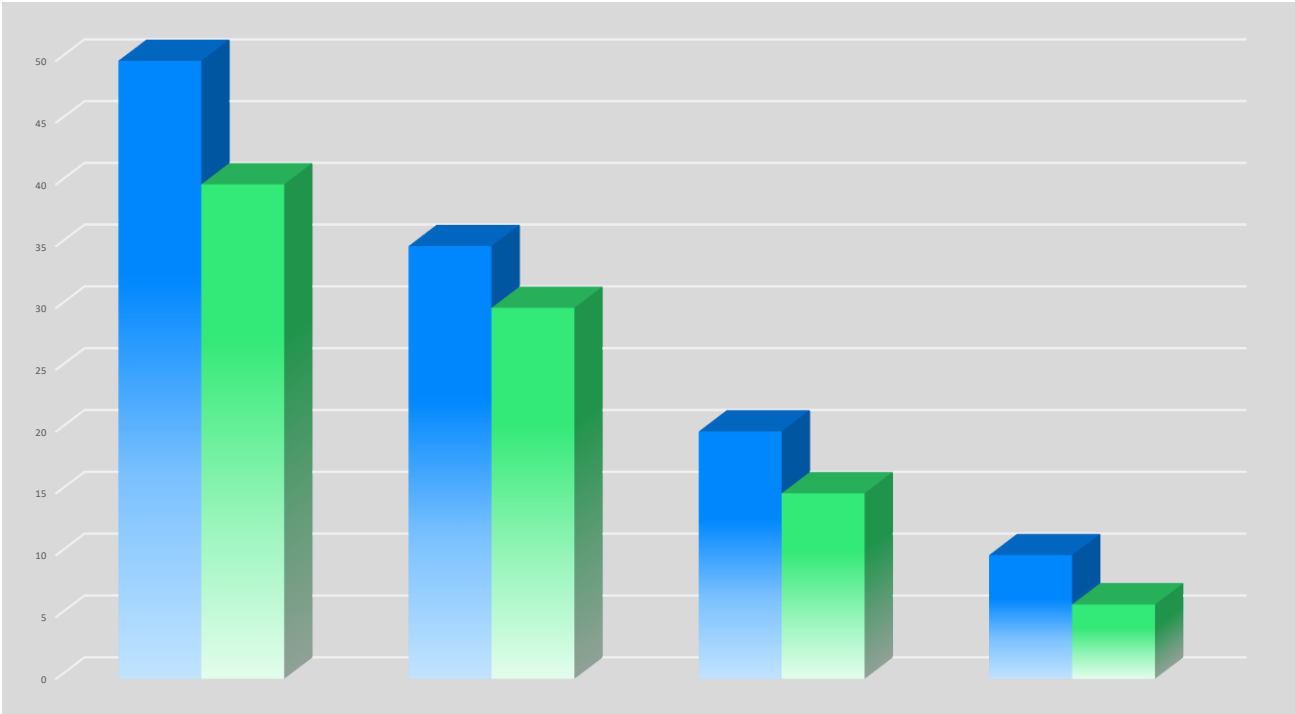


J.D. POWER



Market Insights

POWERSPORTS
Q2 2023

Powersports Market Industry Overview

Powersport values continue to hold up well, with most segments still depreciating mildly and tracking ahead of 2021.

In the motorcycle segment, values for the most recent 10 model years of cruisers averaged 4.5% lower in the first half of 2023 compared to the same period of 2022, and continue to correct back towards pre-pandemic trend. Sportbikes averaged 2.4% lower in the current period than year-prior, and held their value nicely going into the second half of the year.

In the side-by-side segment, the Utility and Sport sub-segments have performed differently in recent periods. Utilities are showing 5.7% lower values compared to the same period of 2022, while Sports are only 2.4% lower.

Looking forward, economic headwinds continue to increase, but analysts have been saying that for a year now, and the market remains elevated. We'll continue to watch employment figures and consumer debt metrics while monitoring auction sales for notable movements.

Powersports Values

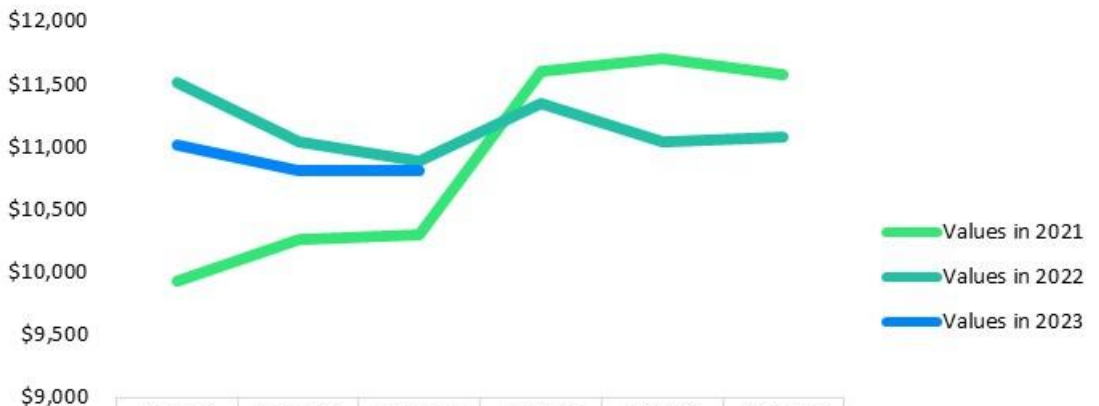
Average Retail Value by Category – Values for the Last 10 Model Years

Cruisers



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$9,262	\$9,488	\$9,584	\$10,541	\$10,643	\$10,715
Values in 2022	\$10,831	\$10,375	\$10,284	\$10,669	\$10,319	\$10,318
Values in 2023	\$10,216	\$10,025	\$9,825			

Sportbikes



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$9,923	\$10,263	\$10,293	\$11,598	\$11,698	\$11,580
Values in 2022	\$11,511	\$11,036	\$10,885	\$11,340	\$11,040	\$11,077
Values in 2023	\$11,013	\$10,815	\$10,805			

Powersports Values

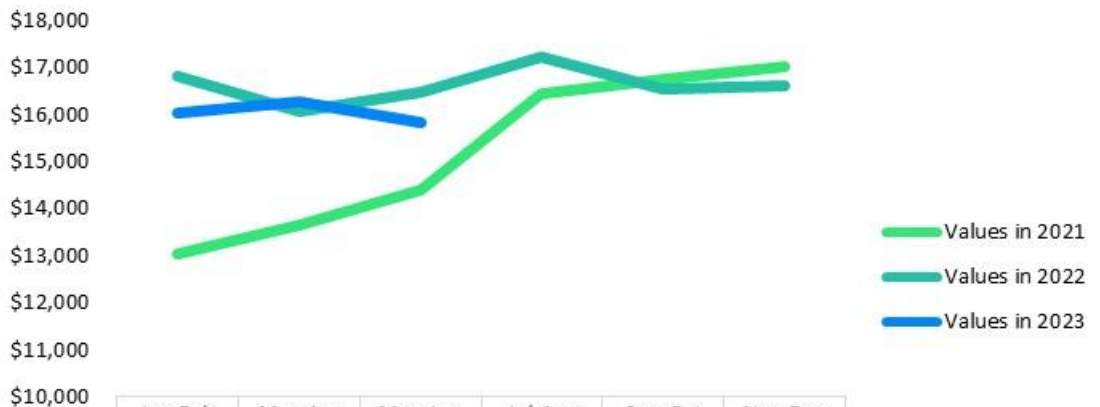
Average Retail Value by Category – Values for the Last 10 Model Years

Utility Side by Sides



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$10,974	\$11,307	\$11,478	\$12,758	\$12,941	\$13,246
Values in 2022	\$13,104	\$12,436	\$12,707	\$13,044	\$12,592	\$12,579
Values in 2023	\$12,061	\$12,065	\$11,940			

Sport Side by Sides

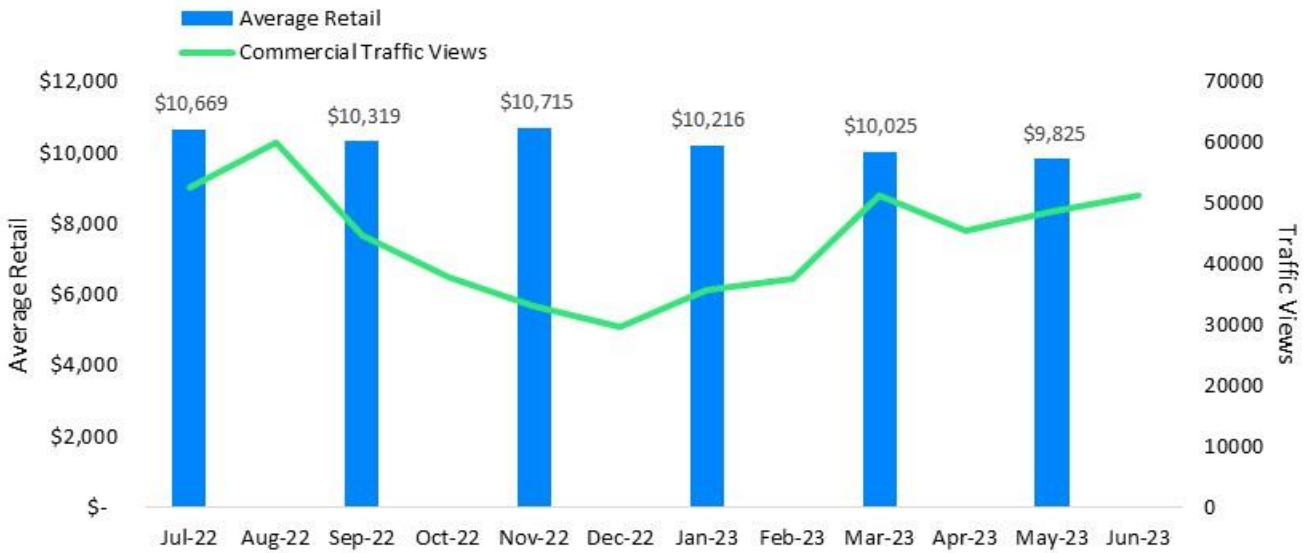


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$13,037	\$13,641	\$14,400	\$16,441	\$16,761	\$17,027
Values in 2022	\$16,824	\$16,085	\$16,482	\$17,252	\$16,554	\$16,606
Values in 2023	\$16,058	\$16,294	\$15,851			

Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Cruisers



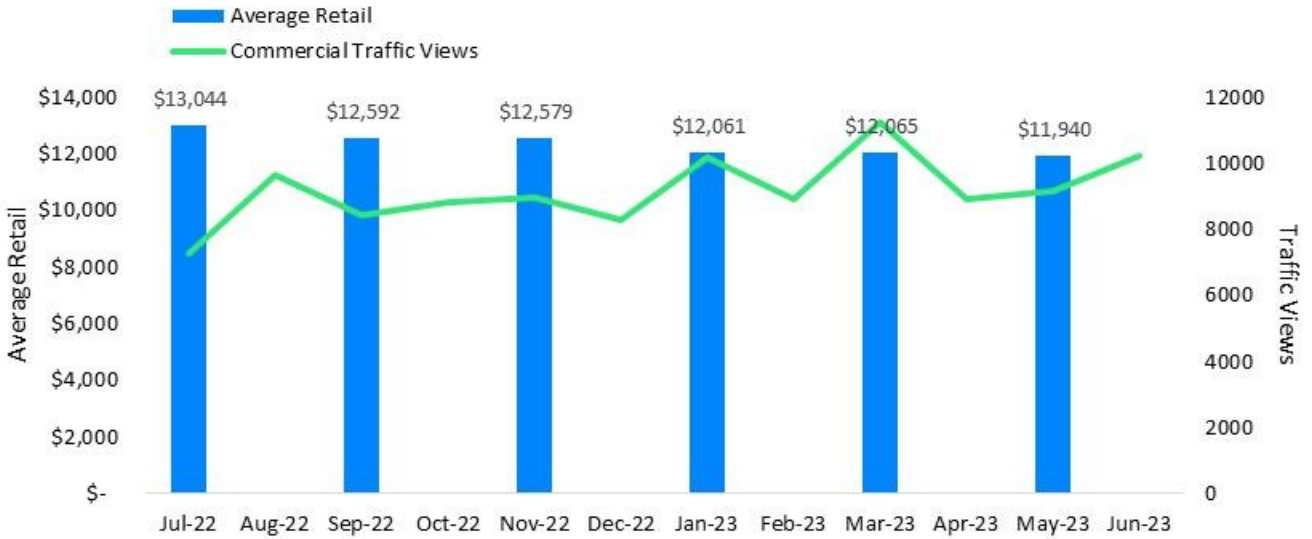
Sportbikes



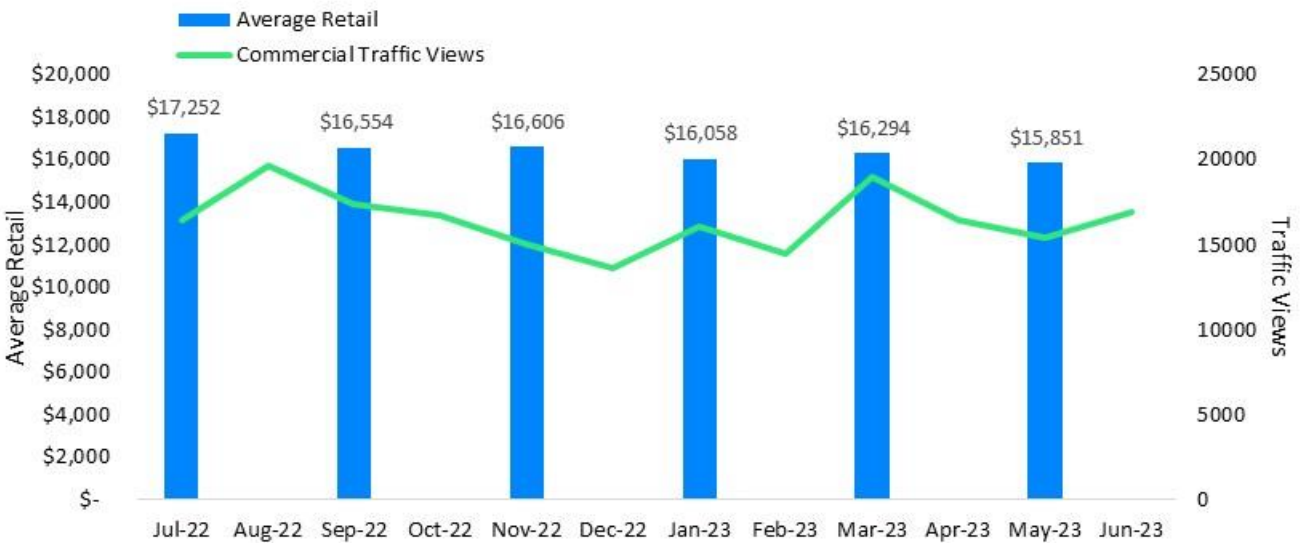
Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Utility Side by Sides

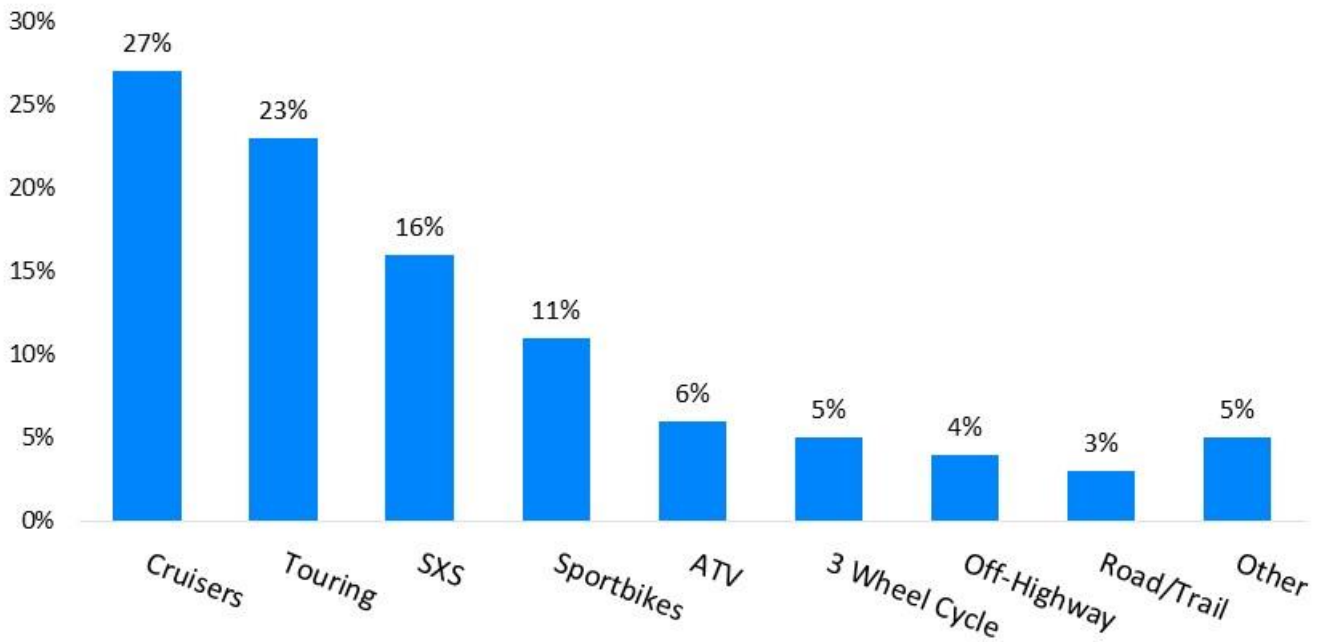


Sport Side by Sides



Powersport Categories

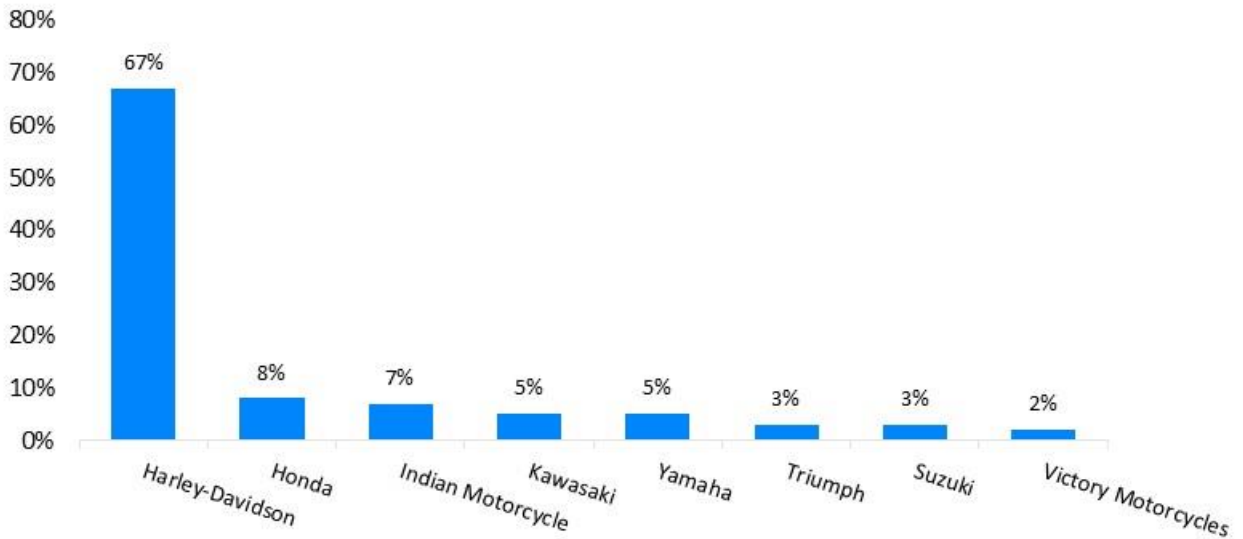
Views in 2023



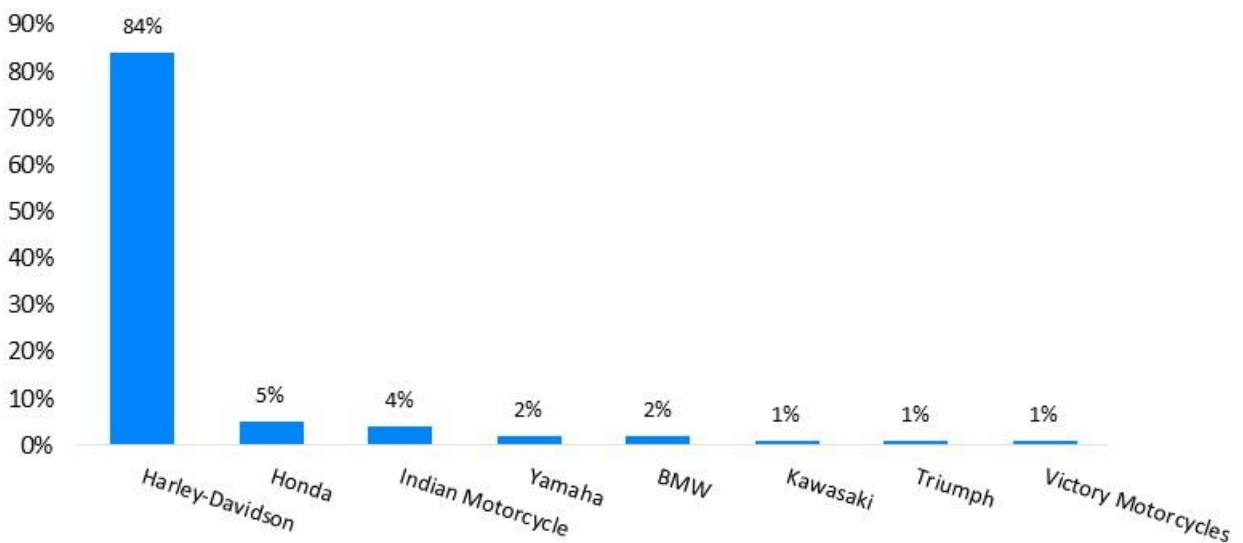
Motorcycle Brands

Top Researched Brands in 2023

Cruiser Brands



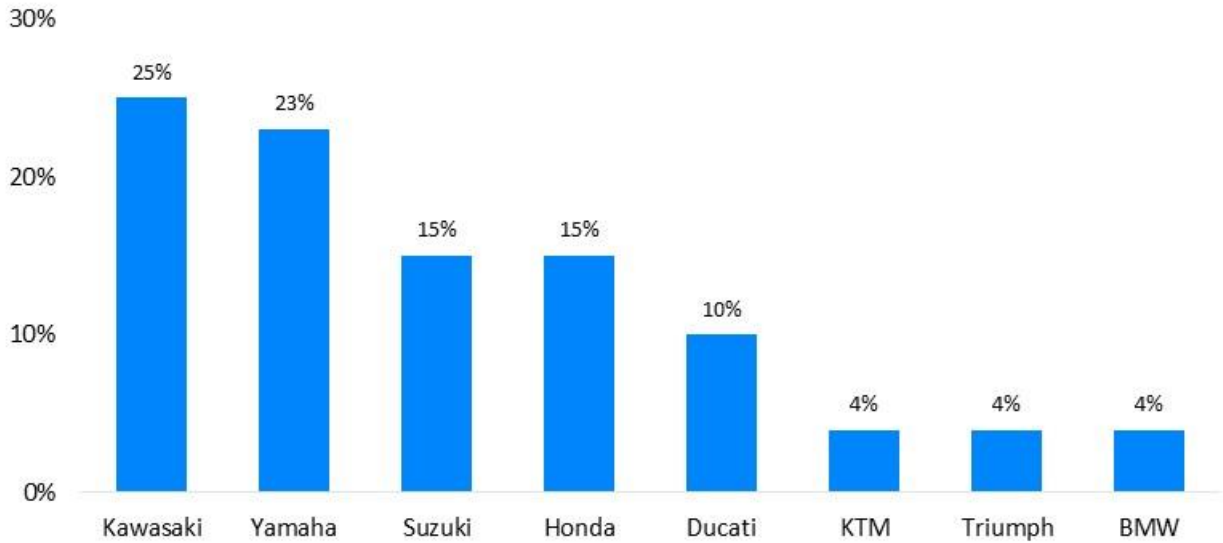
Touring Brands



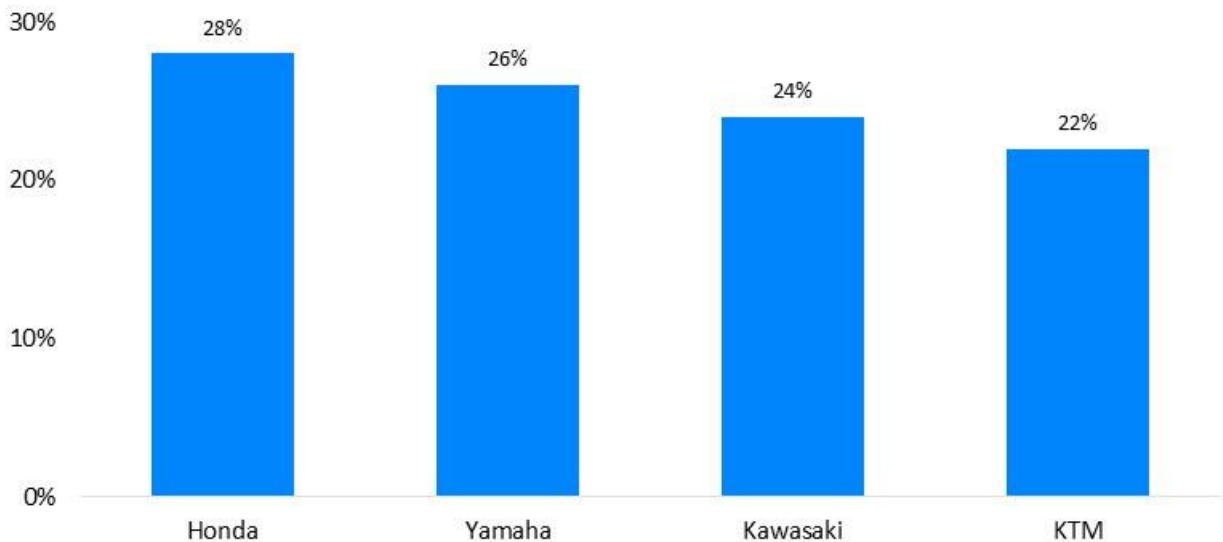
Motorcycle Brands

Top Researched Brands in 2023

Sportbike Brands



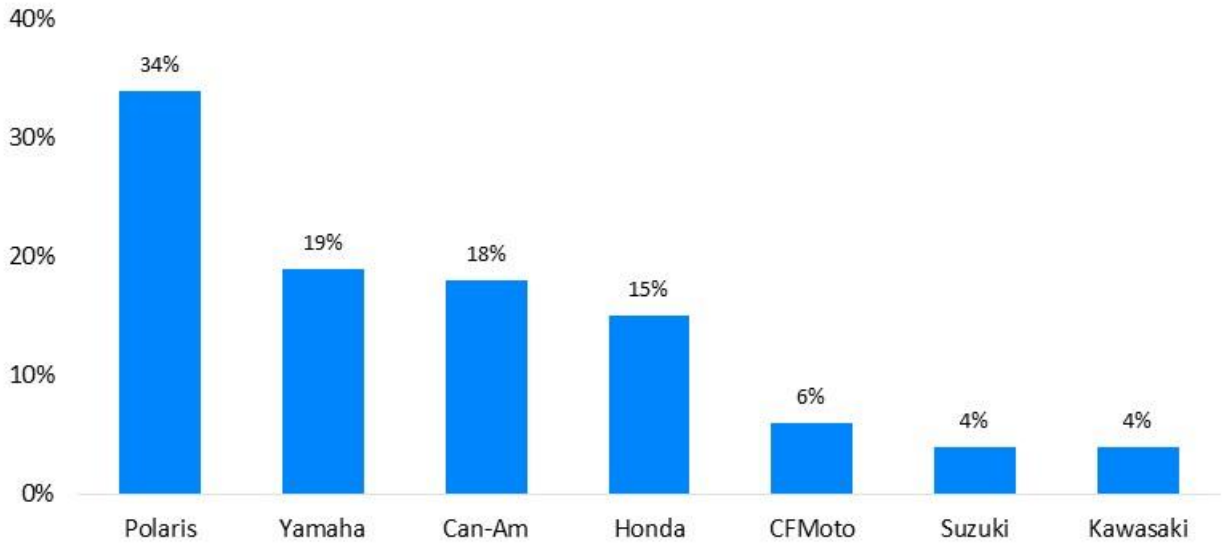
Off-Highway Brands



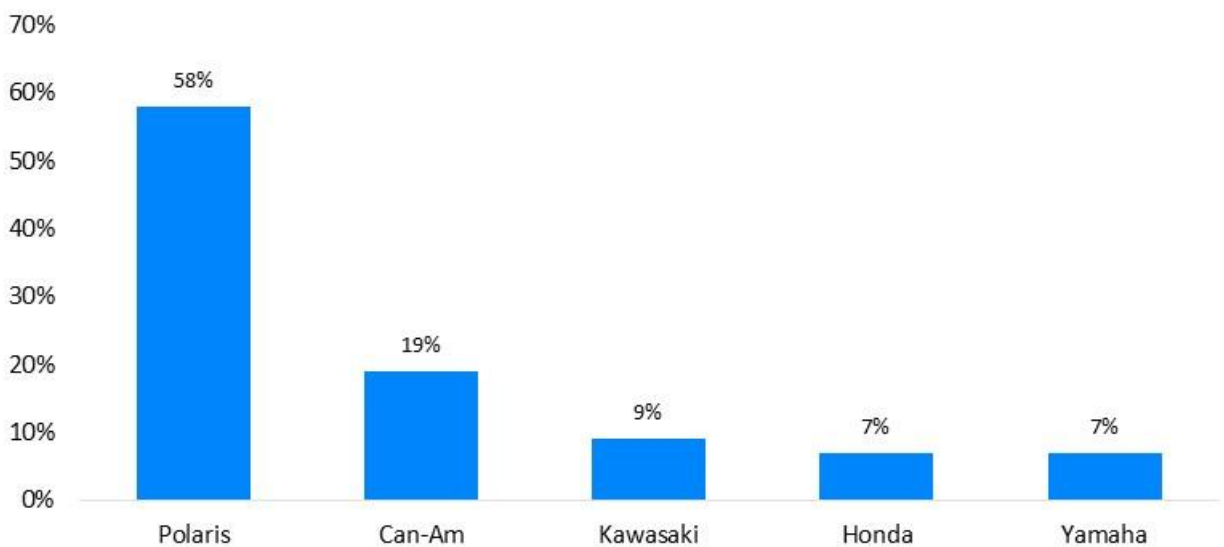
Off-Road Vehicle Brands

Top Researched Brands in 2023

All-Terrain Vehicle Brands



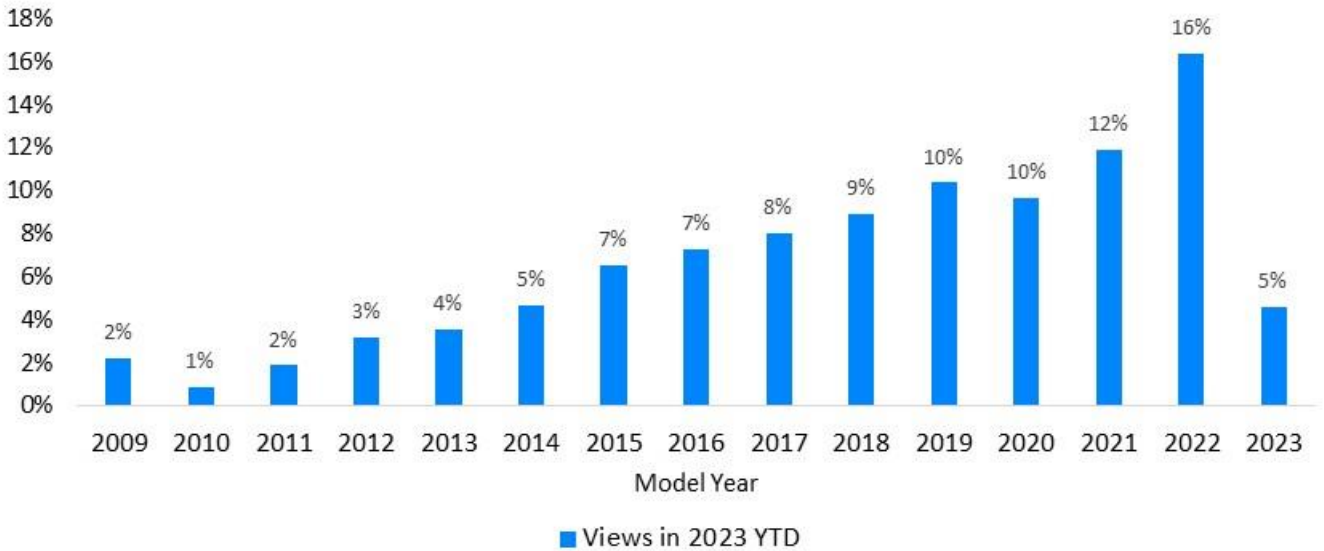
Side By Side Brands



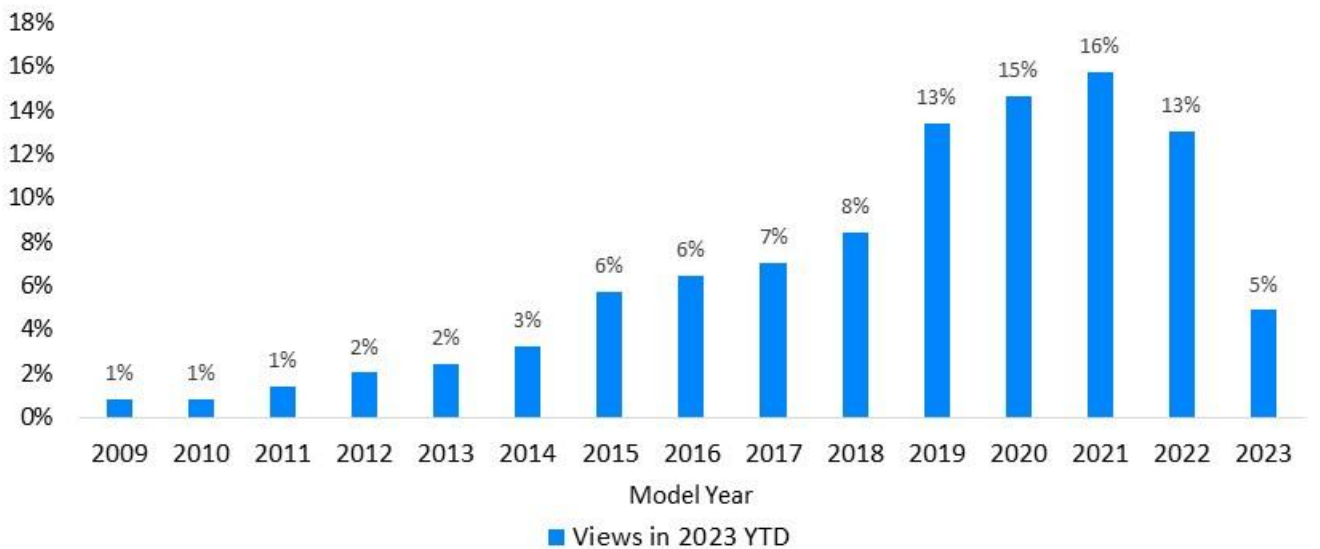
Model Years

Top Researched Model Years by Category

Sportbikes



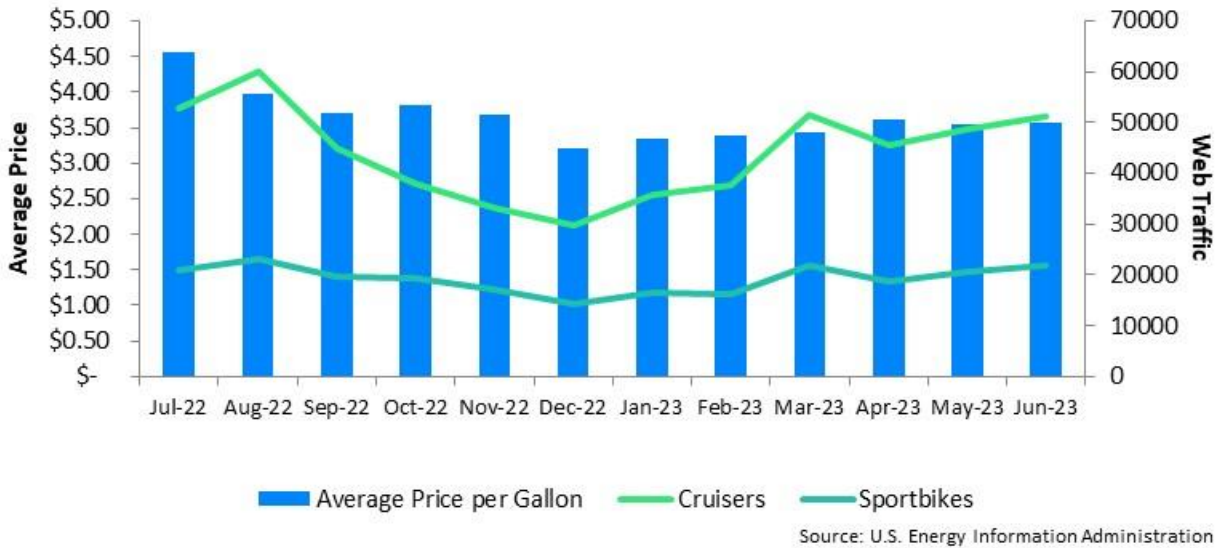
Utility Side By Sides



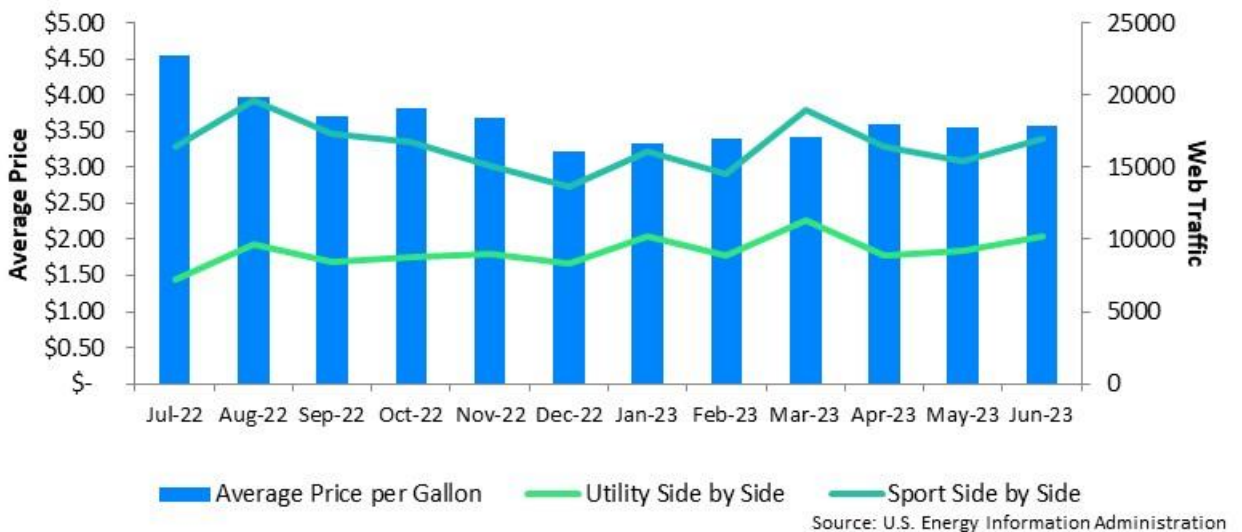
Fuel Price Data

Regular Grade Gasoline Prices vs. Commercial Traffic by Category

Motorcycles

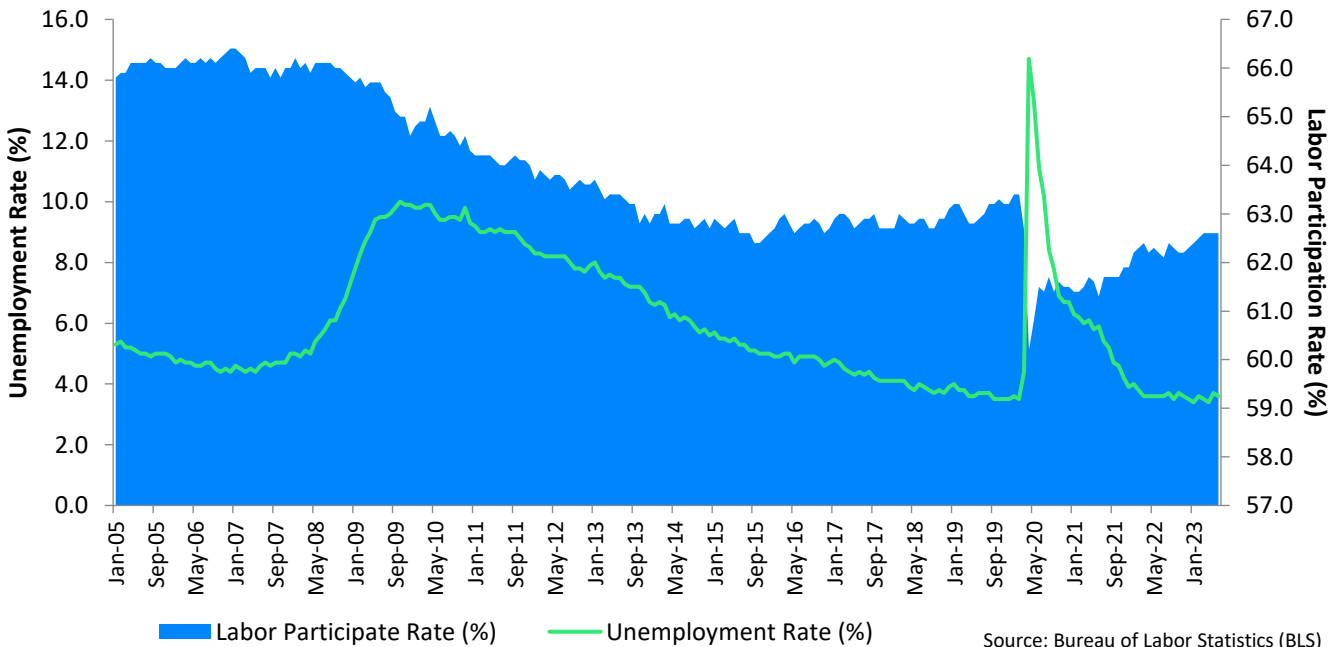


Side By Sides



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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