

**J.D. POWER**

# **MARKET INSIGHTS**



POWERSPORTS  
Q3 2023

# MARKET INSIGHTS

POWERSPORTS  
Q3 2023

## POWERSPORTS MARKET INDUSTRY OVERVIEW

Powersports segments cooled notably in the second half of 2023, reflecting a more difficult trade environment and tougher finance conditions. In the motorcycle segment, values for the most recent 10 model years of cruisers averaged 6.8% lower in the first 10 months of 2023 compared to the same period of 2022 and are essentially back to pre-pandemic levels. Sportbikes averaged 2.8% lower in the current period than year-prior, with a dip in the most recent valuation period. In the side-by-side segment, the Utility segment averaged 8.3% lower in the first 10 months of 2023 compared to the same period of 2022, putting them back near the pre-pandemic level. The Sport segment averaged 6.2% lower in that period.

Market conditions cooled noticeably in the second half of 2023, reflecting equity challenges and higher interest rates. Cruisers and Utility side-by-sides have corrected most notably, but the market overall is performing more like 2019 than 2021.

## POWERSPORTS VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

### CRUISERS



### SPORTBIKES



## POWERSPORTS VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

UTILITY SIDE BY SIDES



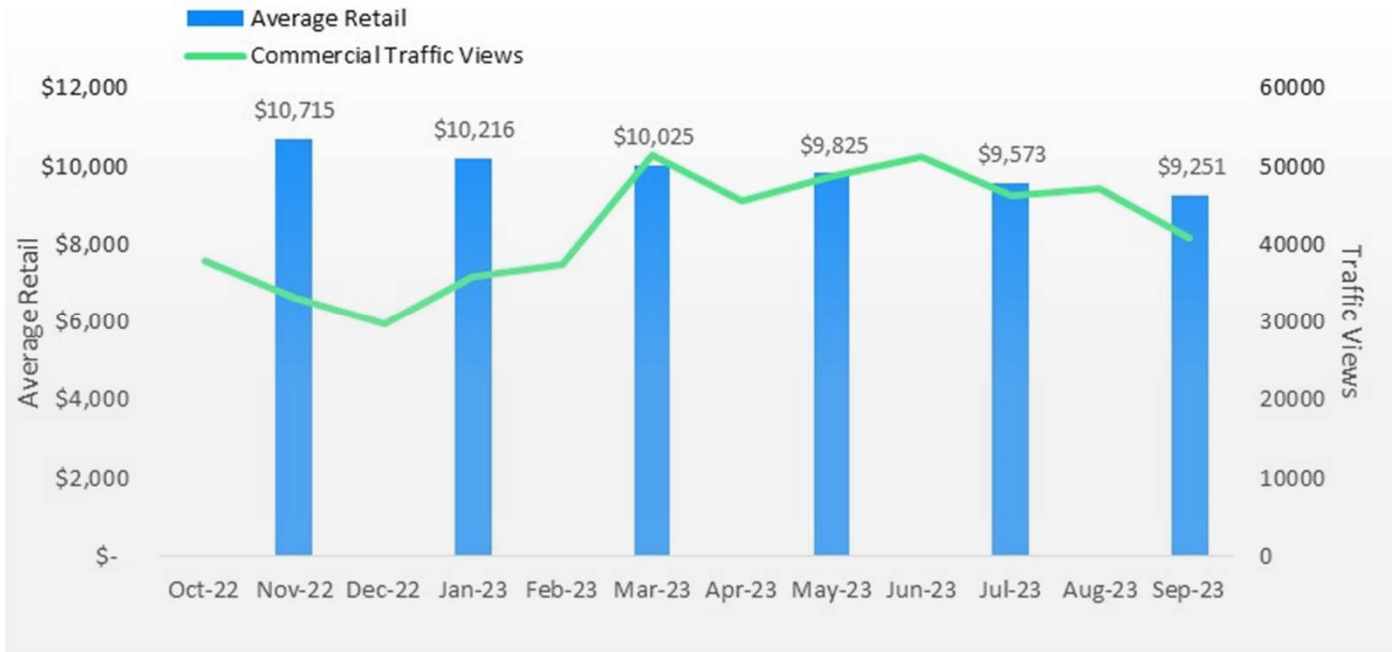
SPORT SIDE BY SIDES



## POWERSPORTS VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

### CRUISERS



### SPORTBIKES



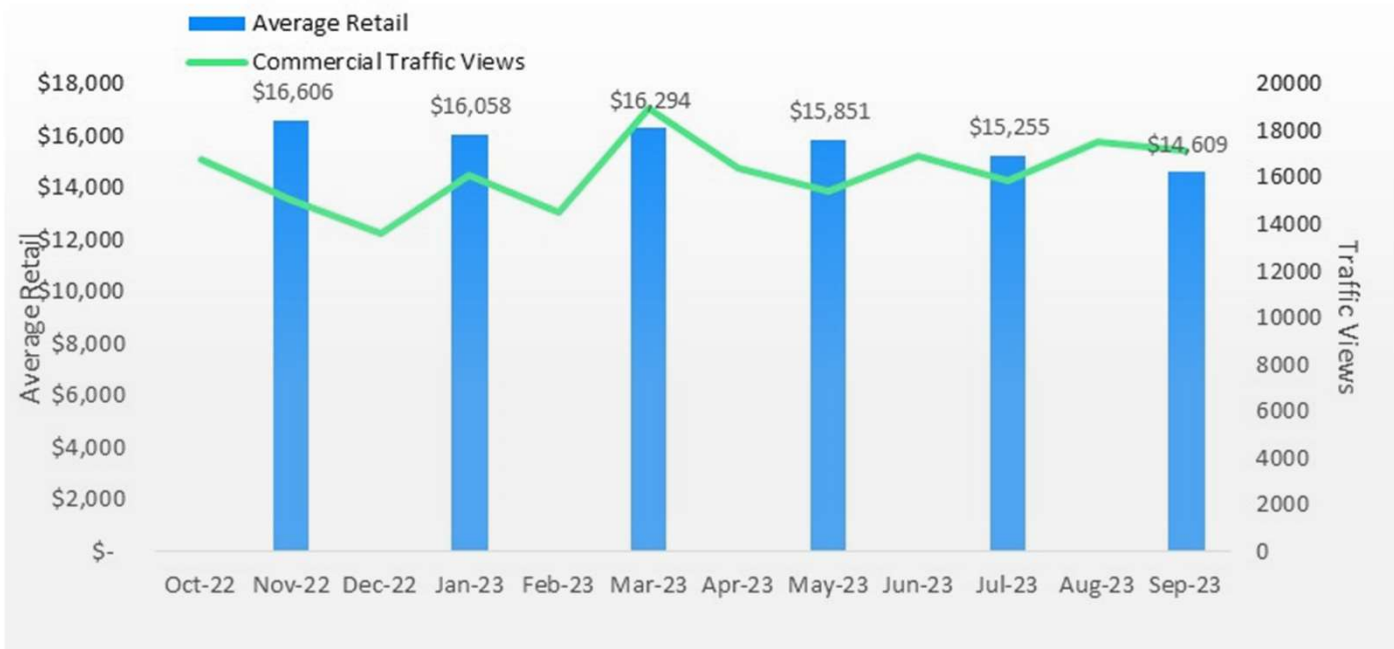
## POWERSPORTS VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

UTILITY SIDE BY SIDES

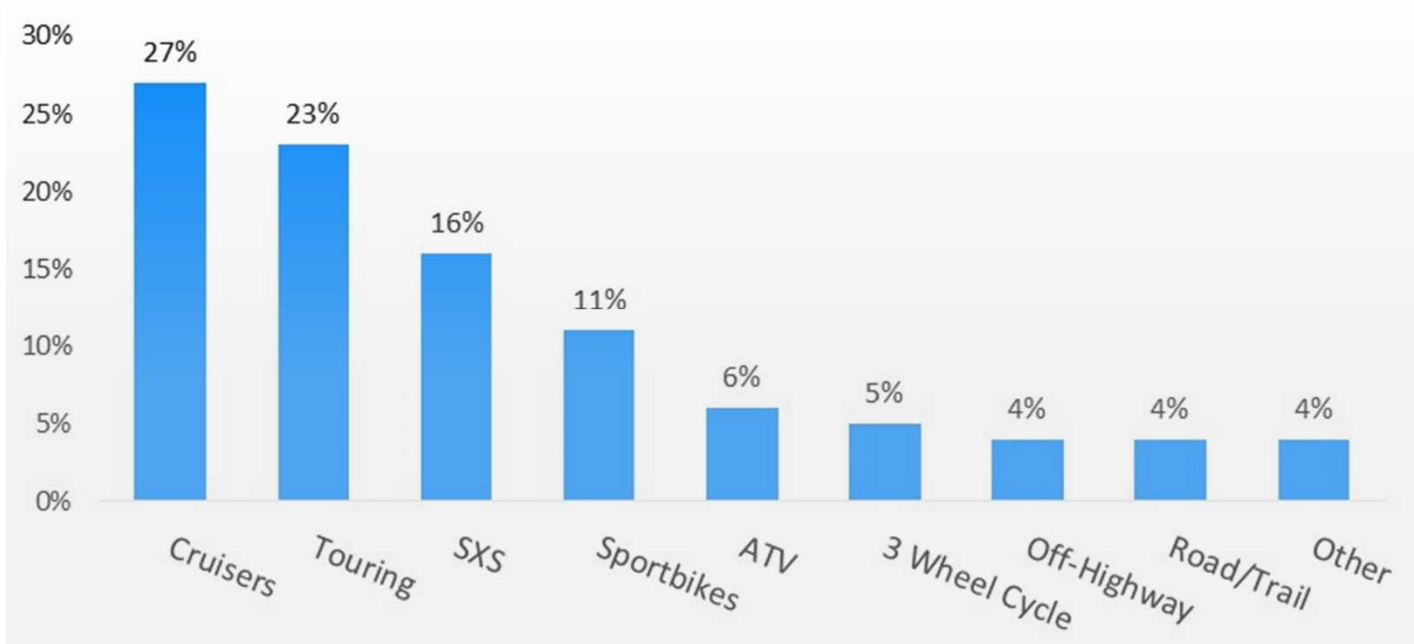


SPORT SIDE BY SIDES



## POWERSPORTS CATEGORIES

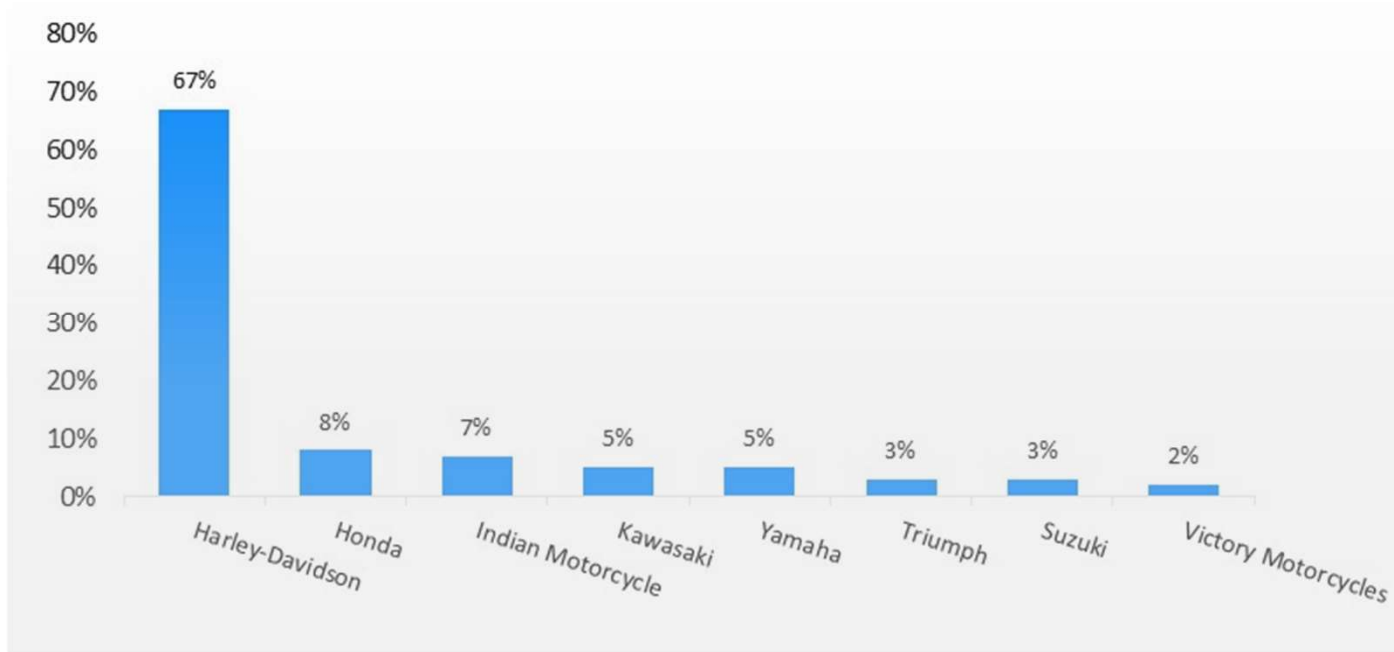
VIEWS IN 2023



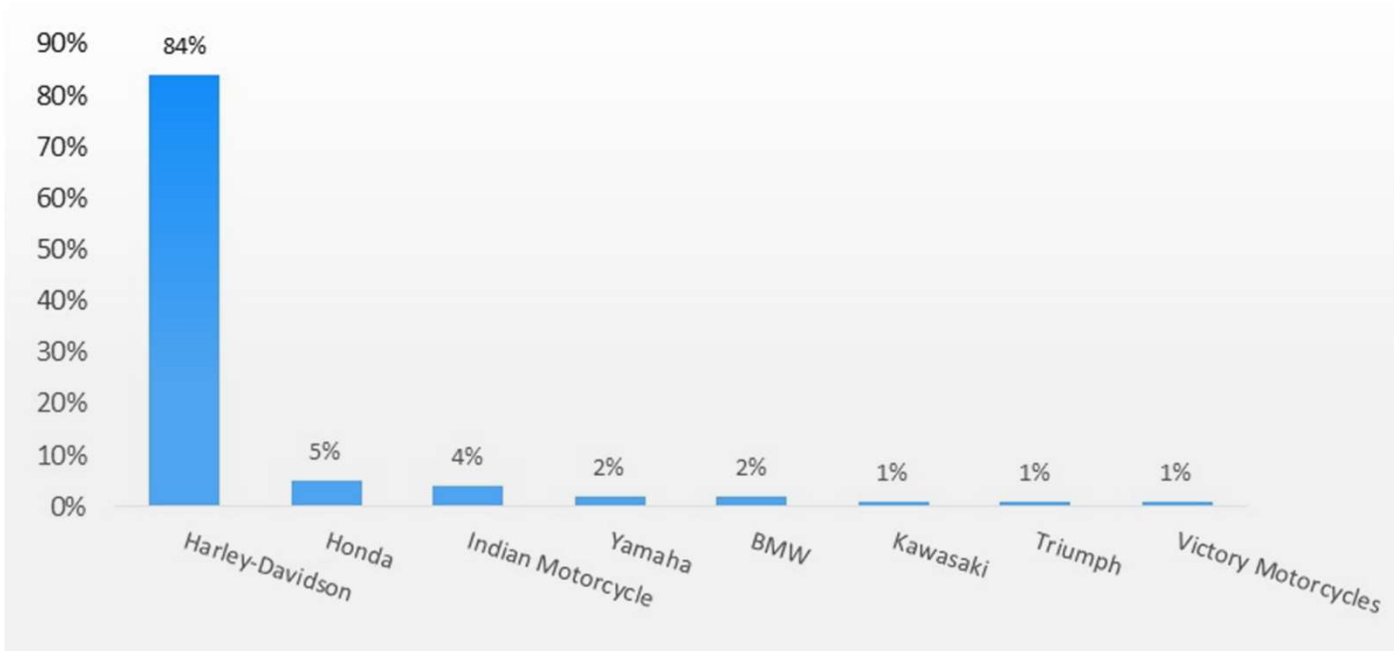
## MOTORCYCLE BRANDS

TOP RESEARCHED BRANDS IN 2023

CRUISERS



TOURING

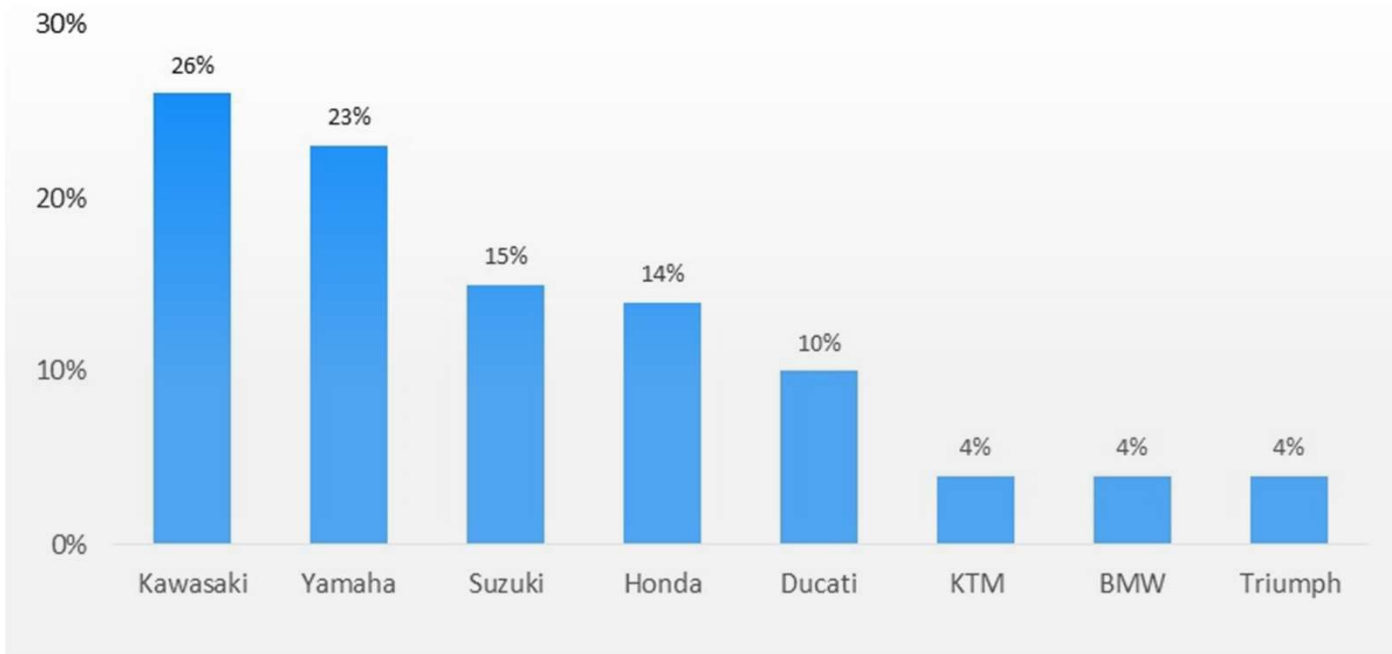




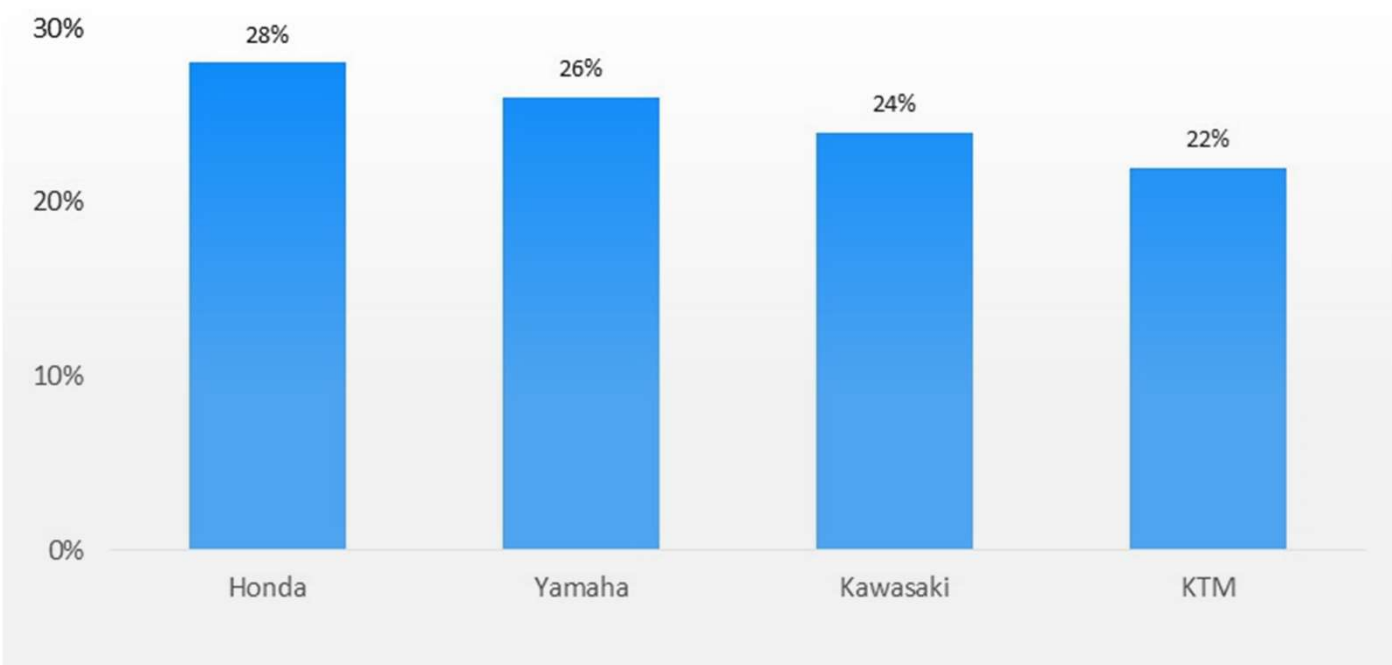
## MOTORCYCLE BRANDS

TOP RESEARCHED BRANDS IN 2023

SPORTBIKES



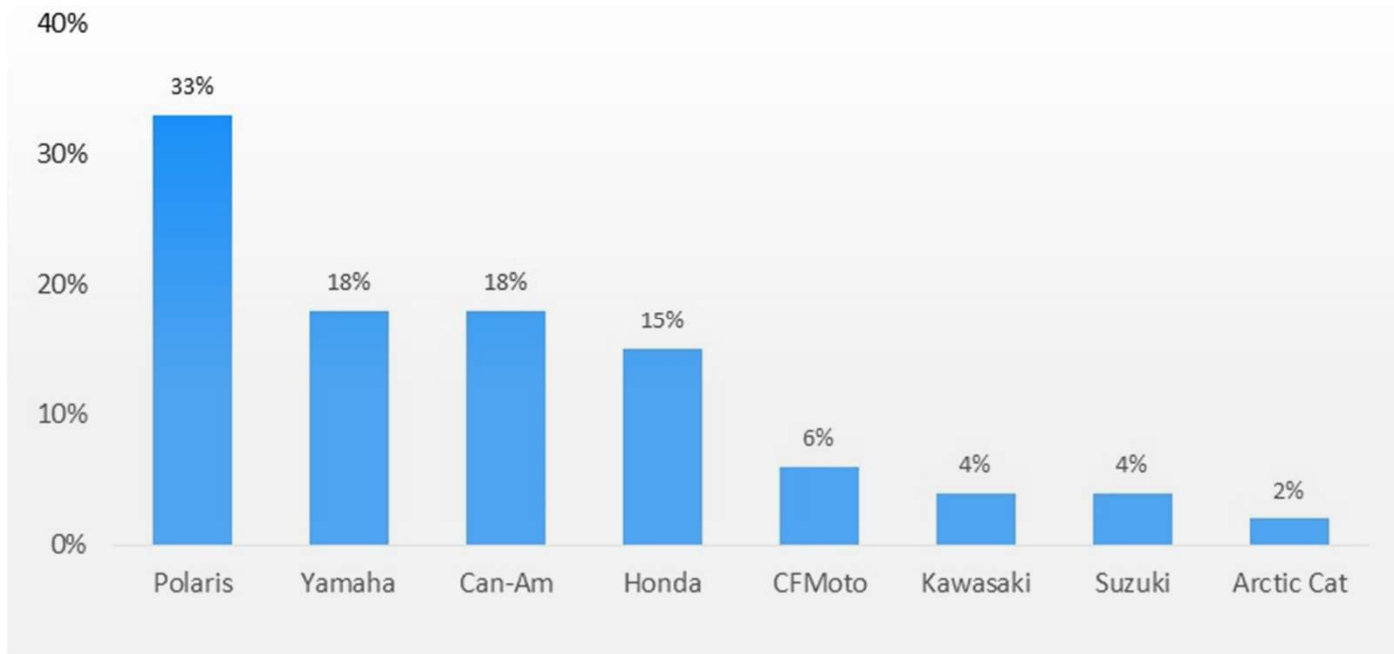
OFF HIGHWAY



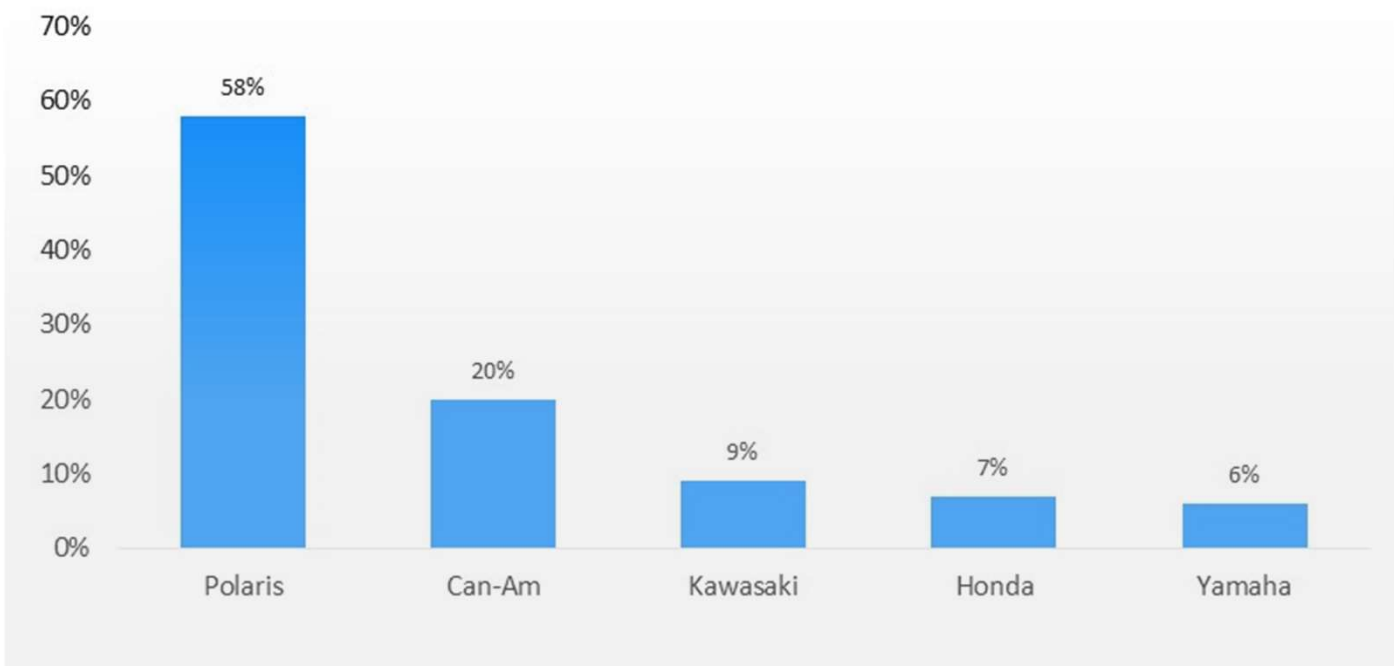
## OFF-ROAD VEHICLE BRANDS

TOP RESEARCHED BRANDS IN 2023

ALL-TERRAIN VEHICLES



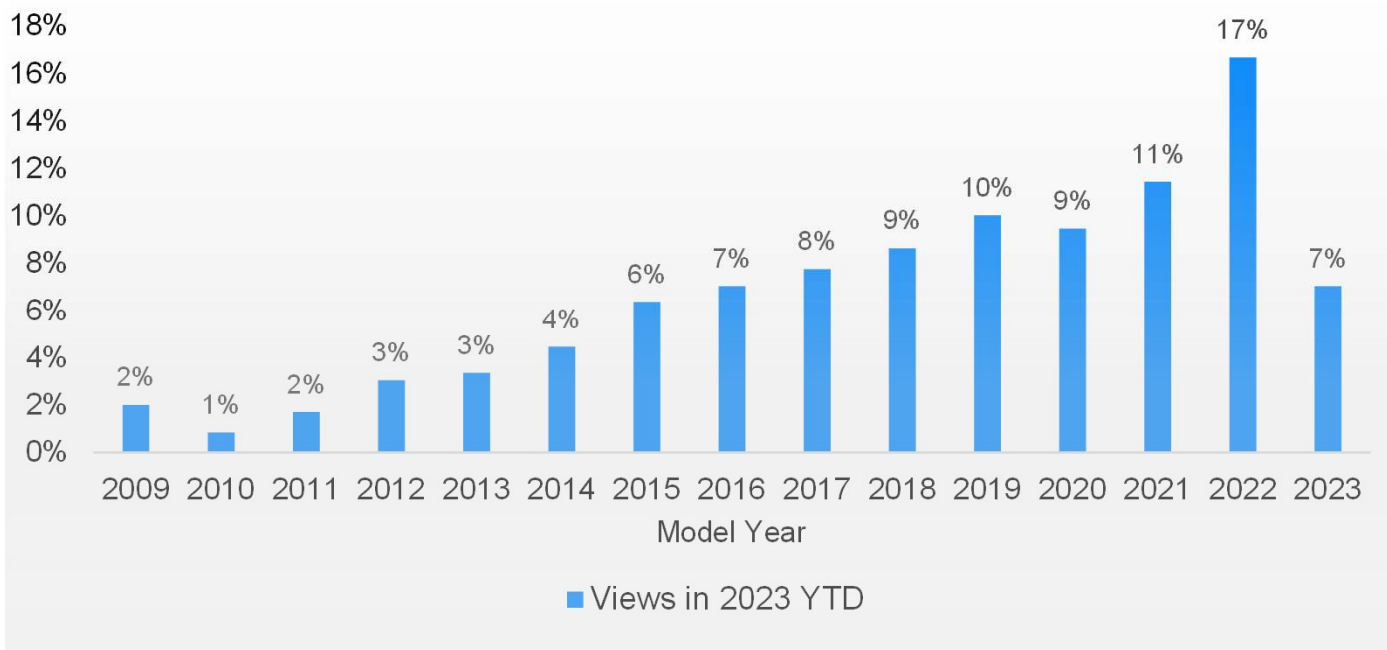
SIDE BY SIDES



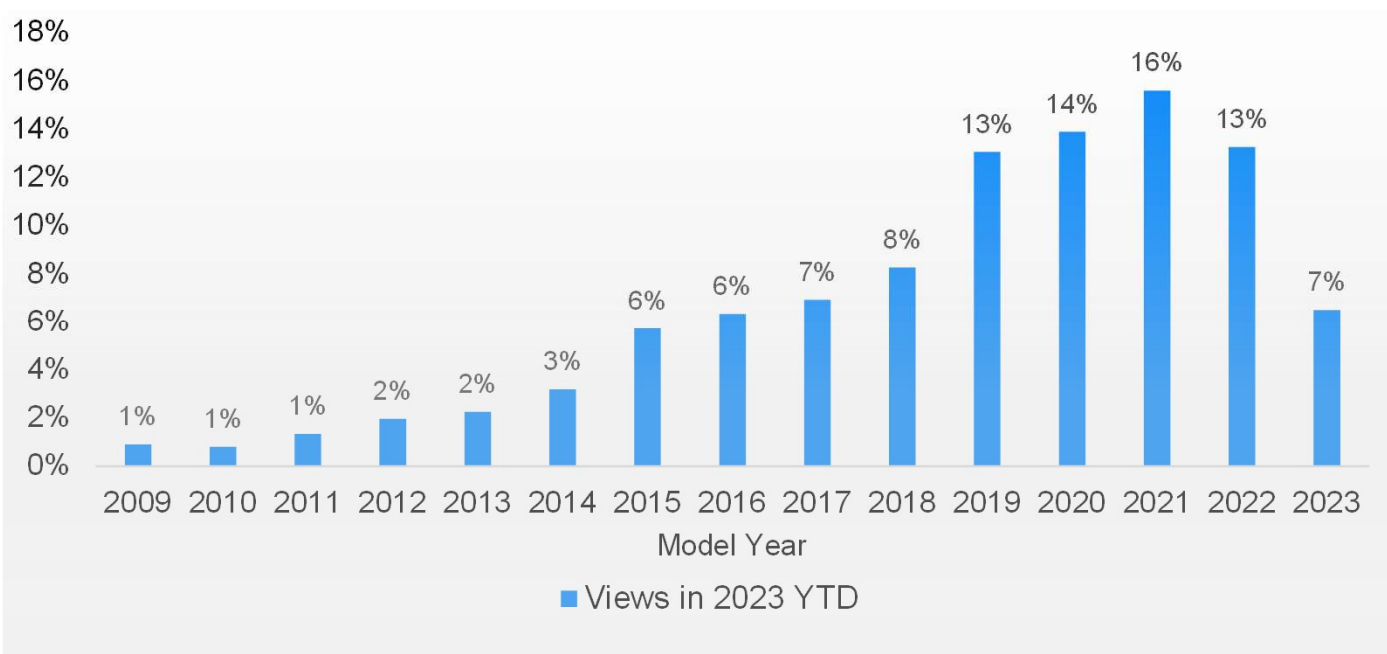
## MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

SPORTBIKES



UTILITY SIDE BY SIDES



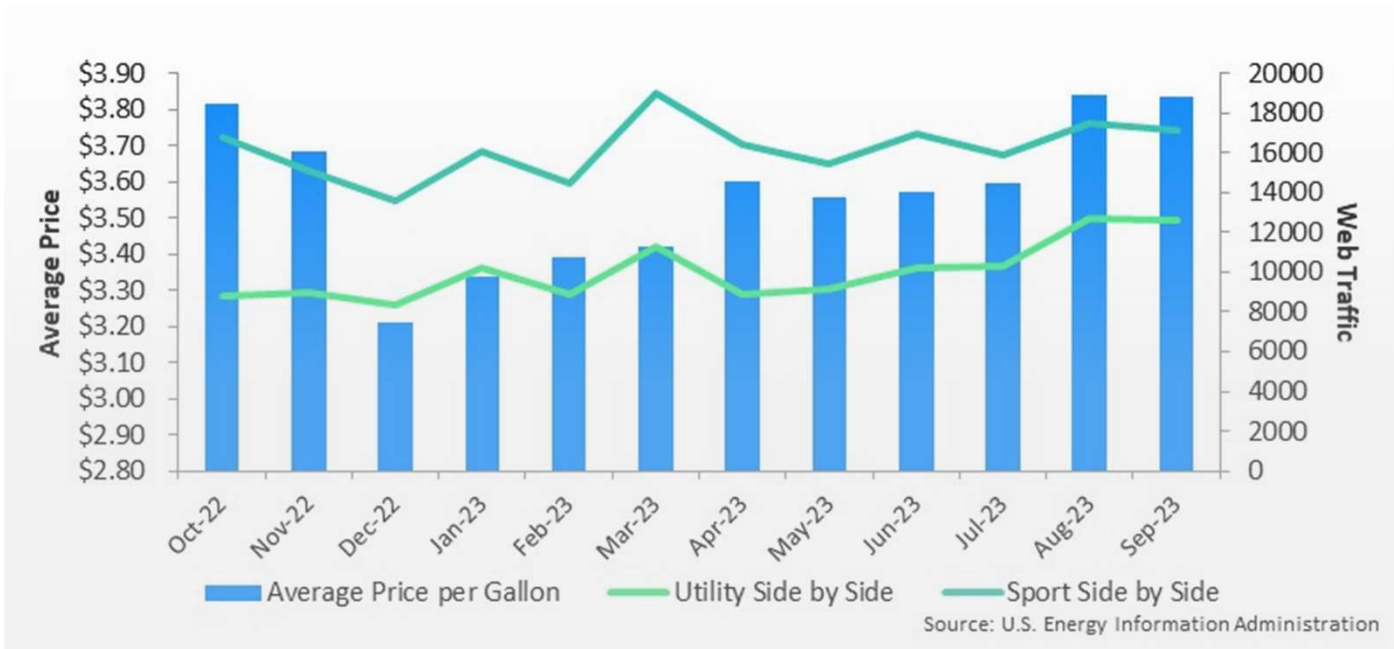
## FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY

MOTORCYCLES

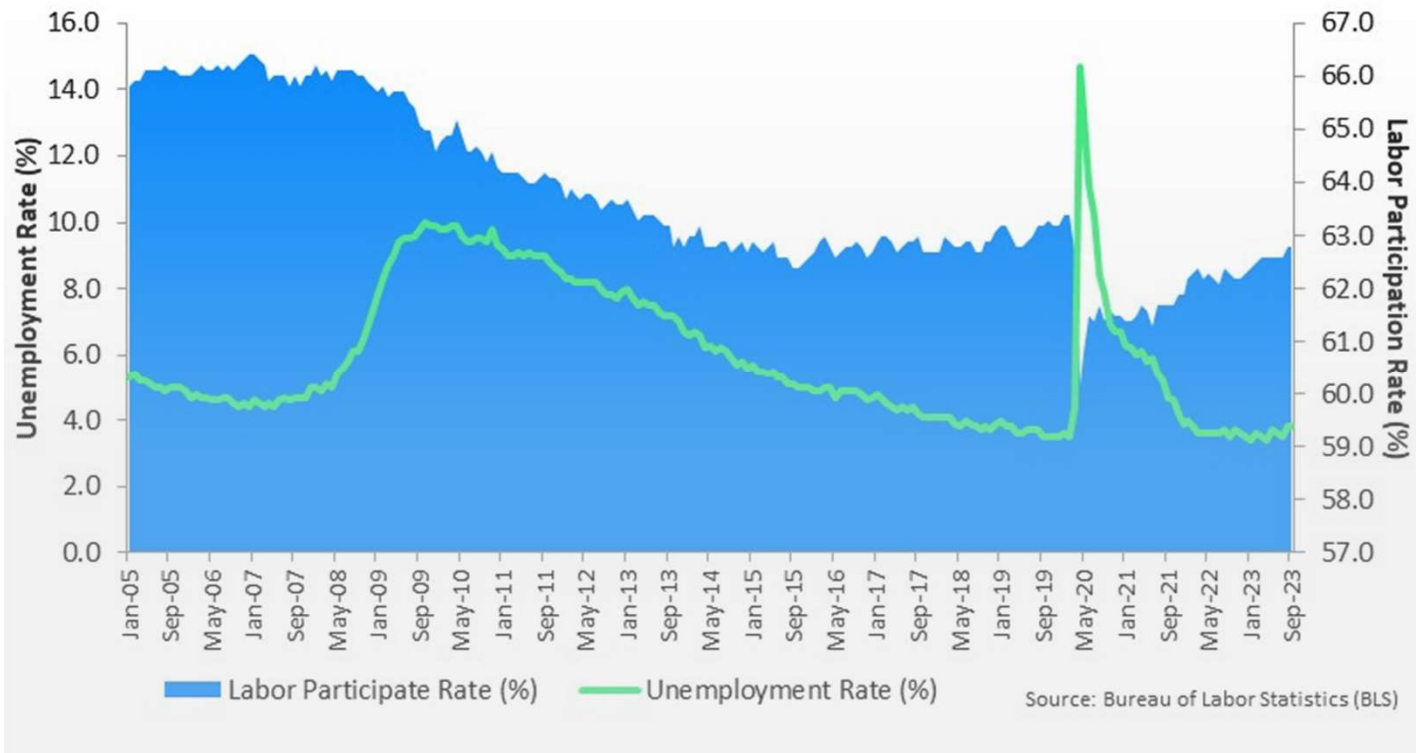


SIDE BY SIDES



## ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



**J.D. POWER**

# MARKET INSIGHTS

POWERSPORTS

Q3 2023

## DISCLAIMER

J.D. Power makes no representations about future performance or results based on the data and the contents available in this report (“Market Insights”). Market Insights is provided for informational purposes only and is provided AS IS without warranty or guarantee of any kind. By accessing Market Insights via email or the NADAguides.com website, you agree not to reprint, reproduce, or distribute Market Insights without the express written permission of J.D. Power.

## J.D. POWER SPECIALTY VEHICLES

J.D. Power is the largest publisher of the most market-reflective vehicle pricing and information available for new and used cars, classic cars, motorcycles, boats, RVs and manufactured homes, offers in-depth shopping and research tools including a broad range of data, products and service and informational articles as well as tips and advice. J.D. Power also produces electronic products, mobile applications, raw data, web services, web-syndicated products and print guidebooks.