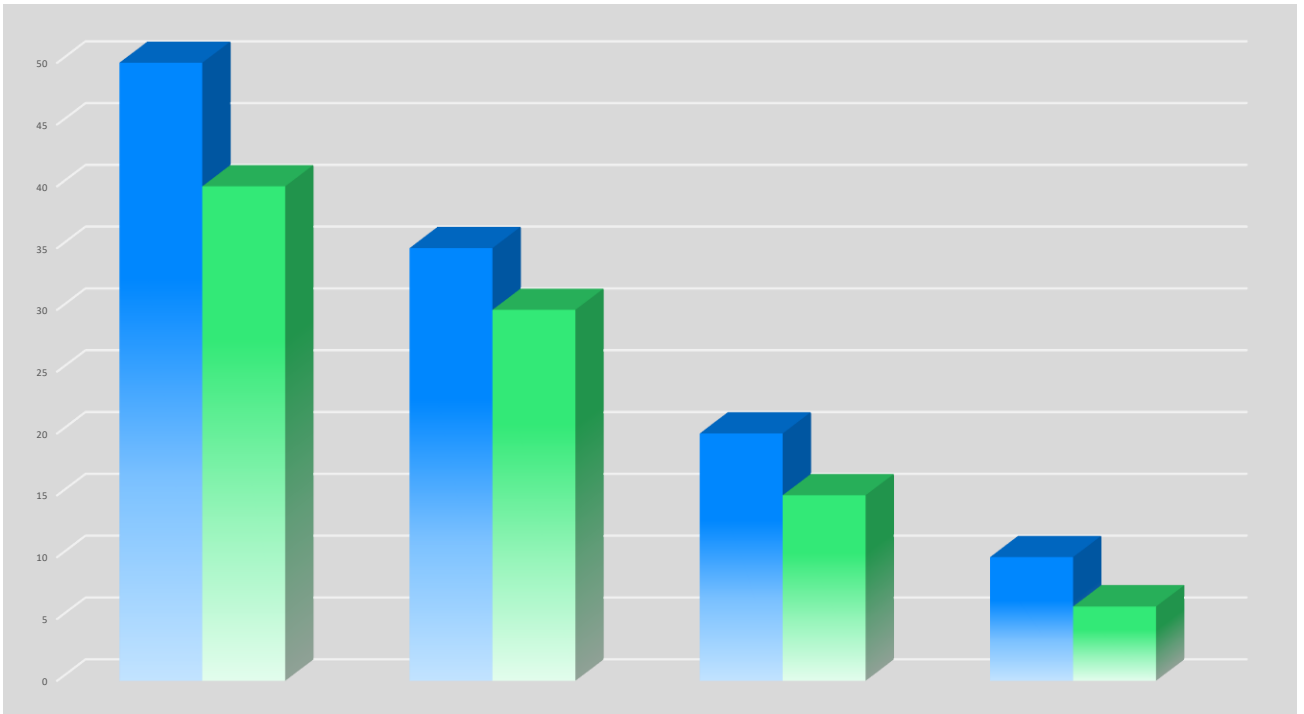


J.D. POWER



Market Insights

POWERSPORTS
2020 Year-End Review

Powersports Market Industry Overview

Powersport values across-the-board had a strong year, as new enthusiasts entered the market and existing riders shopped for new bikes and side-by-sides. Starting in the 2nd quarter, the pandemic shifted discretionary funds from restaurants and vacations to recreational equipment and vehicles.

In the motorcycle segment, cruiser and sportbike values increased steeply once warmer months hit. Cruisers finished the year 2.2% ahead of last year, but that difference was much greater if we compare the 2nd half of each year. Sportbikes saw an even greater uptick, finishing the year 4.8% ahead of 2019, with similar acceleration in 2H 2020.

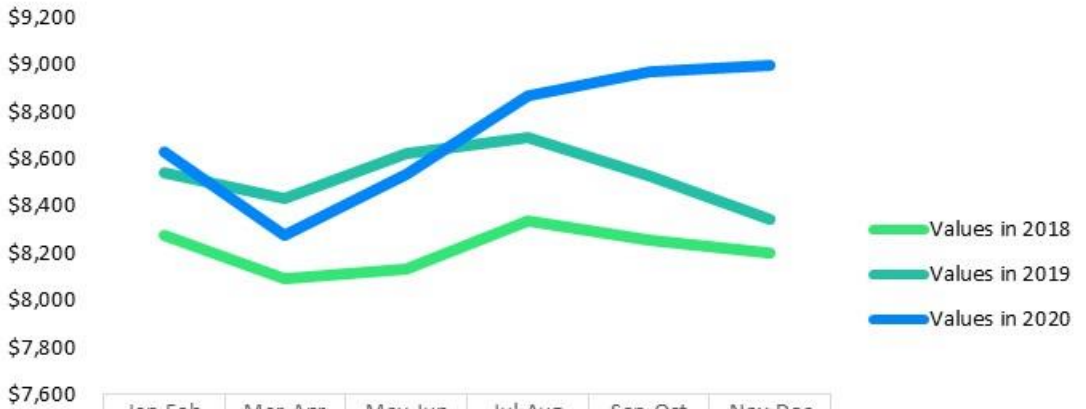
Side-by-sides really took off in the 2nd quarter. Utility side-by-sides brought 8.7% more money year-over-year, but the increase in the 2nd half of 2020 was even more dramatic. Sport side-by-sides brought 6.5% more money year-over-year, and also had a strong 2nd half.

With values remaining strong through the 4th quarter, motorcycles and side-by-sides start 2021 on good footing. Demand could start to look more typical once the pandemic recedes and consumers start spending more on travel, but the events of 2020 attracted a new crop of enthusiasts to our industry, which should support the market going forward.

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 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
Values in 2020	\$8,631	\$8,276	\$8,537	\$8,867	\$8,972	\$9,000

Sportbikes

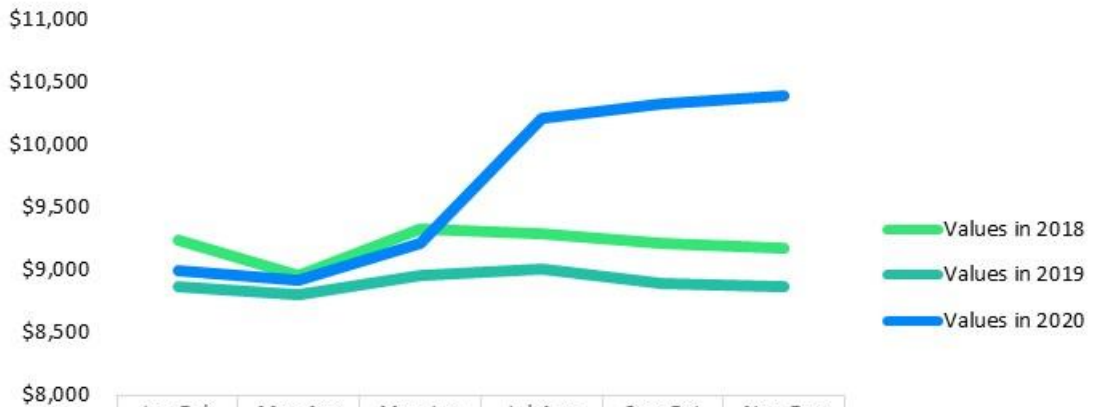


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2018	\$8,377	\$8,190	\$8,584	\$8,610	\$8,562	\$8,608
Values in 2019	\$8,771	\$8,644	\$8,710	\$9,011	\$8,875	\$8,764
Values in 2020	\$9,032	\$8,932	\$8,859	\$9,236	\$9,609	\$9,649

Powersports Values

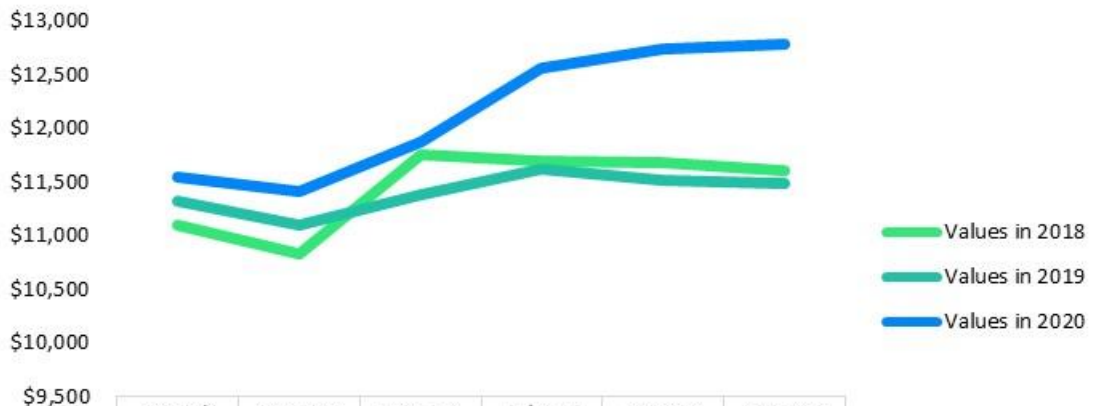
Average Retail Value by Category – Values for the Last 10 Model Years

Utility Side by Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 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
Values in 2020	\$8,989	\$8,912	\$9,208	\$10,212	\$10,329	\$10,389

Sport Side by Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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
Values in 2020	\$11,552	\$11,418	\$11,870	\$12,563	\$12,735	\$12,788

Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Cruisers



Sportbikes



Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Utility Side by Sides

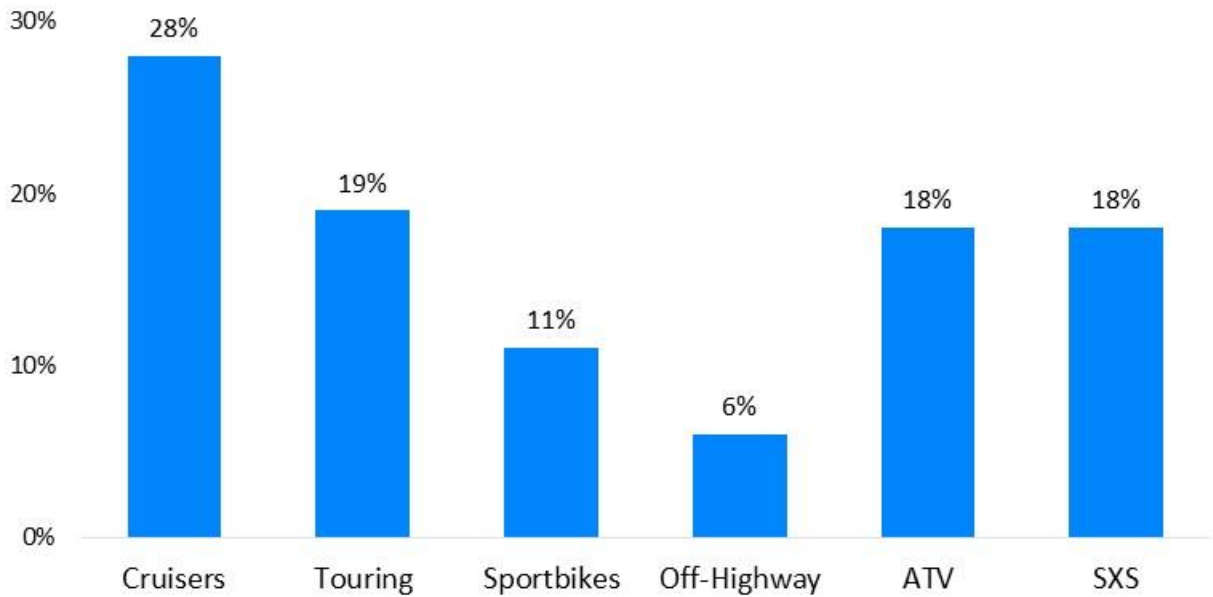


Sport Side by Sides



Powersport Categories

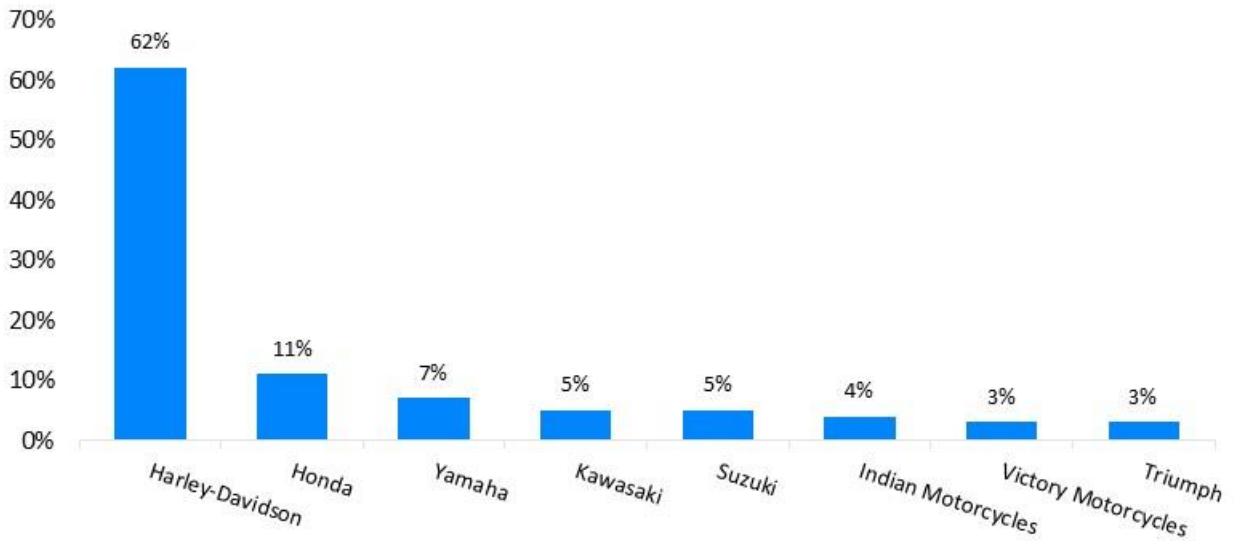
Views in 2020



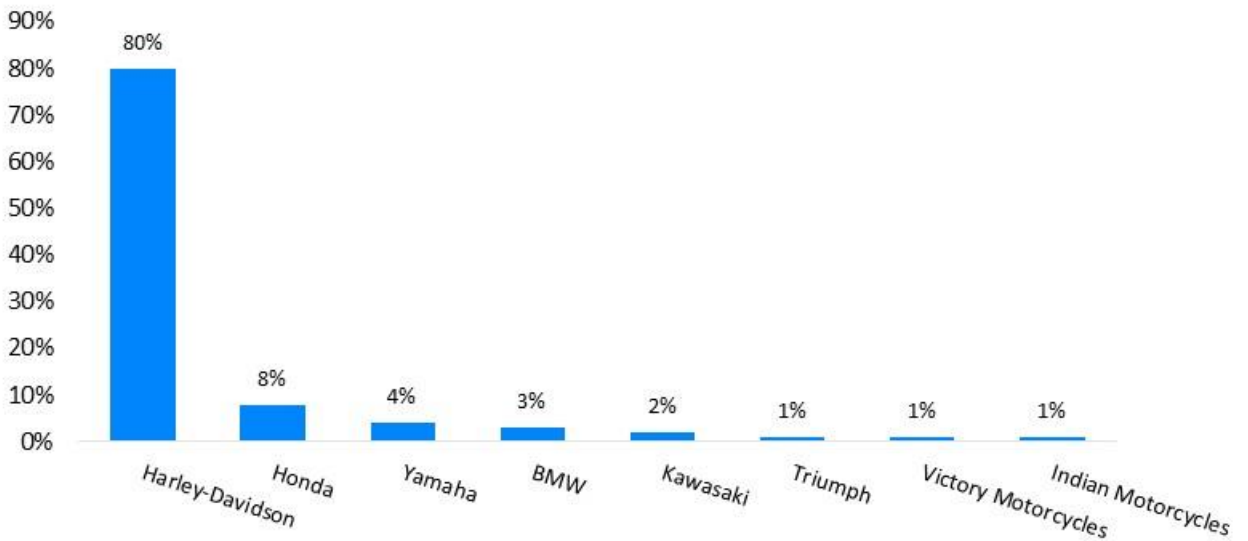
Motorcycle Brands

Top Researched Brands in 2020

Cruiser Brands



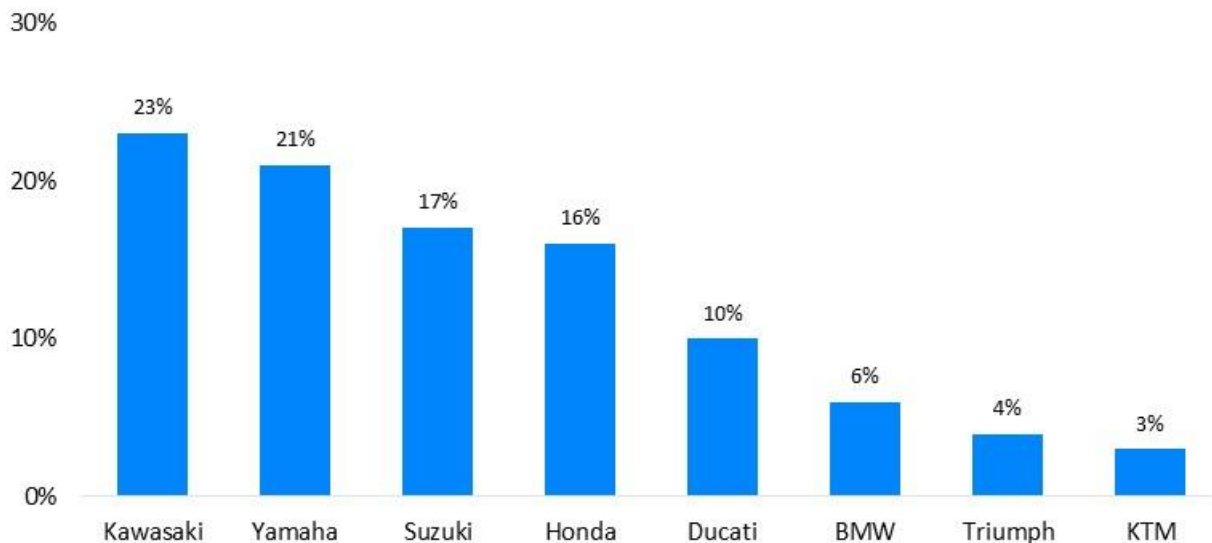
Touring Brands



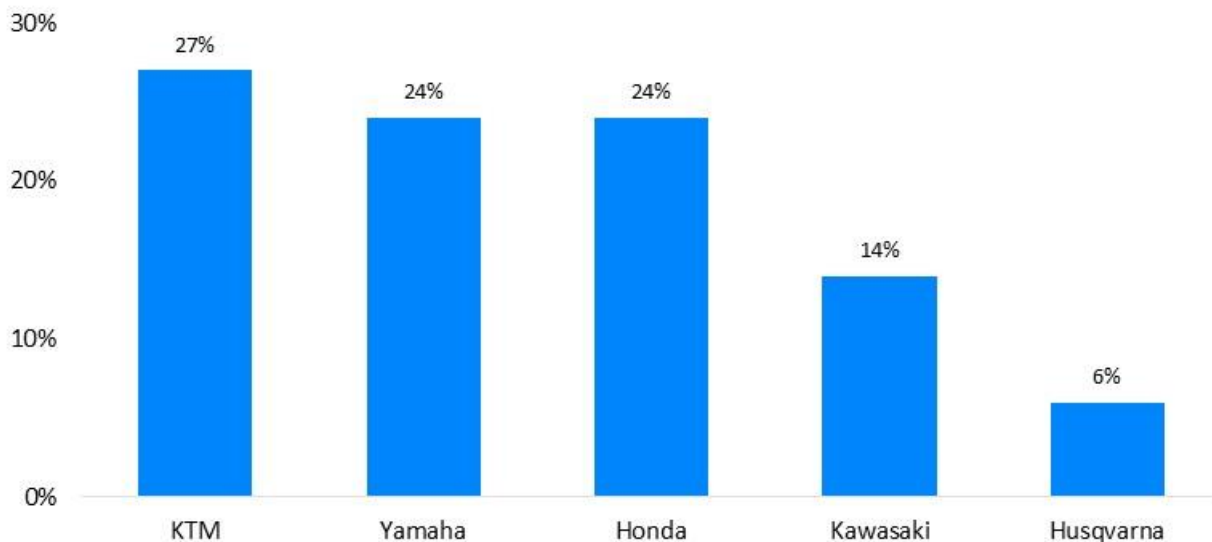
Motorcycle Brands

Top Researched Brands in 2020

Sportbike Brands



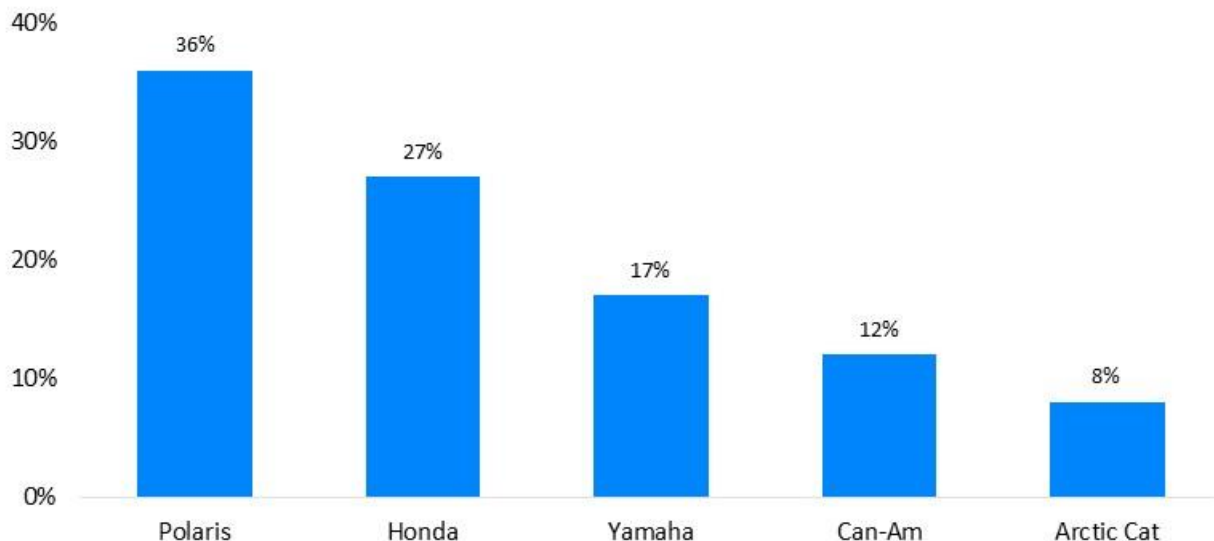
Off-Highway Brands



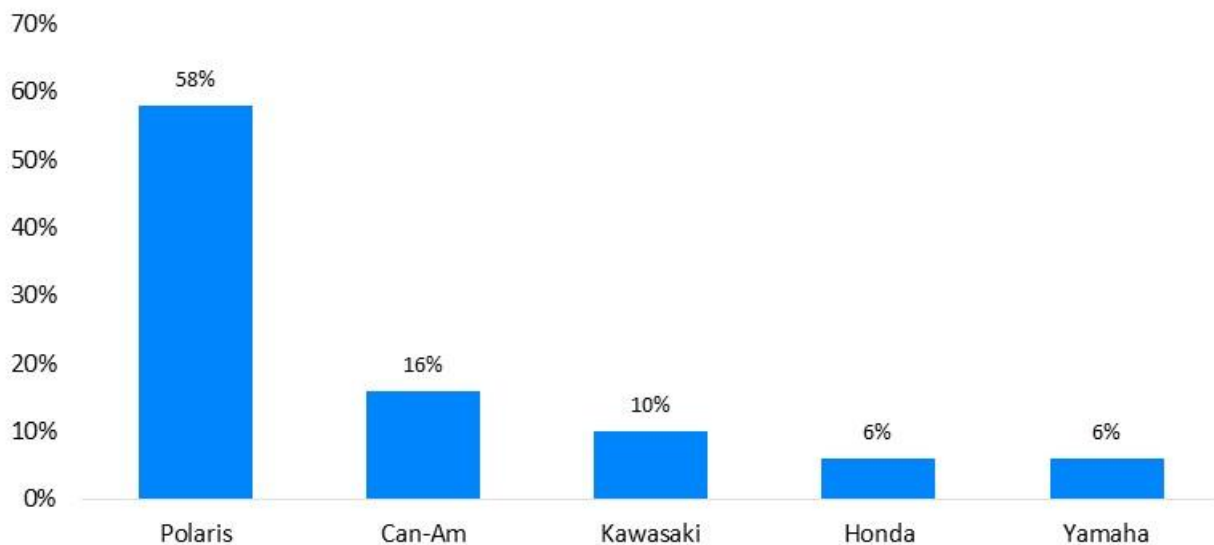
Off-Road Vehicle Brands

Top Researched Brands in 2020

All-Terrain Vehicle Brands



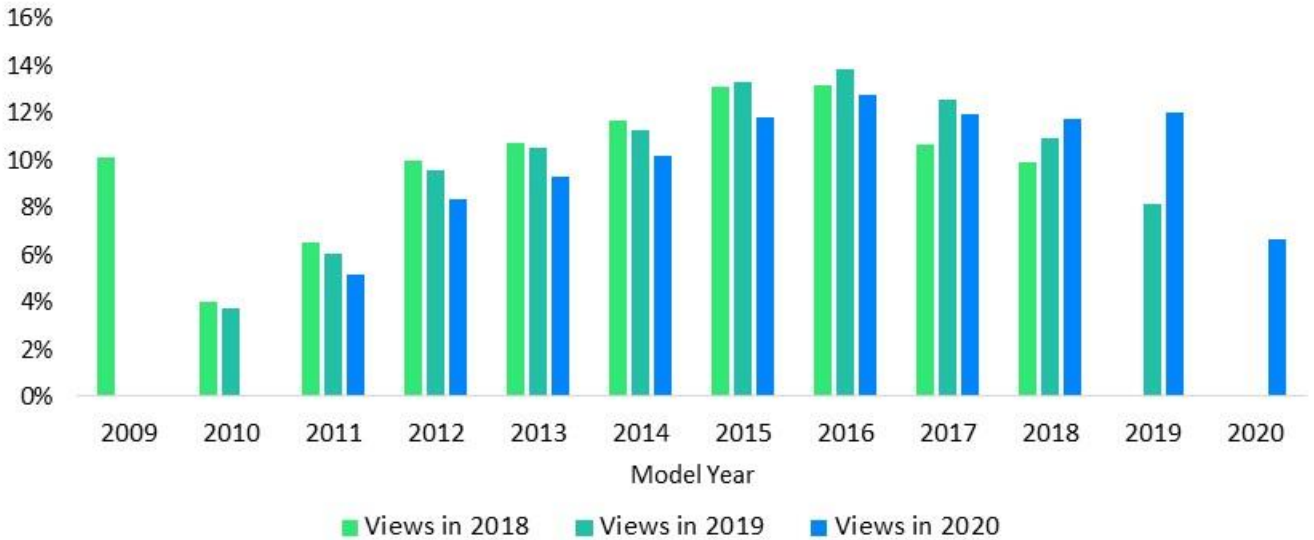
Side By Side Brands



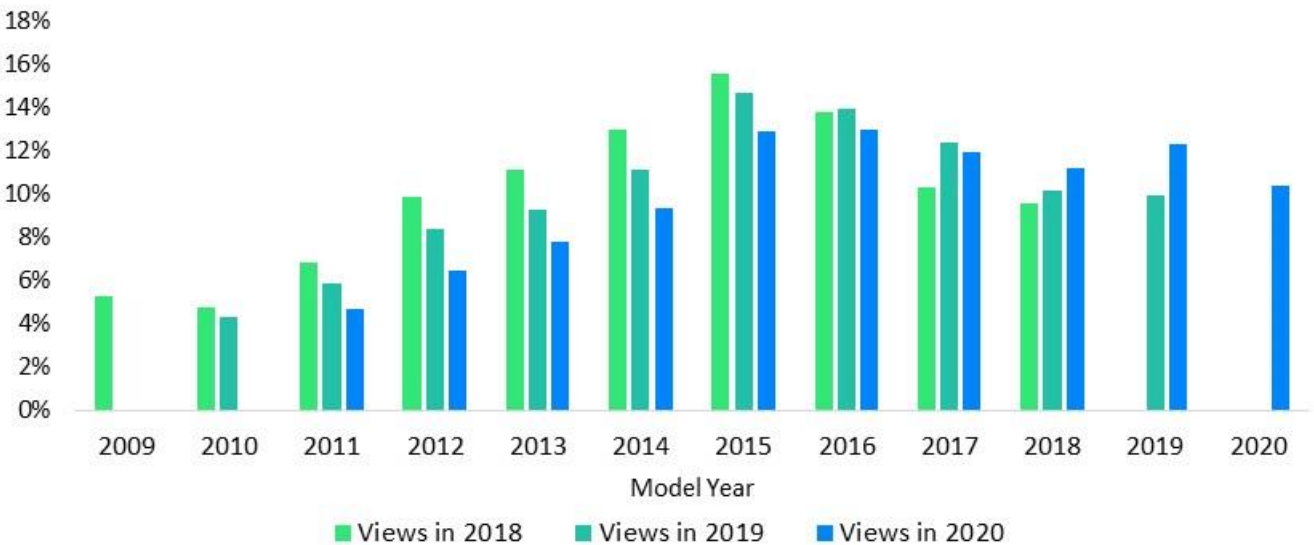
Model Years

Top Researched Model Years by Category

Sportbikes



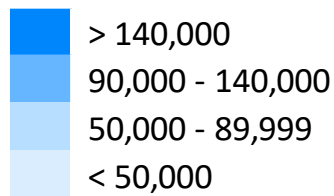
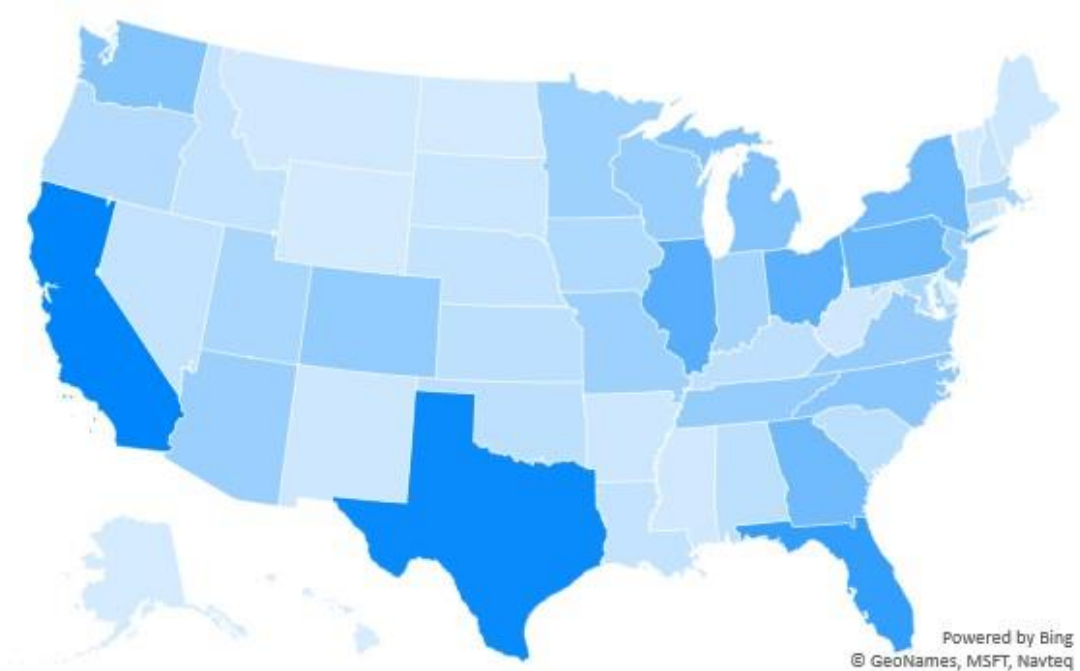
Utility Side By Sides



Web Traffic by State

Traffic by State in 2020

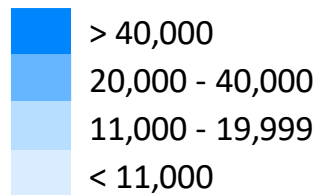
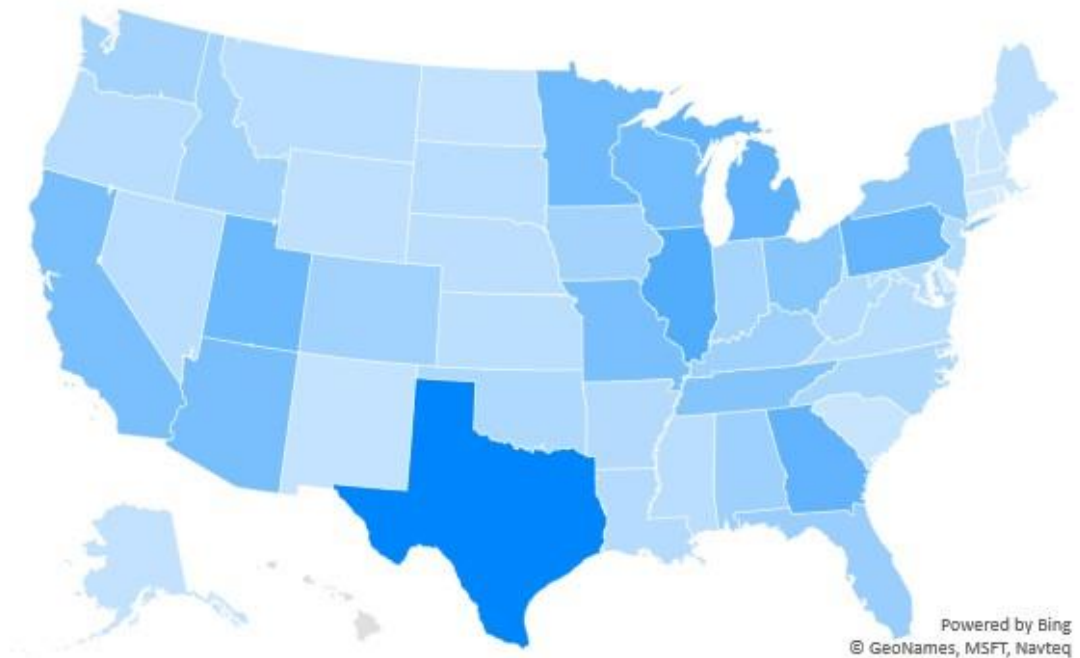
Motorcycles



Web Traffic by State

Traffic by State in 2020

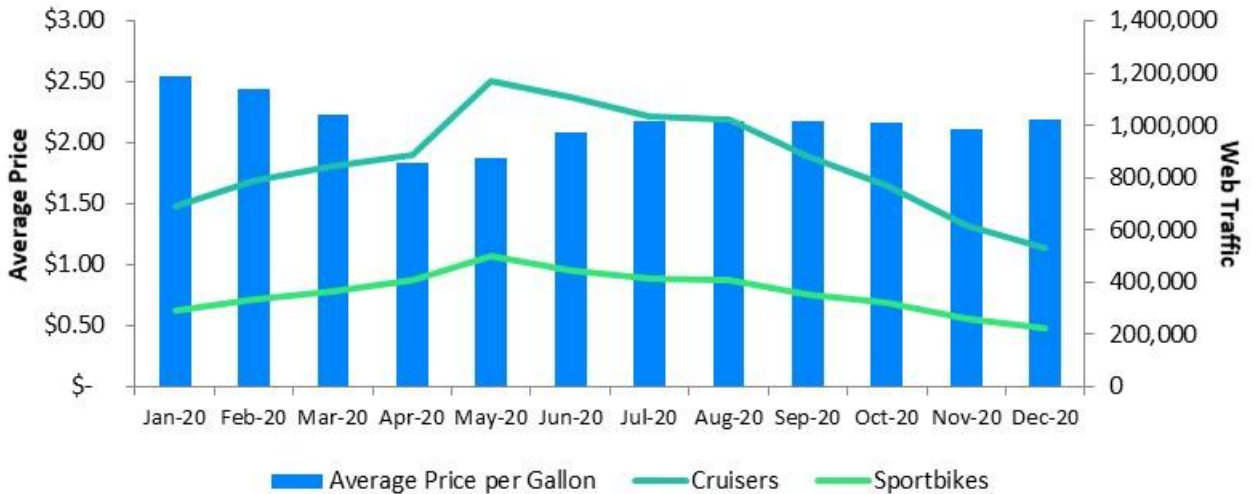
Side by Sides



Fuel Price Data

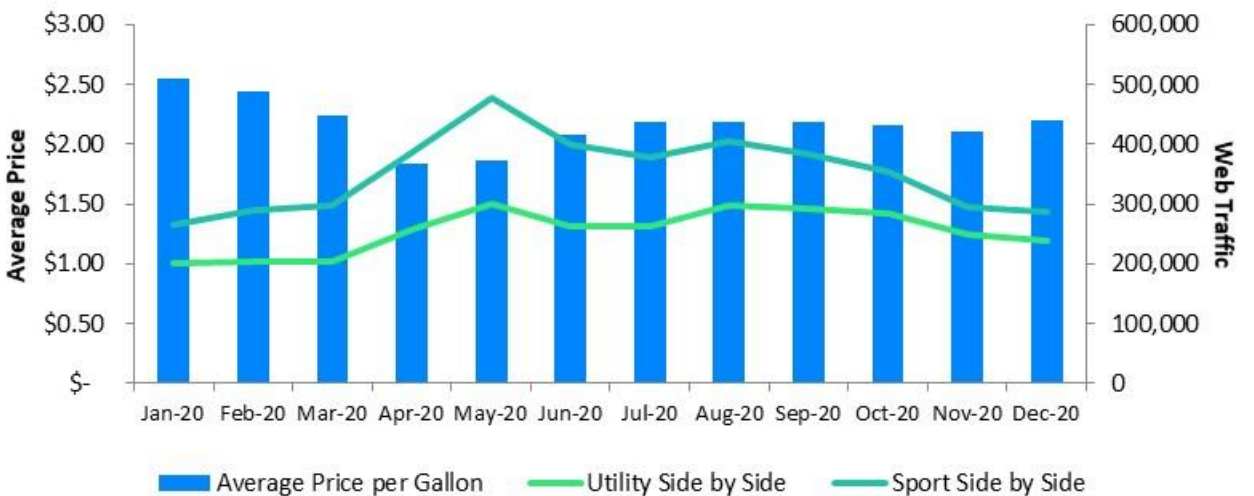
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

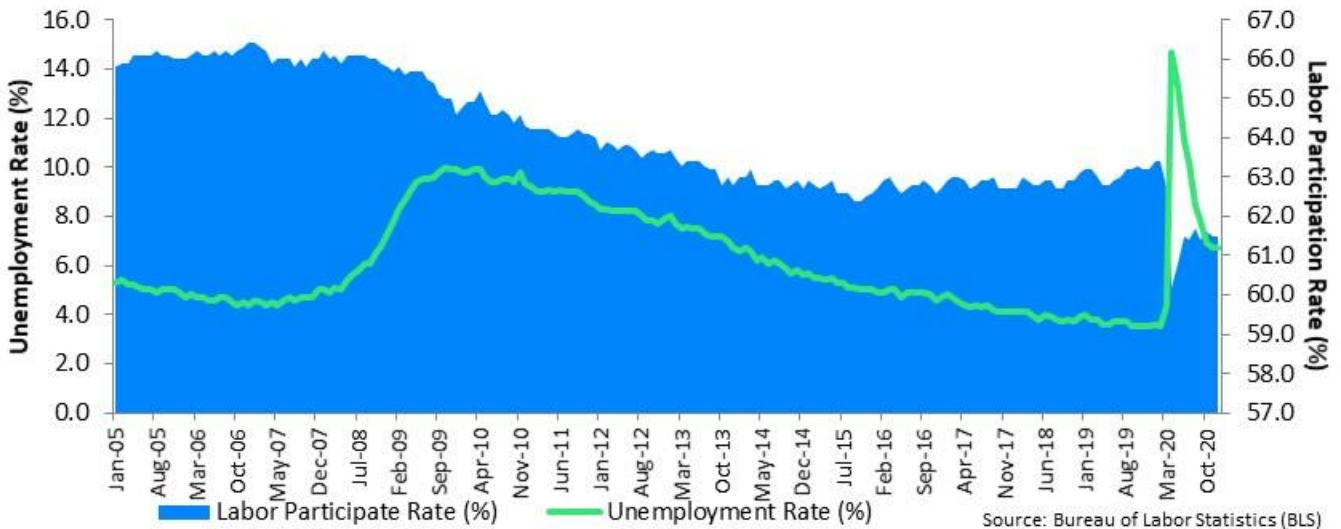
Side By Sides



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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