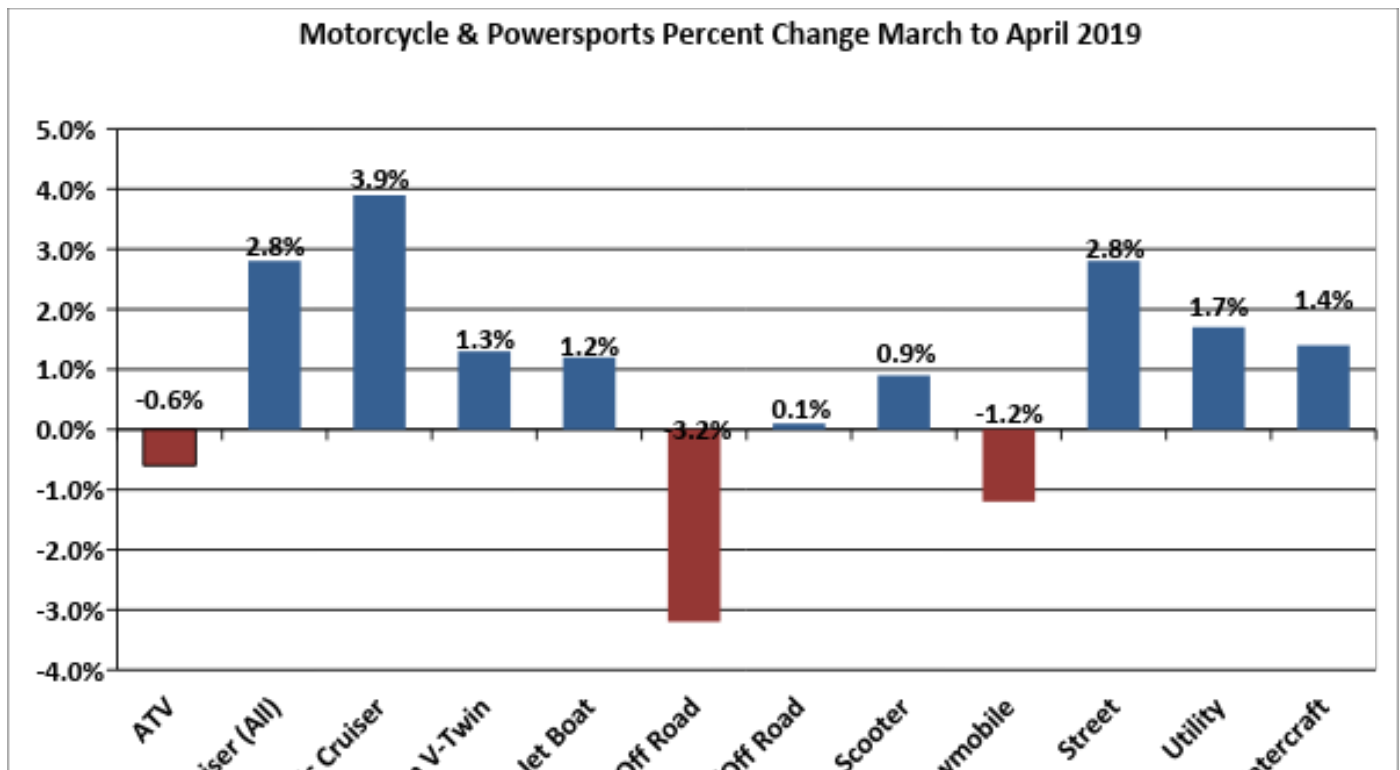




Powersports Market Beginning To Warm Up

“Entry-level, affordable, and mid-range units lead the way as the Powersports market enters spring. Warmer weather has brought most segments of the market significant increases in value, which is a welcome development as the retail selling season is upon us.”

Scott Yarbrough, Senior Analyst - Motorcycle & Powersports



- Metric cruisers and street bikes see some of the largest month to month changes we have observed in a while. Metric cruisers are up nearly 4 percent, while the street bikes are up a similarly healthy 2.8 percent.
- The domestic V-Twin cruisers are up as well, but by about half as much as their metric counterparts, and within the segment, smaller bikes are outperforming the larger touring units.
- Metric cruisers, street bikes, and the smaller to medium sized V-Twins all share one thing in common: they are cheaper than their larger heavy cruiser and touring class brethren. This part of the market has been relatively stronger value retention wise for a while now, which is likely a result of changing demographics from the baby boomers beginning to age out of the market.
- For the off-road segments, which have not fared too well recently, it is a bit of a mixed bag. The dirt bikes are down 3.2%, while the ATVs are seeing a minor drop, and the utility vehicles are up nearly 2%. Snowmobiles have started to head south value wise, having never shown much strength this winter. The watercraft and jet boat segments are each up, but by fairly modest amounts.