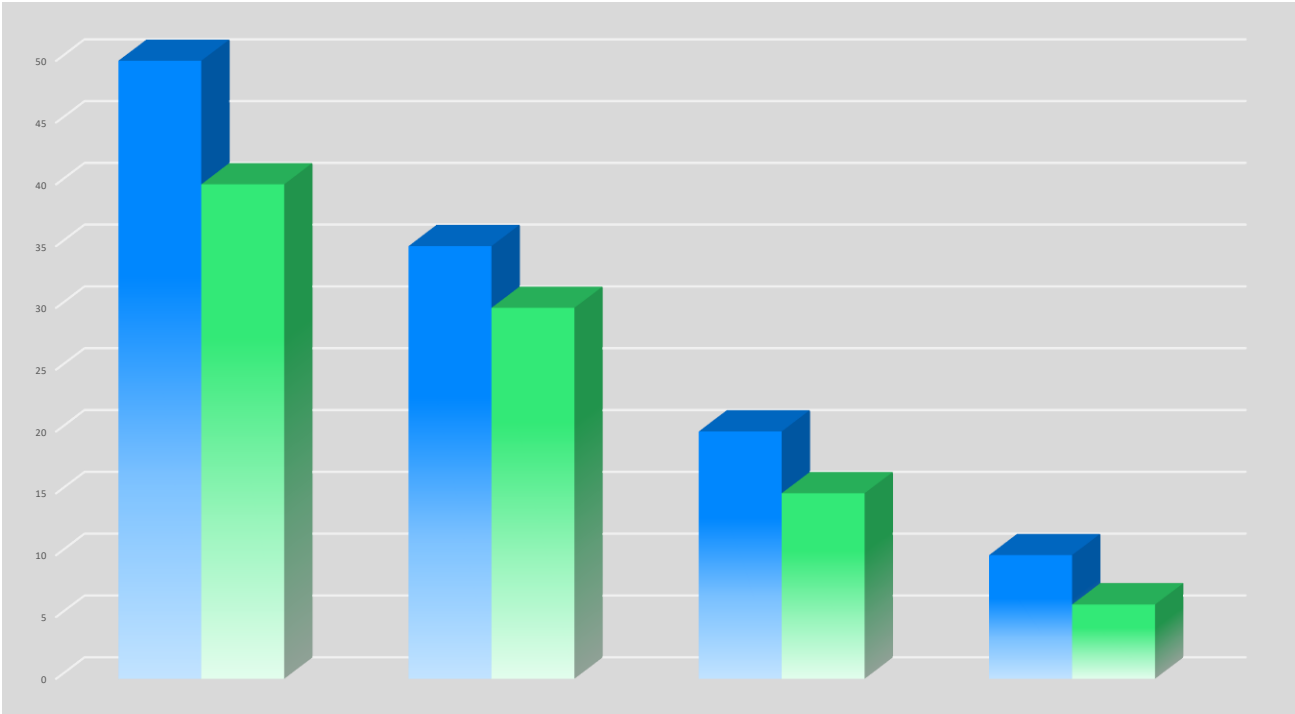


# J.D. POWER

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## Market Insights

**POWERSPORTS**  
Q1 2021

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## **Powersports Market Industry Overview**

The powersports industry is red-hot. Customers want to get out on the roads and trails as weather warms up and discretionary income stays positive. Shortages of just about every product industry-wide are pushing values for used motorcycles and side-by-sides to historically high levels. In the motorcycle segment, the most recent 10 model years of cruiser values are averaging 10.9% higher than Q1 2020. Sportbikes are running 12.4% ahead.

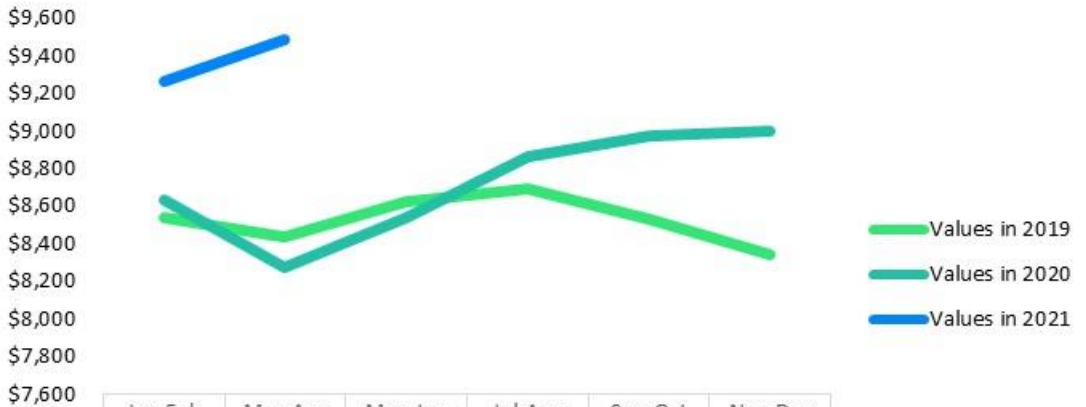
Side-by-sides are performing even better, with utility models bringing 24.5% more money year-over-year, and sport models running 16.1% higher.

Recent employment and consumer spending data has been encouraging, and forecasts point to continued strong conditions for at least another few months. Meanwhile, parts shortages and production issues will remain a factor. It's a seller's market for any dealer lucky enough to have inventory.

## Powersports Values

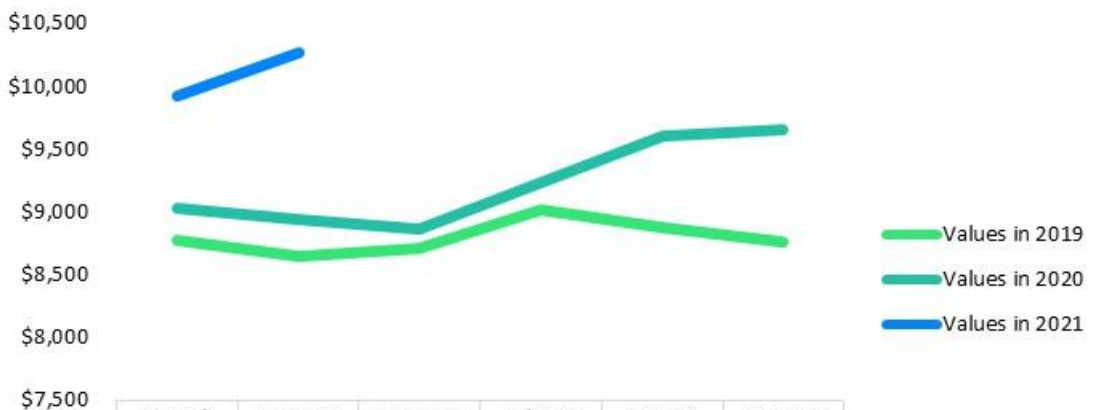
### Average Retail Value by Category – Values for the Last 10 Model Years

#### Cruisers



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 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
Values in 2021	\$9,262	\$9,488				

#### Sportbikes

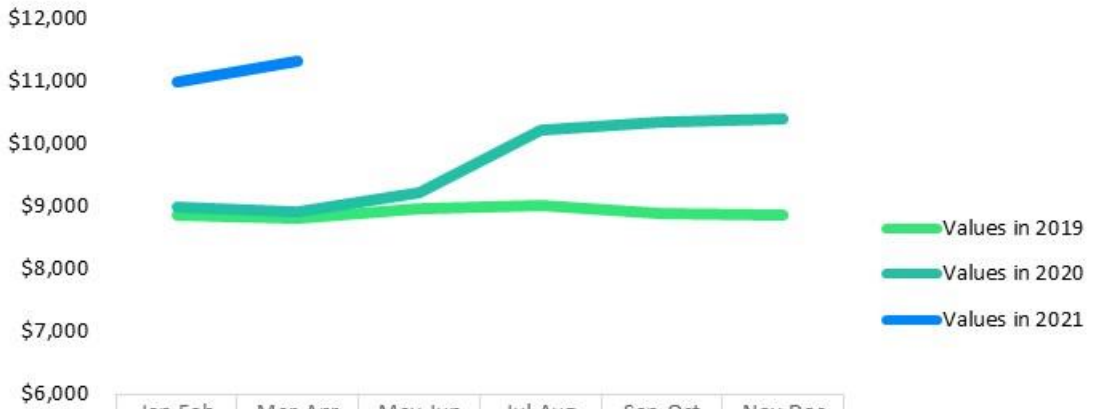


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$8,771	\$8,644	\$8,710	\$9,011	\$8,875	\$8,764
Values in 2020	\$9,032	\$8,932	\$8,859	\$9,236	\$9,609	\$9,649
Values in 2021	\$9,923	\$10,263				

## 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 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
Values in 2021	\$10,974	\$11,307				

#### Sport Side by Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
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
Values in 2021	\$13,037	\$13,641				

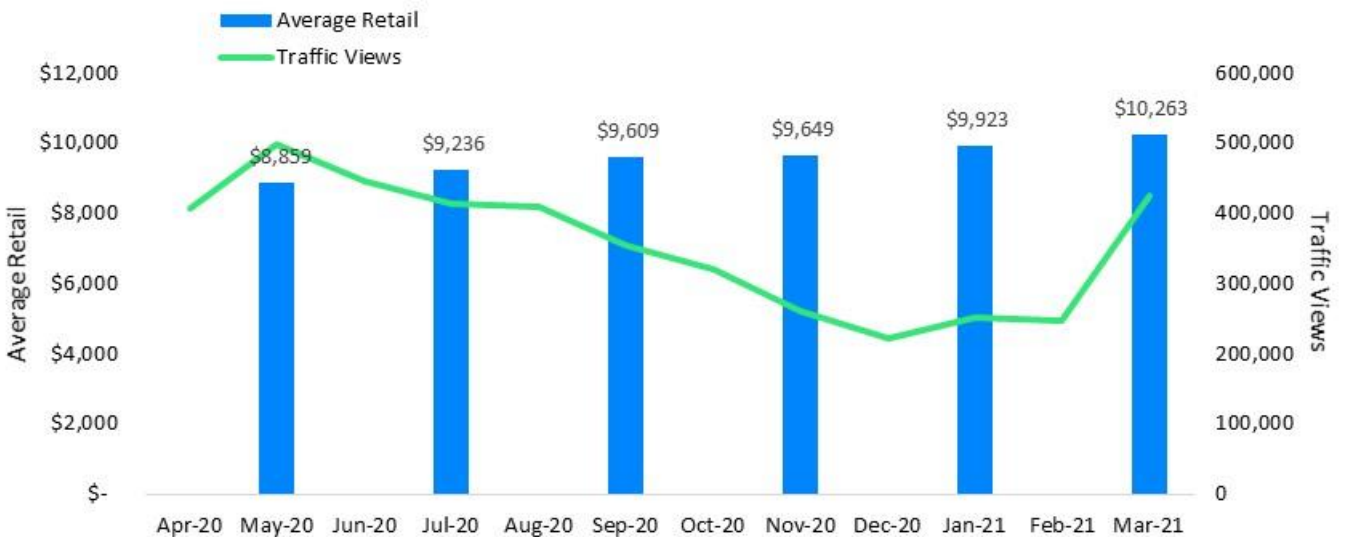
## Powersports Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Cruisers



#### Sportbikes



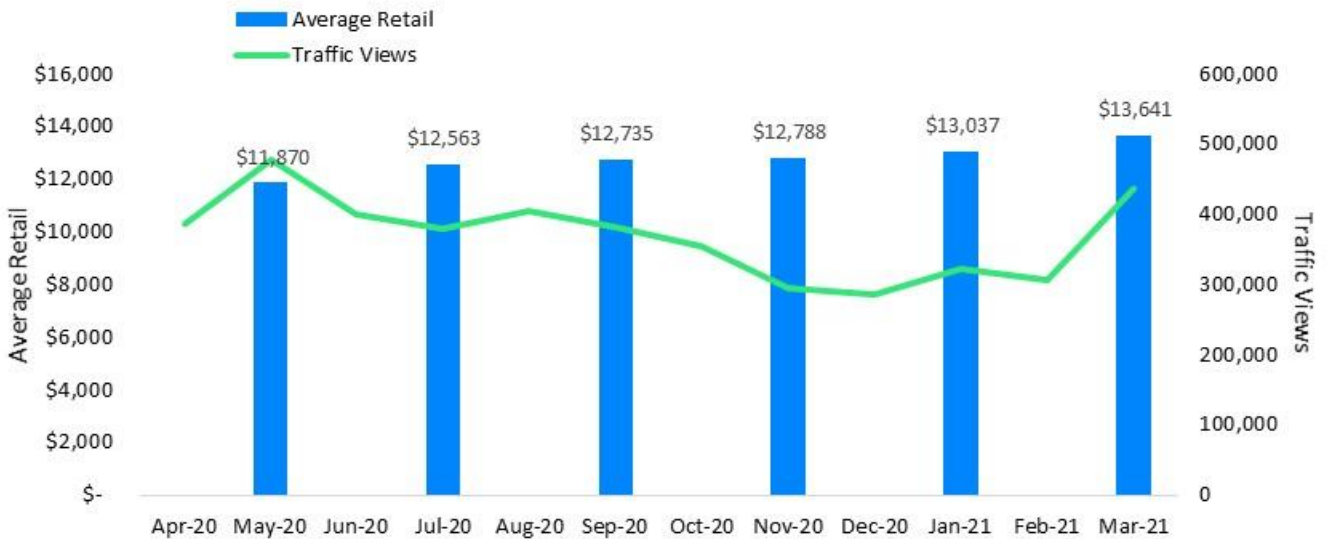
## Powersports Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Utility Side by Sides

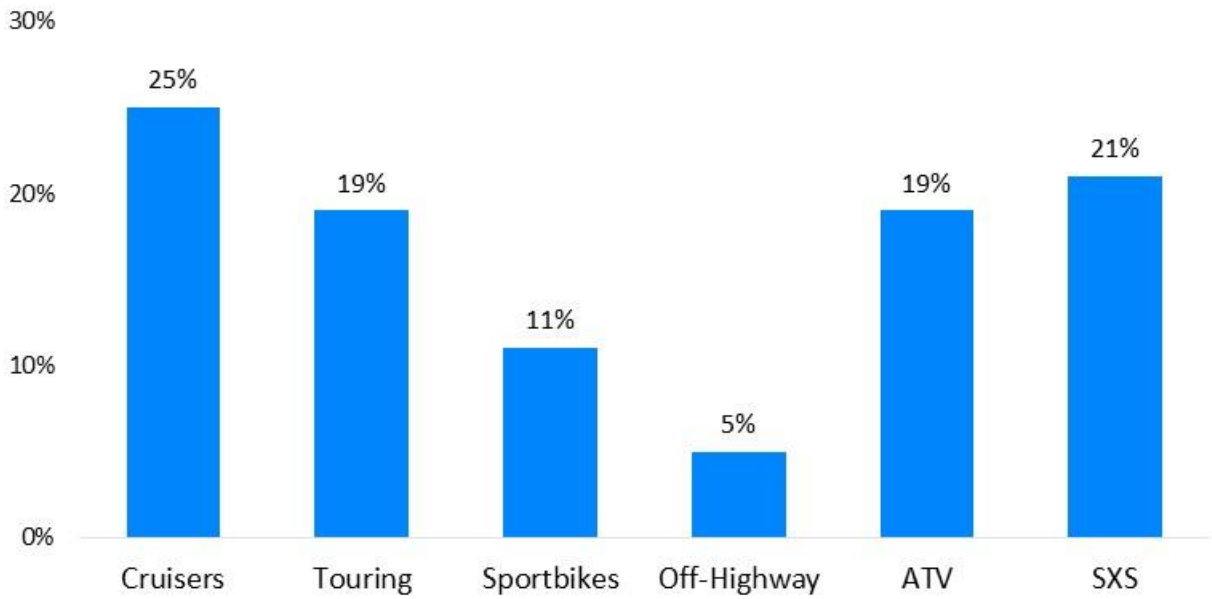


#### Sport Side by Sides



## Powersport Categories

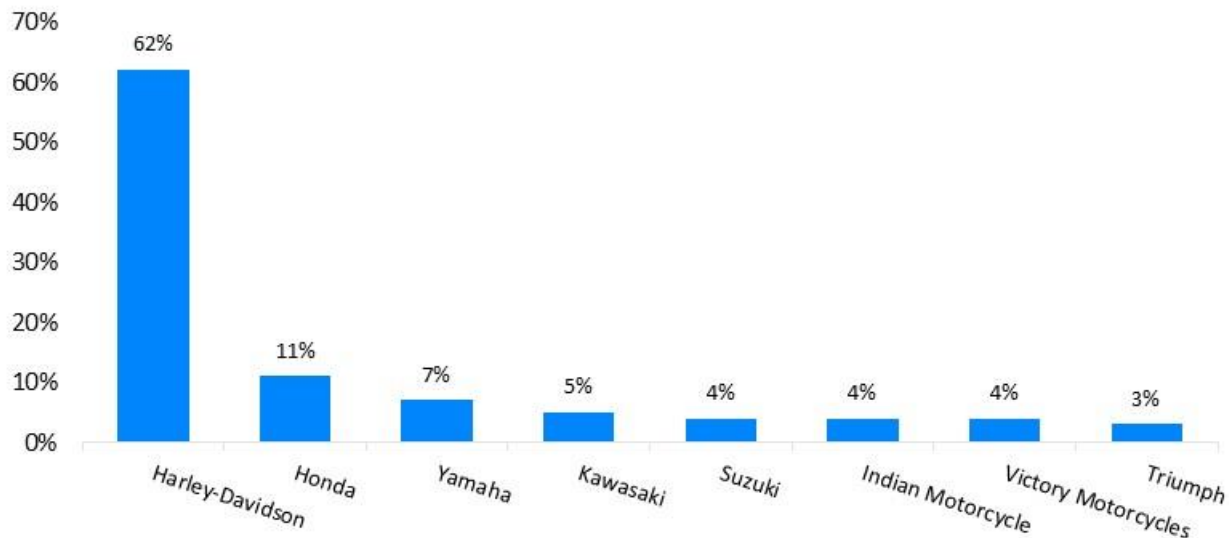
Views in 2021 Q1



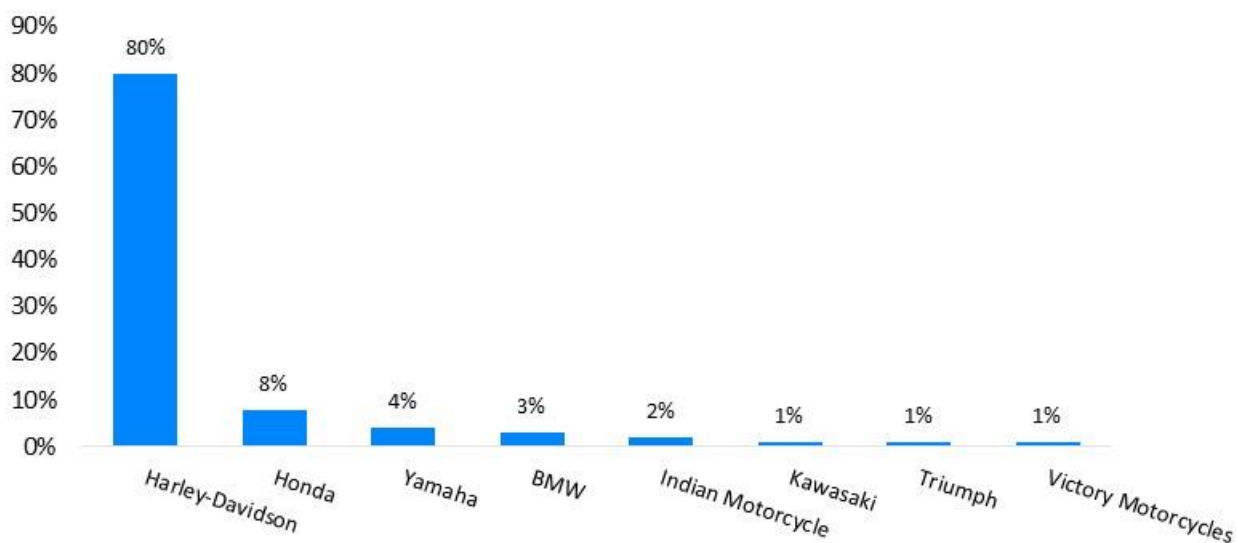
## Motorcycle Brands

### Top Researched Brands in 2021 Q1

#### Cruiser Brands



#### Touring Brands

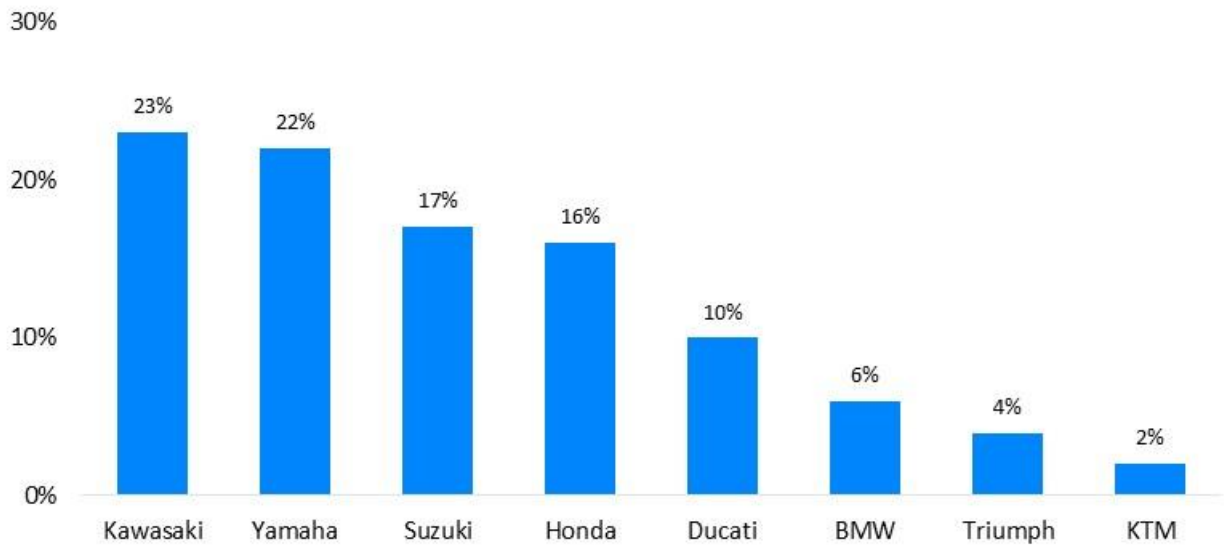




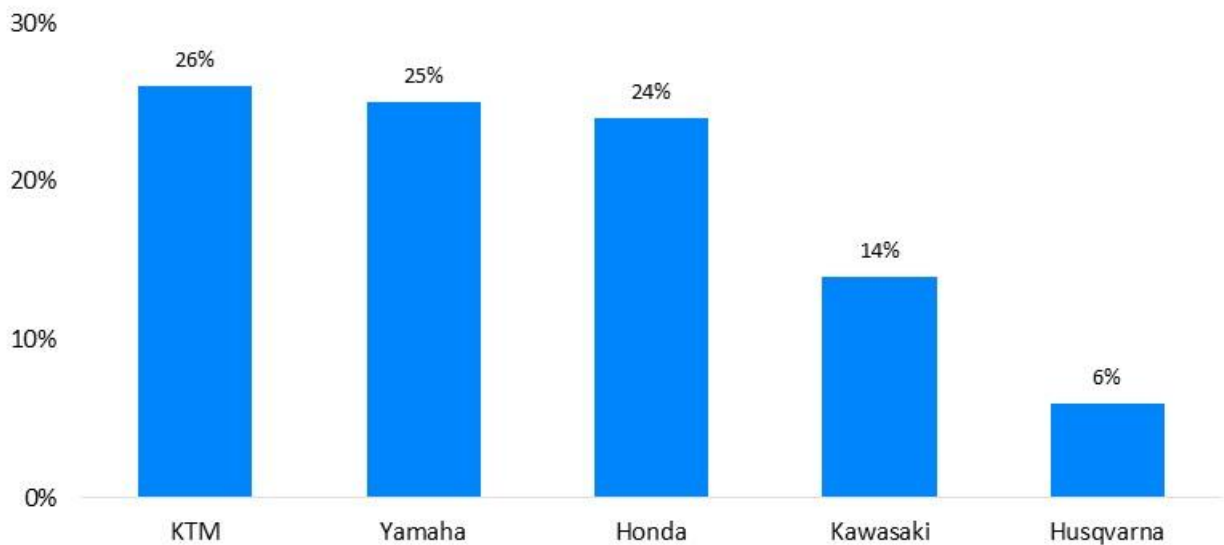
## Motorcycle Brands

### Top Researched Brands in 2021 Q1

#### Sportbike Brands



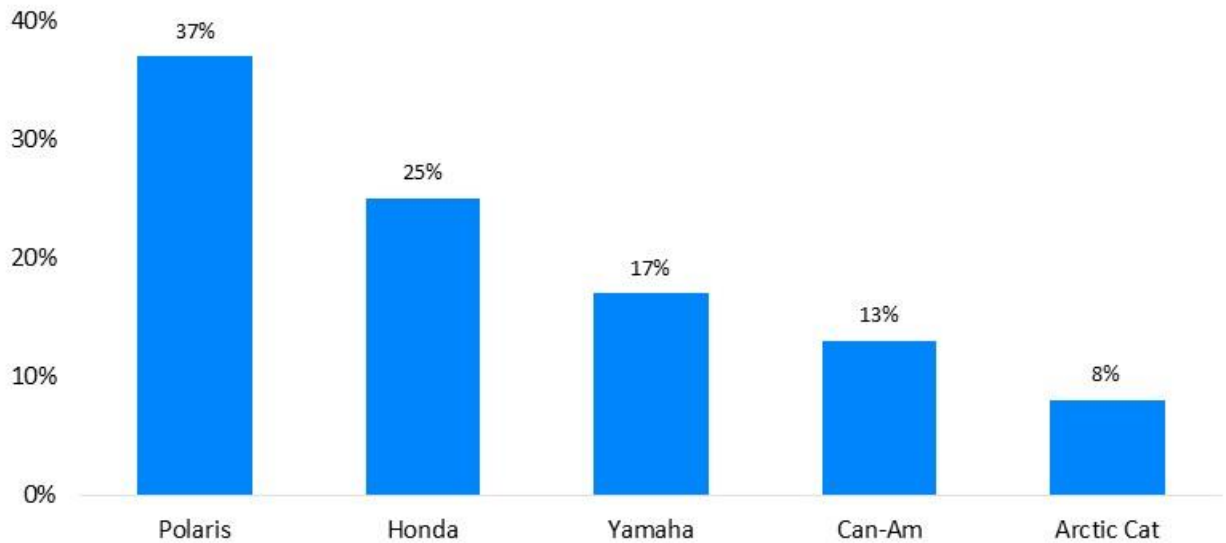
#### Off-Highway Brands



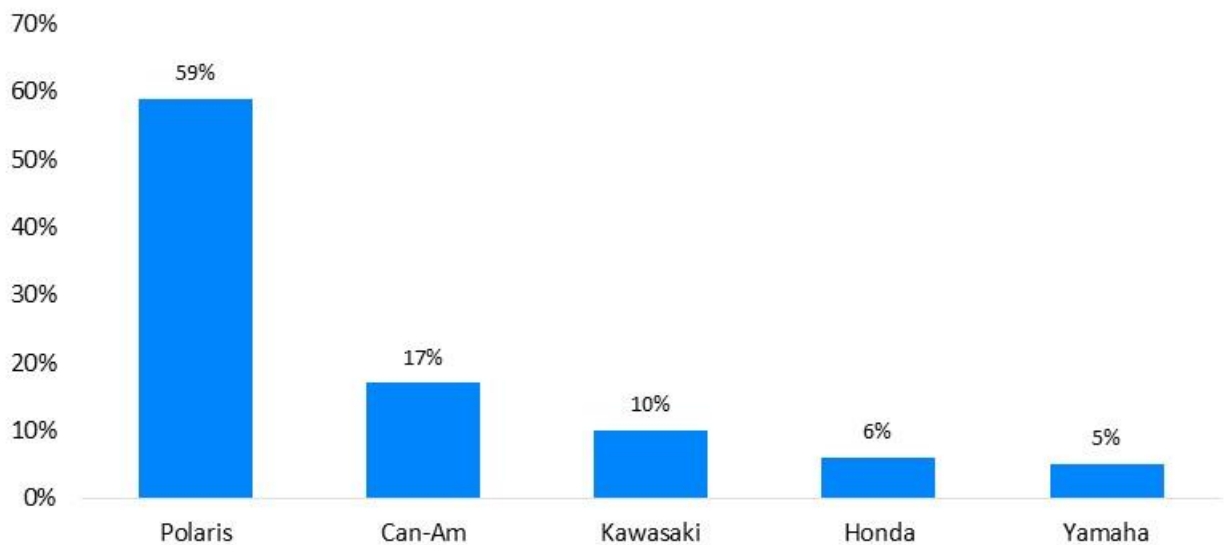
## Off-Road Vehicle Brands

### Top Researched Brands in 2021 Q1

#### All-Terrain Vehicle Brands



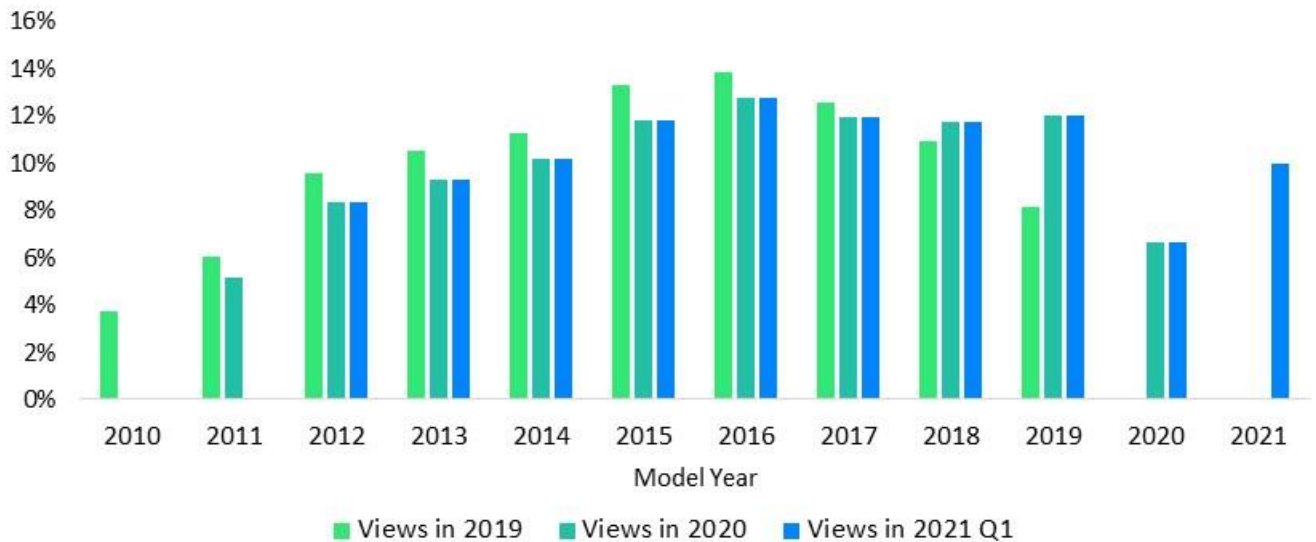
#### Side By Side Brands



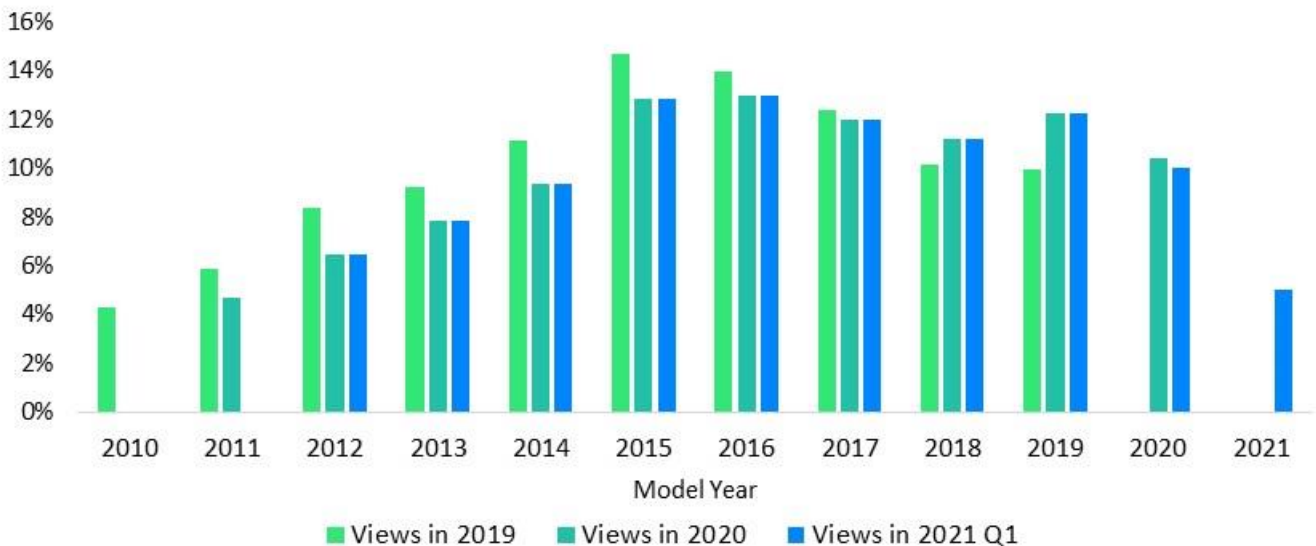
**Model Years**

**Top Researched Model Years by Category**

**Sportbikes**



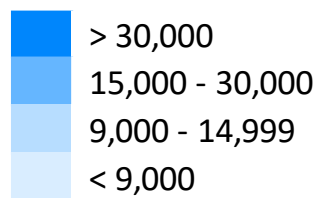
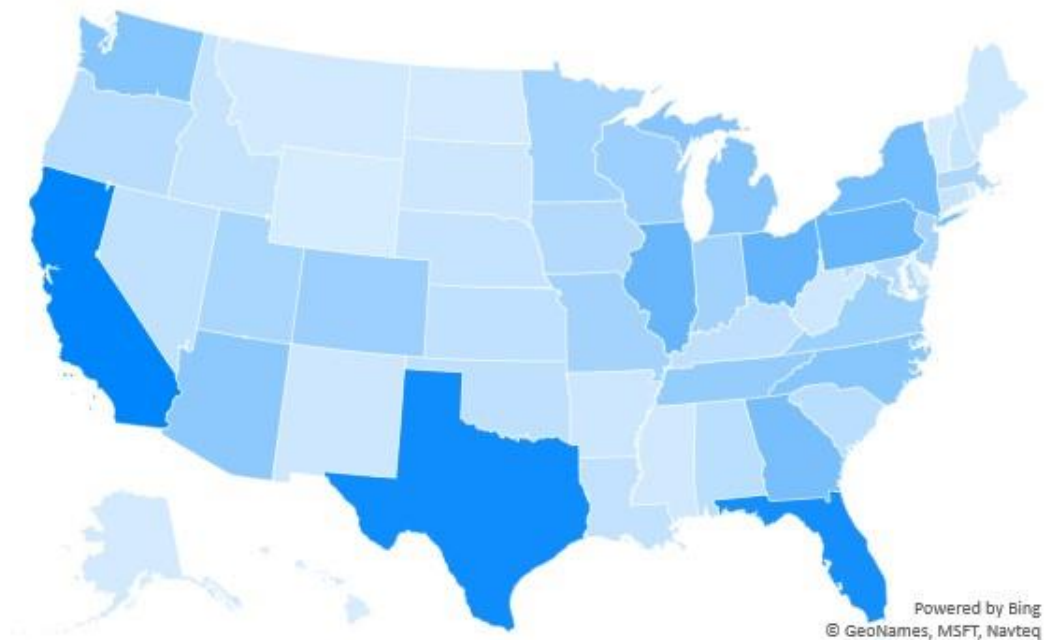
**Utility Side By Sides**



## Web Traffic by State

Traffic by State in 2021 Q1

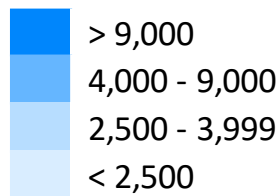
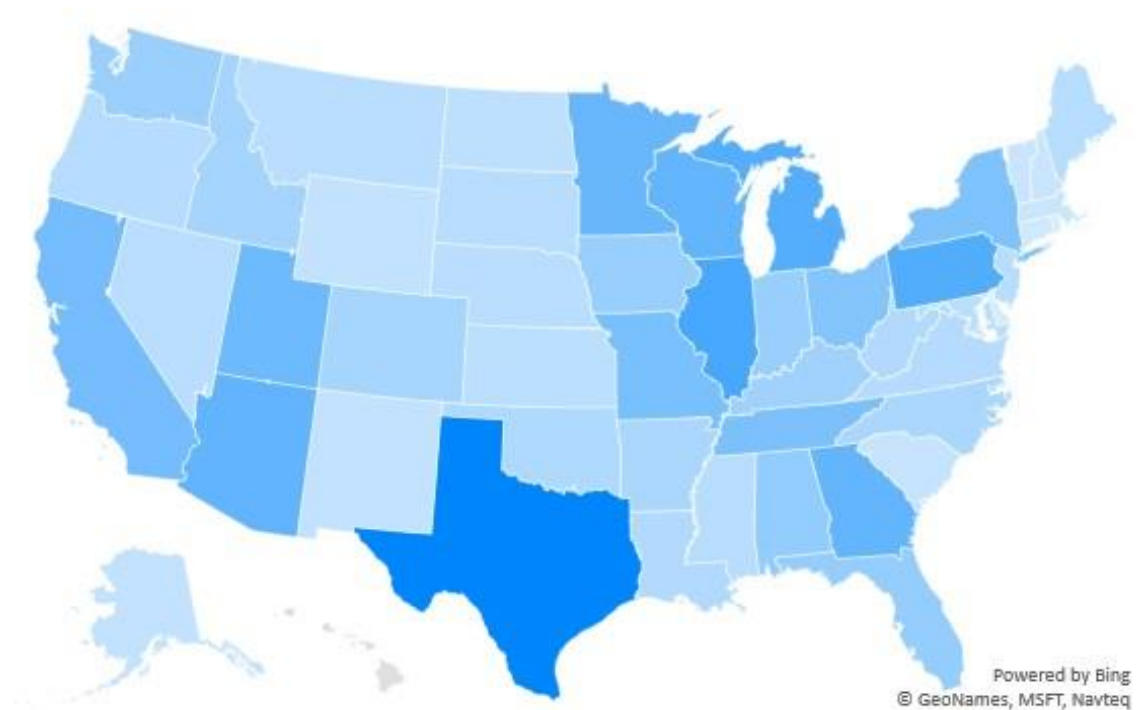
Motorcycles



## Web Traffic by State

Traffic by State in 2021 Q1

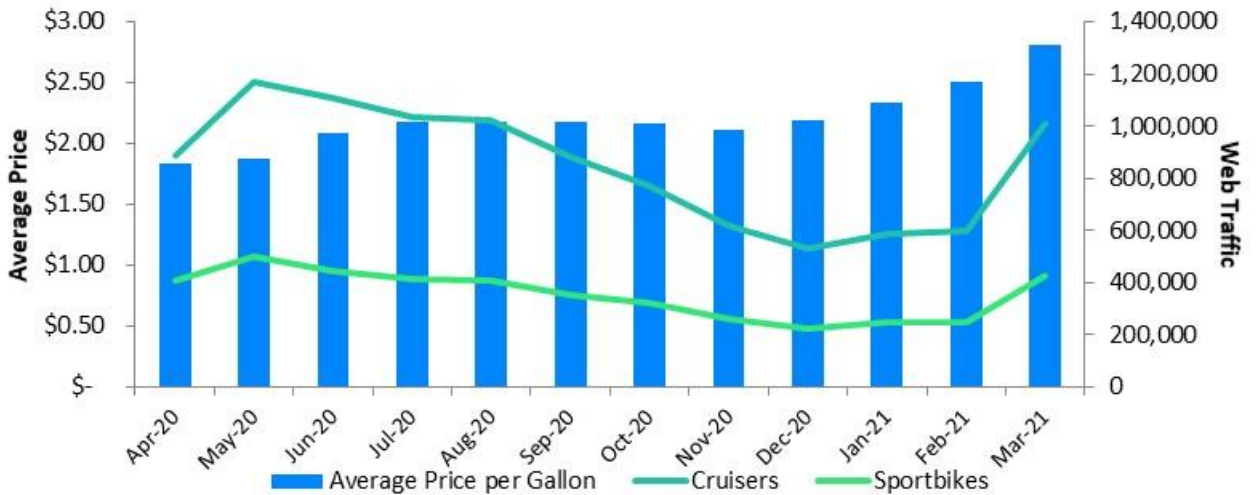
Side by Sides



**Fuel Price Data**

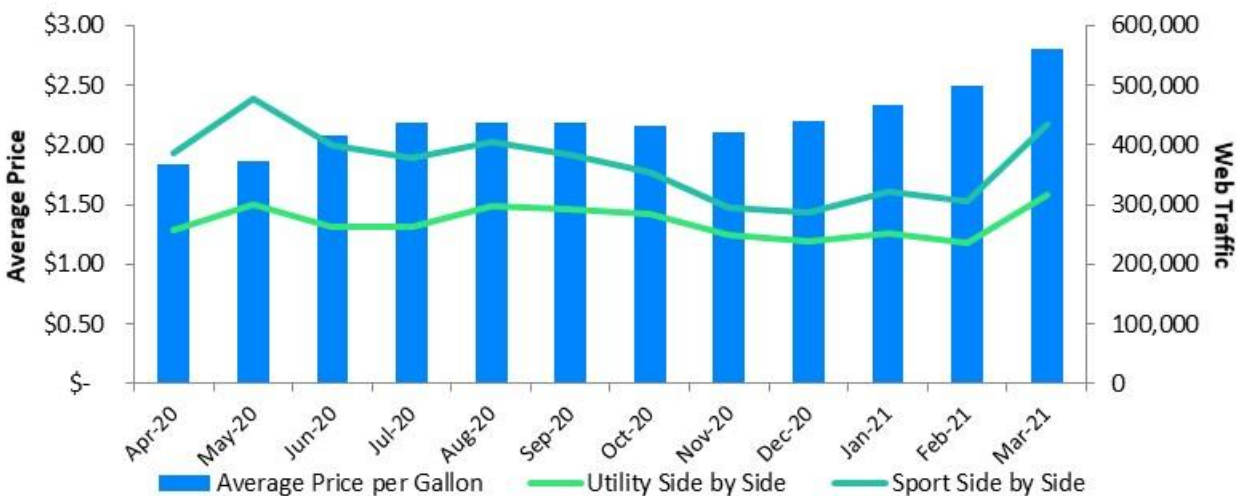
**Regular Grade Gasoline Prices vs. Consumer Traffic by Category**

**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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