

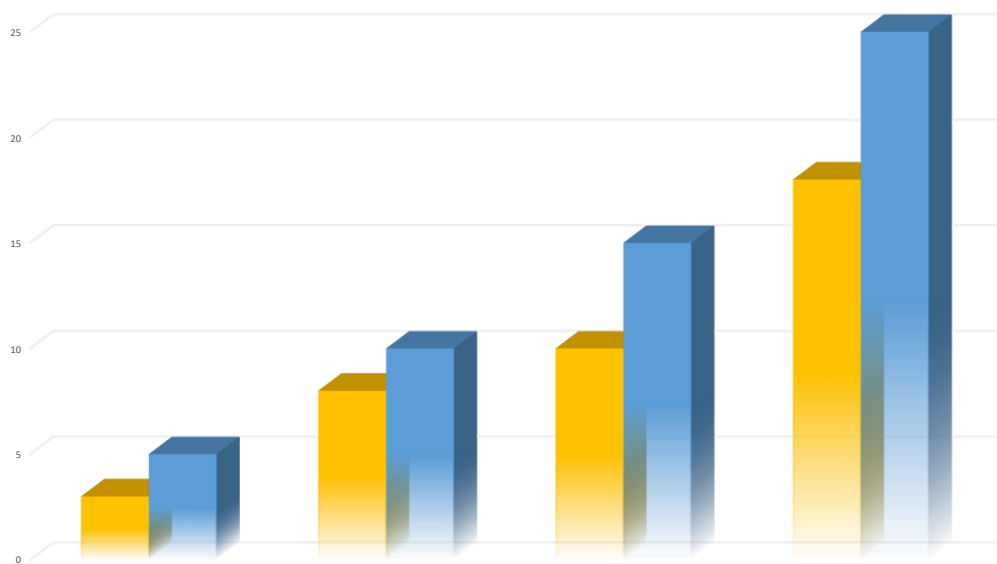
2019 Year-End

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



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Industry Overview

Powersports Market Update

Motorcycles finished the year strong, with cruisers performing better than the previous two years, and sportbikes on par with a strong 2018, ultimately beating last year in the fourth quarter. Both segments brought an average of 3.6% more money year-over-year. Like last year, motorcycles lost less of their value in the fourth quarter compared to the more volatile 2017.

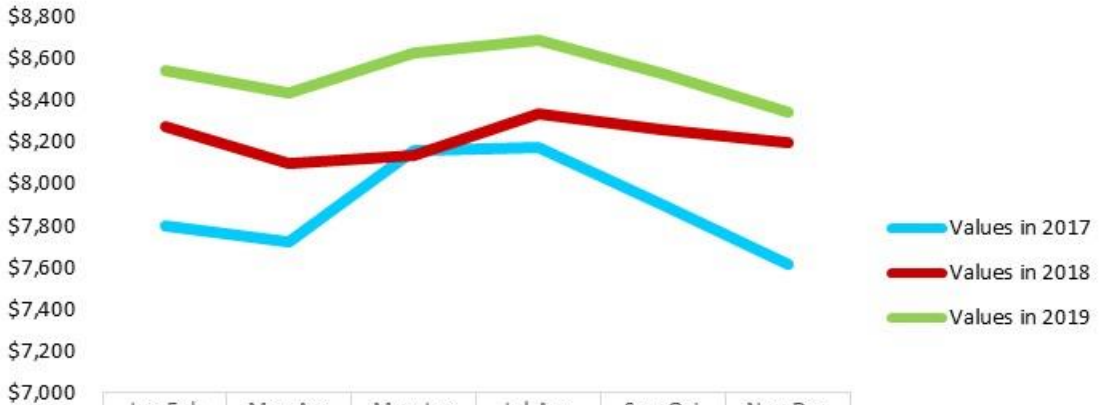
Side-by-sides had a mixed year. Pricing for units in the sport segment was essentially identical to 2018 on average, starting the year on higher ground, then not seeing as strong a midyear bump, and ultimately remaining stable to close out the year. Pricing for utilities was lower than 2017 and 2018, averaging 3.3% less than last year.

Looking forward, employment figures remain extremely strong, supporting record levels of consumer spending. We don't foresee much change in most economic measures in the first half of the year.

Powersports Values

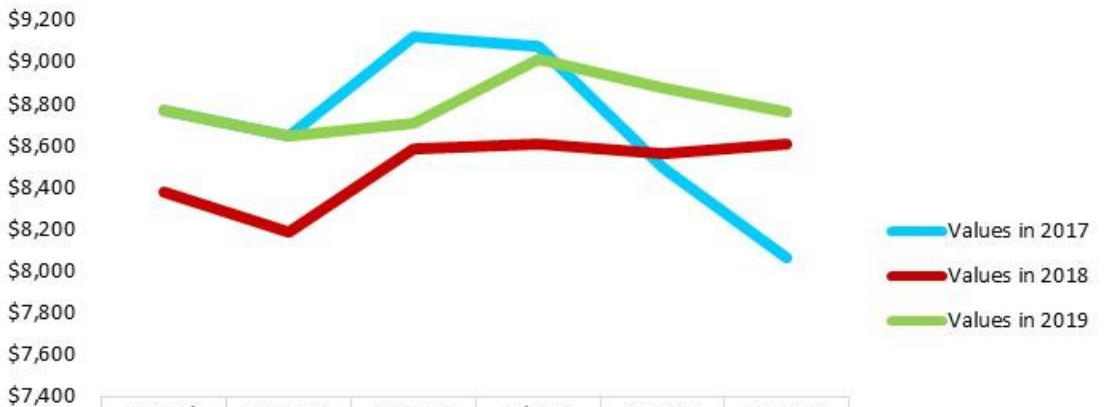
Average Retail Value by Category - Values for the Last 10 Model Years

Cruisers



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$7,796	\$7,725	\$8,161	\$8,173	\$7,899	\$7,612
Values in 2018	\$8,277	\$8,095	\$8,137	\$8,336	\$8,260	\$8,201
Values in 2019	\$8,542	\$8,434	\$8,626	\$8,689	\$8,530	\$8,348

Sportbikes

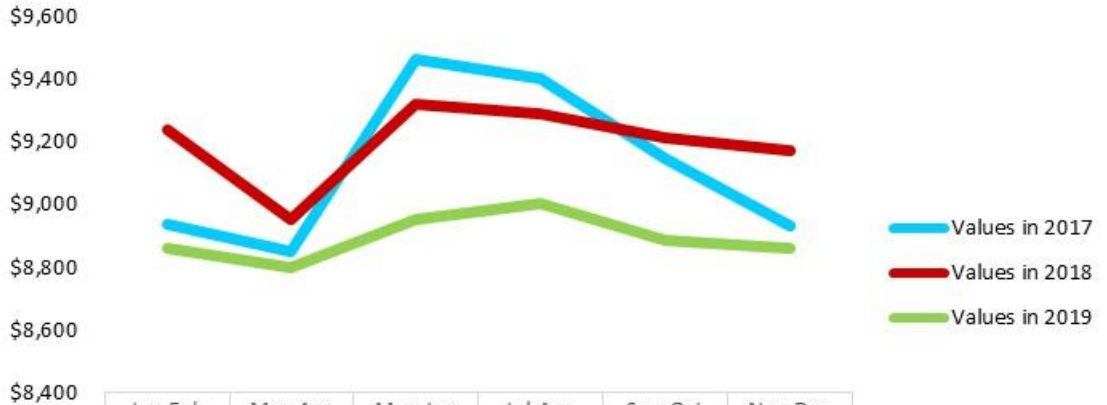


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$8,771	\$8,644	\$9,118	\$9,075	\$8,491	\$8,061
Values in 2018	\$8,377	\$8,190	\$8,584	\$8,610	\$8,562	\$8,608
Values in 2019	\$8,771	\$8,644	\$8,710	\$9,011	\$8,875	\$8,764

Powersports Values

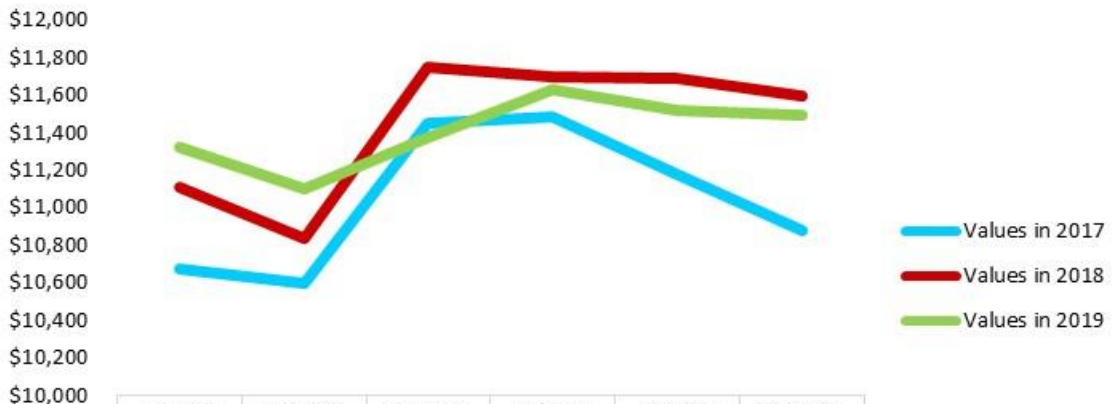
Average Retail Value by Category - Values for the Last 10 Model Years

Utility Side By Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$8,939	\$8,853	\$9,466	\$9,404	\$9,149	\$8,931
Values in 2018	\$9,238	\$8,956	\$9,323	\$9,293	\$9,215	\$9,173
Values in 2019	\$8,862	\$8,800	\$8,954	\$9,007	\$8,888	\$8,861

Sport Side By Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2017	\$10,679	\$10,603	\$11,454	\$11,482	\$11,177	\$10,884
Values in 2018	\$11,107	\$10,833	\$11,750	\$11,697	\$11,686	\$11,600
Values in 2019	\$11,327	\$11,104	\$11,378	\$11,627	\$11,523	\$11,495

Powersports Values vs. Traffic

Average Retail Value and Traffic Views by Category

Cruisers



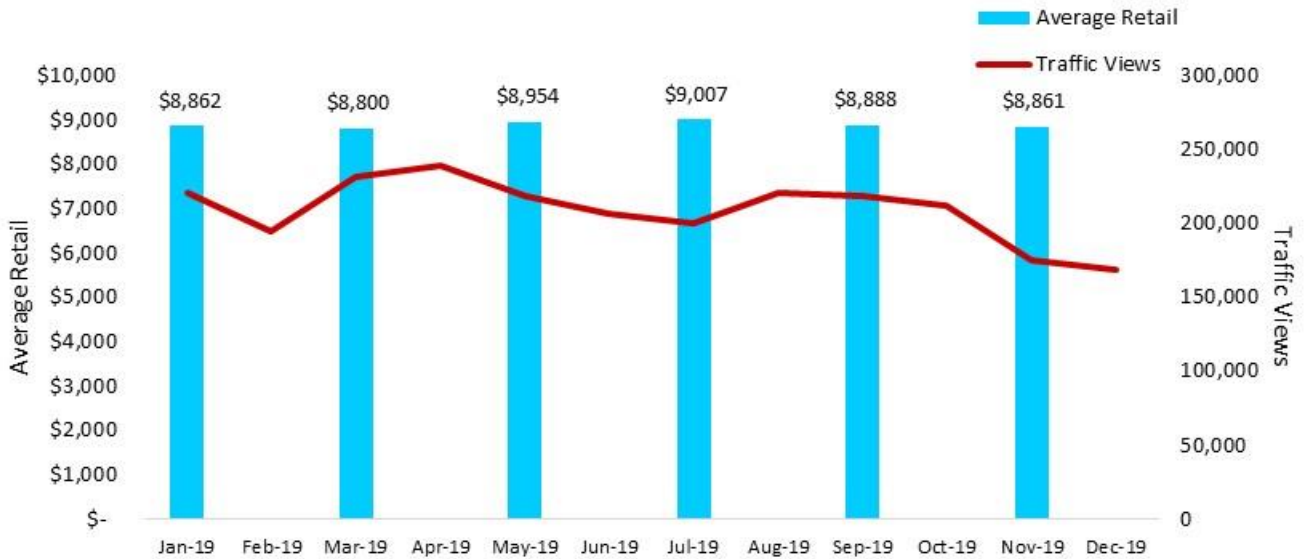
Sportbikes



Powersports Values vs. Traffic

Average Retail Value and Traffic Views by Category

Utility Side By Sides

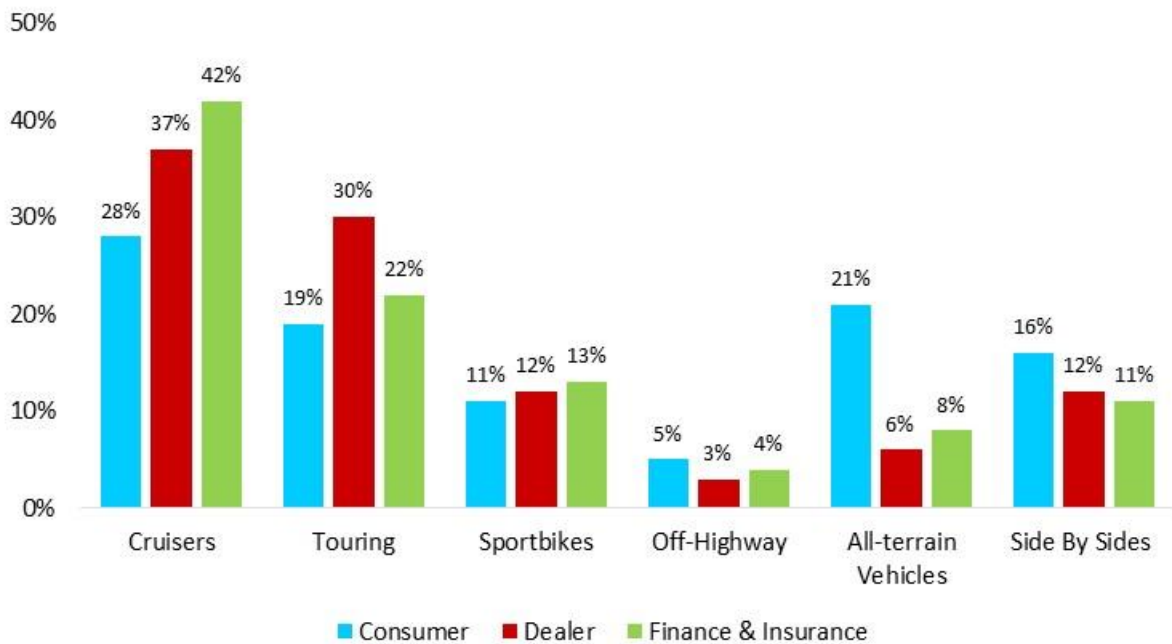


Sport Side By Sides



Powersports Categories

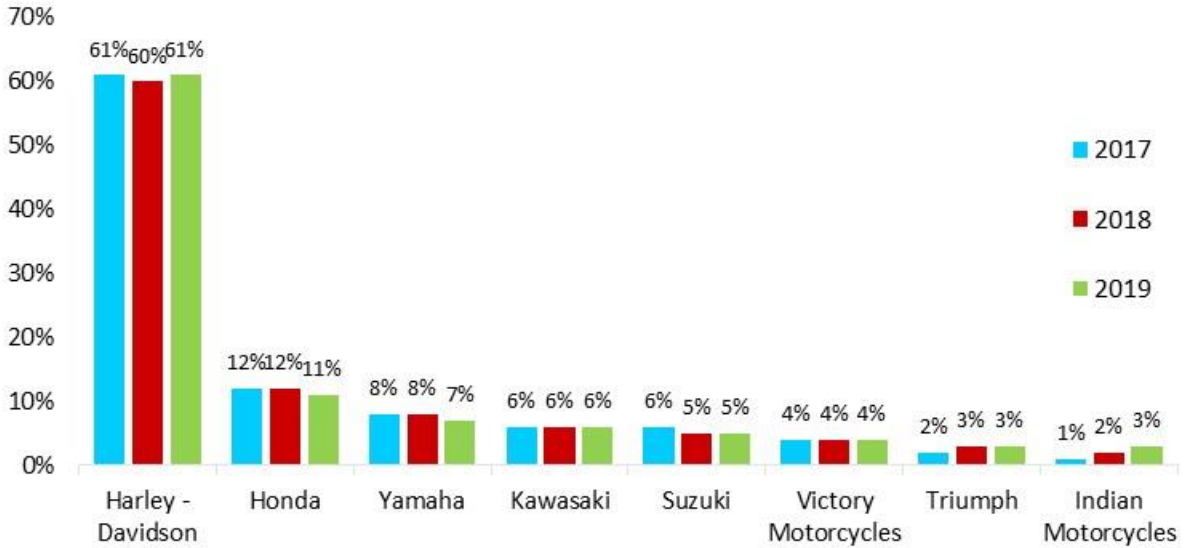
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2019



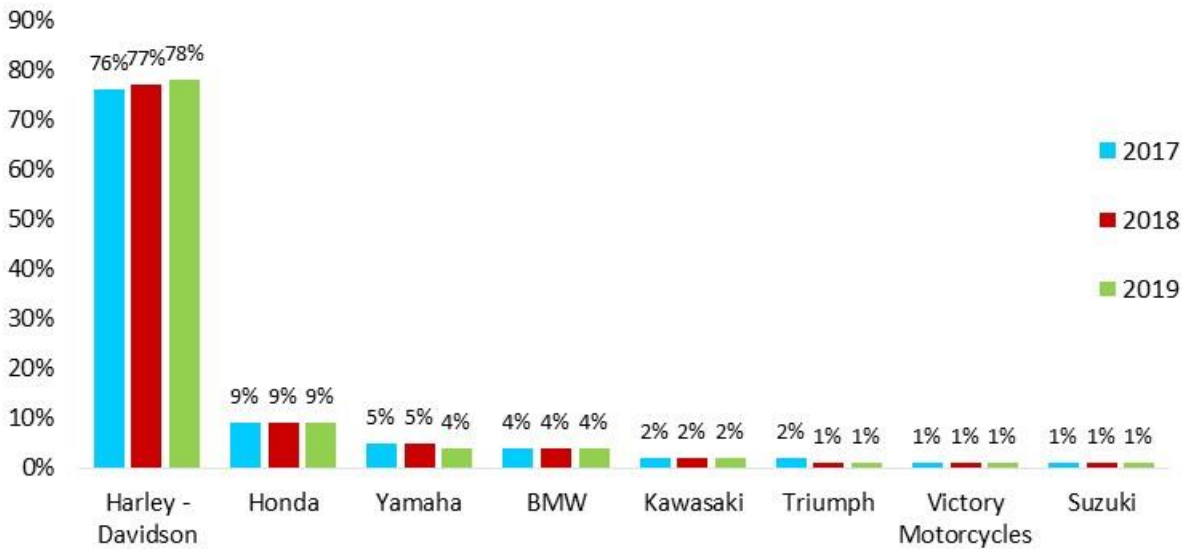
Motorcycle Brands

NADAguides.com Top Researched Brands Year-Over-Year

Cruiser Brands



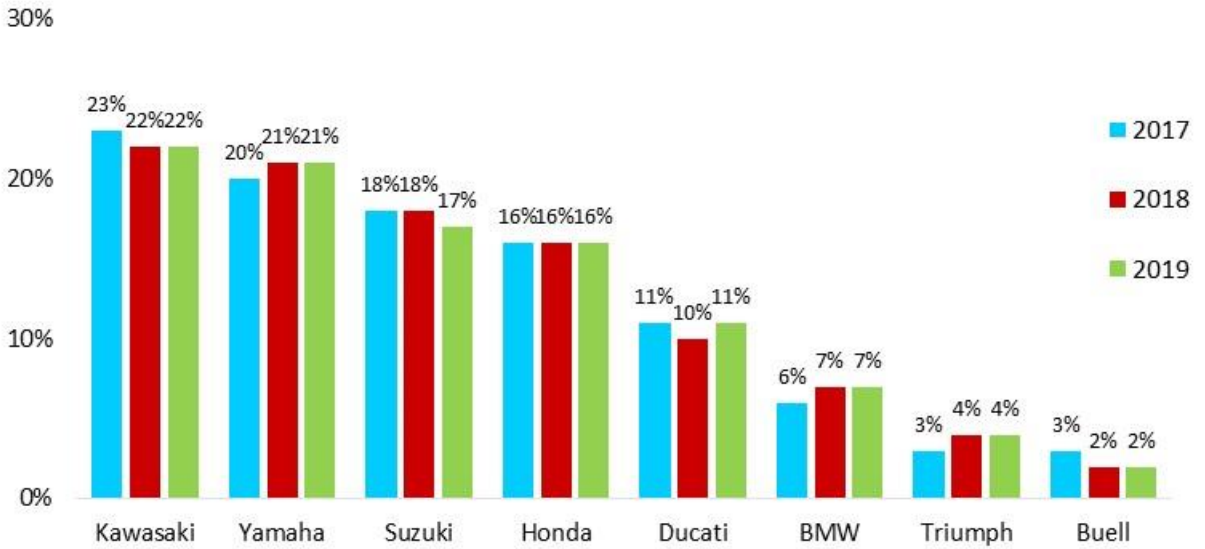
Touring Brands



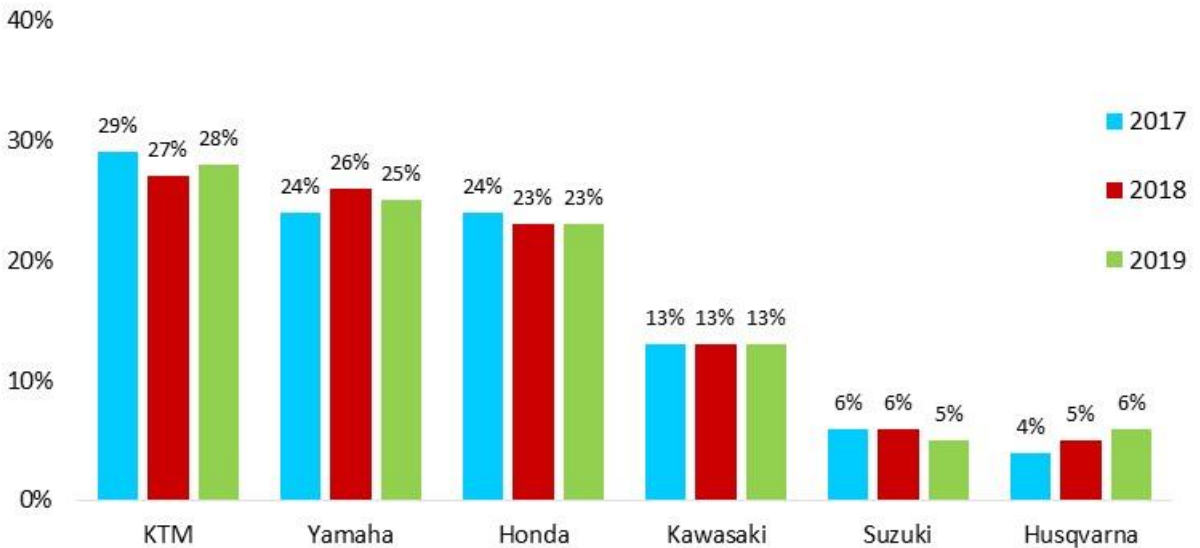
Motorcycle Brands

NADAguides.com Top Researched Brands Year-Over-Year

Sportbike Brands



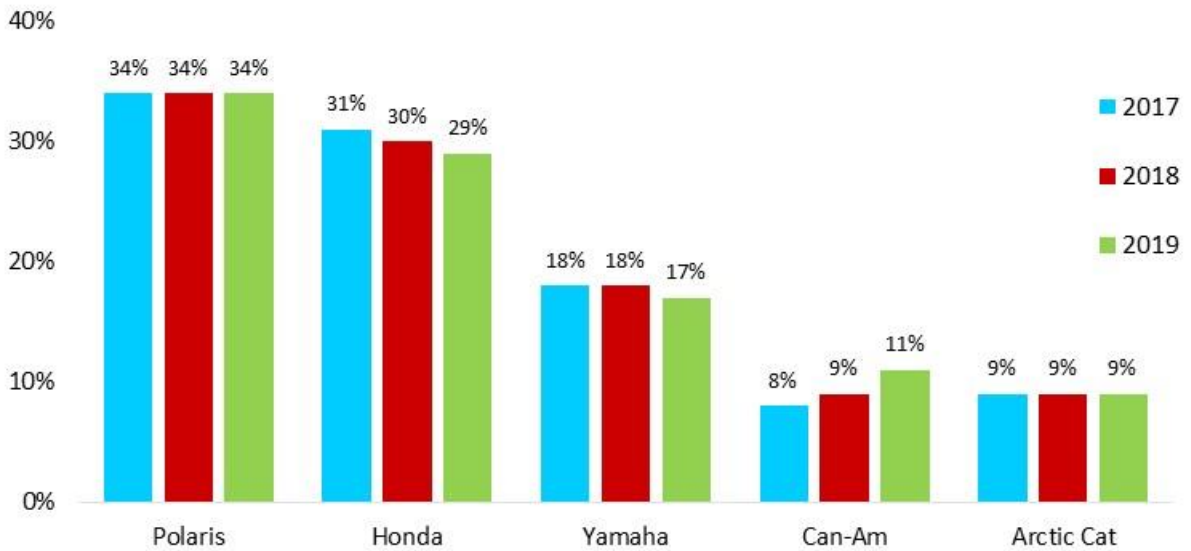
Off-Highway Brands



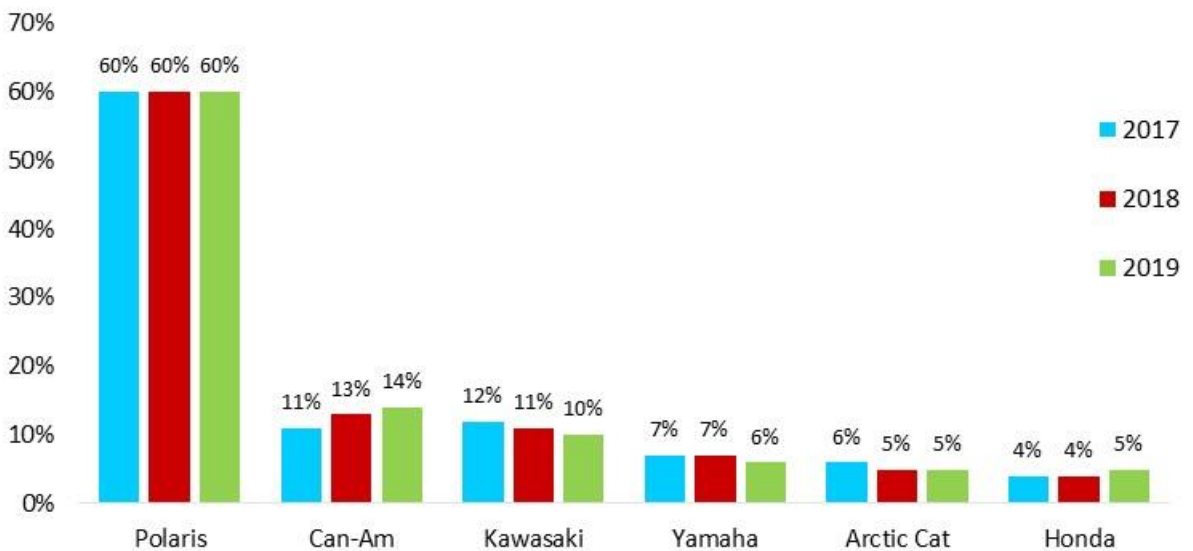
Off-Road Vehicle Brands

NADAguides.com Top Researched Brands Year-Over-Year

All-terrain Vehicle Brands



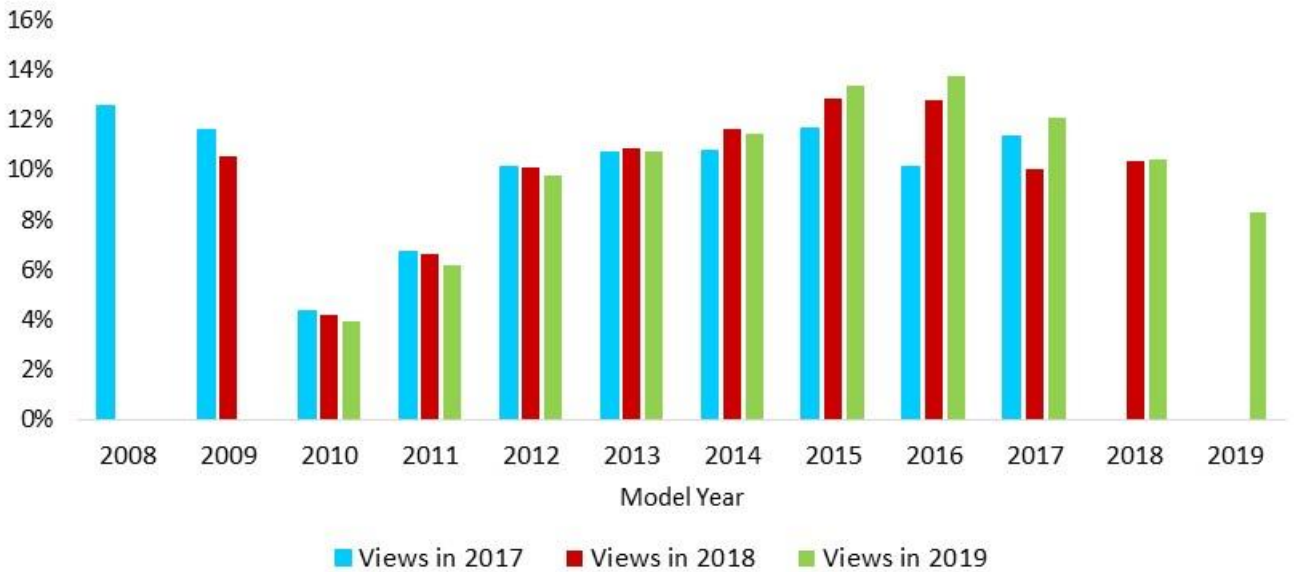
Side By Side Brands



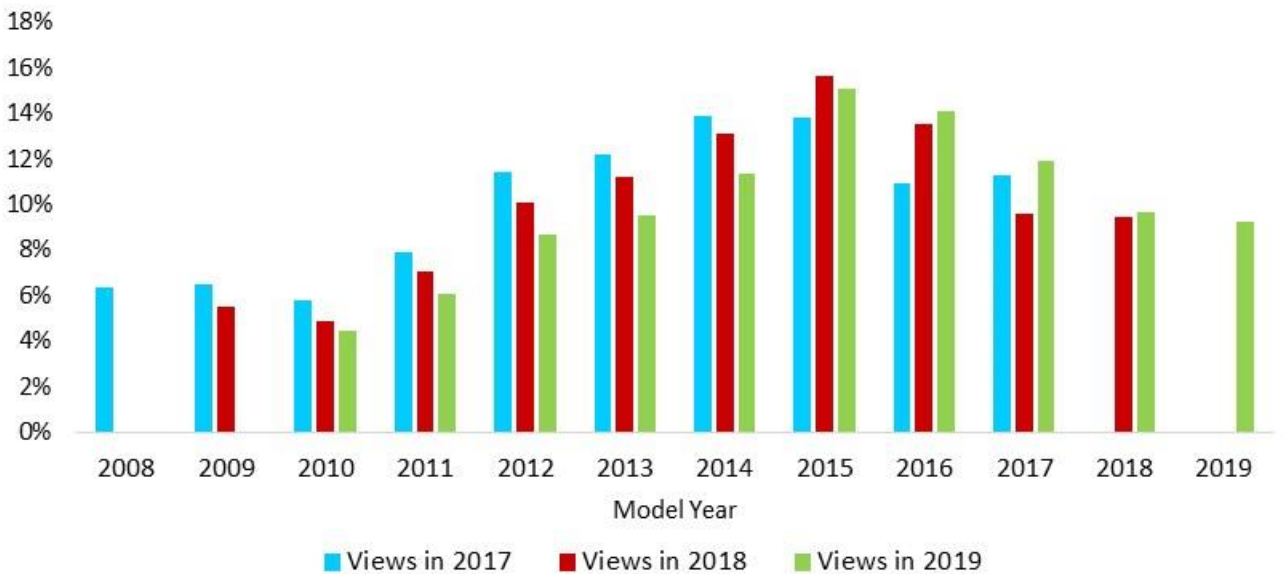
Model Years

NADAguides.com Top Researched Model Years by Category

Sportbikes



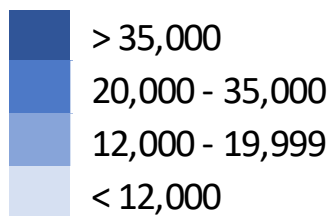
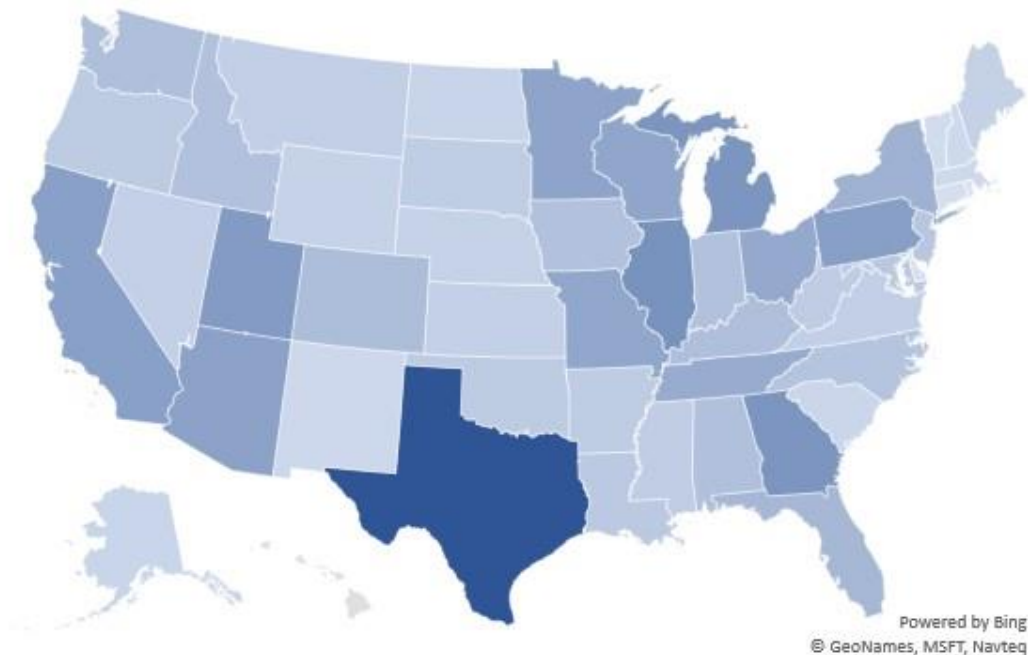
Utility Side By Sides



Web Traffic by State

NADAguides.com Traffic by State in 2019

Side By Sides



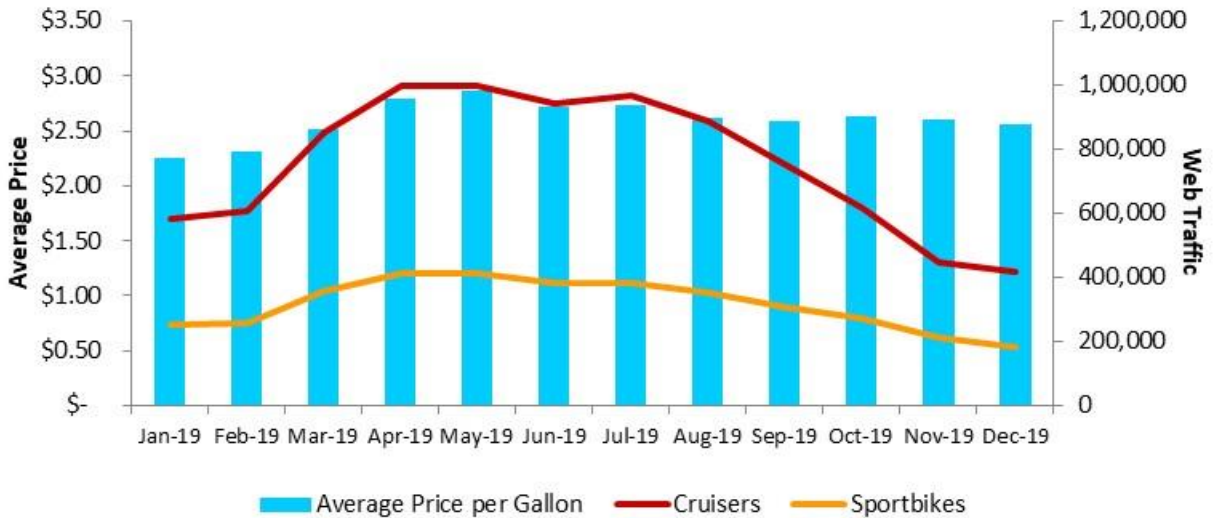
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Fuel Price Data

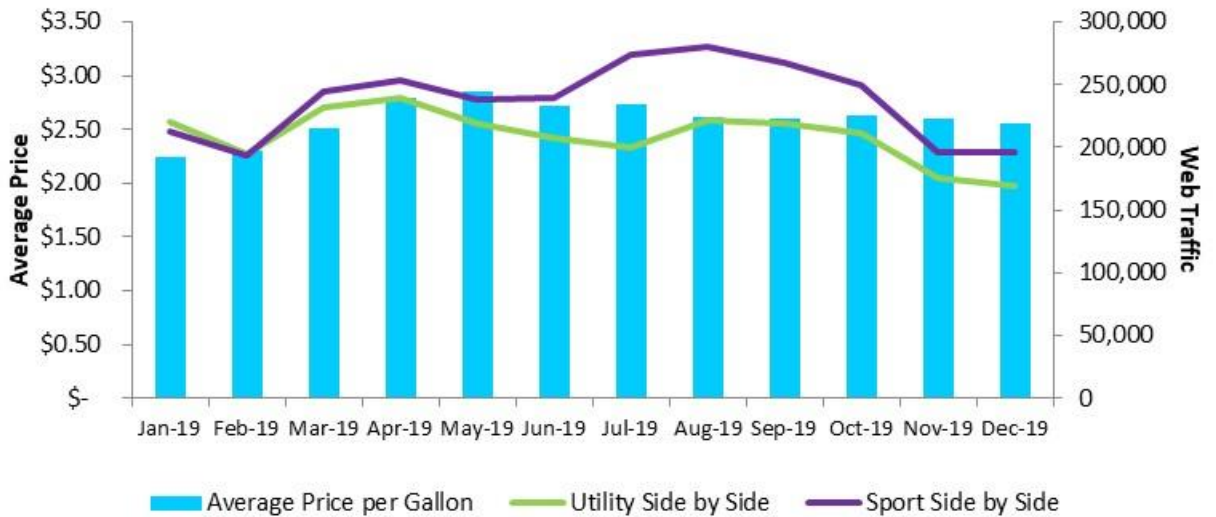
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

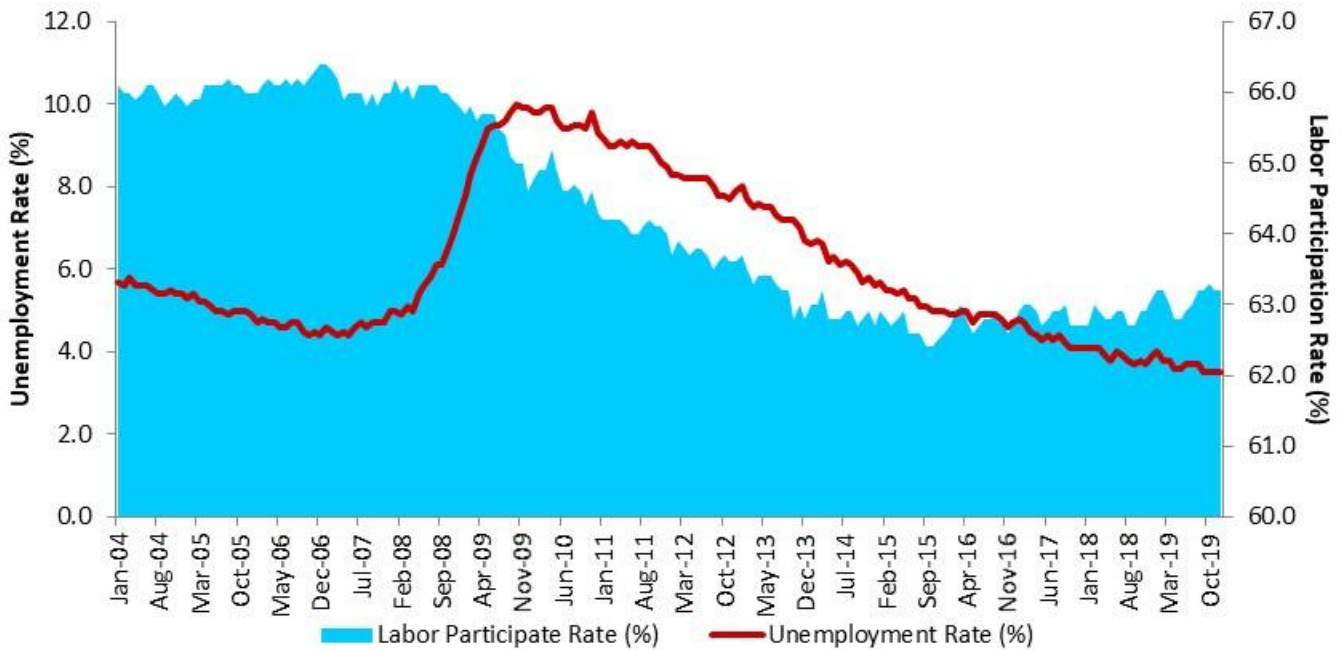
Side By Sides



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)

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