

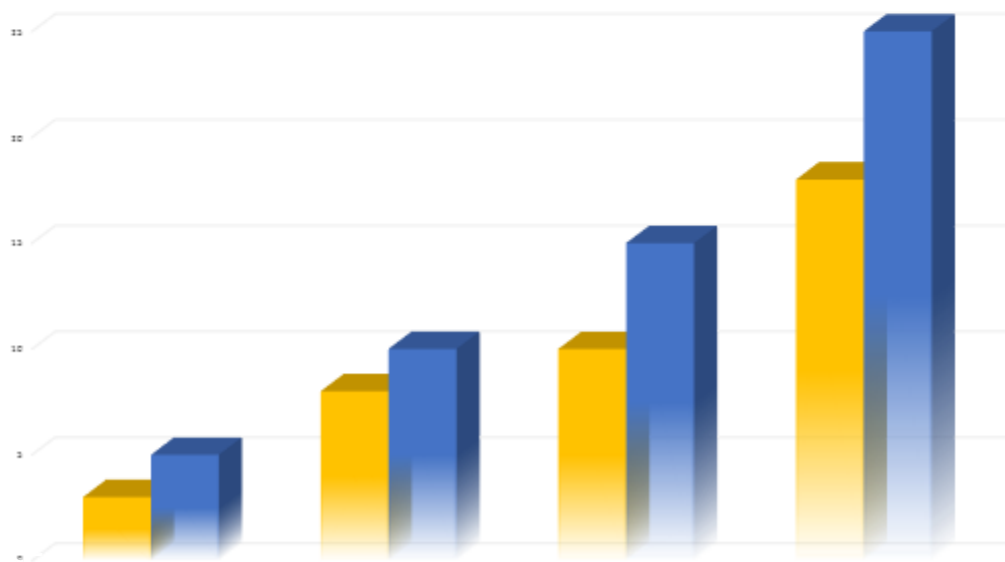
2018 Year-End

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

The powersports market had a slow start in 2018 but then saw strong growth that continued in spring, summer, and unexpectedly throughout the fall season. While these market trends are typical for the beginning of the year, we did not expect to see high sales volumes after summer. This continued growth during the fall and early winter seasons can be attributed to mild weather conditions that allowed for a longer riding season in regions that typically see snow. It was also attributed to manufacturers releasing new products for the on-road market with lower price points to entice new riders.

Both sport and utility side by side segments saw stronger values and web traffic out of the gate in 2018, with utility side by side values up 4% and sport side by sides values up 3% from 2017. This increase is due in part to the flexibility and popularity of UTVs. The wide range of available accessories make it easy to stay warm during winter trail riding, extending the riding season. Unlike the side by side markets, the cruiser and sportbike segments showed very similar pricing as the previous year, but finished with a strong Q4.

Early results in 2019 are providing us with a positive outlook for the upcoming year.



Powersport Values

Average Retail Value by Category

Cruisers



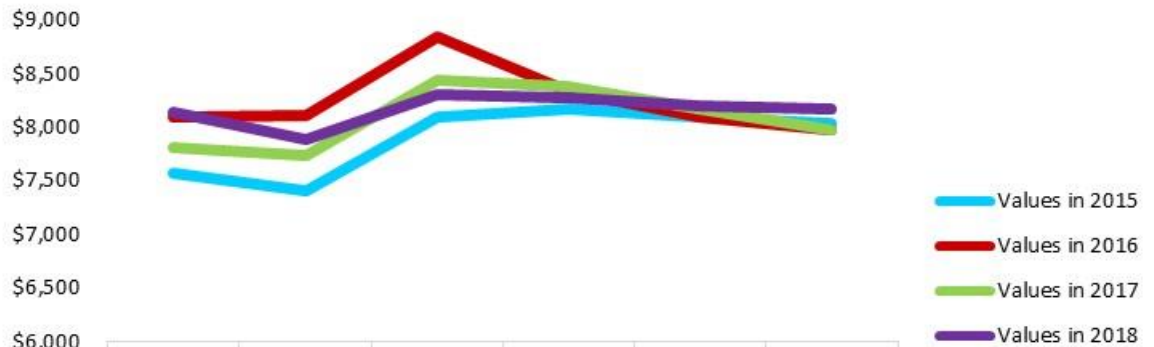
Sportbikes



Powersport Values

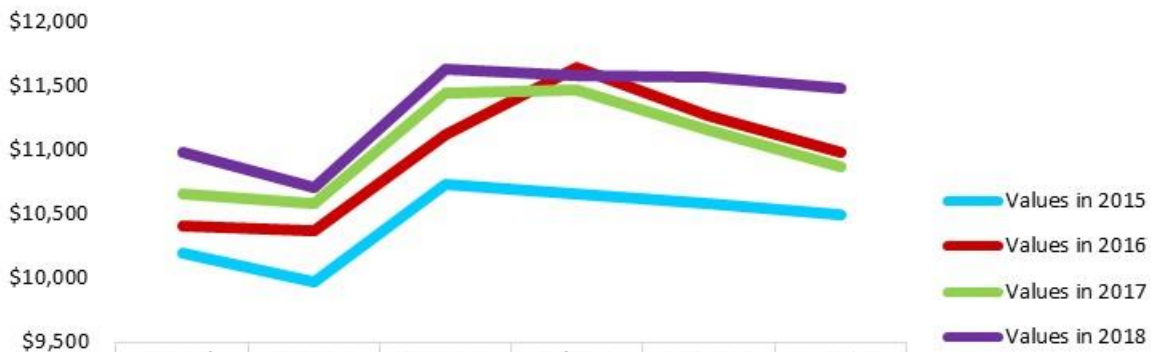
Average Retail Value by Category

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	\$8,276	\$8,205	\$8,167

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	\$11,578	\$11,566	\$11,483



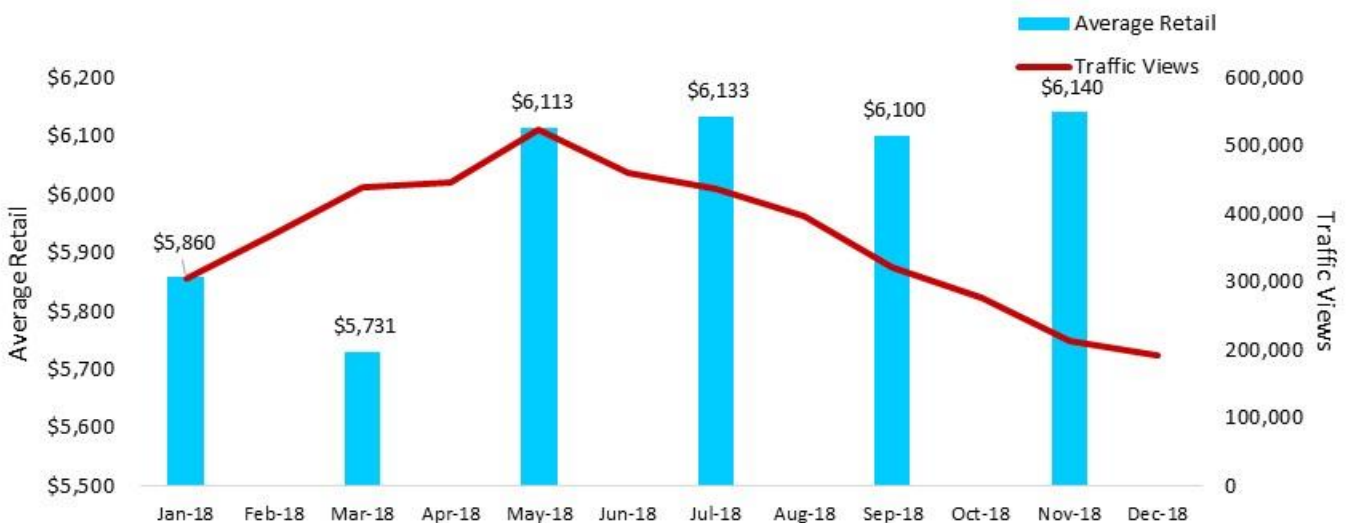
Powersport Values vs. Traffic

Average Retail Value and Traffic Views by Category

Cruisers



Sportbikes



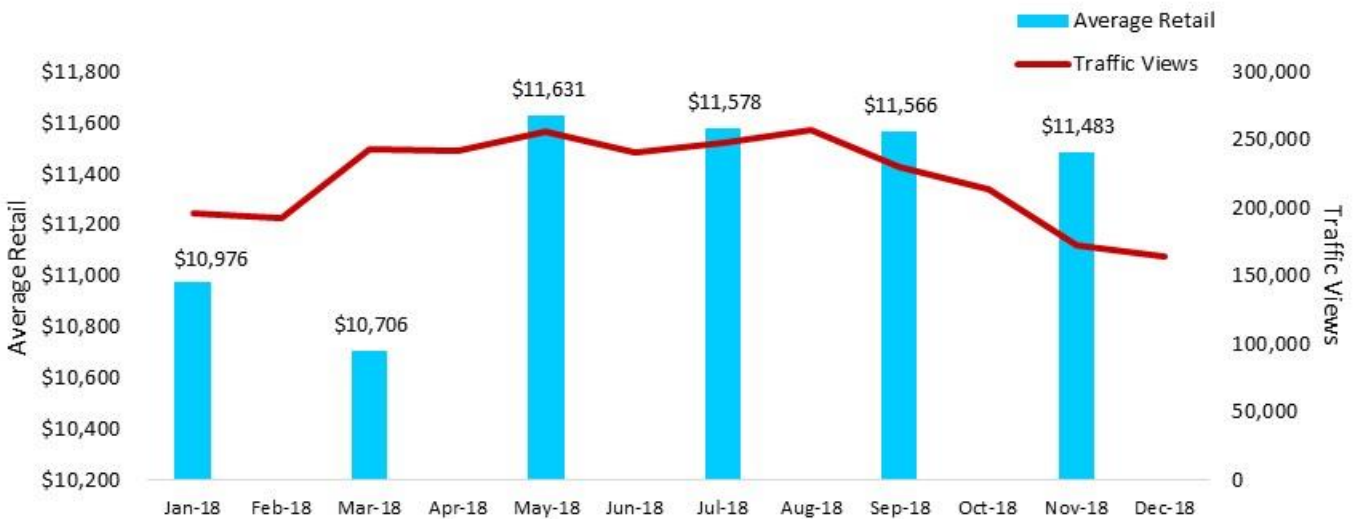
Powersport Values vs. Traffic

Average Retail Value and Traffic Views by Category

Utility Side By Sides

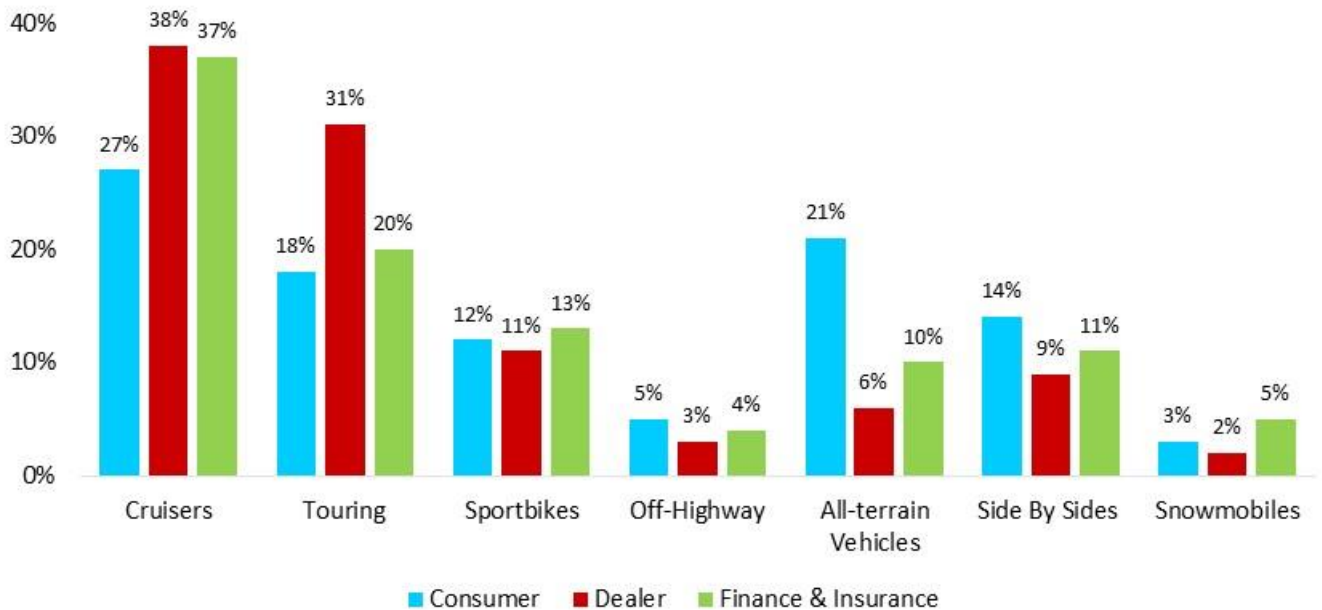


Sport Side By Sides



Powersport Categories

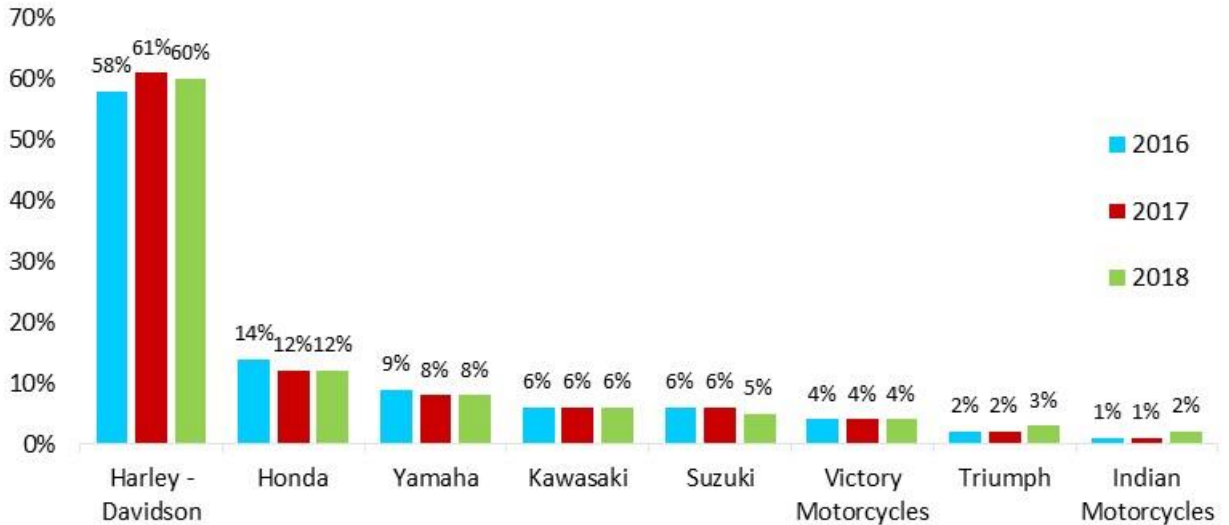
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2018



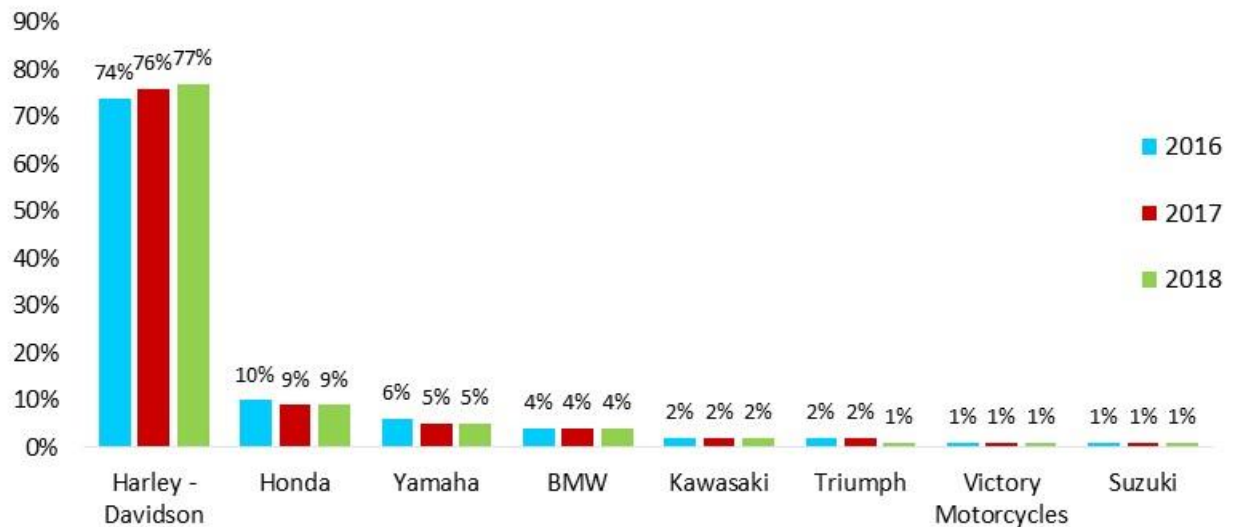
Motorcycle Brands

NADAguides.com Top Researched Brands

Cruiser Brands



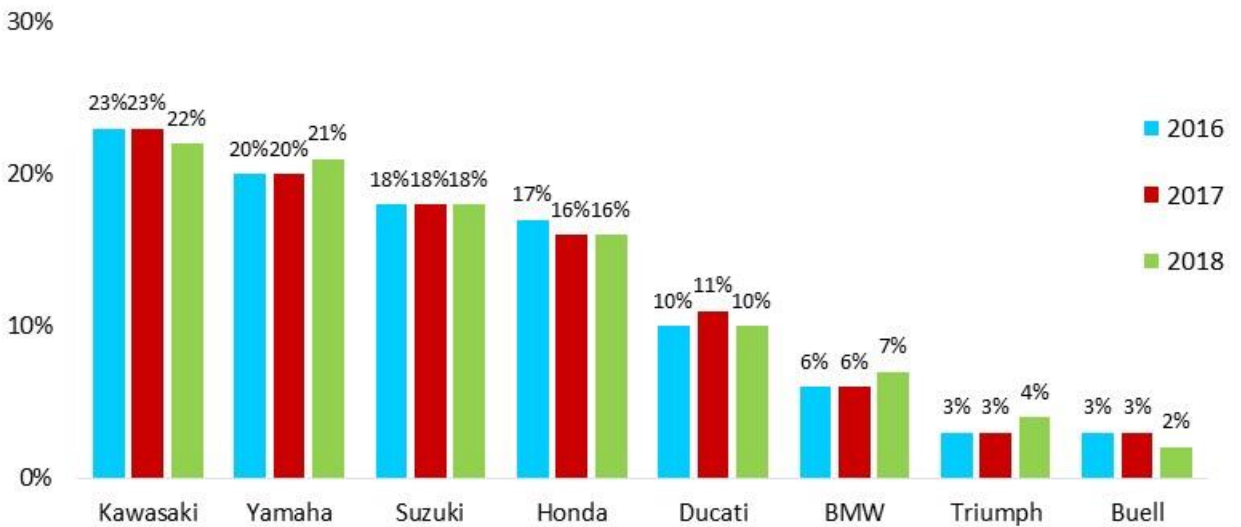
Touring Brands



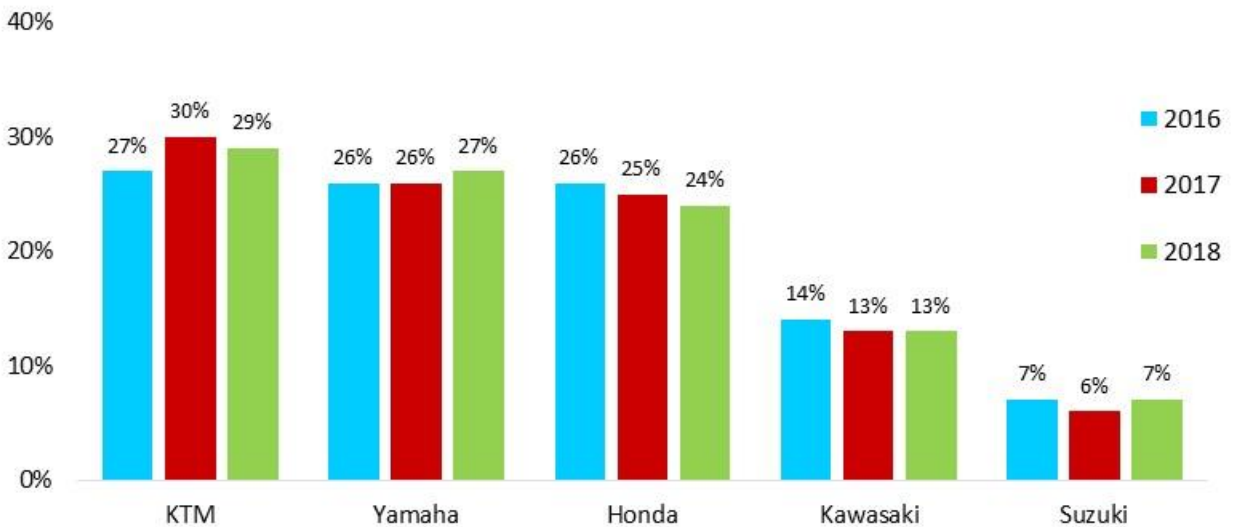
Motorcycle Brands

NADAguides.com Top Researched Brands

Sportbike Brands



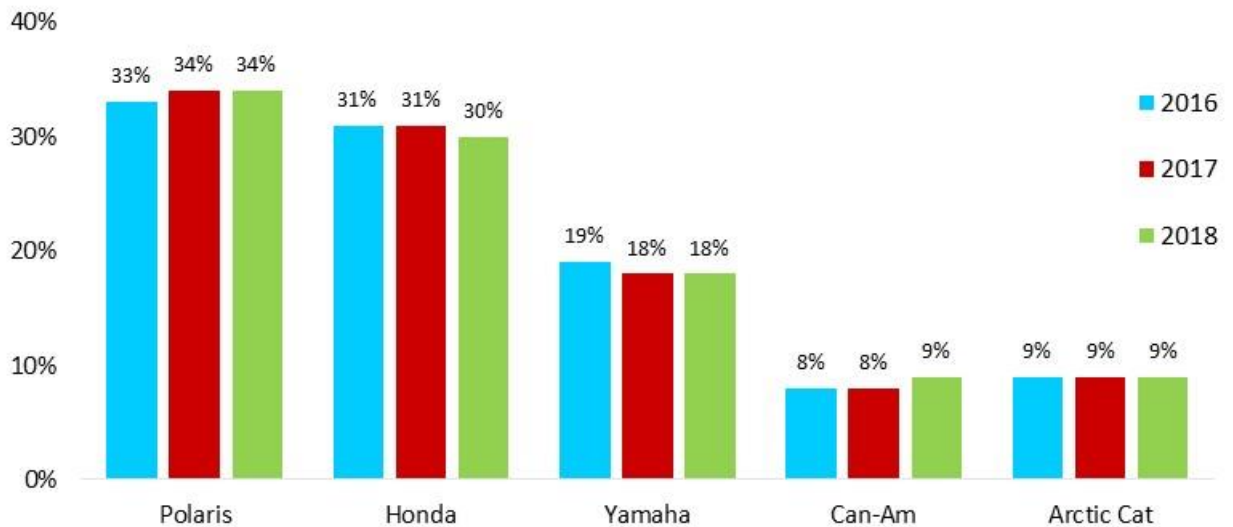
Off-Highway Brands



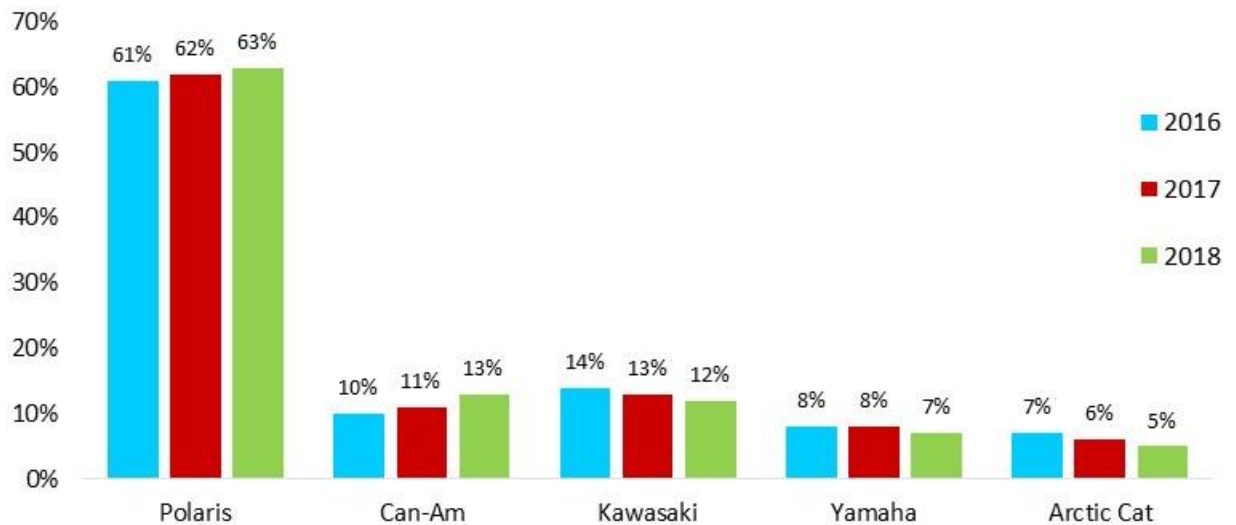
Off-Road Vehicle Brands

NADAguides.com Top Researched Brands

All-terrain Vehicle Brands



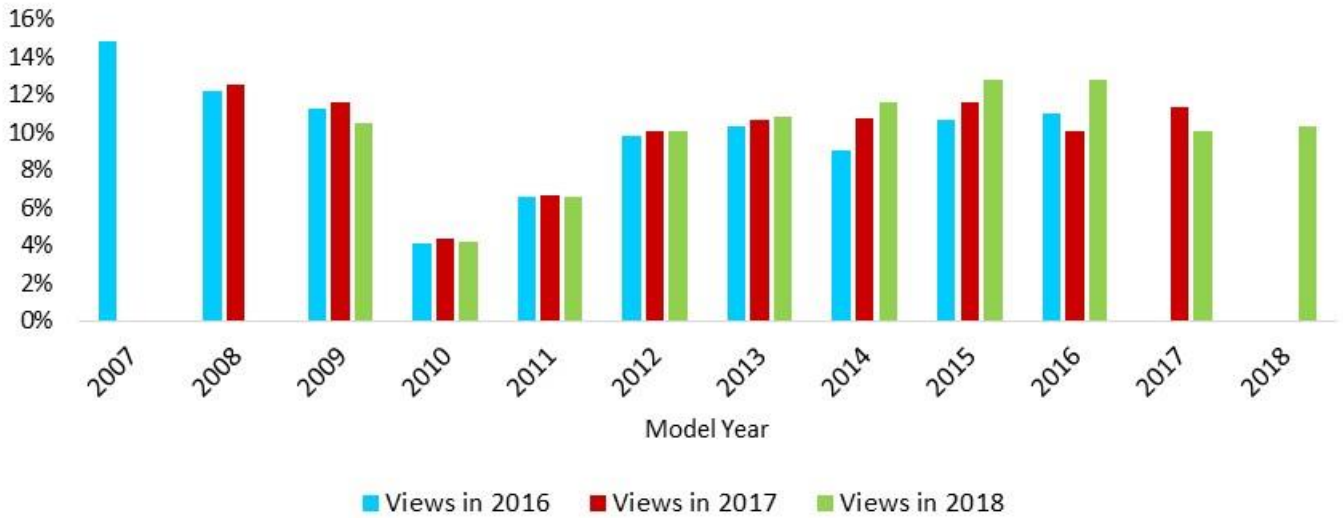
Side By Side Brands



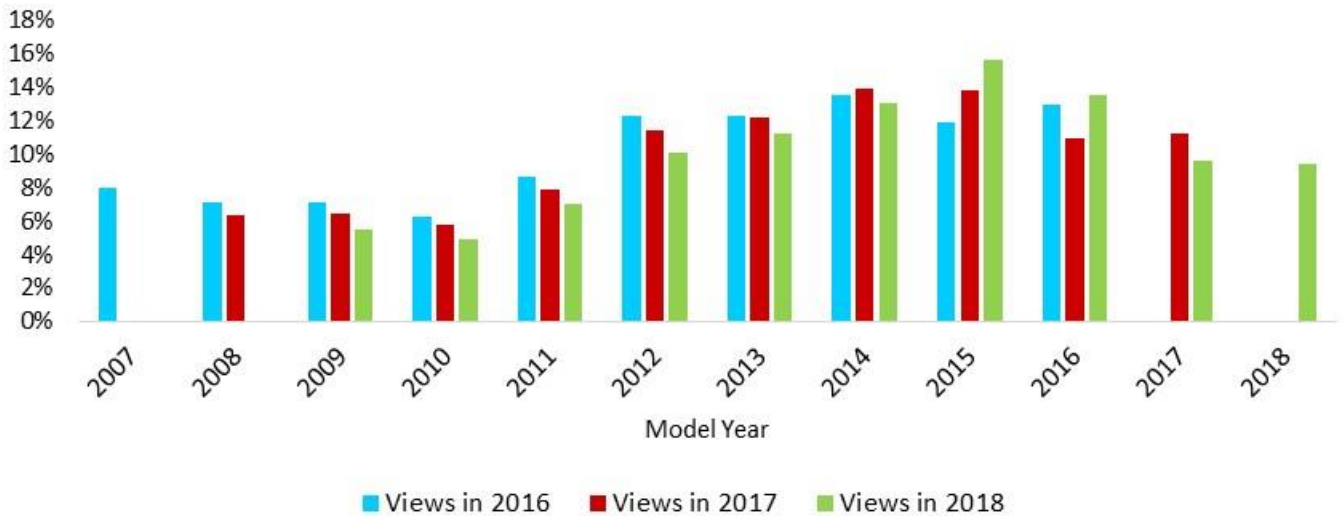
Model Years

NADAguides.com Top Researched Model Years by Category

Sportbikes



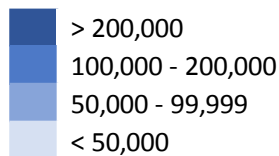
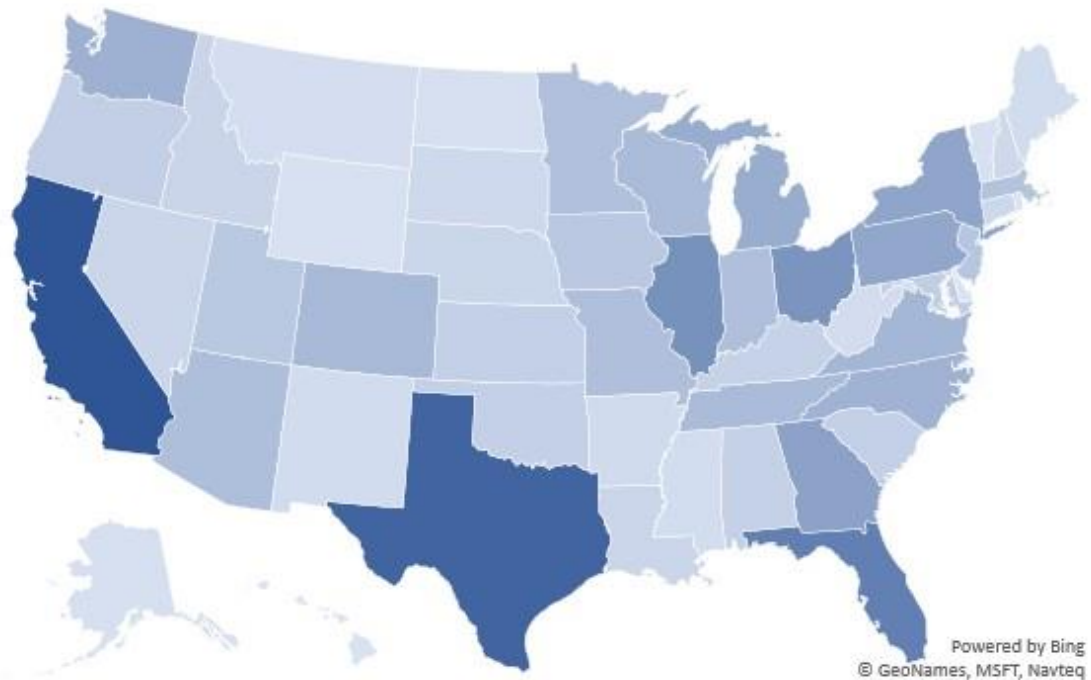
Utility Side By Sides



Web Traffic by State

NADAguides.com Traffic by State in 2018

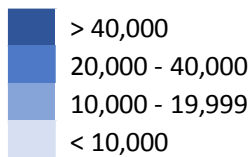
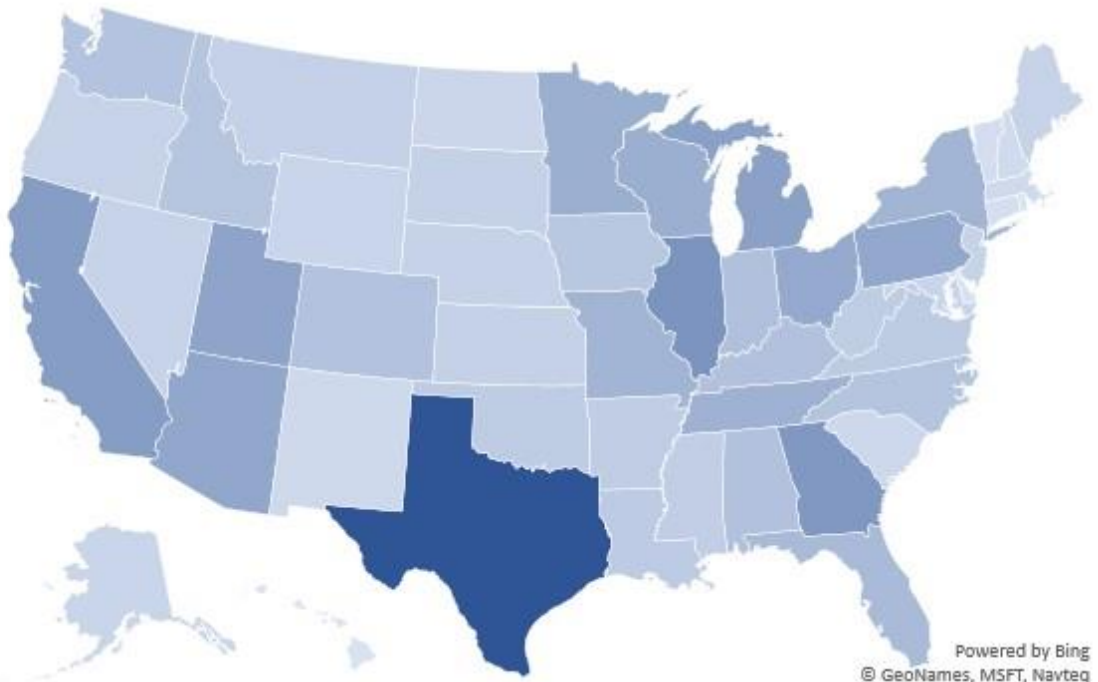
Motorcycles



Web Traffic by State

NADAguides.com Traffic by State in 2018

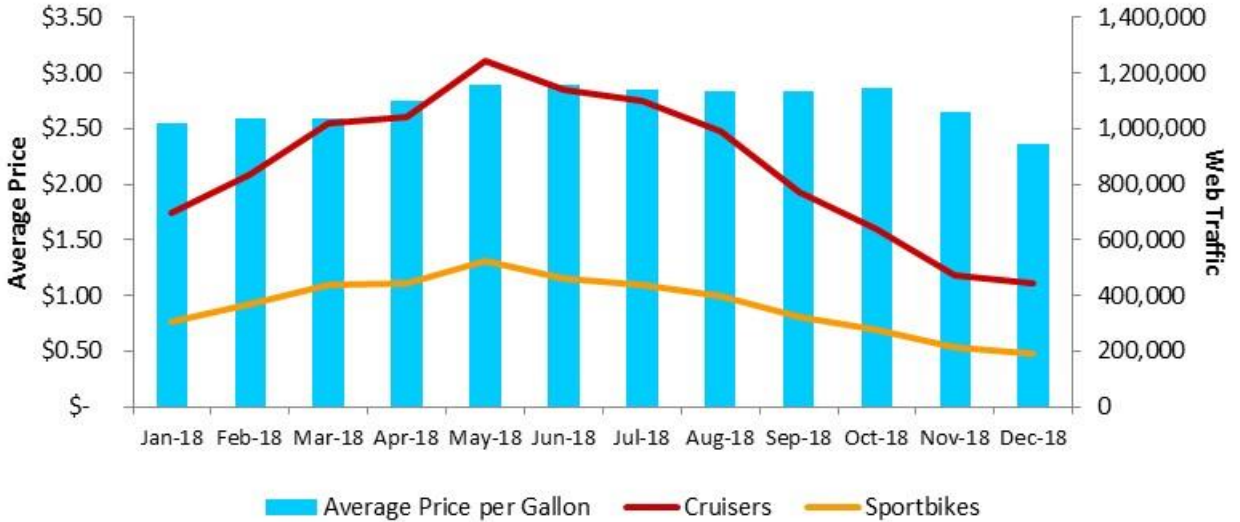
Side By Sides



Fuel Price Data

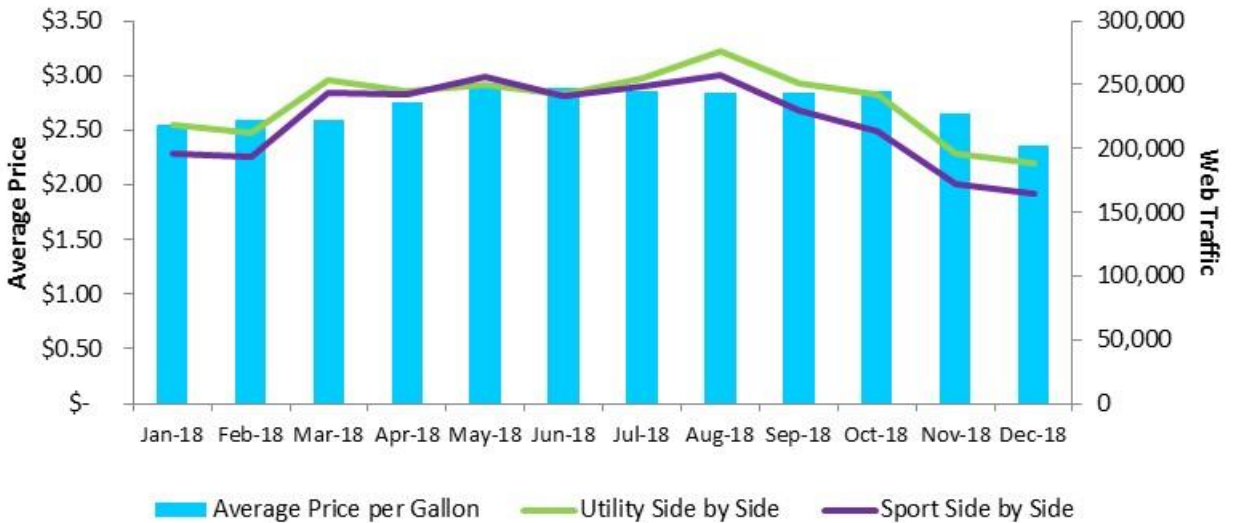
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

Side By Sides

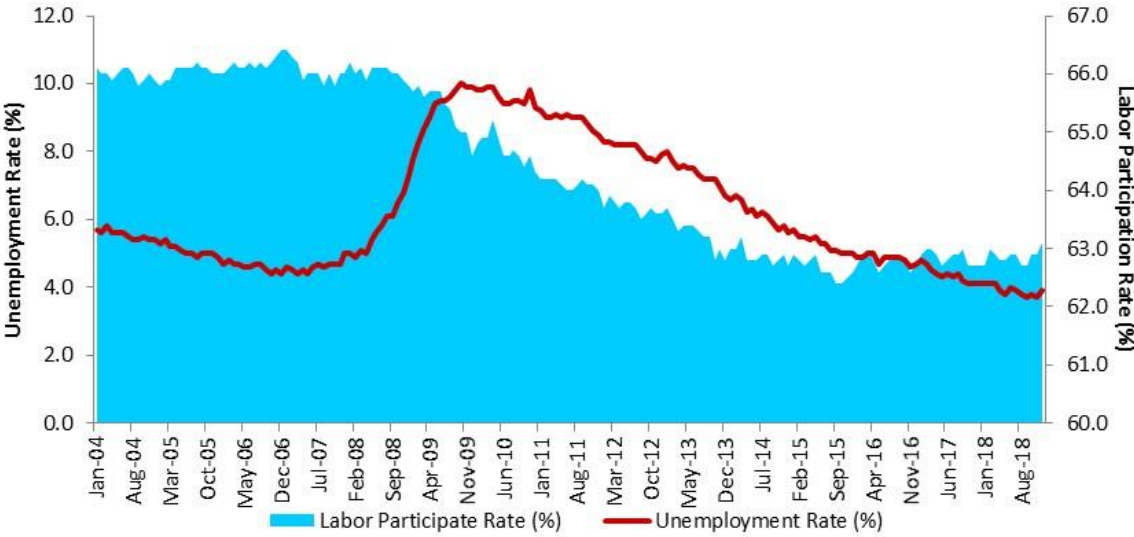


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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