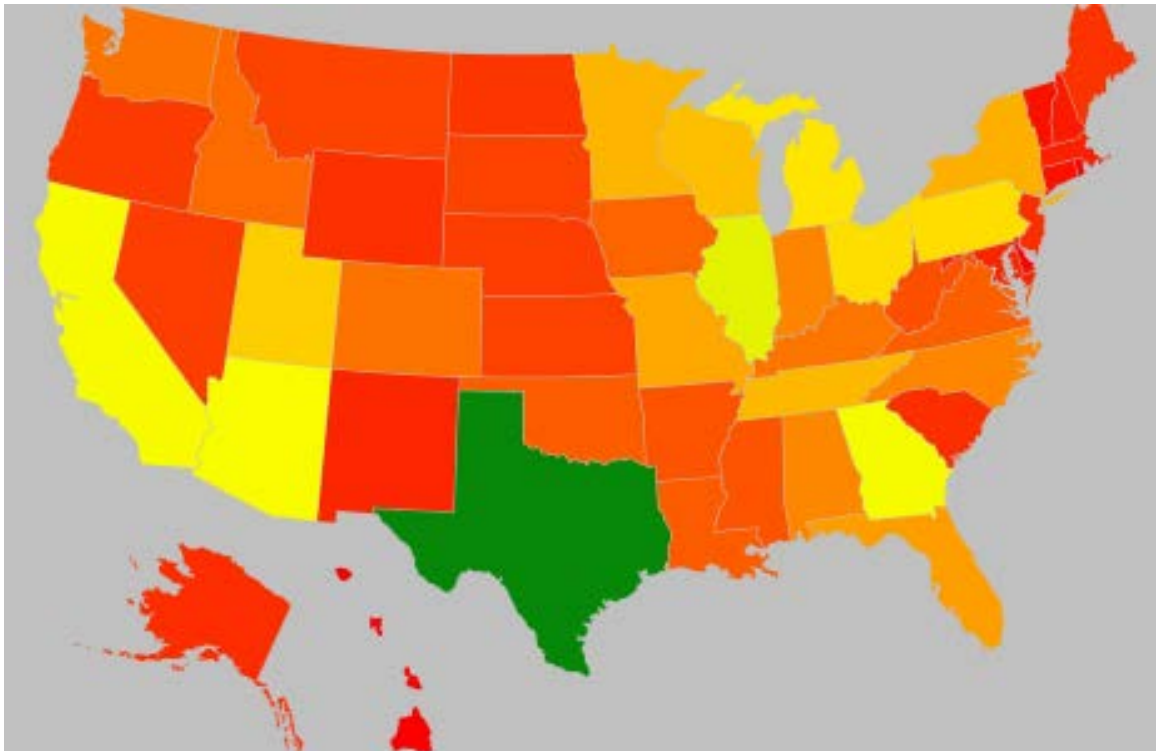
Motorcycles



Web Traffic by State

NADAguides.com Traffic by State in 2018 Q1

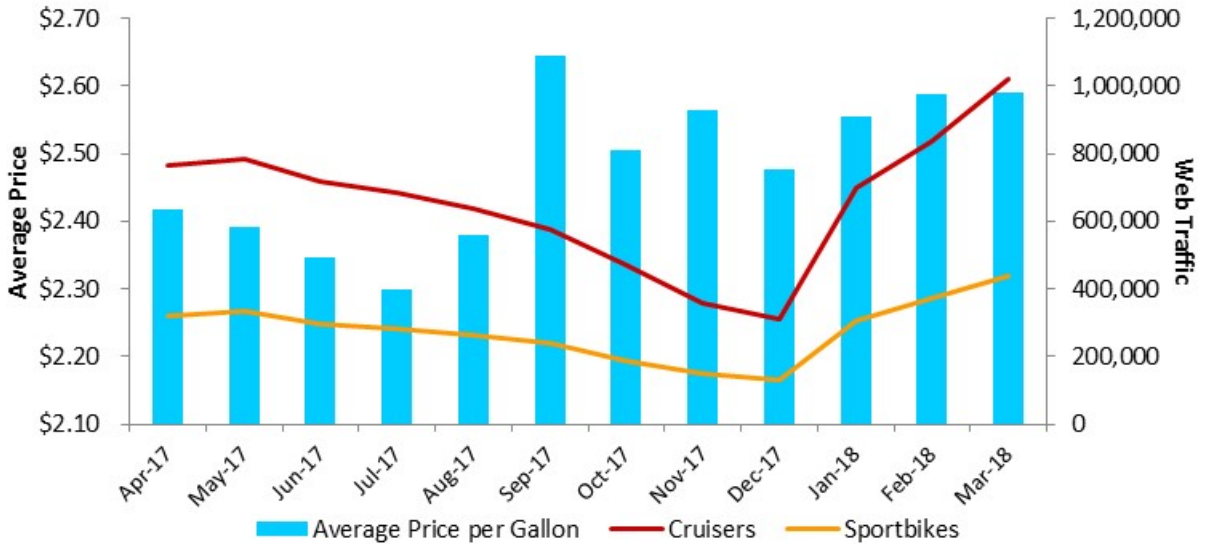
Side By Sides



Fuel Price Data

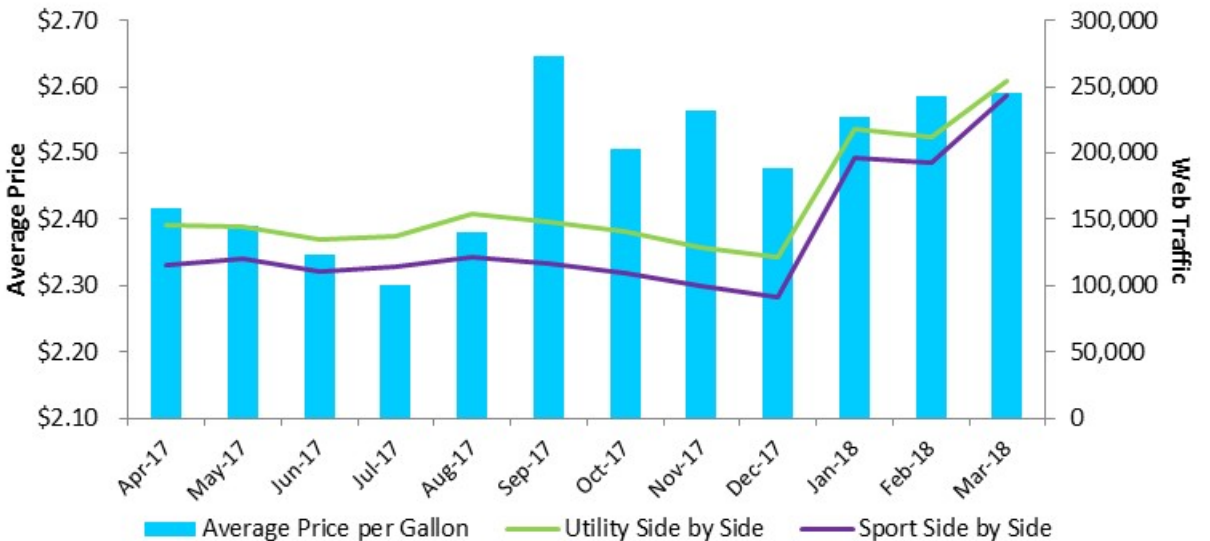
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

Side By Sides

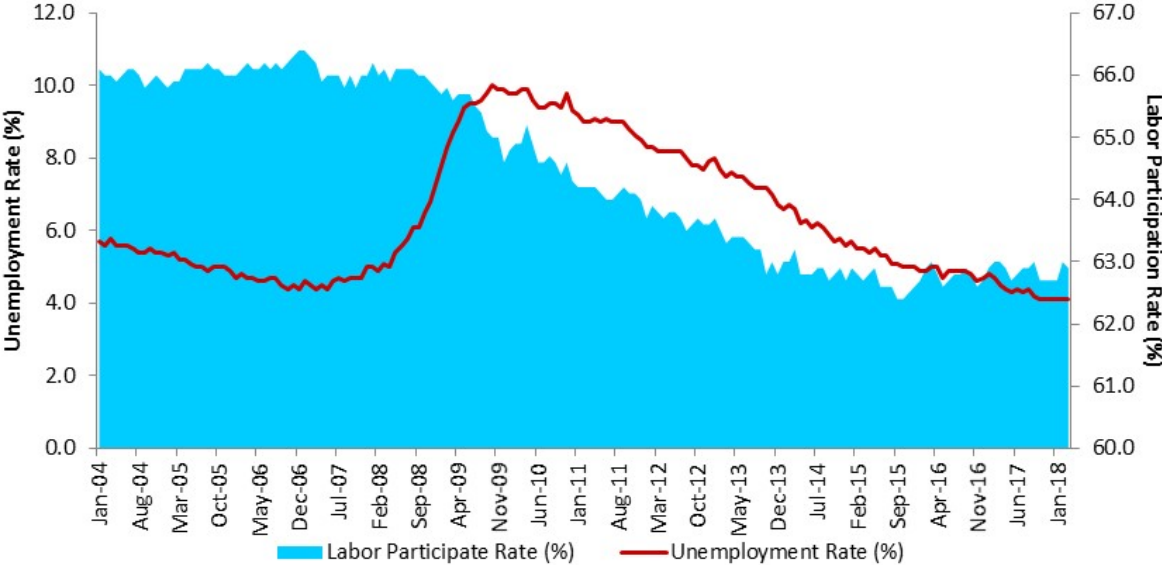


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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