

Market Insights

POWERSPORTS
3RD Quarter 2020

Powersports Market Industry Overview

Values in 2020 continue to crush the previous two years. Interest in all segments of the powersports industry is hot, as new enthusiasts enter the market and existing riders look for new bikes and side-by-sides.

In the motorcycle segment, cruiser values increased steeply once warmer months hit, and are now running 5.2% ahead of last year. Sportbikes also saw a healthy rebound in the summer months, currently bringing 8.3% more year-over-year.

Side-by-sides were strong in the most recent period, with the utility segment valued a whopping 16.2% higher than the same period of 2019, and the sport segment higher by an impressive 10.5%.

The powersport industry continues to benefit from customers shifting their discretionary income from vacations to other forms of entertainment. Getting out on the trails and roads solo or with a few other folks will continue to be a low-risk, high-fun adventure.

Powersports Values

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

Cruisers



Sportbikes



Powersports Values

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

Utility Side by Sides



Sport Side by Sides



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

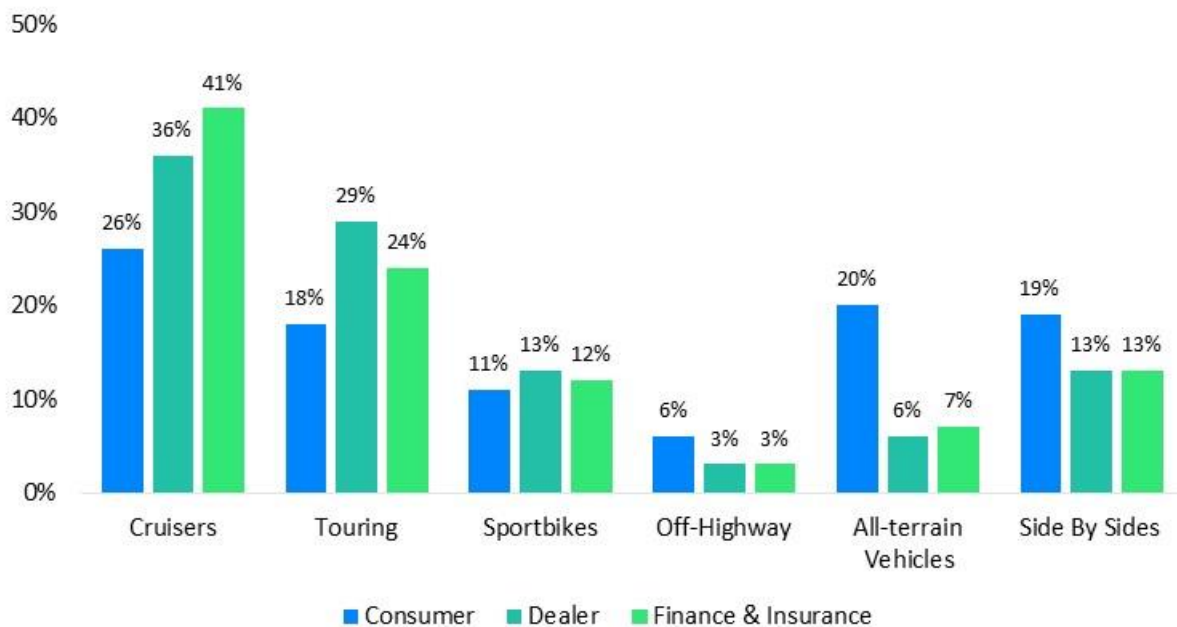


Sport Side by Sides



Powersport Categories

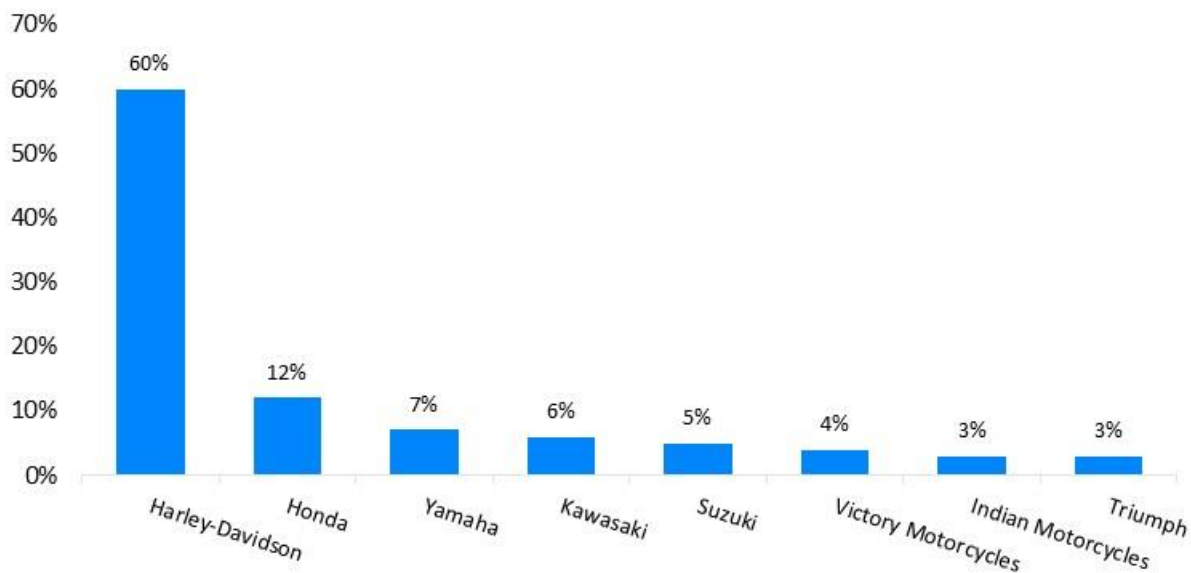
Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2020 Q1-Q3



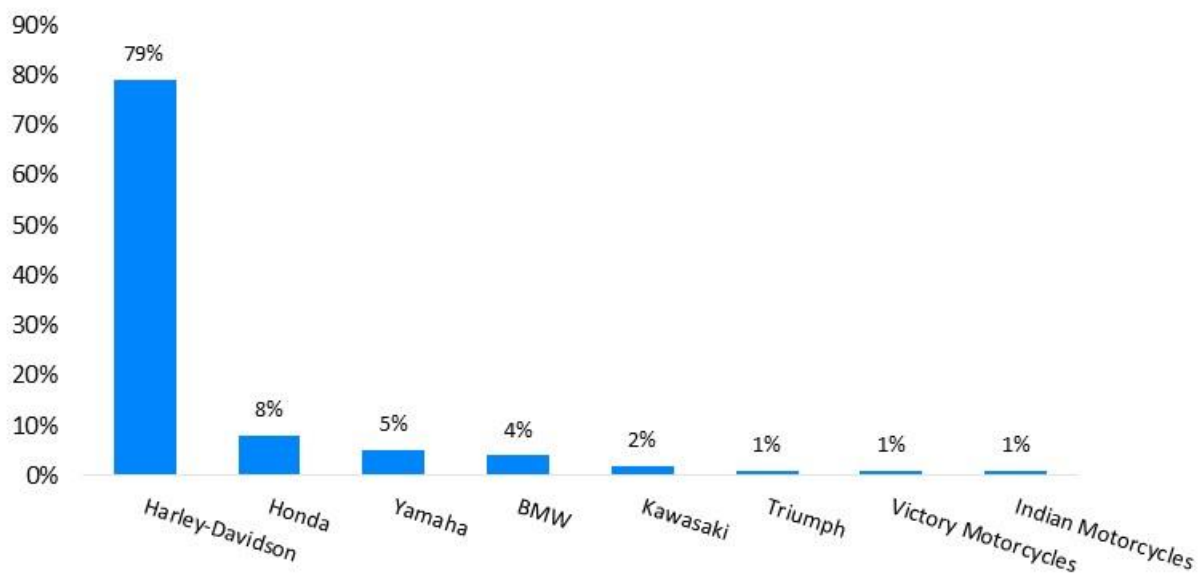
Motorcycle Brands

Top Researched Brands in 2020 Q1-Q3

Cruiser Brands



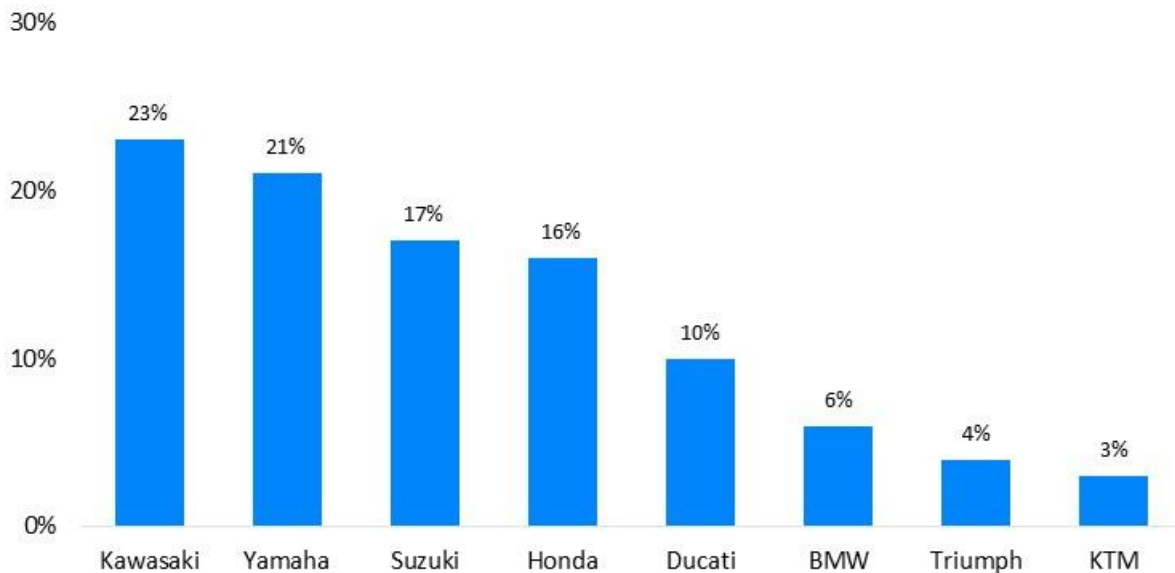
Touring Brands



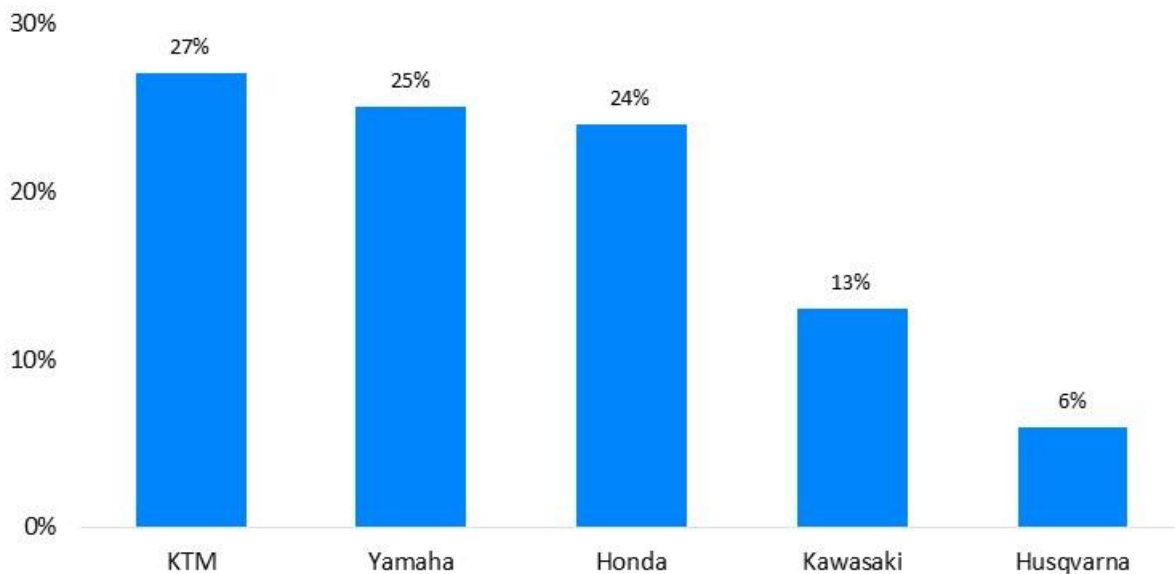
Motorcycle Brands

Top Researched Brands in 2020 Q1-Q3

Sportbike Brands



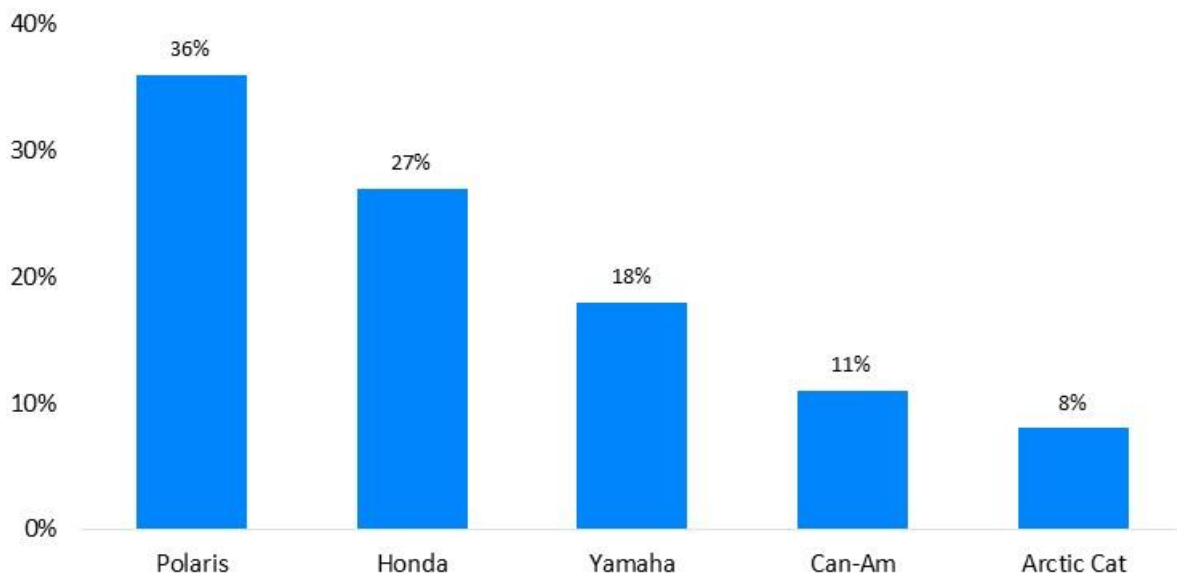
Off-Highway Brands



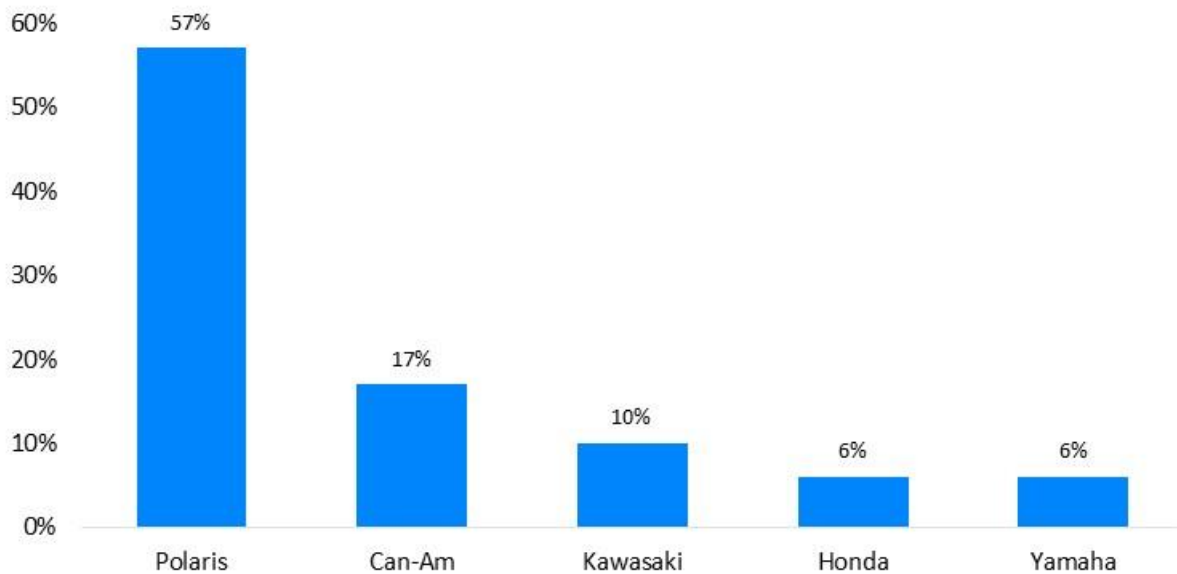
Off-Road Vehicle Brands

Top Researched Brands in 2020 Q1-Q3

All-Terrain Vehicle Brands



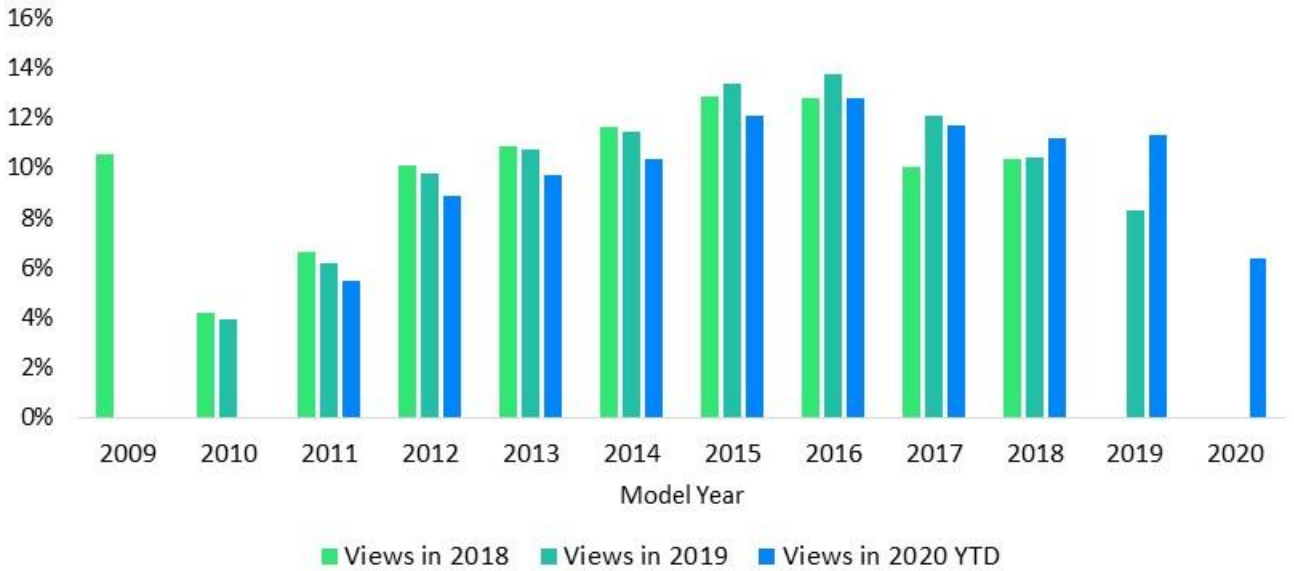
Side By Side Brands



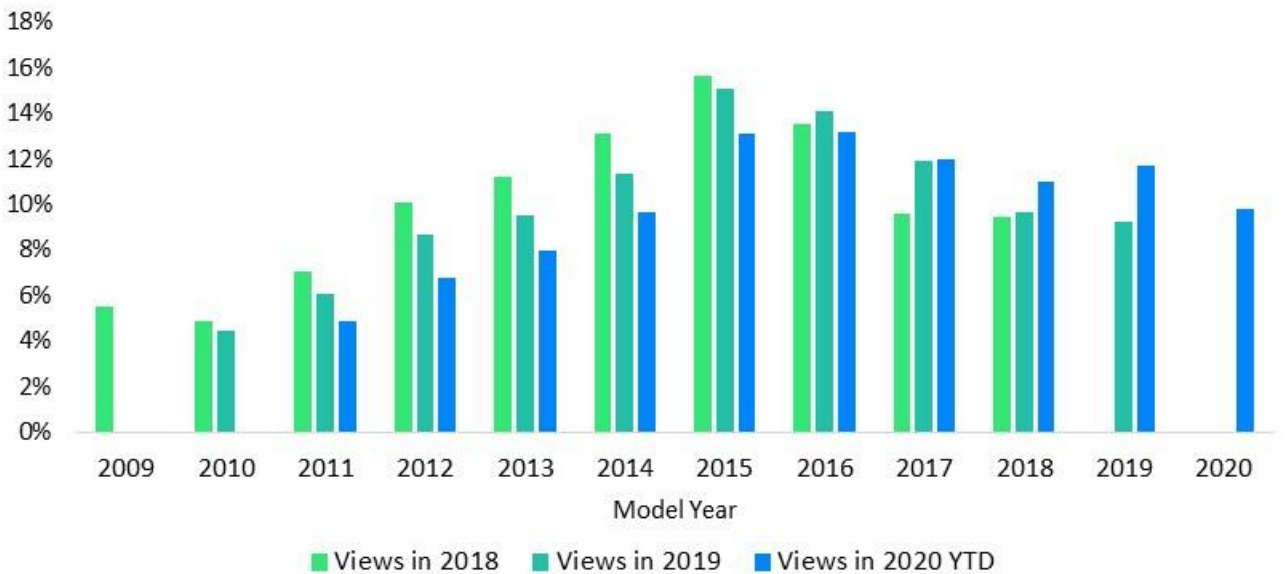
Model Years

Top Researched Model Years by Category

Sportbikes



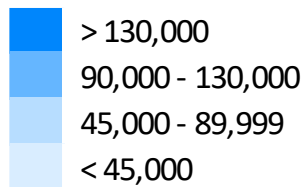
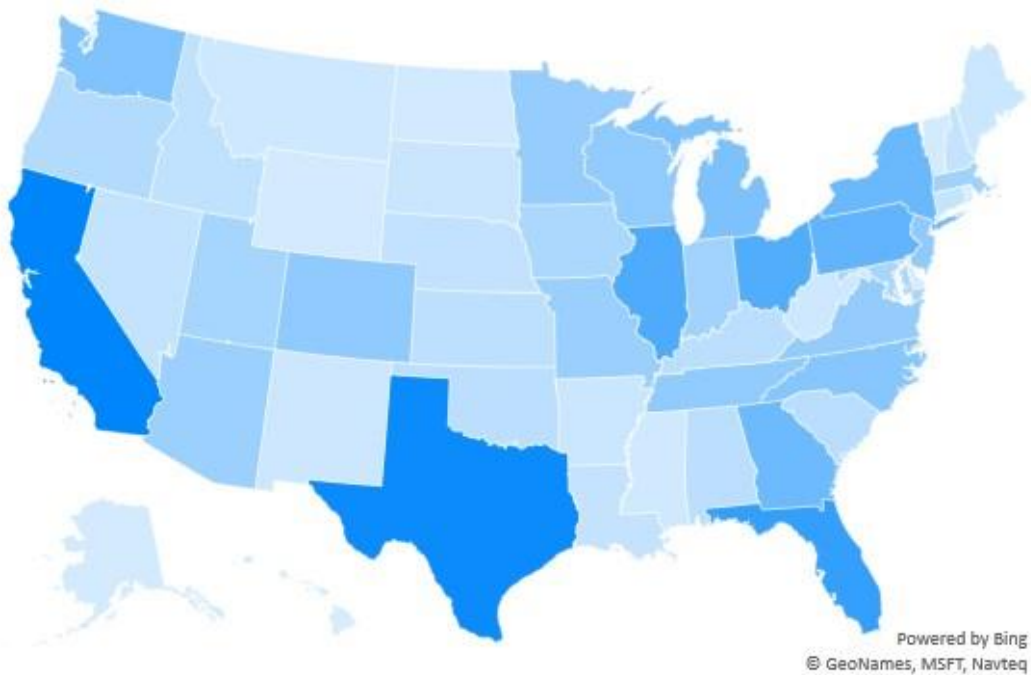
Utility Side By Sides



Web Traffic by State

Traffic by State in 2020 Q1-Q3

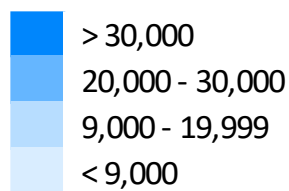
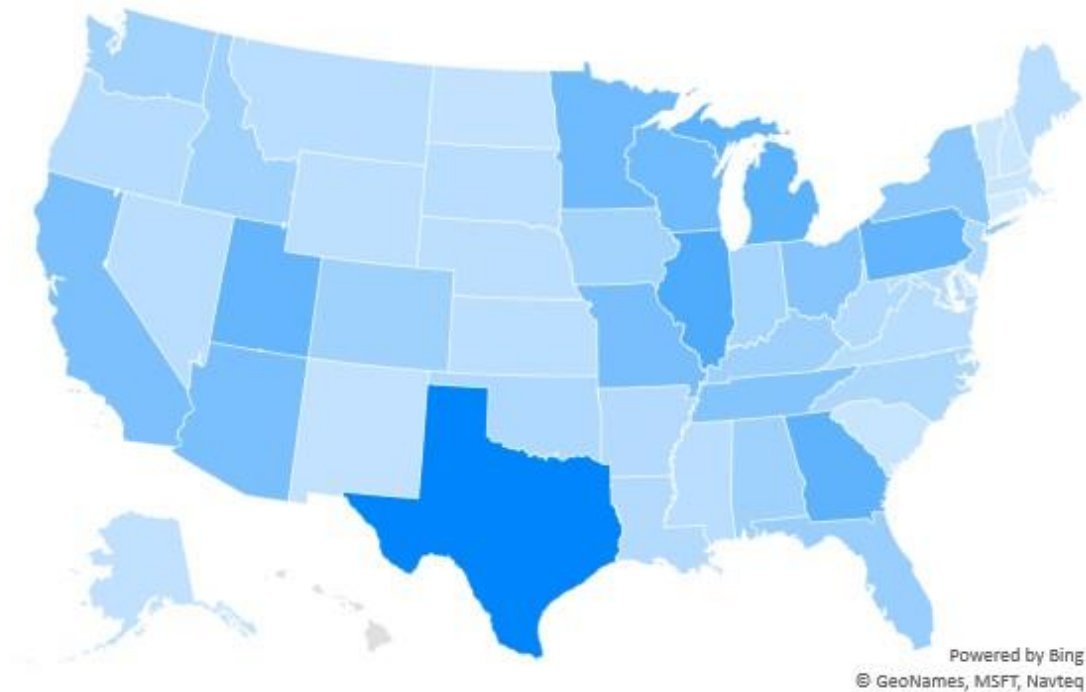
Motorcycles



Web Traffic by State

Traffic by State in 2020 Q1-Q3

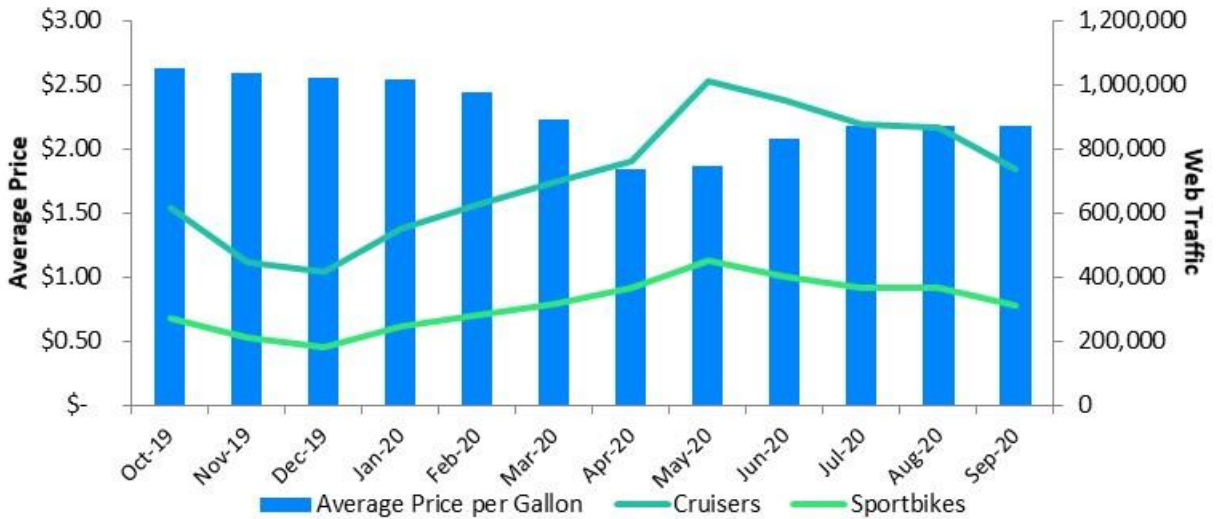
Side by Sides



Fuel Price Data

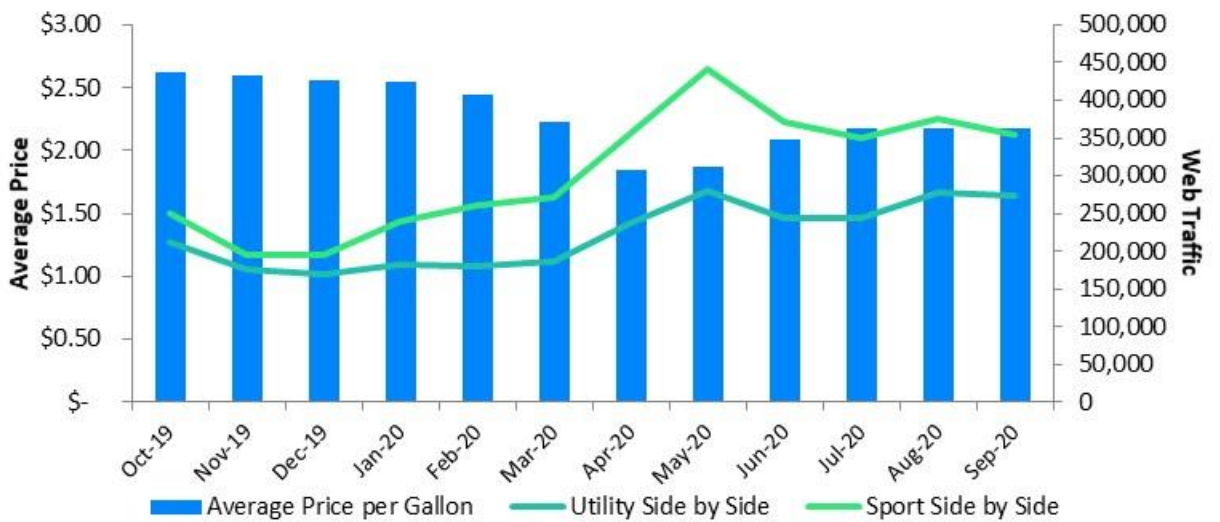
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

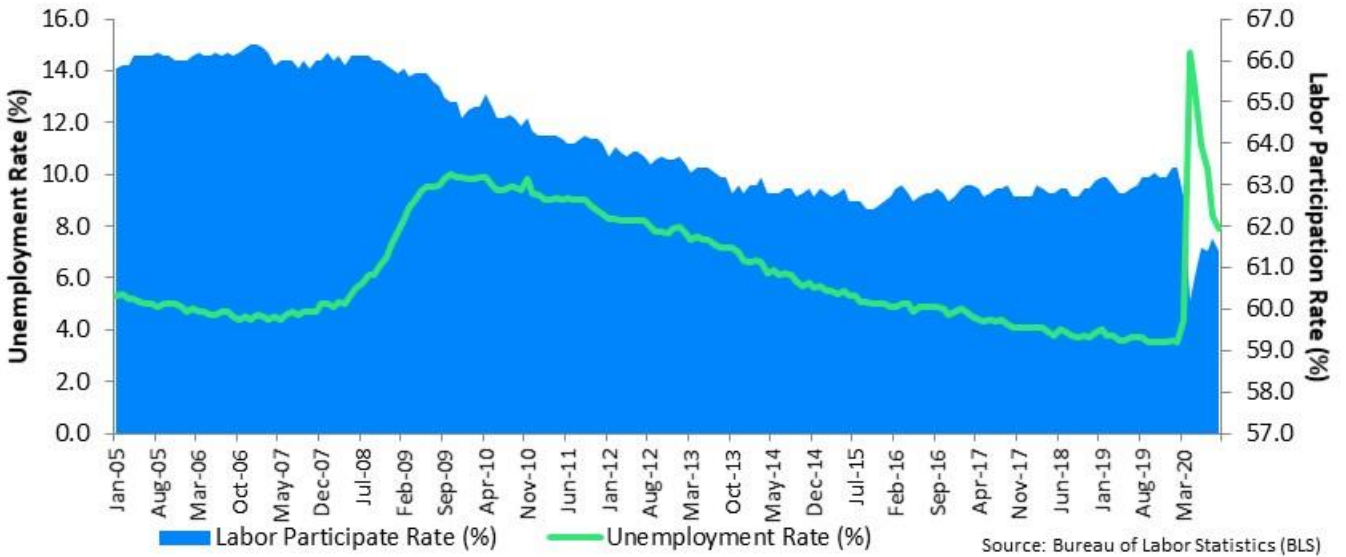
Side By Sides



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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