



# NADAguides

# Market Insights

## Powersports Industry

Q3 2015

# Industry Overview

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## Powersports Market Update

Heading into the holiday season, most powersports market segment values are displaying a normal seasonal cool down. For many dealers the focus shifts from on-highway to off-road vehicles, particularly the utility side-by-side and ATV markets. Although it's not cold in all regions as of yet, the Northeast is showing early signs of winter and cooler weather riding activity is already active. The early cold weather and snow will also bid well for snowmobile values once again this winter.



Looking forward, OEMs are aggressively releasing new model year product to get consumers off their couches and keep interest high. Many new models being released are packed with new features, technology, and large price tags that are making headlines. As this technology trickles down to the more affordable models, we see completely revamped versions of existing bikes hit the market.



# Powersport Values

## Edition-Over-Edition Change in Values by Category

### July-August 2015 Edition Versus September-October 2015 Edition

While we do see a fairly flat decline in all segments, on-road vehicles are seeing a slightly sharper decline compared to their off-road counterparts. This trend is expected to continue throughout the winter as many people will begin commuting in their cars during the cold weather months.

#### Edition-Over-Edition Change in Average Retail

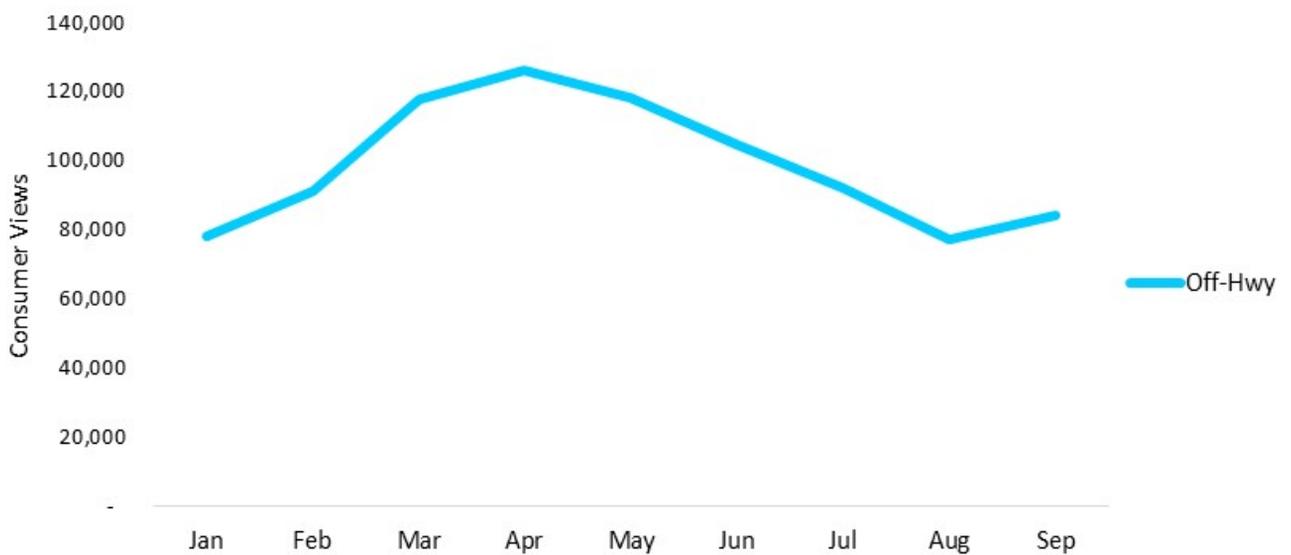
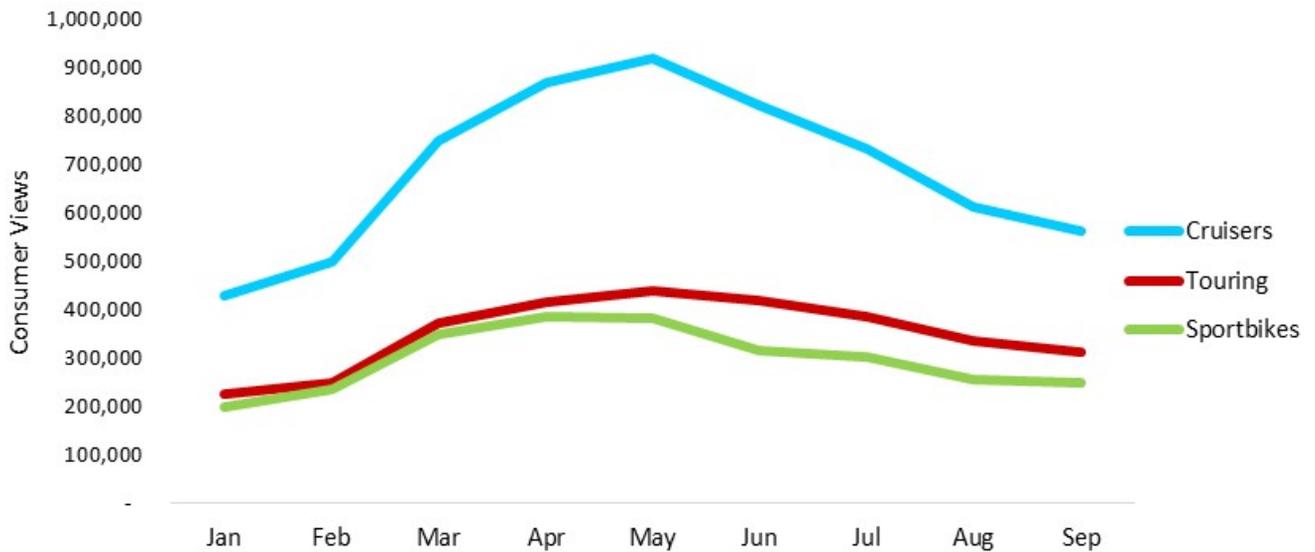
Street Bikes	Utility Vehicles	Off-Hwy Bikes
-1.3%	-1.1%	-1.9%

Unit Type Abbreviation	Unit Type	Rough Trade-In	Clean Trade-In	Average Retail
3-W	3 Wheel Cycle	↑ 3.9%	↑ 3.5%	↑ 3.6%
6-W	6 Wheel ATV	↓ -1.3%	↓ -1.1%	↓ -1.0%
8-W	8 Wheel ATV	↓ -1.3%	↓ -1.1%	↓ -1.0%
C/T	Cruiser/Touring	↓ -3.0%	↓ -3.0%	↓ -2.9%
CRU	Cruisers	↓ -2.1%	↓ -2.2%	↓ -2.1%
DS	Dual Sport	↓ -3.2%	↓ -3.2%	↓ -3.0%
E	Enduro	↓ -1.4%	↓ -1.2%	↓ -1.3%
MX	Moto Cross	↓ -1.7%	↓ -1.6%	↓ -1.6%
RT	Road/Trail	↓ -1.6%	↓ -1.5%	↓ -1.7%
S	Scooter	↓ -2.8%	↓ -2.8%	↓ -2.7%
SAT	Sport ATV	↓ -1.5%	↓ -1.4%	↓ -1.3%
SXS	Sport Side By Side	↓ -1.4%	↓ -1.2%	↓ -1.1%
S/T	Sport Touring	↓ -2.5%	↓ -2.4%	↓ -2.4%
SPT	Sportbikes	↓ -2.1%	↓ -2.0%	↓ -1.9%
TOU	Touring	↓ -1.9%	↓ -2.1%	↓ -1.9%
TR	Trials	↓ -1.3%	↓ -1.2%	↓ -2.0%
UAT	Utility ATV	↓ -1.2%	↓ -1.1%	↓ -1.0%
UTL	Utility Side By Side	↓ -1.4%	↓ -1.2%	↓ -1.1%



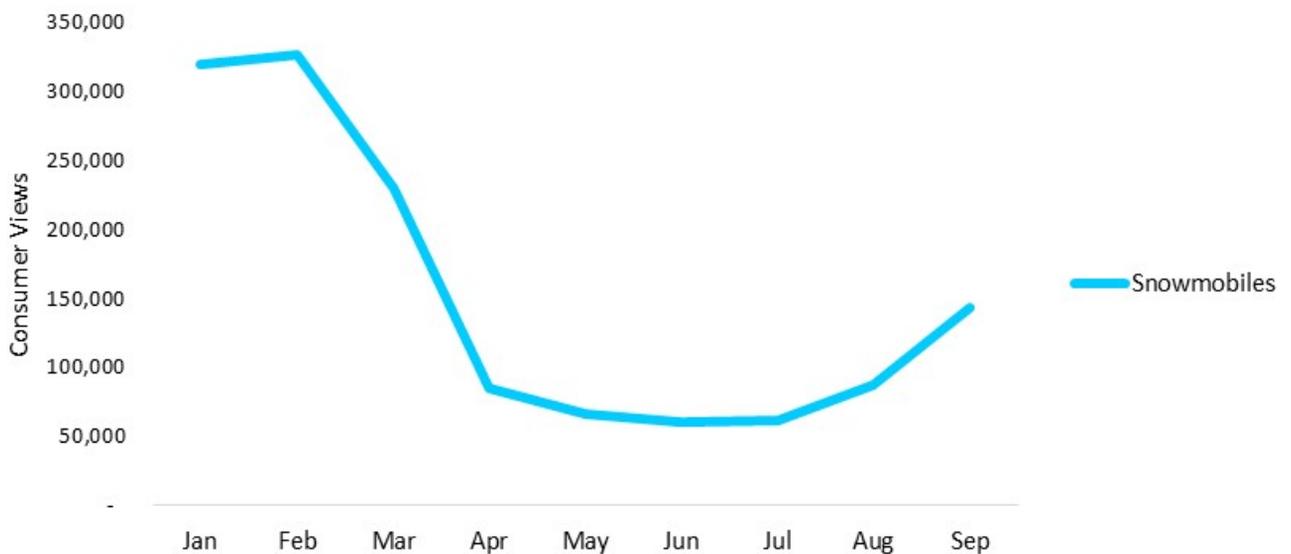
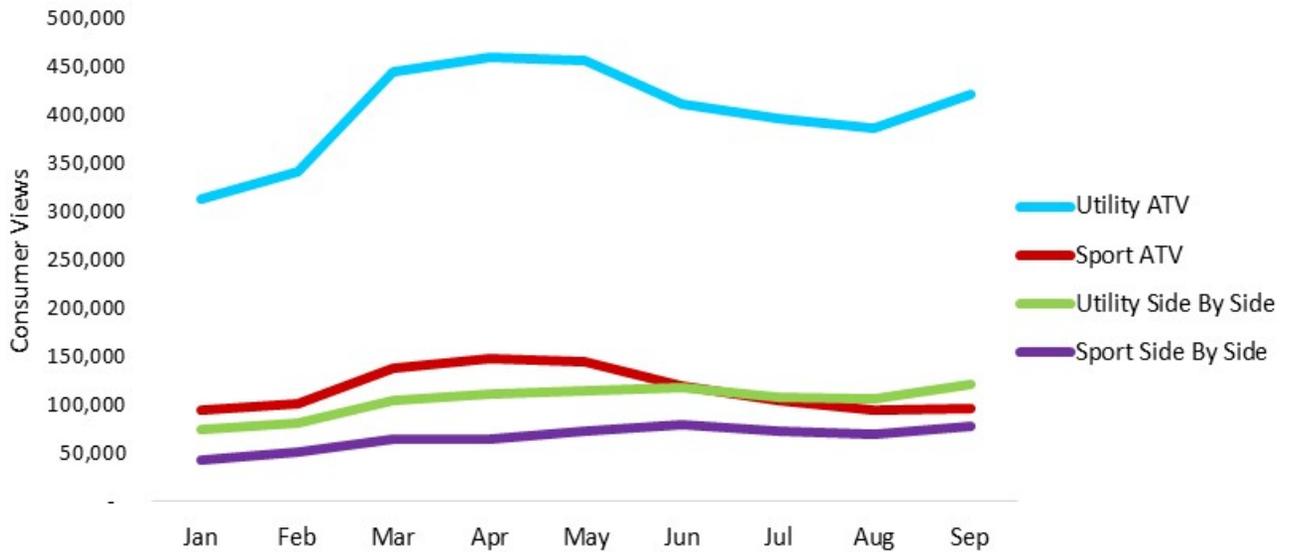
# Powersport Categories

NADAguides.com Category Views By Month in 2015



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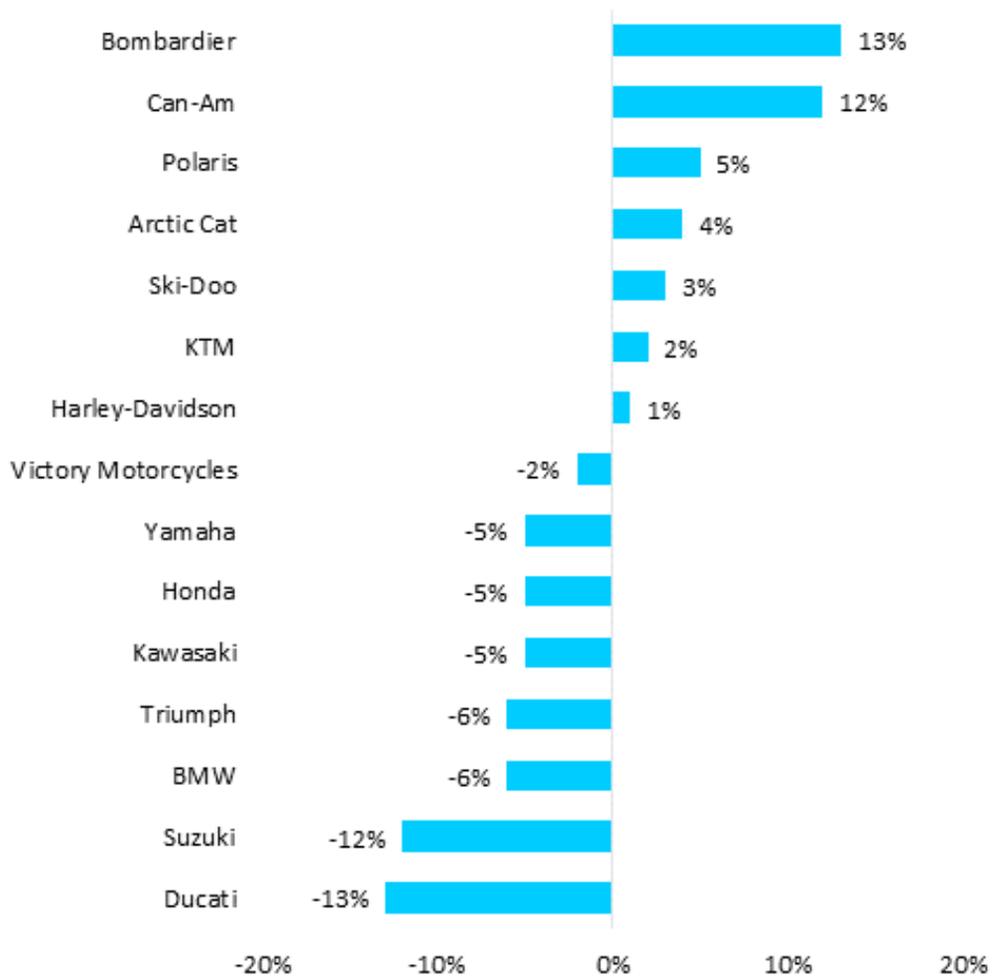


# Powersport Brands

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## YoY Change in Research of Top Powersport Brands on NADAguides.com

The figures below are based on consumer traffic on NADAguides.com and are calculated by comparing the percentage change of consumer interest, for the top 15 researched manufacturers, January-September 2014 as compared to January-September 2015.

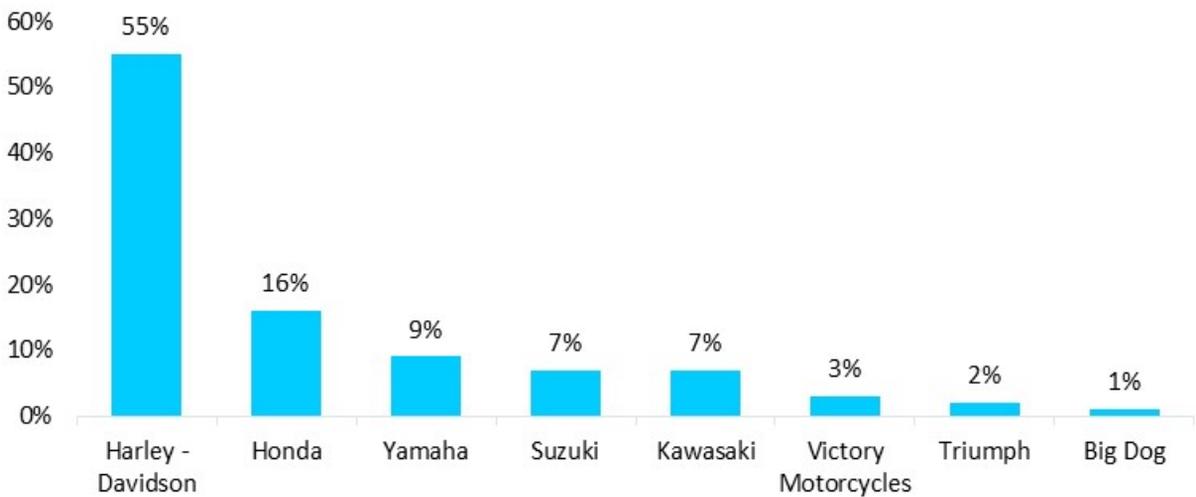


# Motorcycle Brands

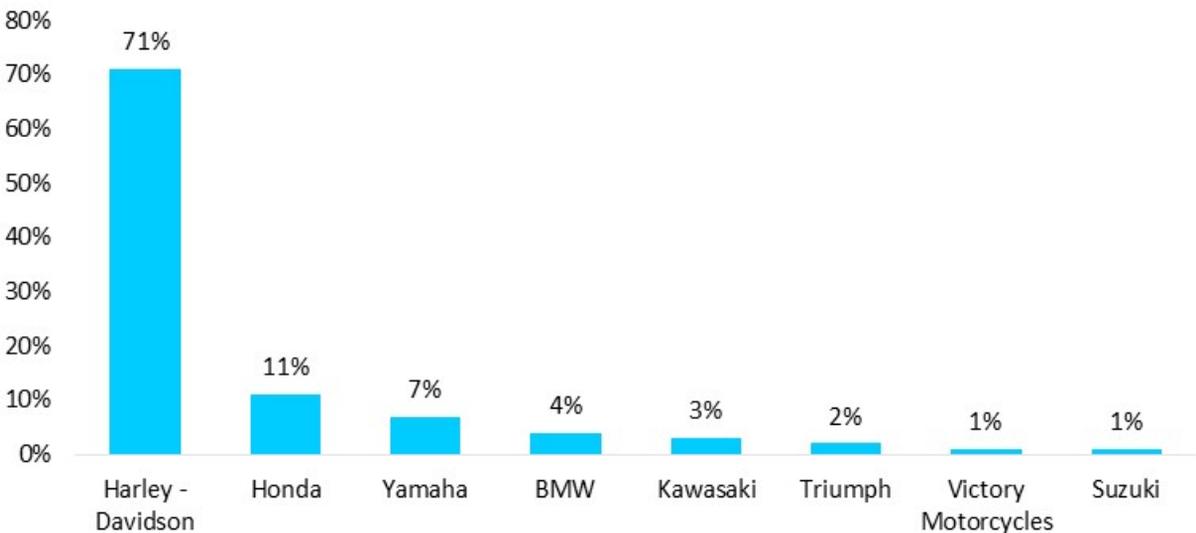
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NADAguides.com Top Researched Brands in 2015 Year-To-Date

## Cruiser Brands



## Touring Brands

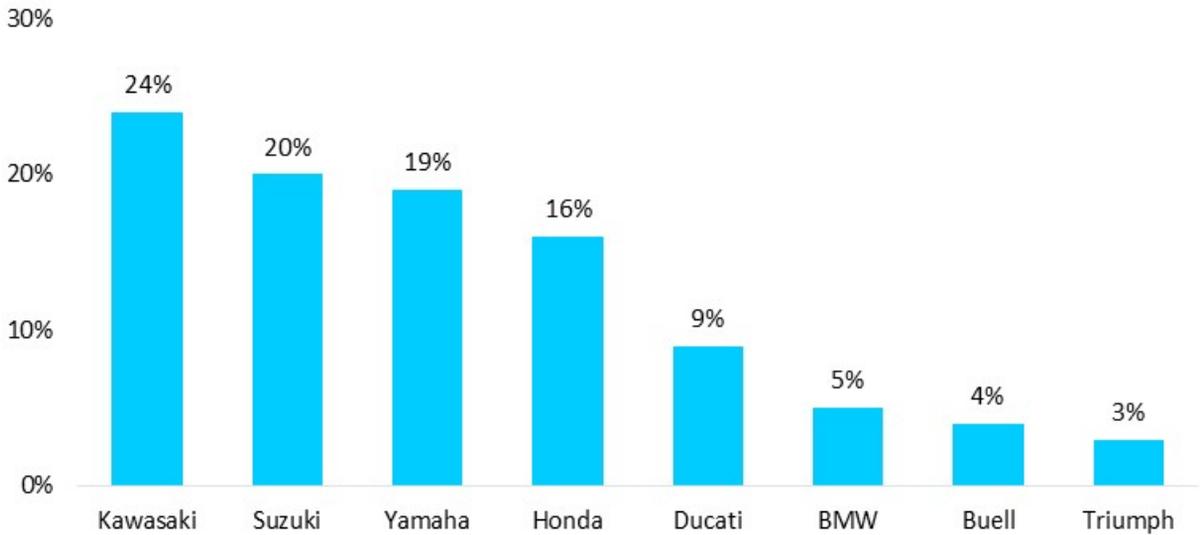


# Motorcycle Brands

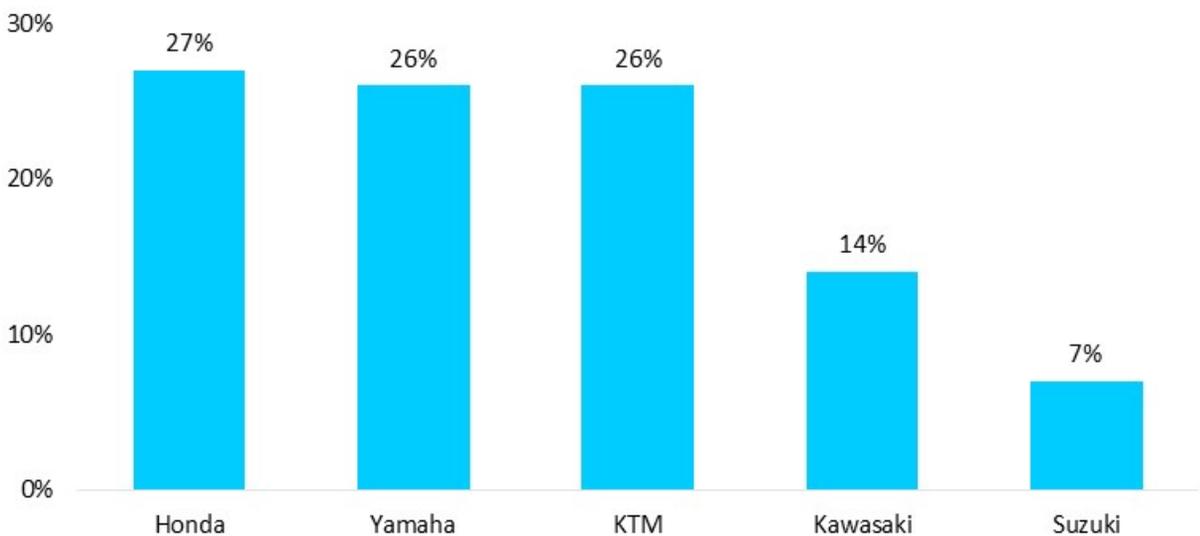
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NADAGuides.com Top Researched Brands in 2015 Year-To-Date

## Sportbike Brands



## Off-Highway Brands

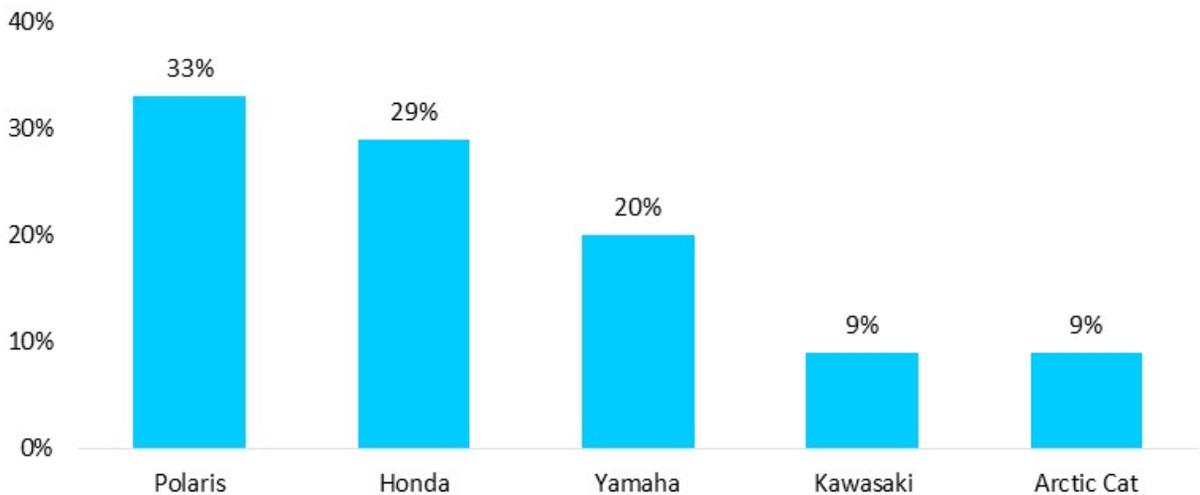


# Off-Road Vehicle Brands

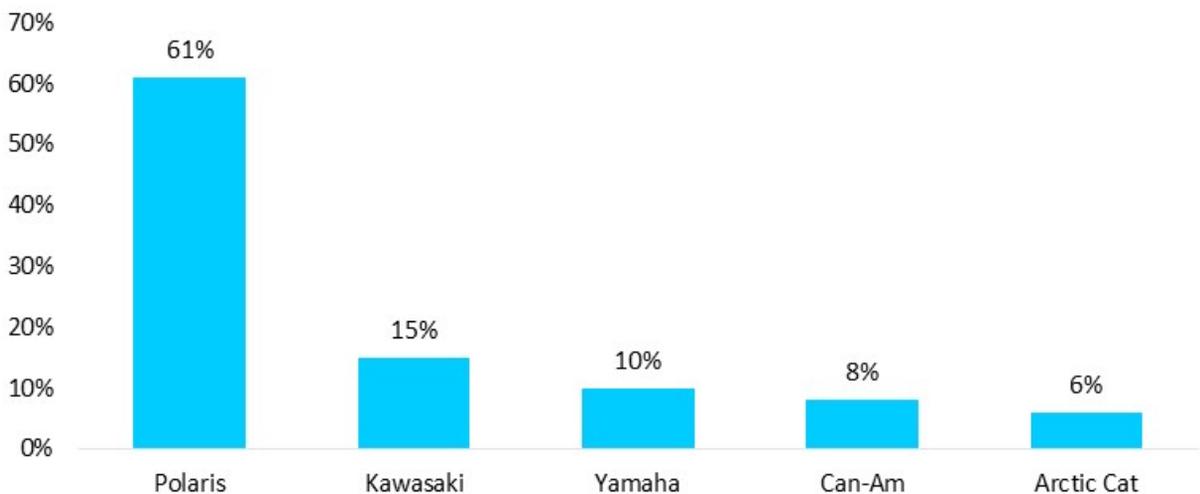
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NADAguides.com Top Researched Brands in 2015 Year-To-Date

## All-terrain Vehicle Brands



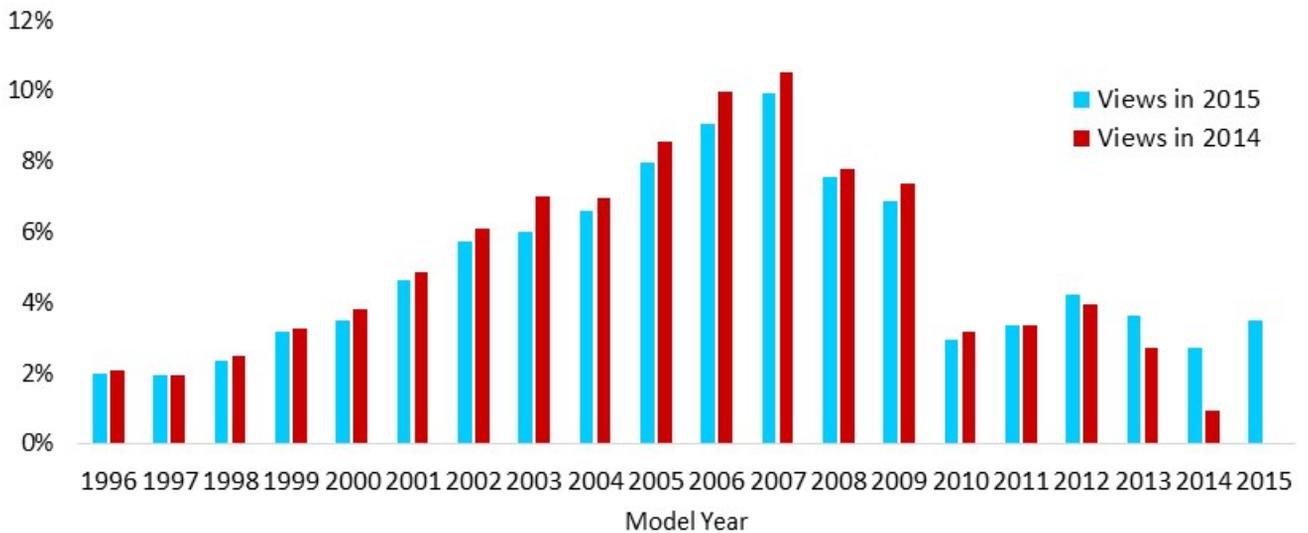
## Side By Side Brands



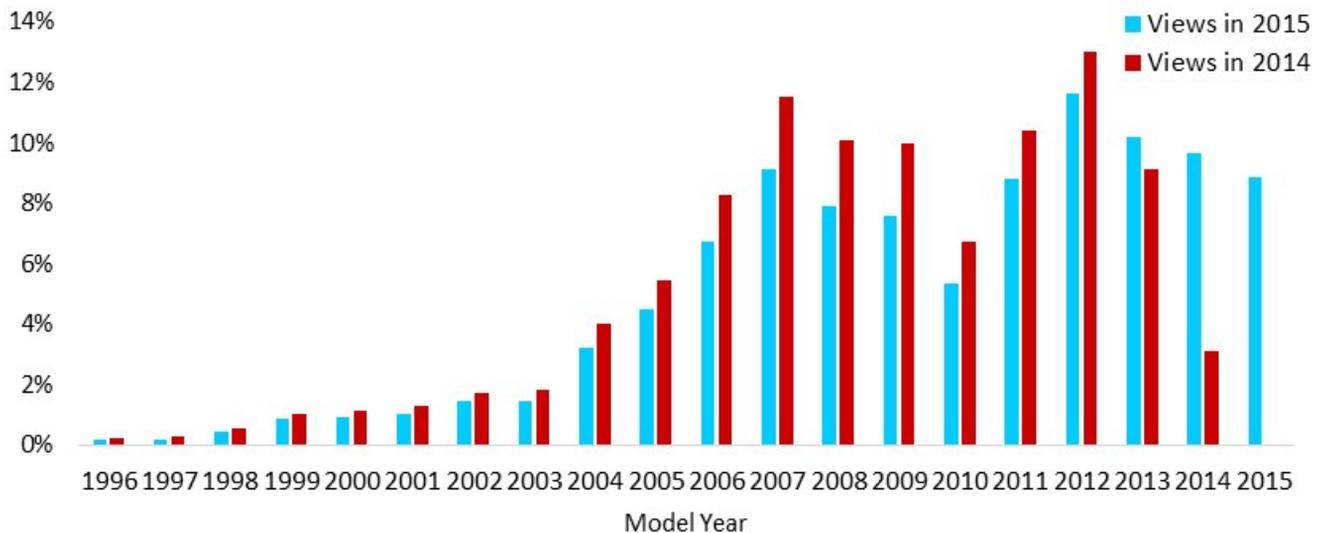
# Model Years

## NADAguides.com Top Researched Model Years by Category

### Cruisers



### Utility Side By Sides

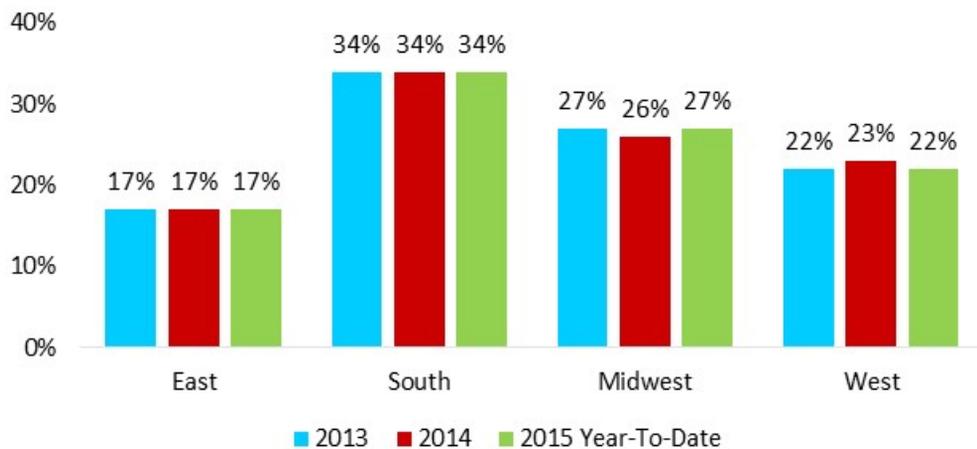


# Web Traffic by Region

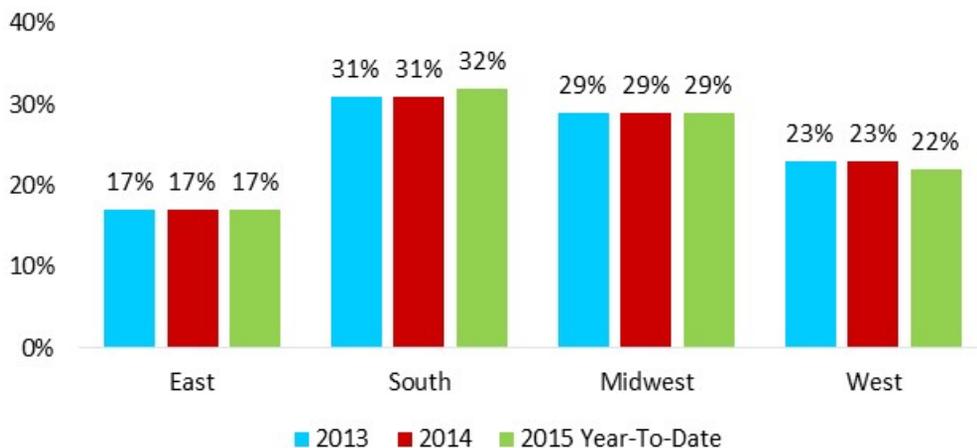
## Regional Distribution of NADAguides.com Traffic

The NADAguides powersports data is based on national averages; however, our analysts recognize the significance of regional variance by unit type. The following charts represent consumer traffic based on four regions. Traffic percentages for 2013 and 2014 are offered as a comparison to the year-to-date 2015 traffic.

### Motorcycles



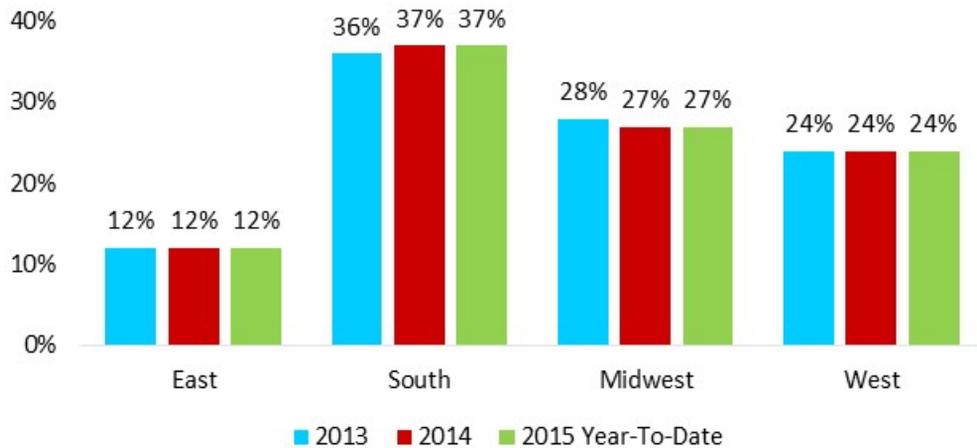
### All-terrain Vehicles



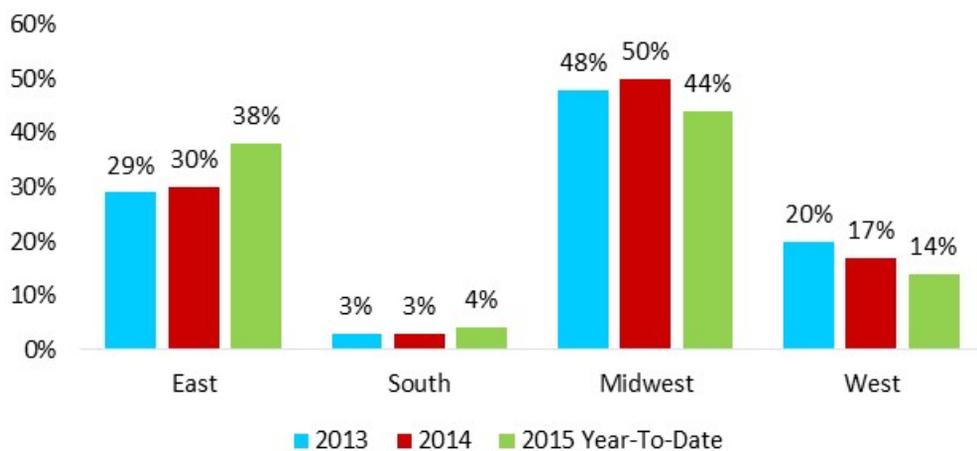
# Web Traffic by Region

## Regional Distribution of NADAguides.com Traffic in 2015

### Side By Sides



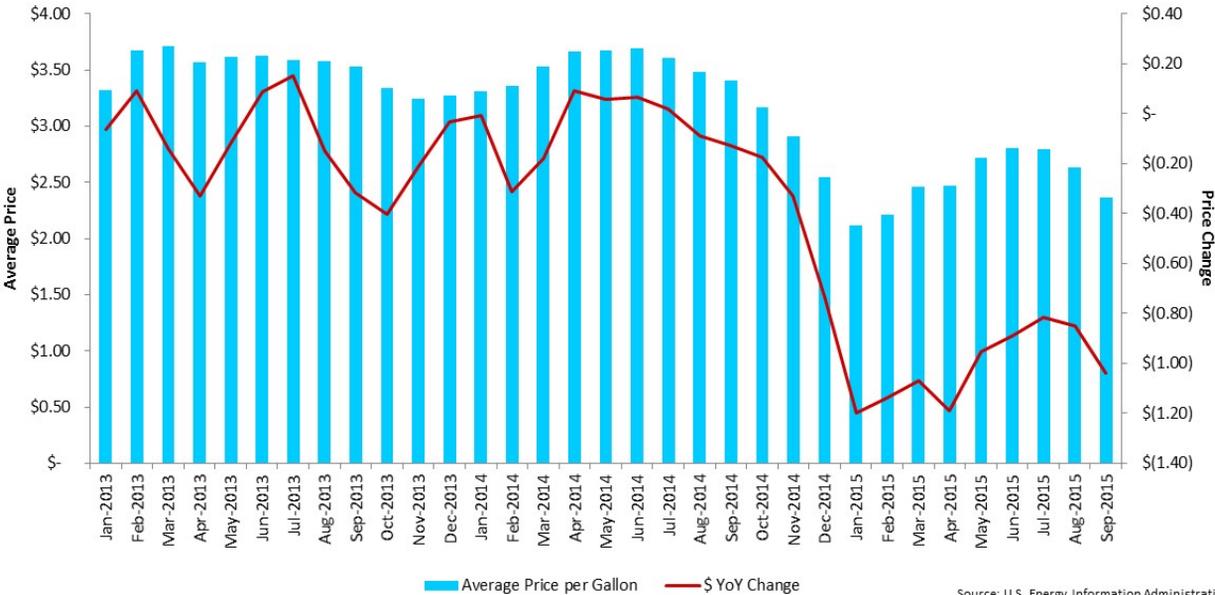
### Snowmobiles



# Fuel Price Data

A view of the national average gasoline prices and year-over-year change is supplied to provide support for longer-term strategic planning.

## Regular Grade Gasoline Prices (All Formulations)

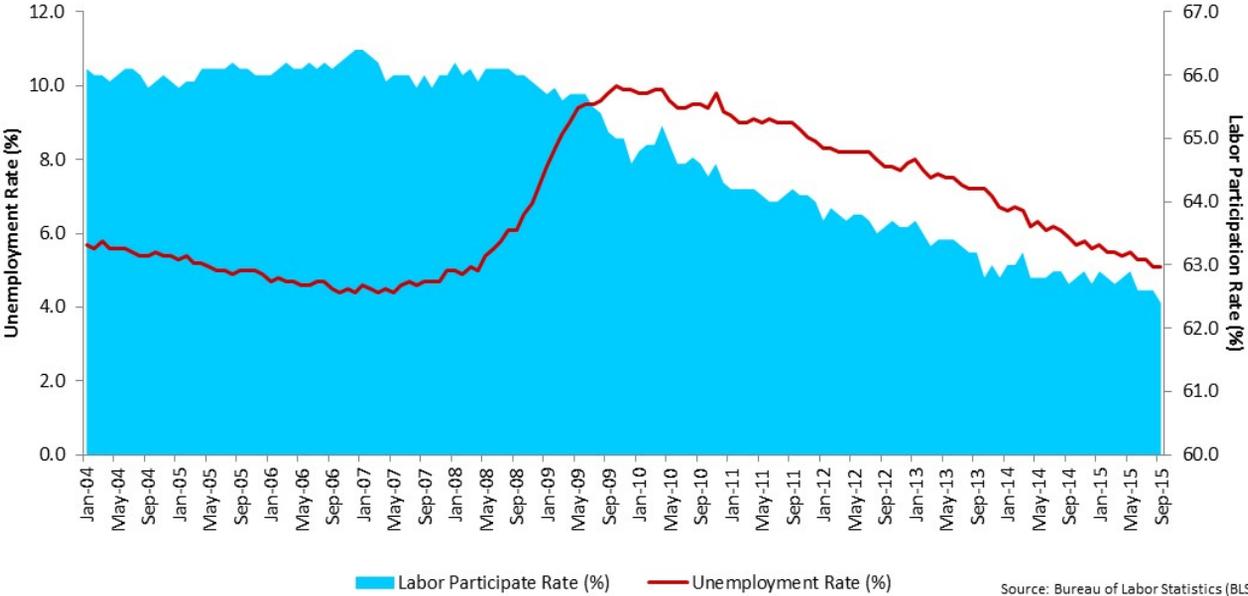


Source: U.S. Energy Information Administration



# Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)



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