

J.D. POWER

MARKET INSIGHTS



POWERSPORTS
Q1 2024

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POWERSPORTS MARKET INDUSTRY OVERVIEW

Traditional seasonality has returned to the powersports market, with values increasing from January into April. Q1 2024 started out notably lower than the same period of the previous two years, but the difference has narrowed in the most recent period.

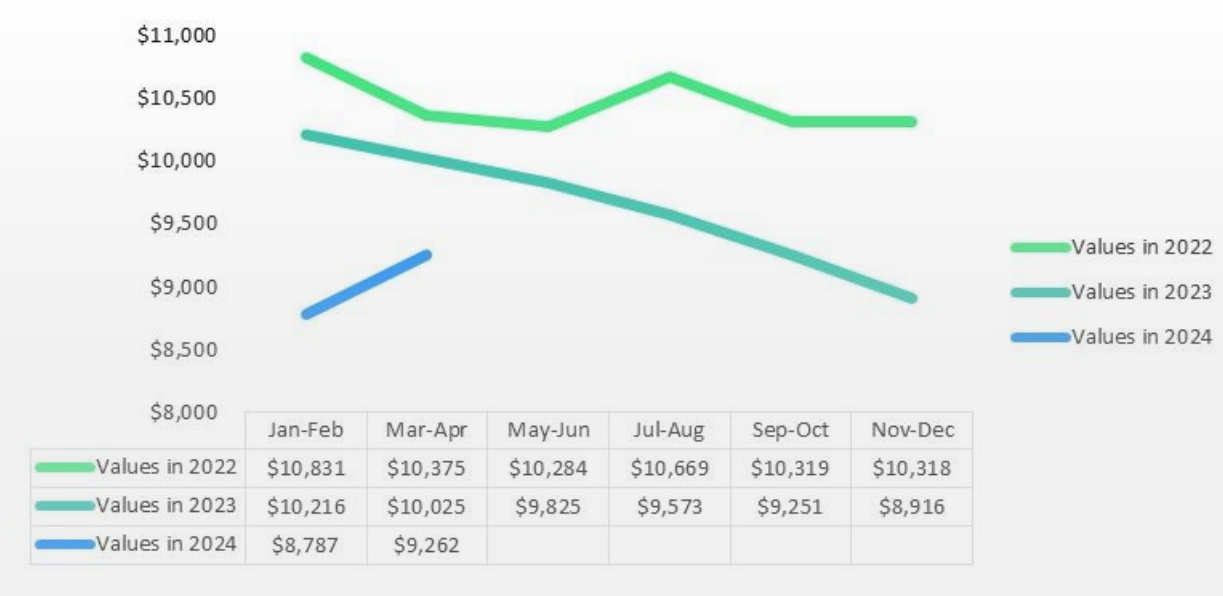
In the motorcycle segment, values for the most recent 10 model years of cruisers averaged 5.4% higher in the March-April period compared to January-February, and 10.8% lower in the first four months of 2024 compared to 2023. Sportbikes averaged 6.3% higher in March-April compared to January-February, and 5.8% lower year-over-year. In the side-by-side segment, the utility segment averaged 9.7% higher in March-April compared to January-February, and 11.2% lower year-over-year. The sport segment averaged 9.9% higher in March-April compared to January-February, and 11.0% lower year-over-year.

The powersports market in early 2024 performed better than we had predicted late last year, and values have been adjusted upwards in the most recent period. Customers are still spending on pre-owned equipment.

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



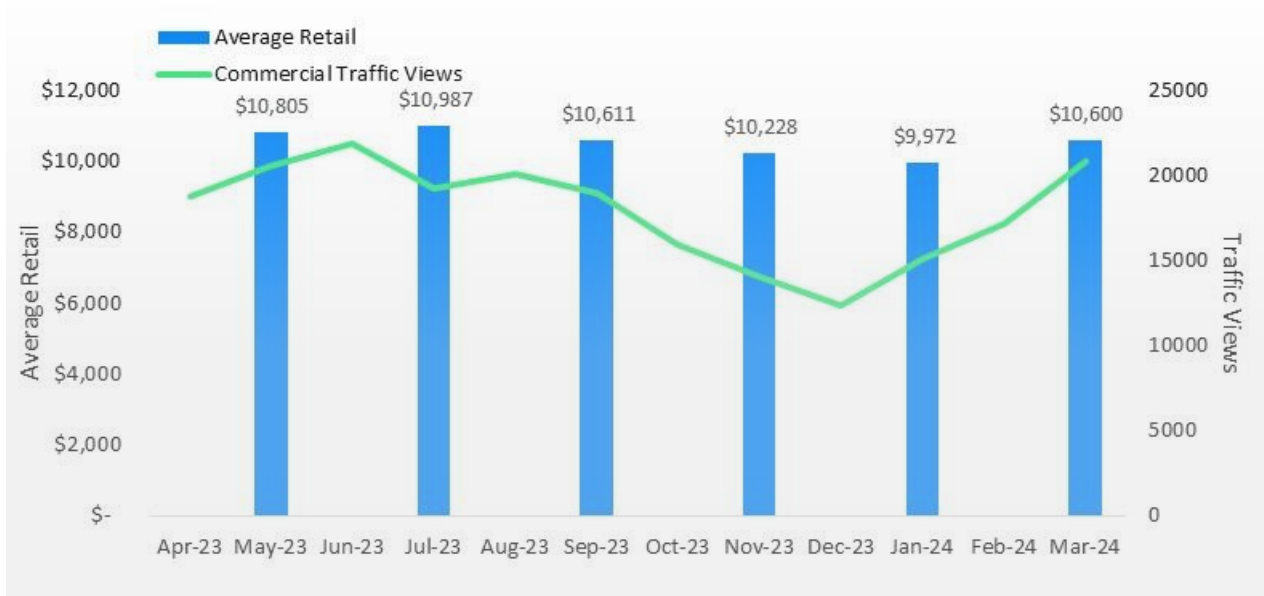
POWERSPORTS VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

CRUISERS



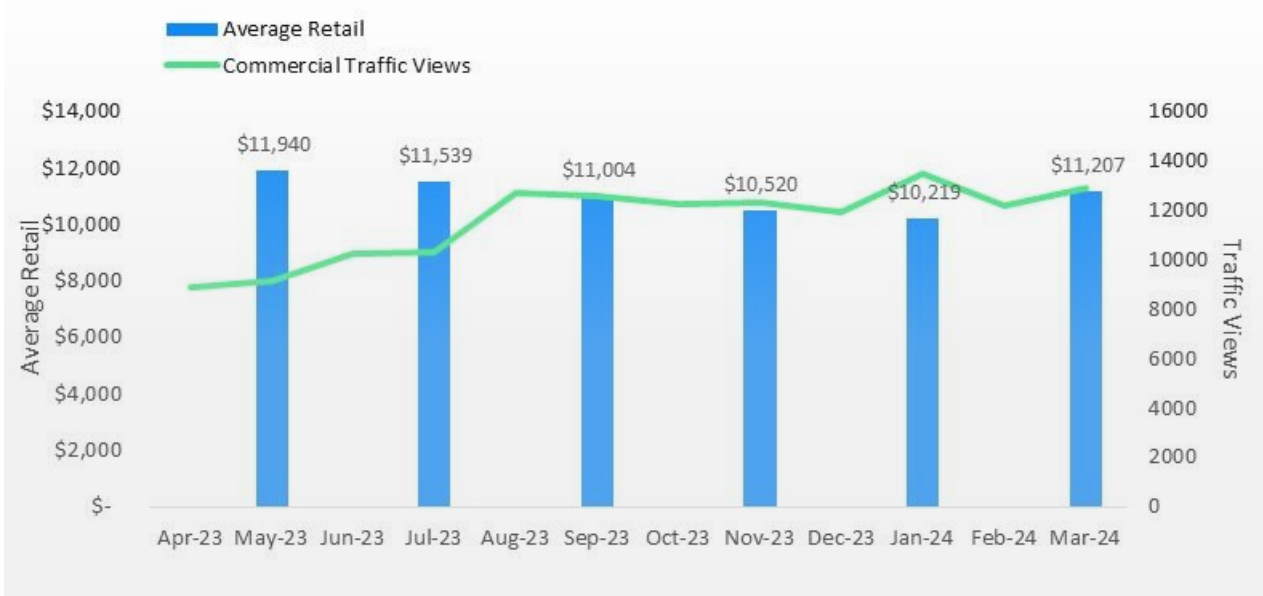
SPORTBIKES



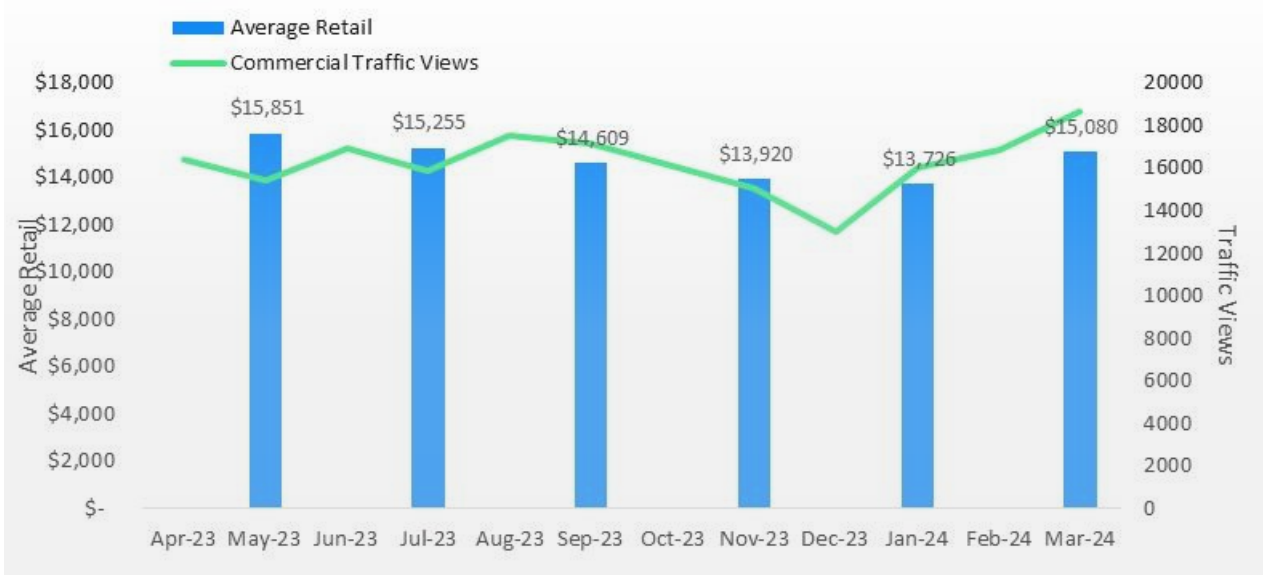
POWERSPORTS VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

UTILITY SIDE BY SIDES

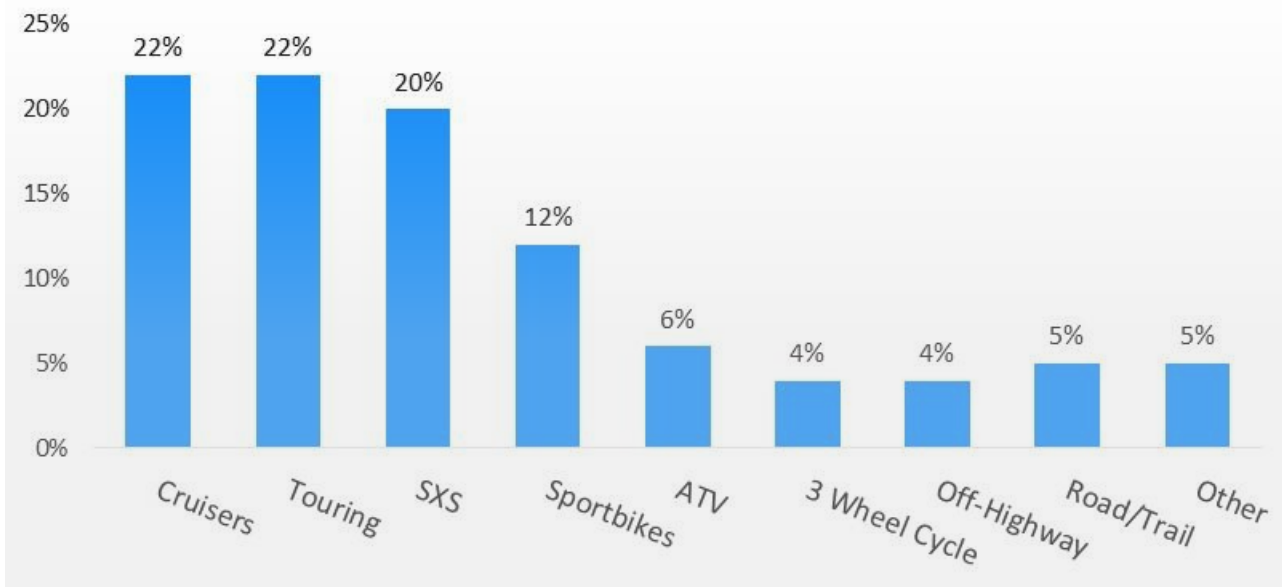


SPORT SIDE BY SIDES



POWERSPORTS CATEGORIES

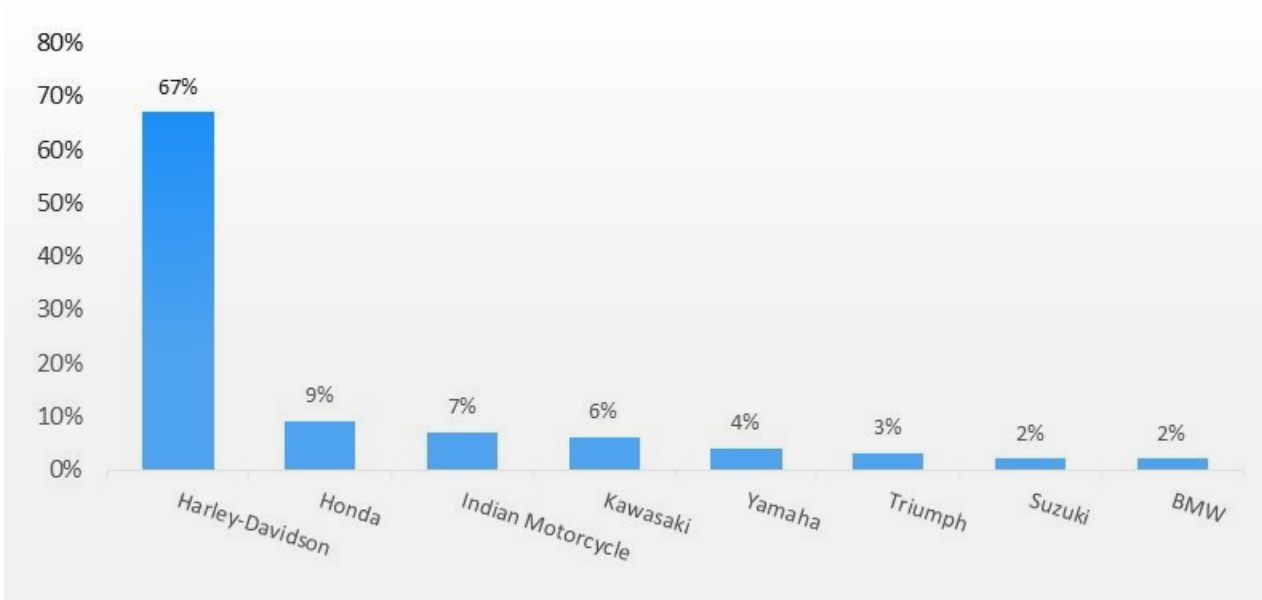
VIEWS IN 2024 Q1



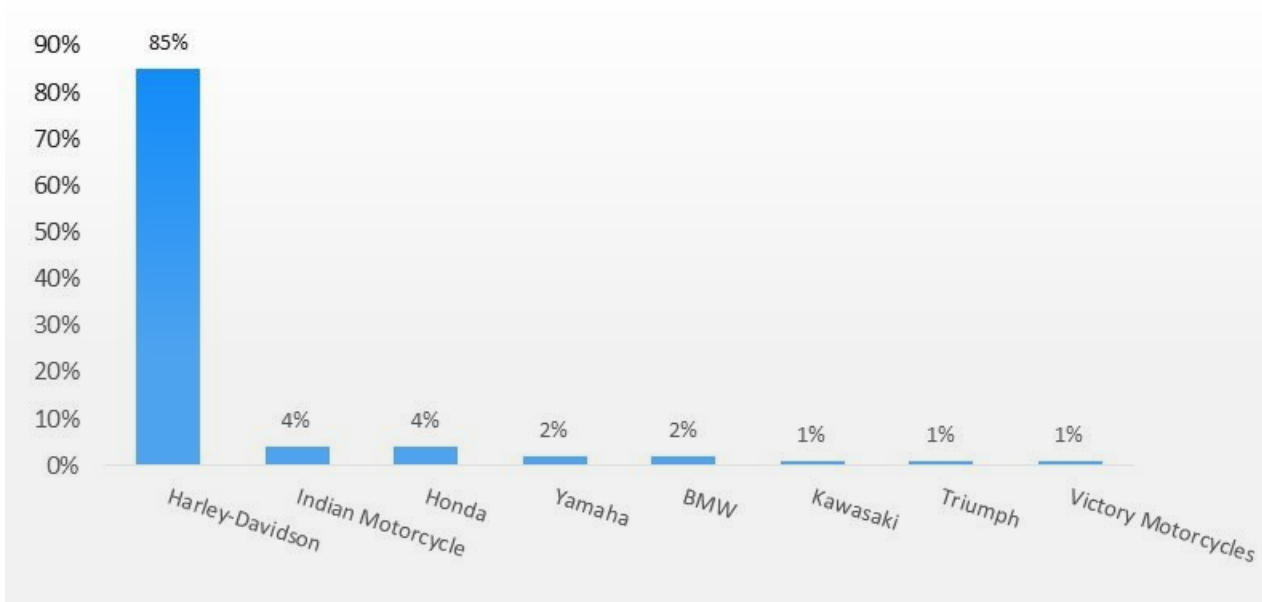
MOTORCYCLE BRANDS

TOP RESEARCHED BRANDS IN 2024 Q1

CRUISERS



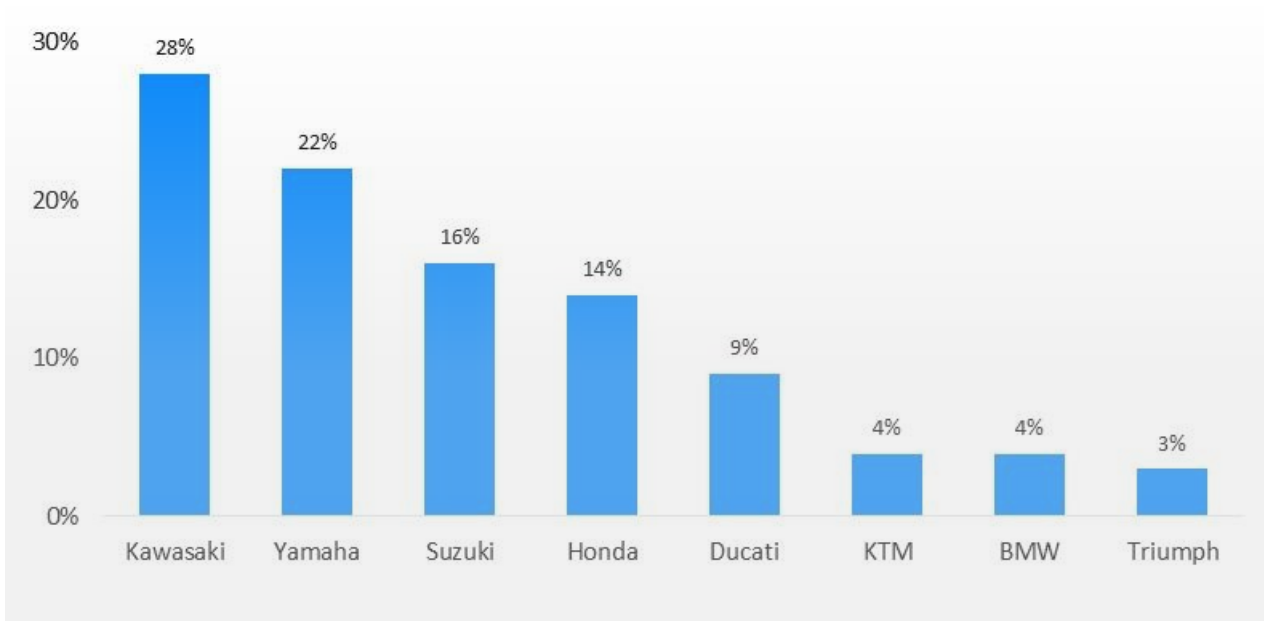
TOURING



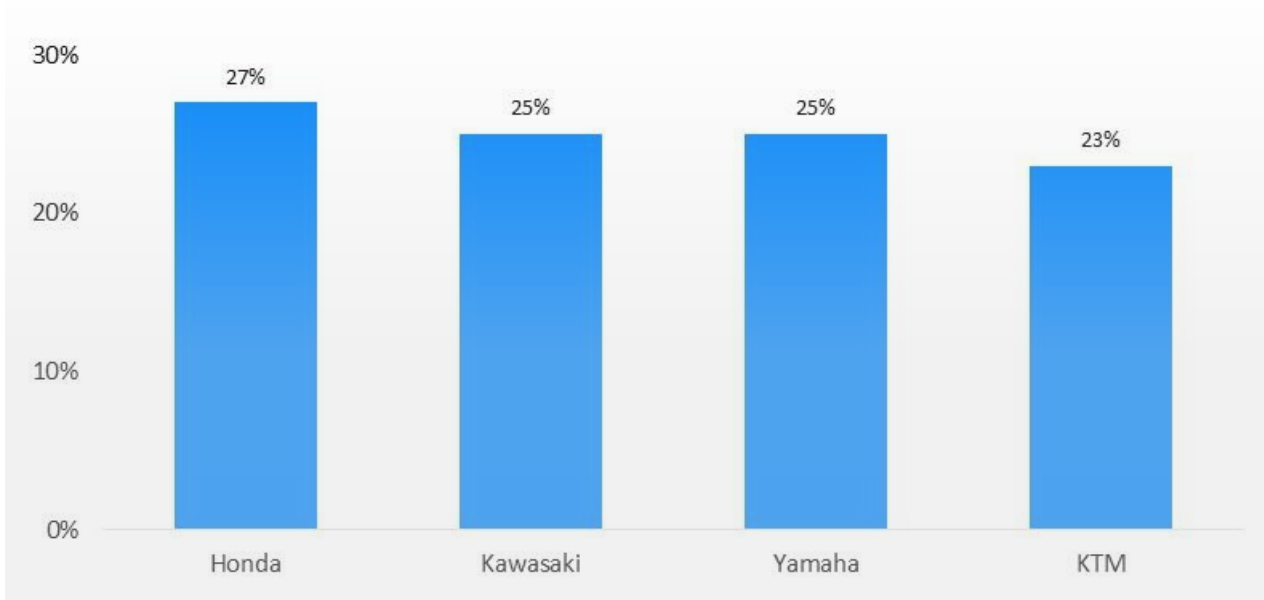
MOTORCYCLE BRANDS

TOP RESEARCHED BRANDS IN 2024 Q1

SPORTBIKES



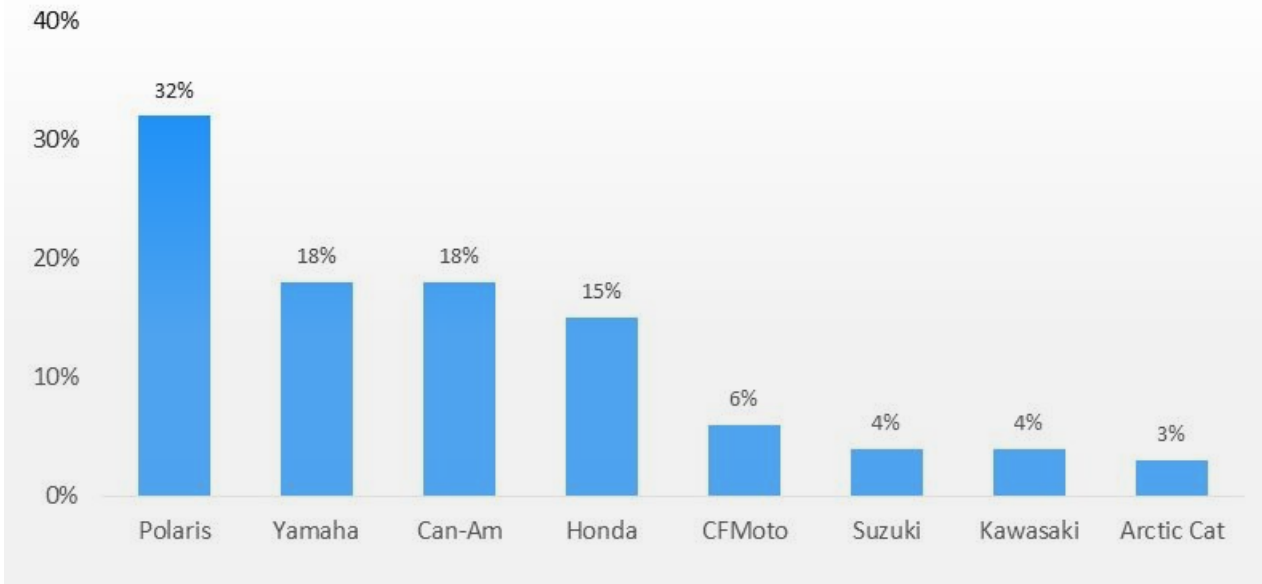
OFF HIGHWAY



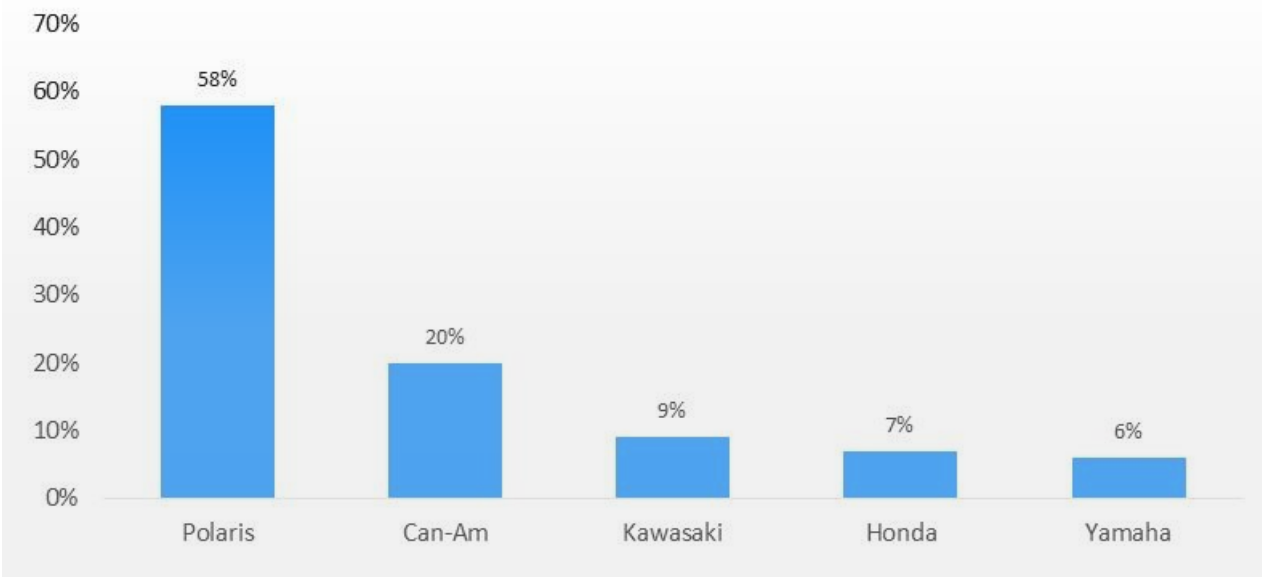
OFF-ROAD VEHICLE BRANDS

TOP RESEARCHED BRANDS IN 2023

ALL-TERRAIN VEHICLES



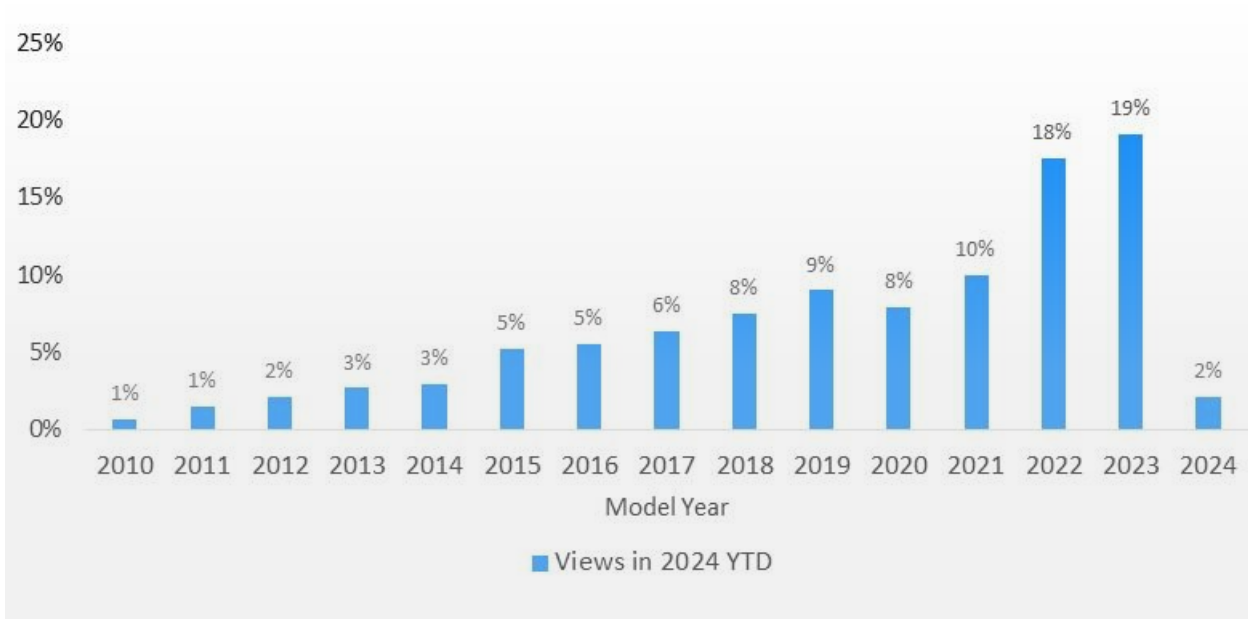
SIDE BY SIDES



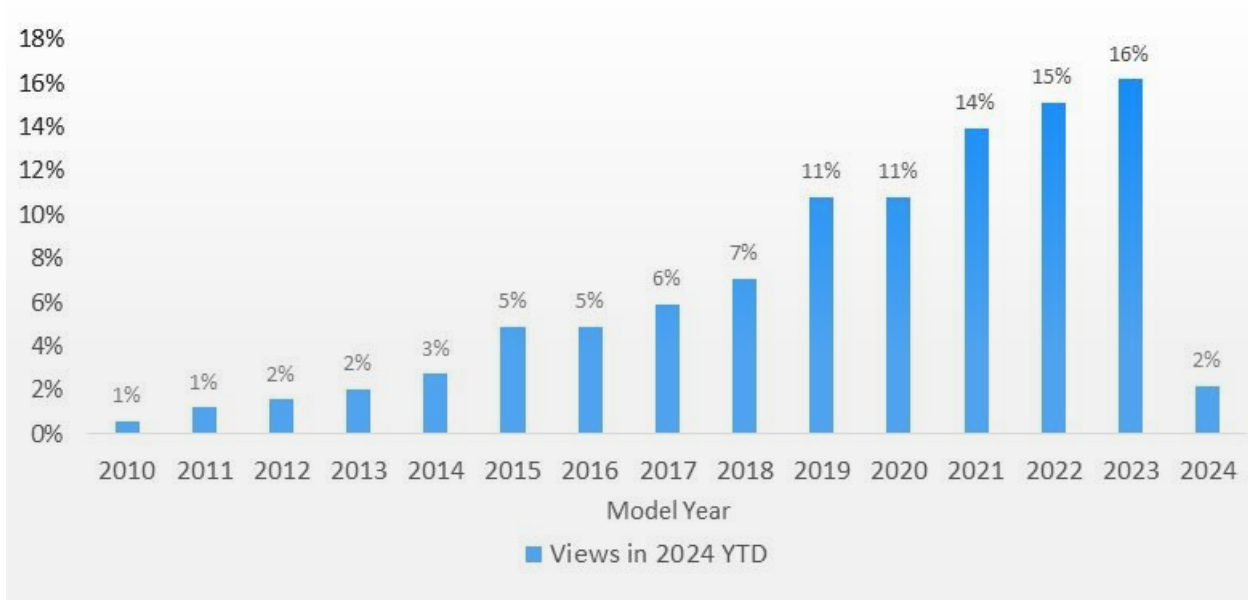
MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

SPORTBIKES



UTILITY SIDE BY SIDES



FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY

MOTORCYCLES

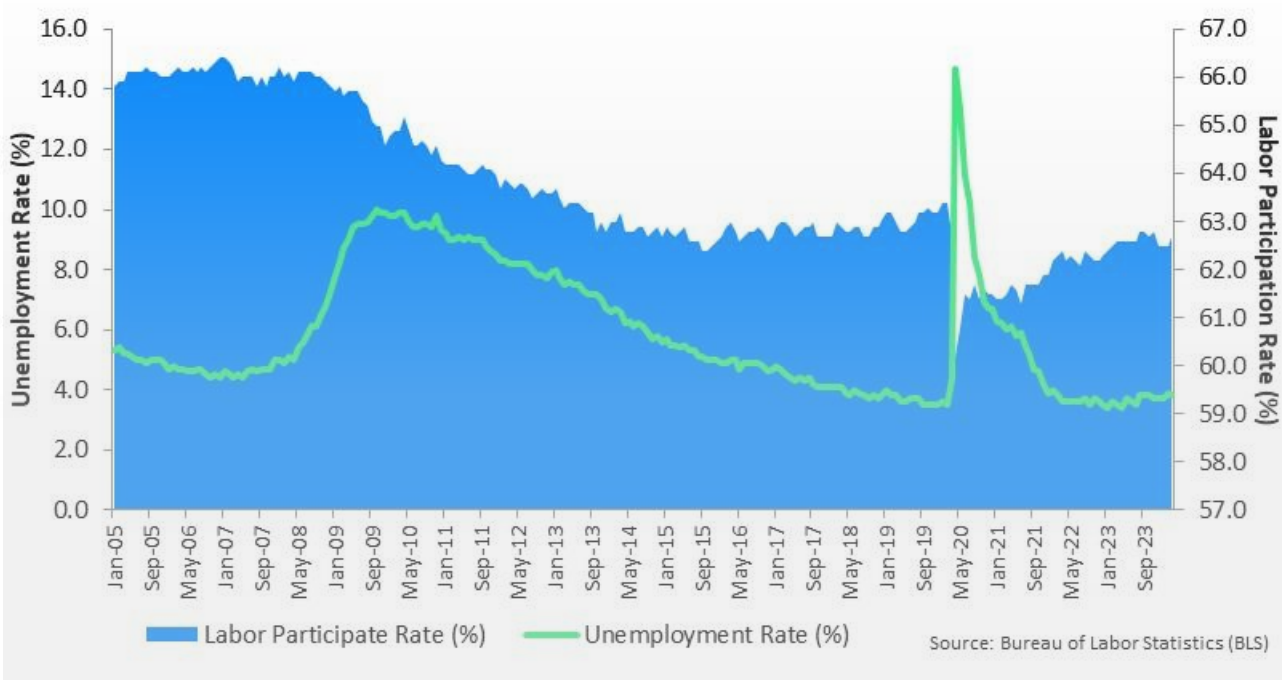


SIDE BY SIDES



ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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