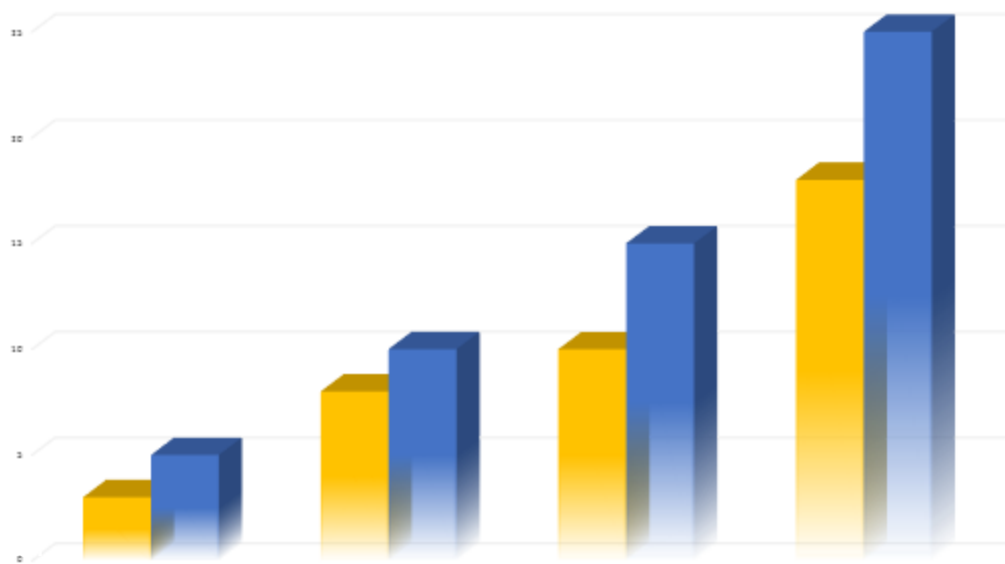# NADAguides
POWERSPORTS
MARKET INSIGHTS

J.D. POWER

NADAguides is a division of J.D. Power

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

Industry Overview

Sport side-by-sides led the powersports industry in the second quarter, with that segment's pricing once again averaging higher than any of the previous three years. Utility side-by-sides were moderately strong, performing similarly to last year but behind 2016.

Motorcycle pricing was mixed, with sportbikes showing a nice seasonal upward movement but bringing about 4% less money than last year. Cruisers didn't see a seasonal bump in the second quarter, showing little change from last quarter and running about 3% behind last year.
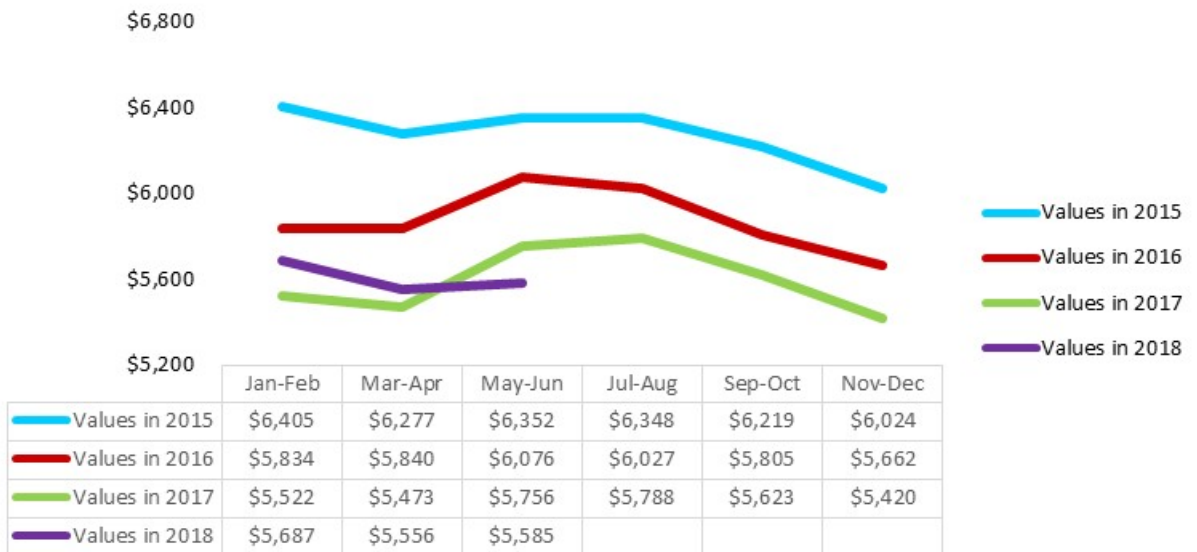
Economic factors continue to support discretionary spending. Employment figures continue to improve, with more people entering the workforce after prolonged absence. Disposable income has increased for the past five quarters. The pool of potential buyers of motorcycles and side-by-sides is growing.
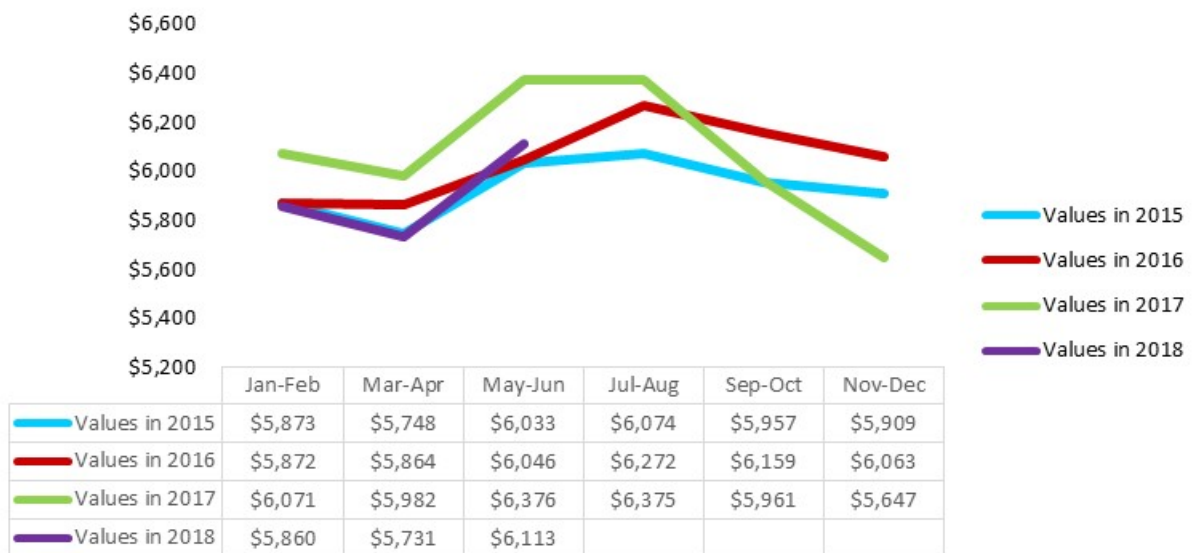
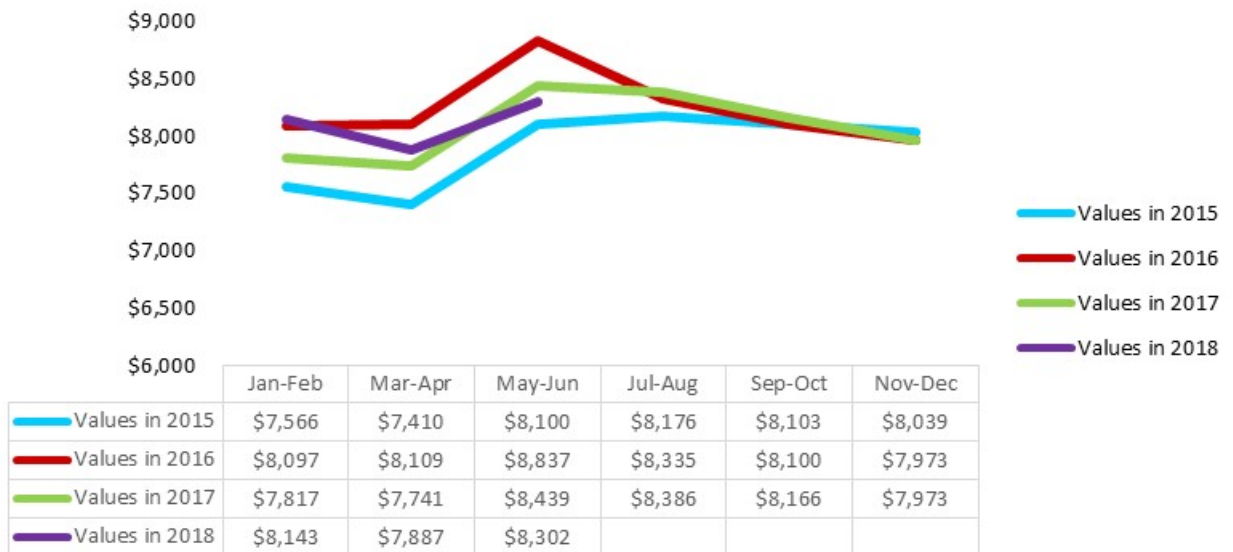# Powersport Values

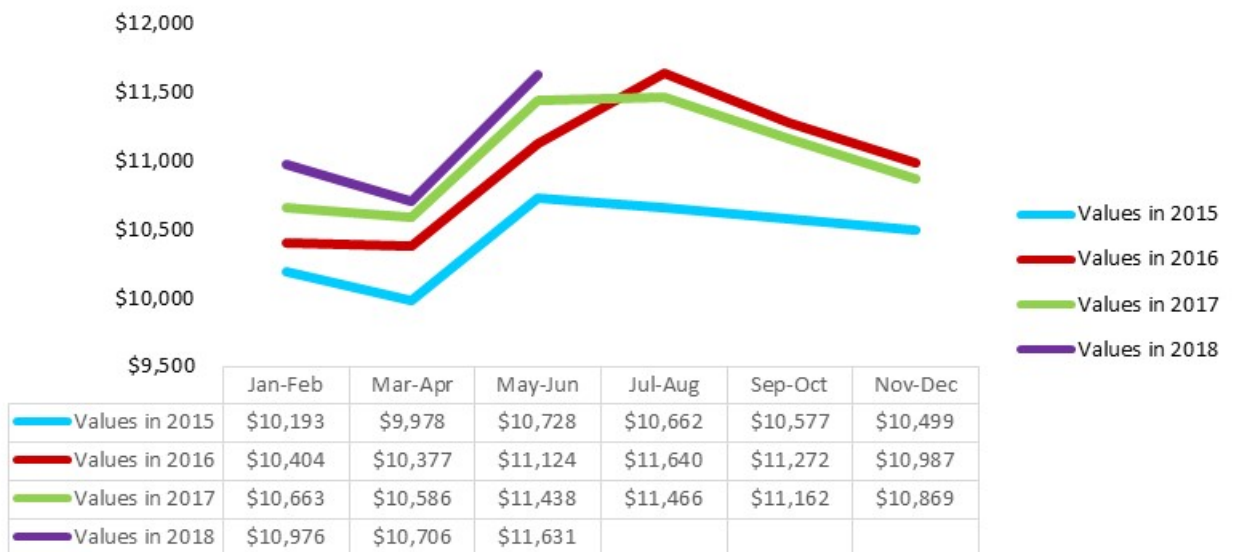## Average Retail Value by Category

Cruisers

	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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	$5,420
Values in 2018	$5,687	$5,556	$5,585			

Sportbikes

	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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	$5,647
Values in 2018	$5,860	$5,731	$6,113			

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 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	$8,386	$8,166	$7,973
Values in 2018	$8,143	$7,887	$8,302			

Sport Side By Sides

	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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	$11,466	$11,162	$10,869
Values in 2018	$10,976	$10,706	$11,631			

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

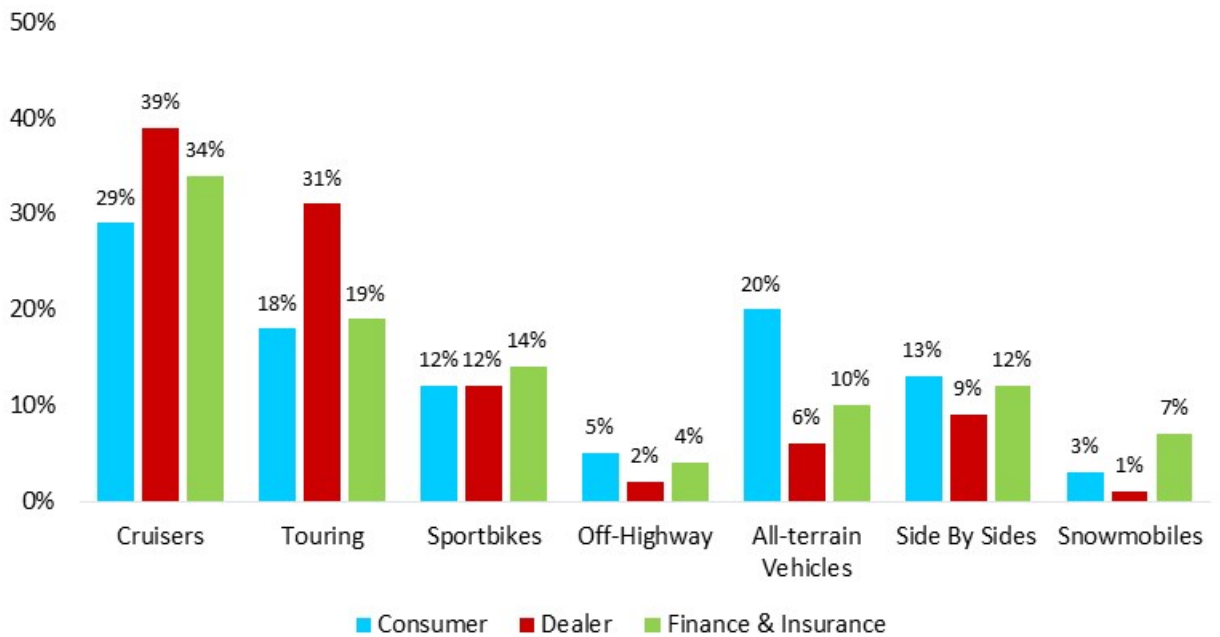### Utility Side By Sides

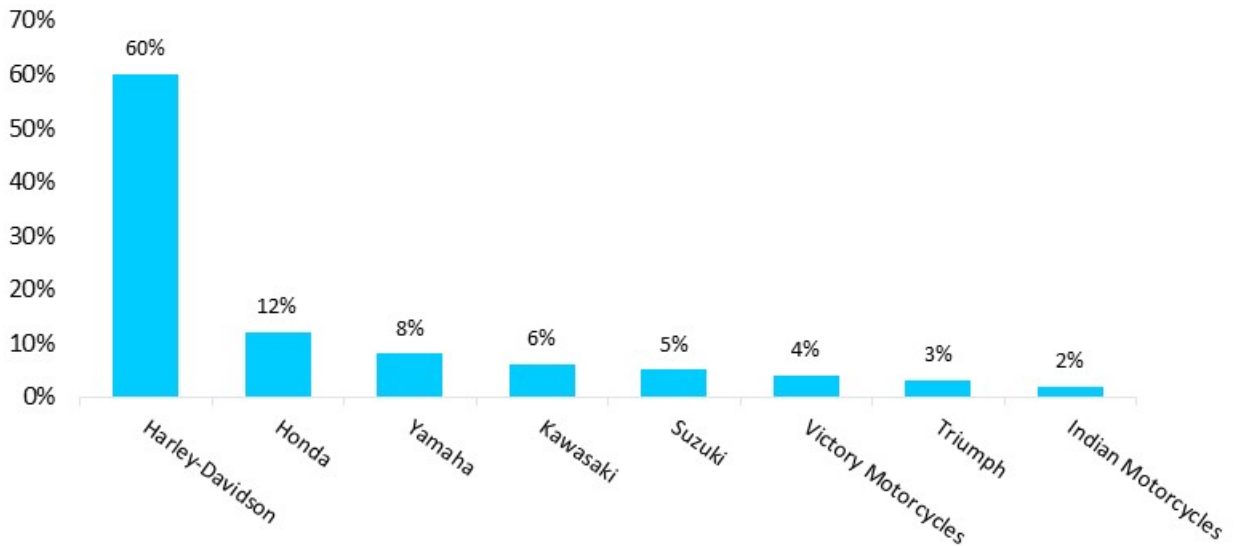### Sport Side By Sides
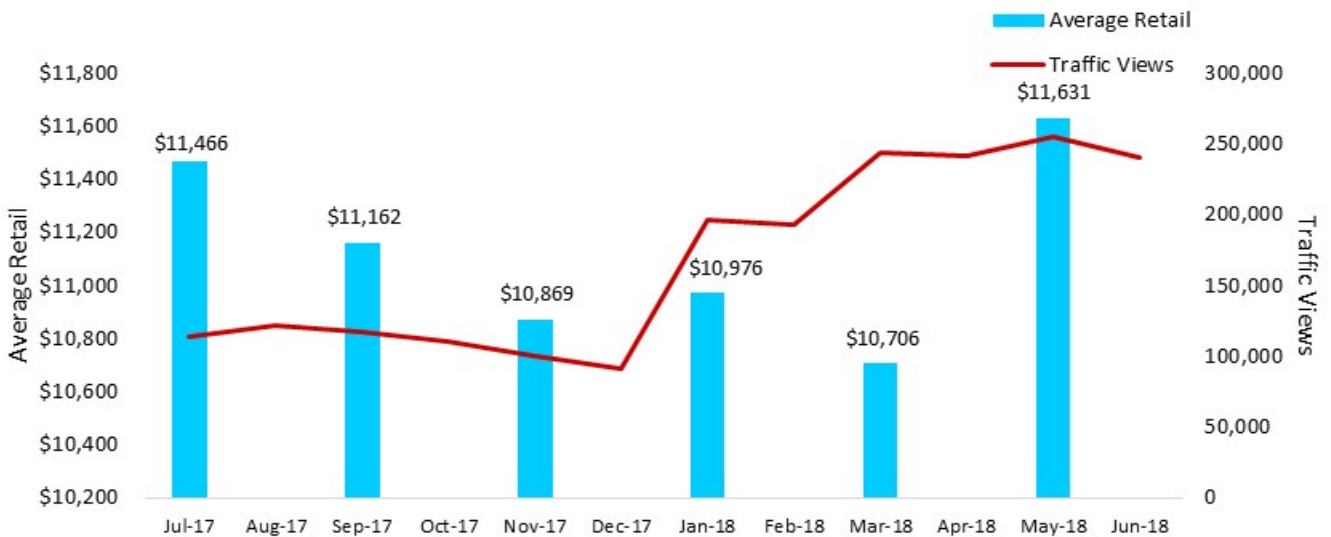
Powersport Categories

Category Views Among Consumers, Dealers, and Finance & Insurance
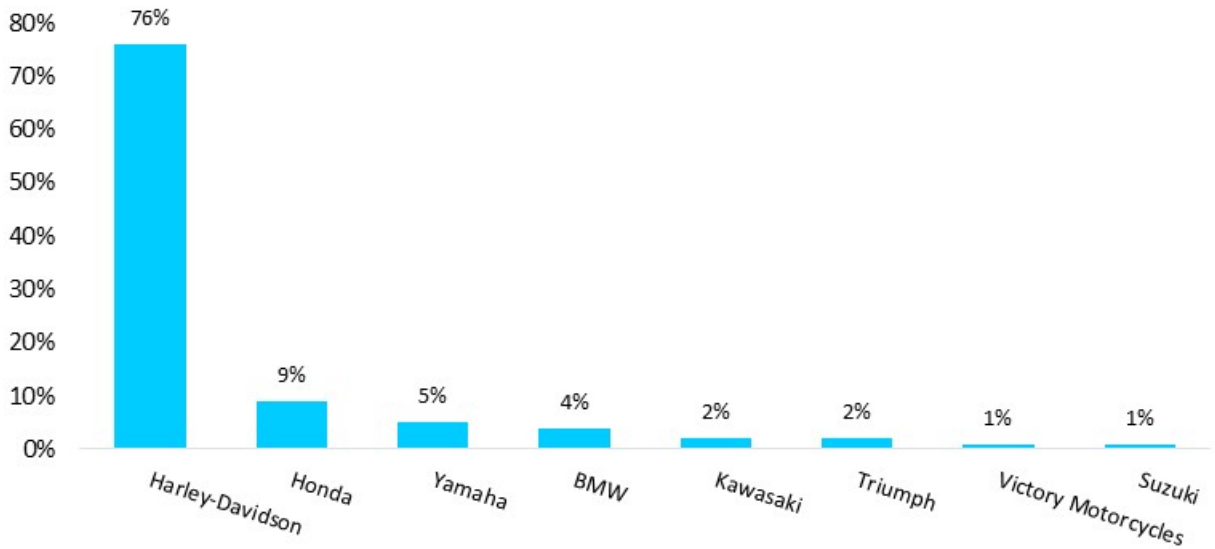Institutions in 2018 Q1-Q2

Motorcycle Brands

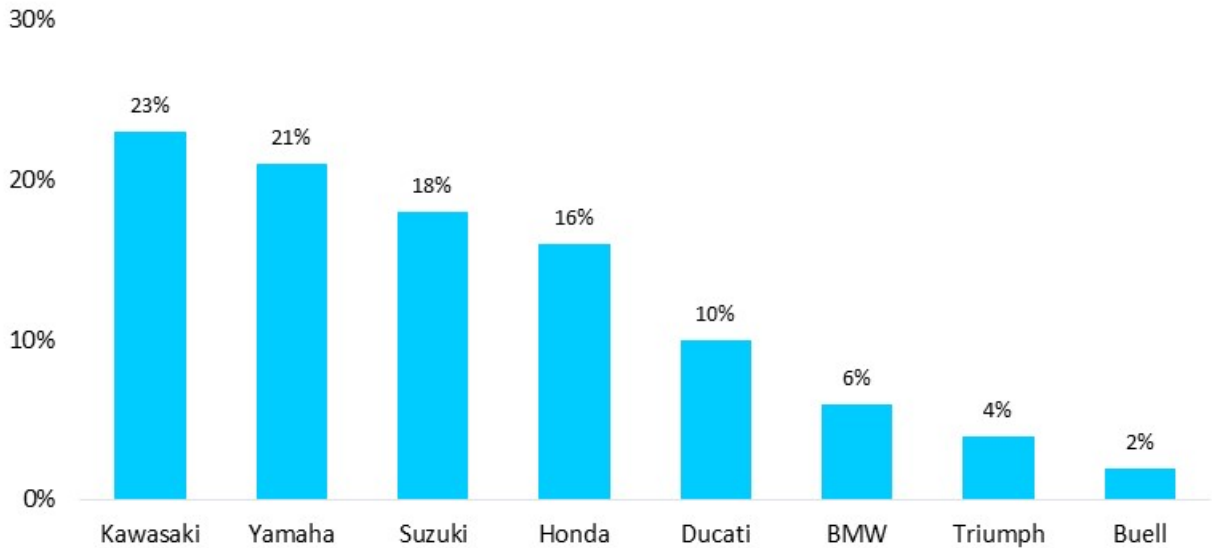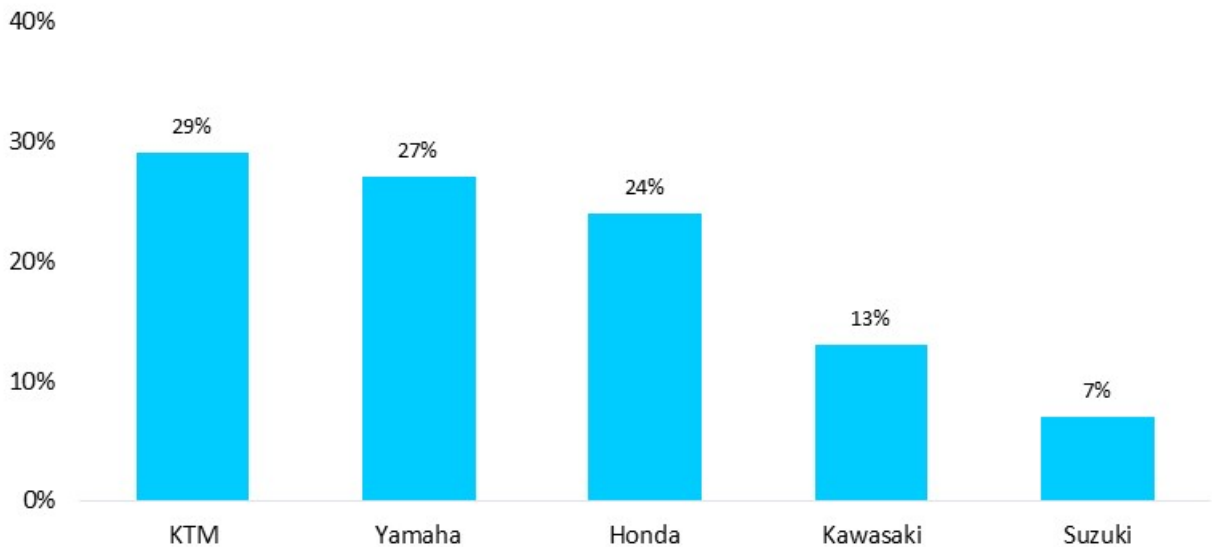## NADAguides.com Top Researched Brands in 2018 Q1-Q2

Cruiser Brands

Harley-Davidson 60%
Honda 12%
Yamaha 8%
Kawasaki 6%
Suzuki 5%
Victory Motorcycles 4%
Triumph 3%
Indian Motorcycles 2%

Touring Brands

Harley-Davidson 76%
Honda 9%
Yamaha 5%
BMW 4%
Kawasaki 2%
Triumph 2%
Victory Motorcycles 1%
Suzuki 1%

Motorcycle Brands

NADAguides.com Top Researched Brands in 2018 Q1-Q2

Sportbike Brands

Brand	Percentage
Kawasaki	23%
Yamaha	21%
Suzuki	18%
Honda	16%
Ducati	10%
BMW	6%
Triumph	4%
Buell	2%

Off-Highway Brands

Brand	Percentage
KTM	29%
Yamaha	27%
Honda	24%
Kawasaki	13%
Suzuki	7%

Off-Road Vehicle Brands

NADAguides.com Top Researched Brands in 2018 Q1-Q2

All-terrain Vehicle Brands
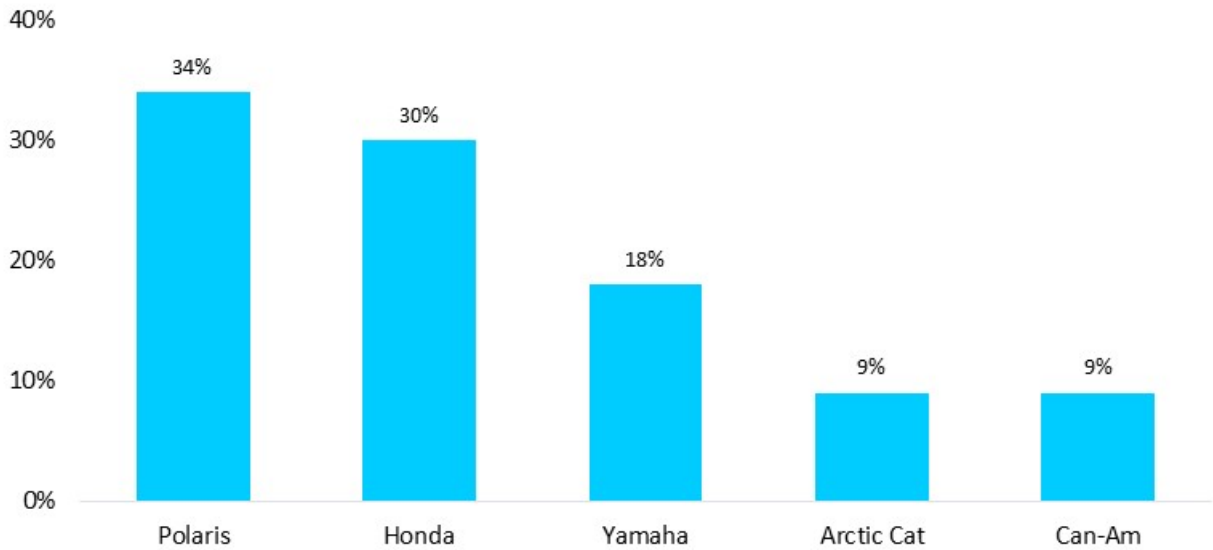
Side By Side Brands
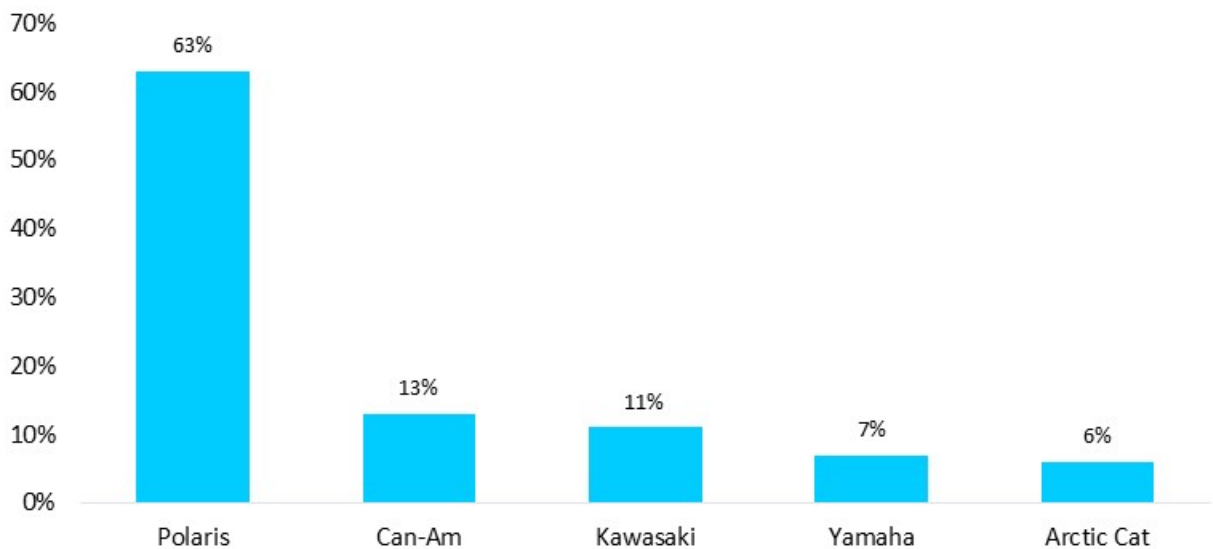
Model Years

Sportbikes

Model Year

■ Views in 2016   ■ Views in 2017   ■ Views in 2018 Q1-Q2

Utility Side By Sides

Model Year

■ Views in 2016   ■ Views in 2017   ■ Views in 2018 Q1-Q2
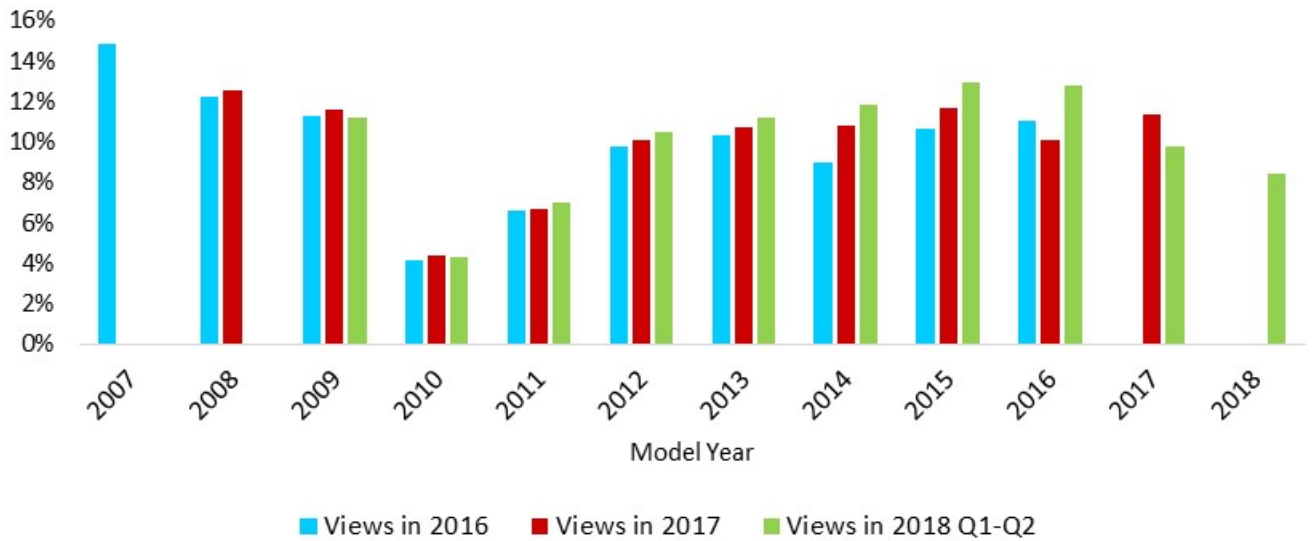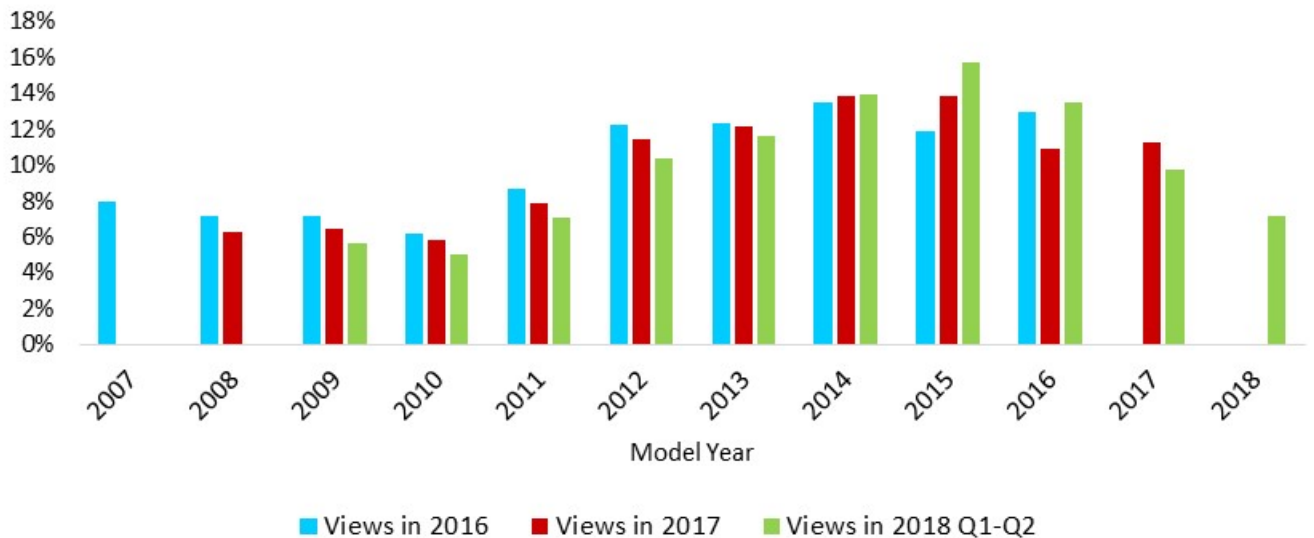
Web Traffic by State

NADAguides.com Traffic by State in 2018 Q1-Q2

Motorcycles

- 🟩 > 90,000
- 🟨 55,000 - 90,000
- 🟧 25,000 - 54,999
- 🟥 < 25,000
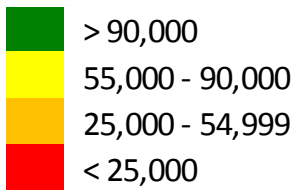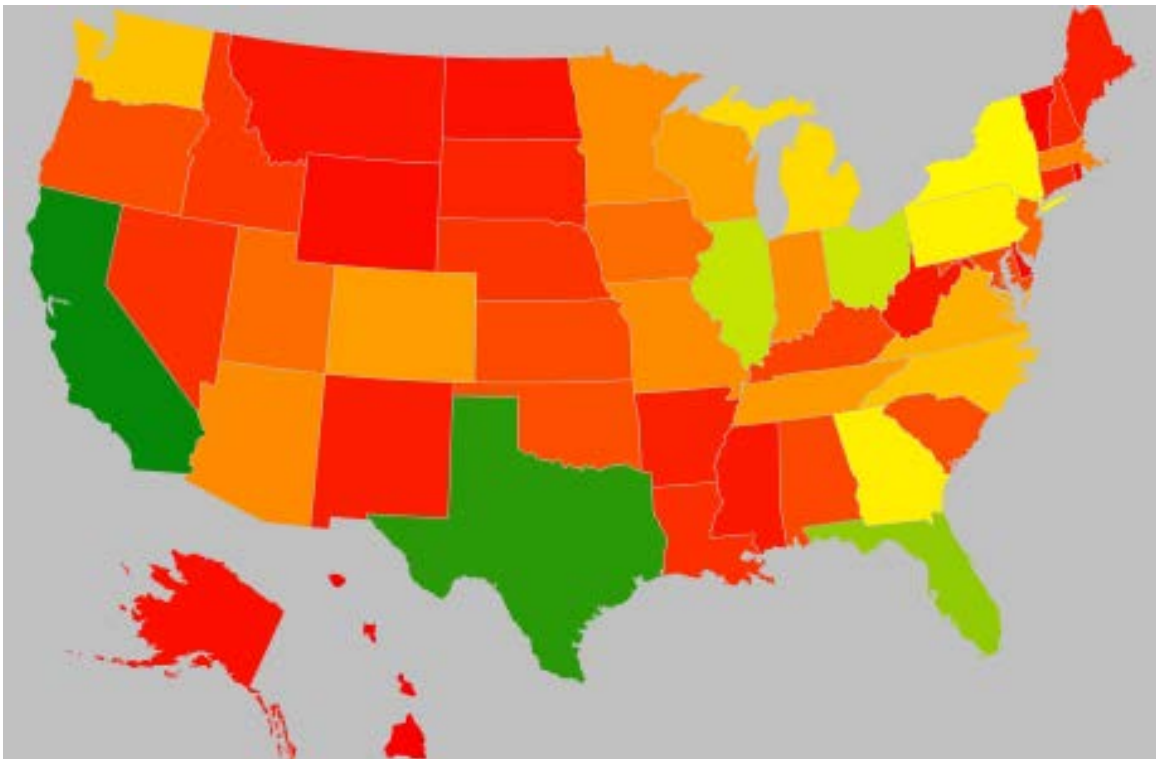
Web Traffic by State

NADAguides.com Traffic by State in 2018 Q1-Q2

Side By Sides

- 🟩 > 20,000
- 🟨 9,000 - 20,000
- 🟧 4,000 - 8,999
- 🟥 < 4,000
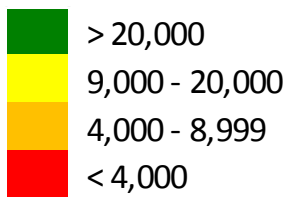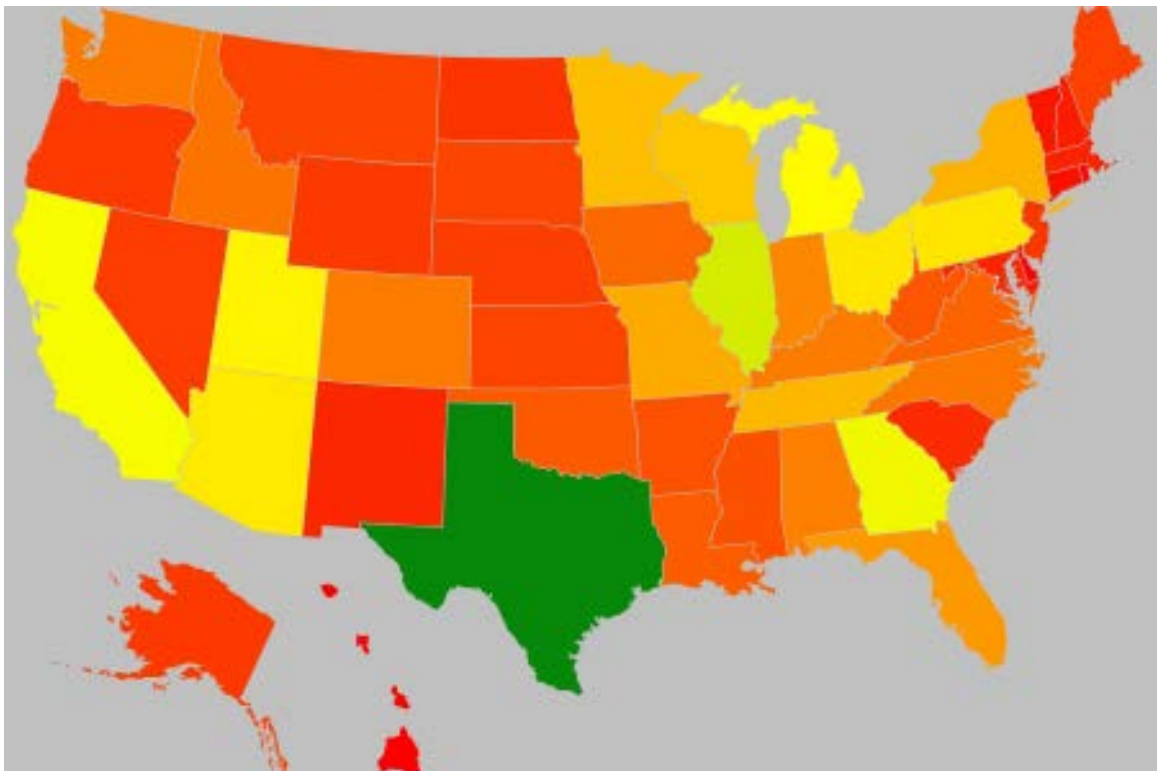
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles

Legend: Average Price per Gallon | Cruisers | Sportbikes
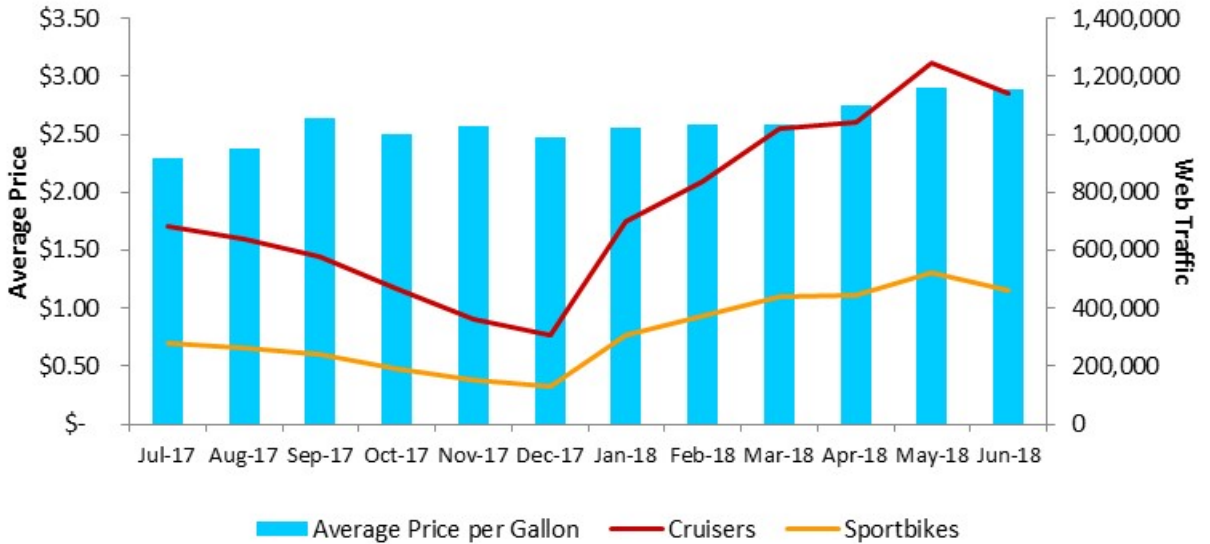
Source: U.S. Energy Information Administration

Side By Sides

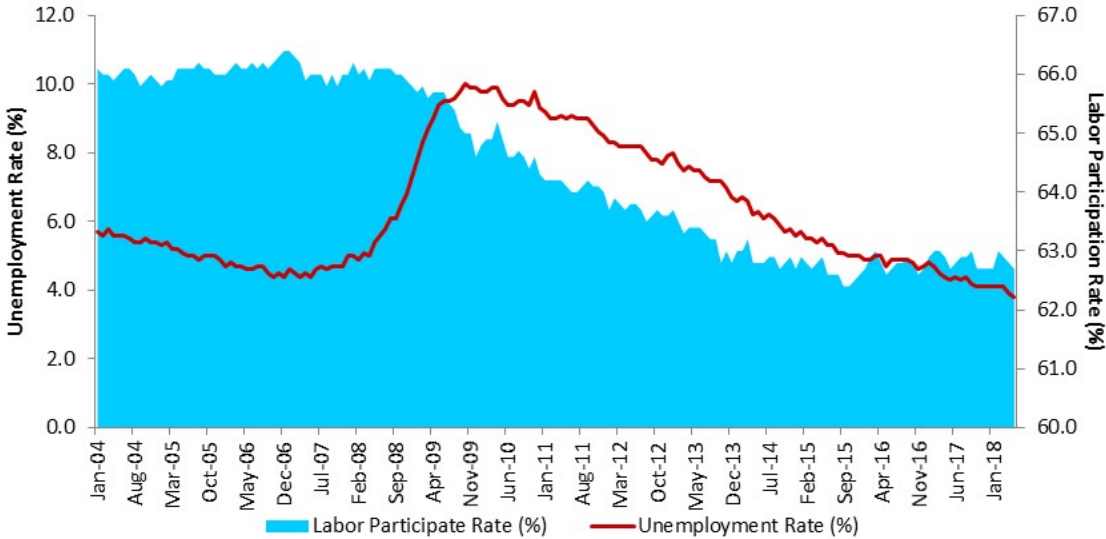Legend: Average Price per Gallon | Utility Side by Side | Sport Side by Side
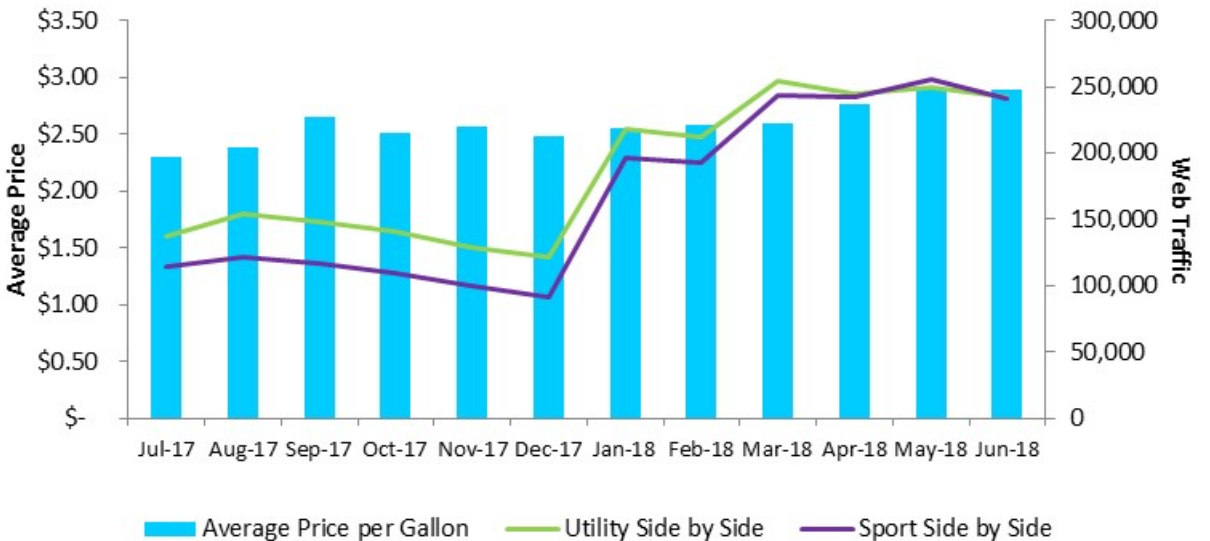
Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)

Source: Bureau of Labor Statistics (BLS)

NADAguides

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