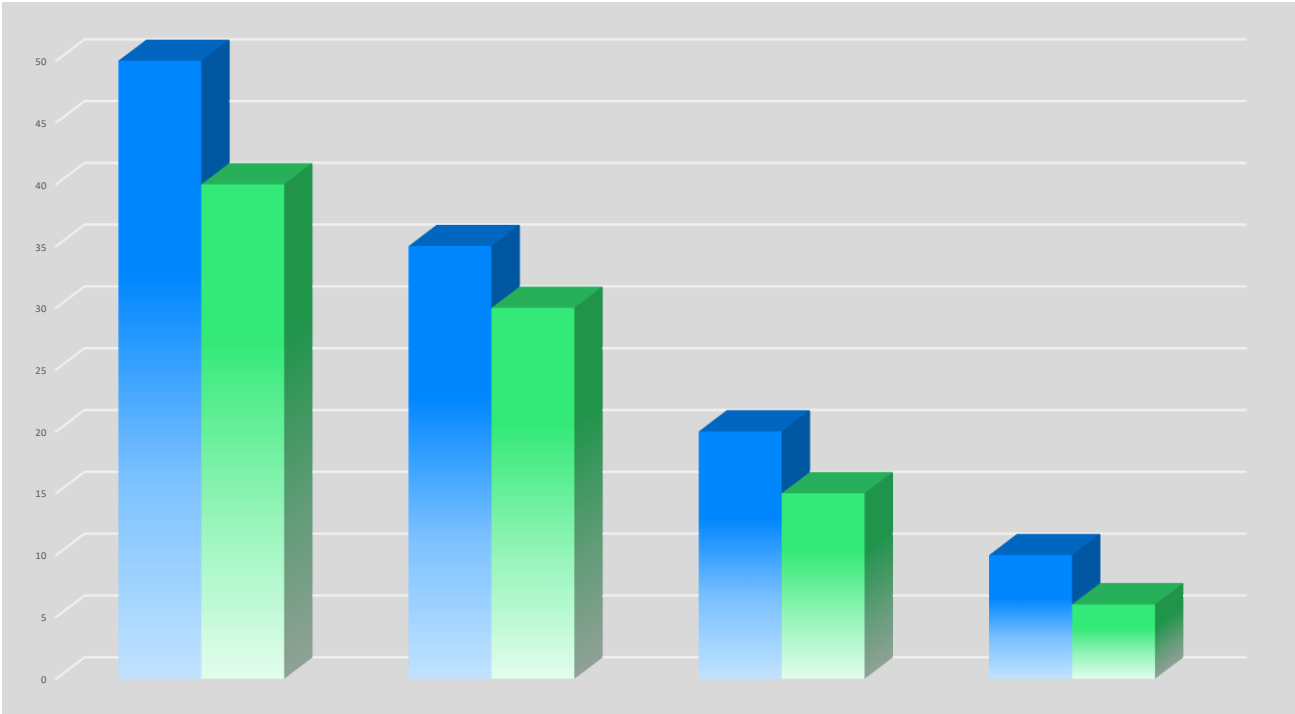


# J.D. POWER



## Market Insights

**POWERSPORTS**  
Q3 2021



## **Powersports Market Industry Overview**

The steep value increases of the first half of the year have leveled out, but pricing for motorcycles and side-by-sides is still historically strong. Consumers continue to pay strong prices for used equipment.

Motorcycle pricing in the September-October period widened the gap compared to previous years, with the most recent 10 model years of cruisers averaging 18.6% higher than the same period of 2020, and sportbikes 21.7% higher.

Side-by-sides are also notably stronger than last year, with utility models bringing 25.3% more money in the September-October period and sport models bringing 31.6% more.

It looks like parts shortages will continue to constrain production of motorcycles and side-by-sides into 2022. This means the market for used units will favor the seller through the holiday season and into the spring selling season.

## 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



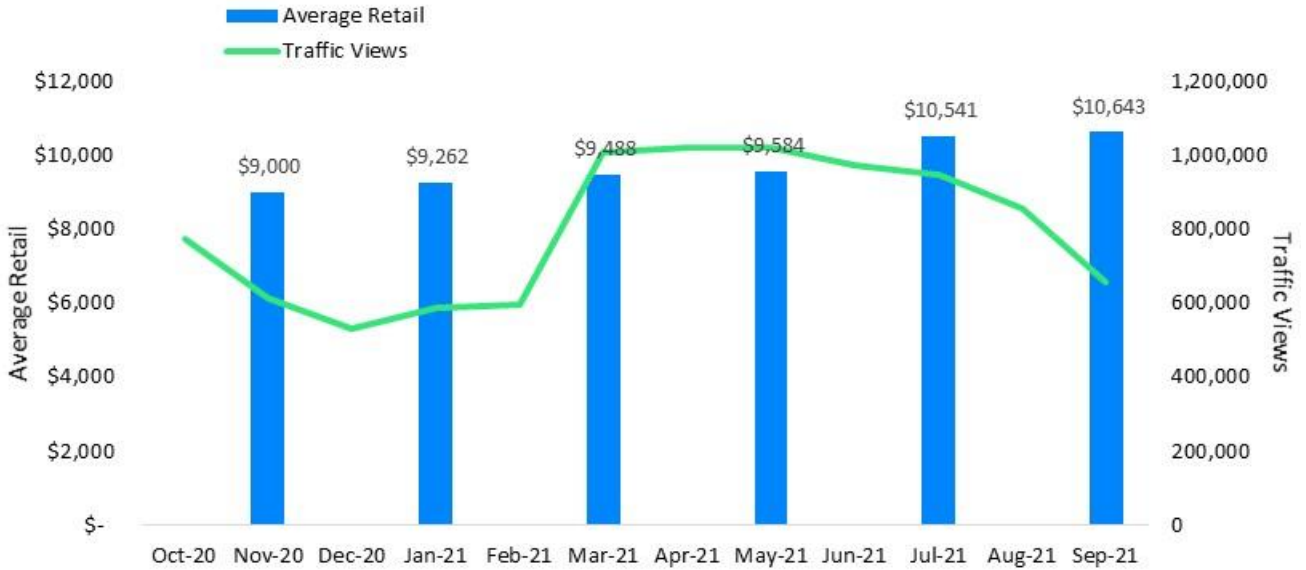
#### Sport Side by Sides



## Powersports Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Cruisers



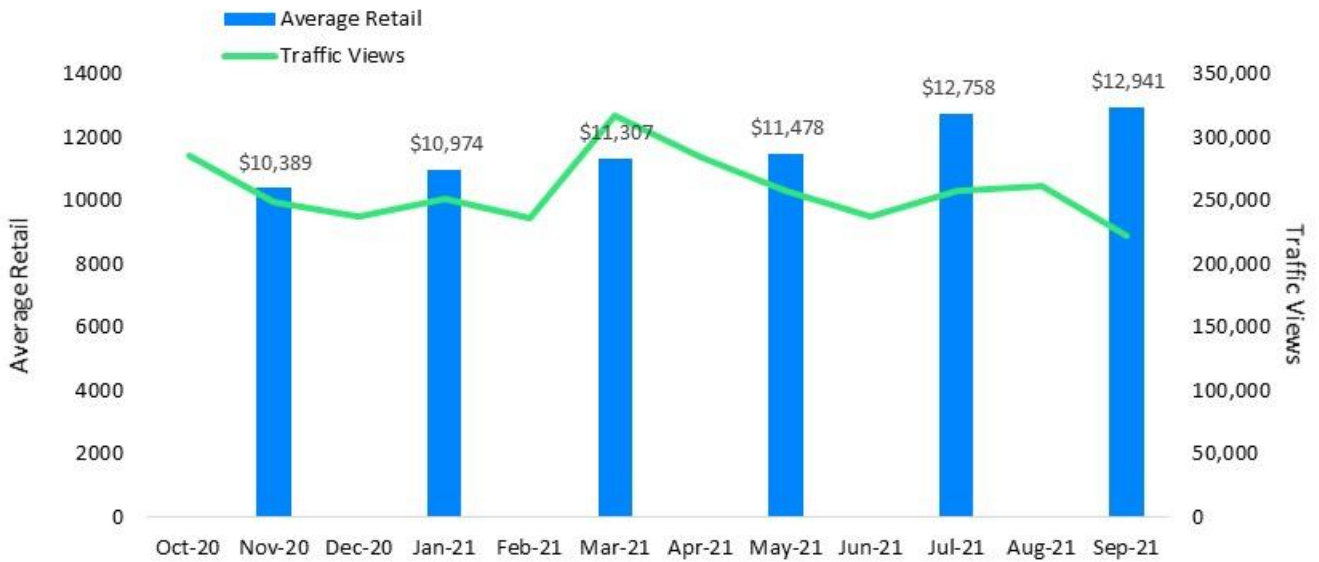
#### Sportbikes



## Powersports Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Utility Side by Sides

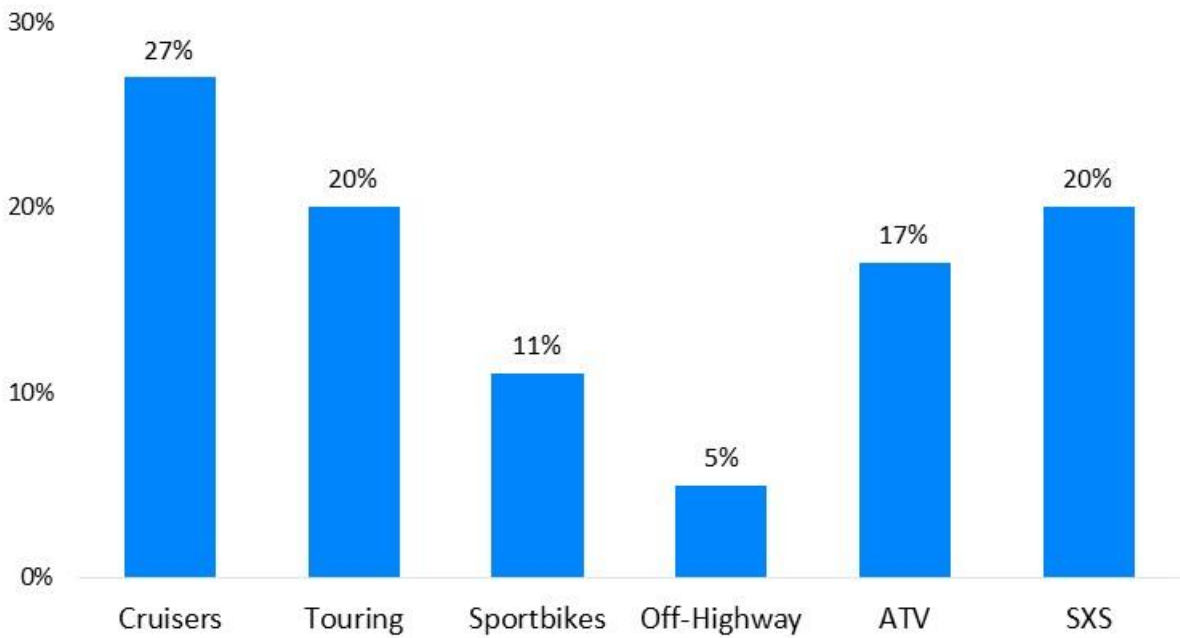


#### Sport Side by Sides



## Powersport Categories

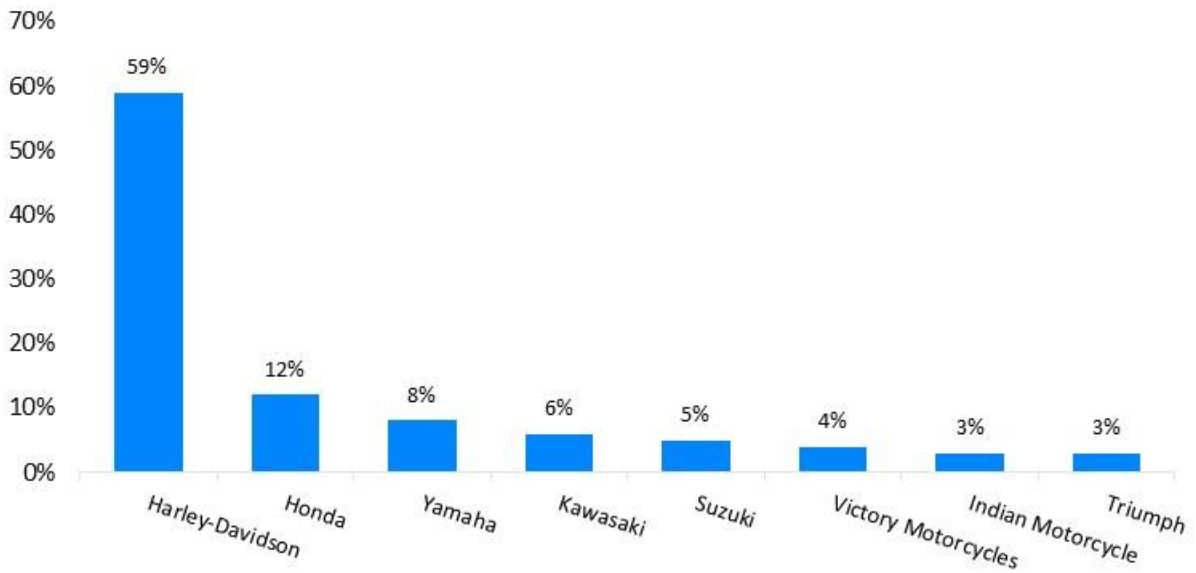
Views in 2021 Q1-Q3



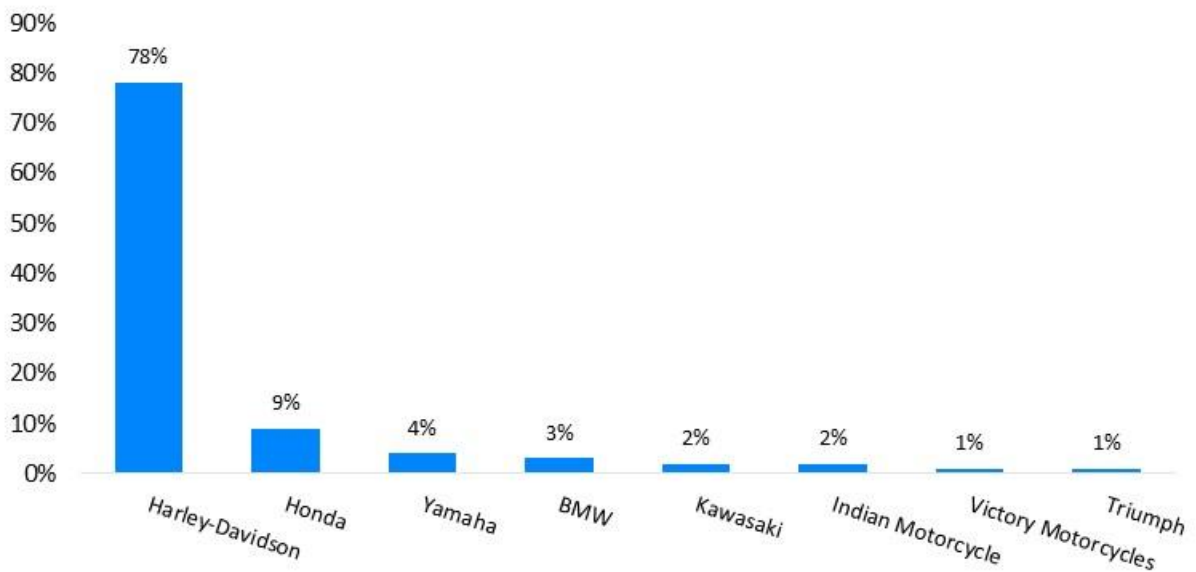
## Motorcycle Brands

### Top Researched Brands in 2021 Q1-Q3

#### Cruiser Brands



#### Touring Brands

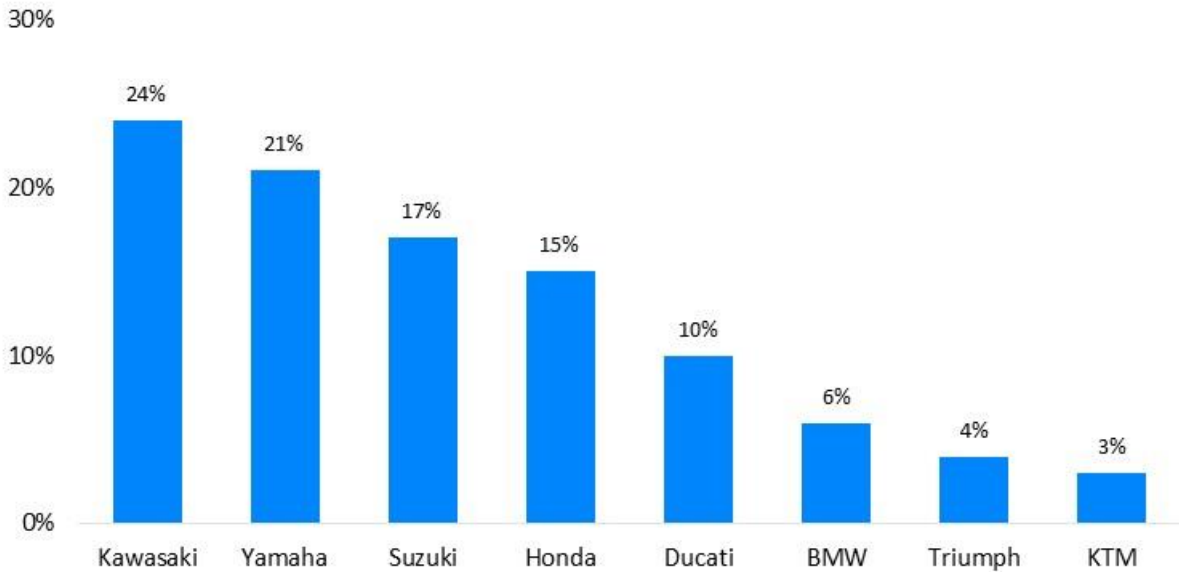




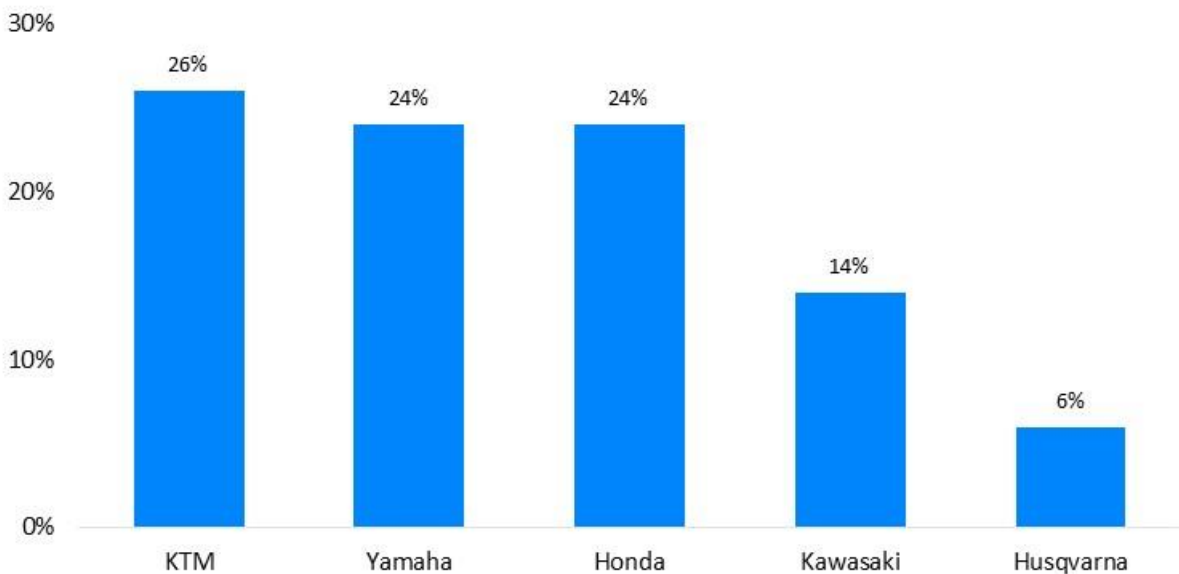
## Motorcycle Brands

### Top Researched Brands in 2021 Q1-Q3

#### Sportbike Brands



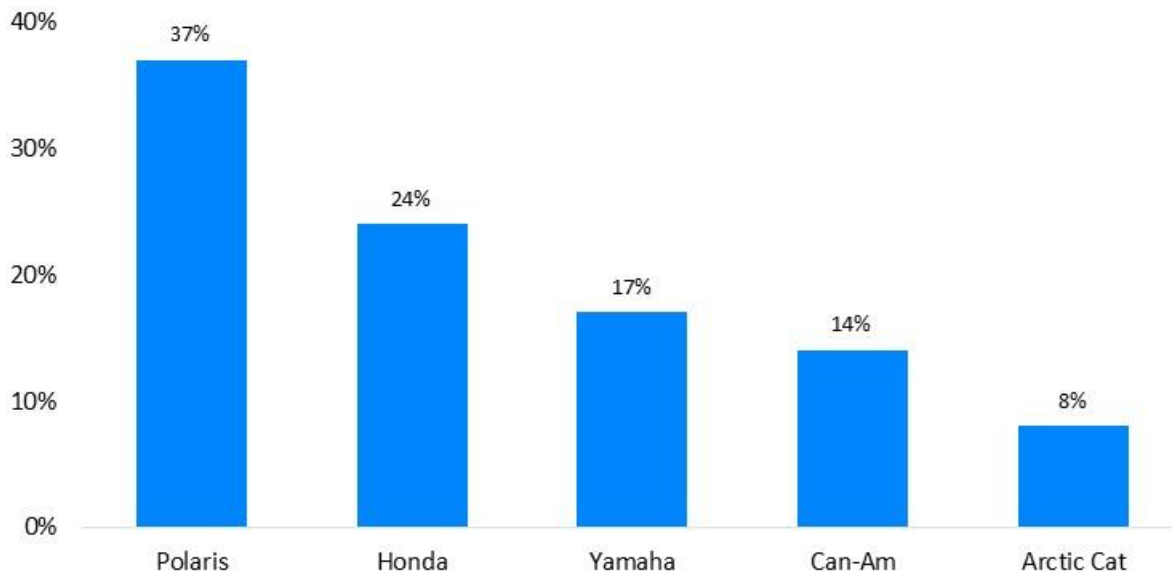
#### Off-Highway Brands



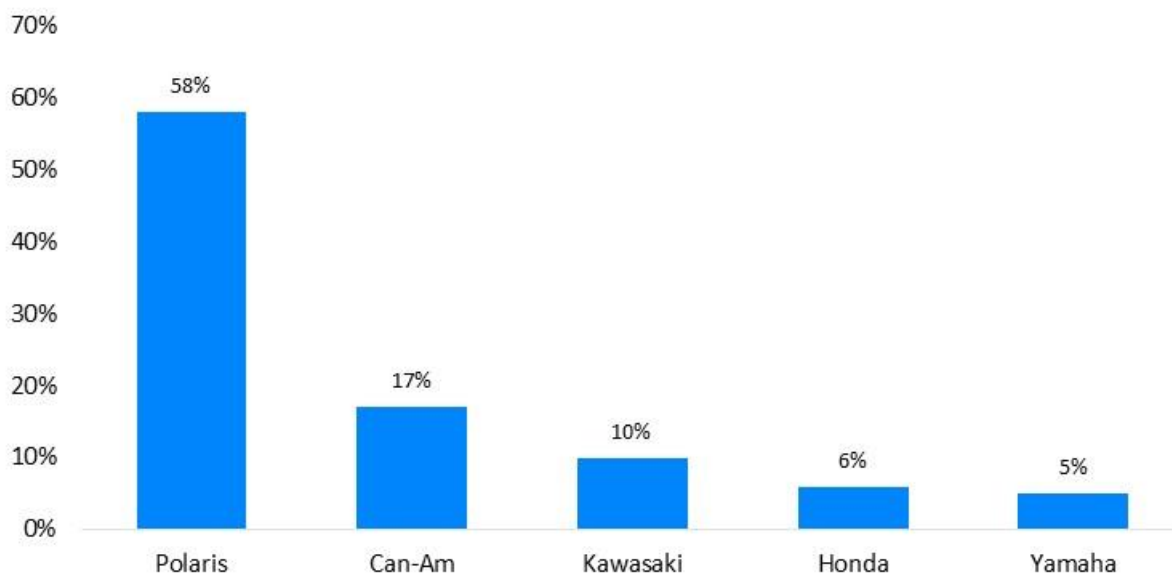
## Off-Road Vehicle Brands

### Top Researched Brands in 2021 Q1-Q3

#### All-Terrain Vehicle Brands



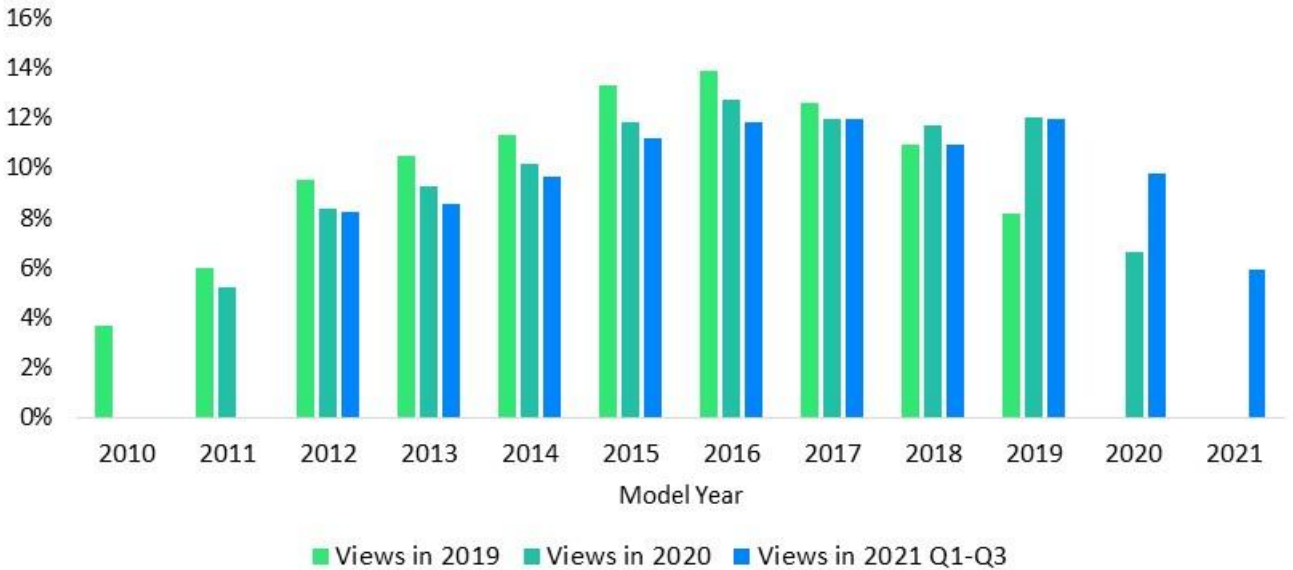
#### Side By Side Brands



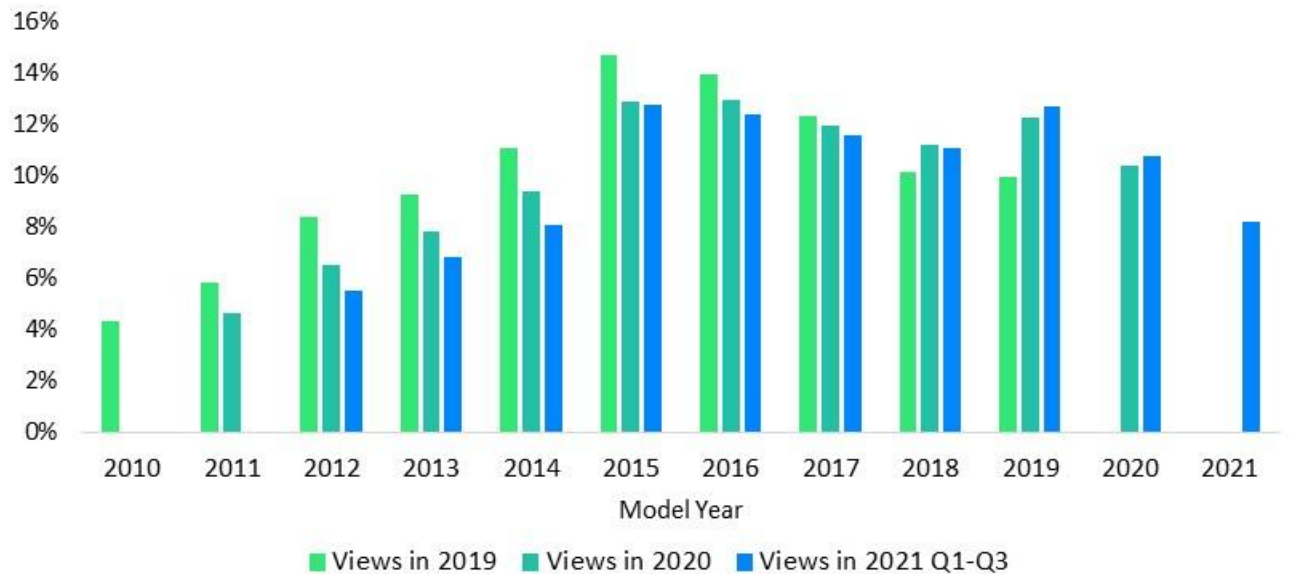
**Model Years**

**Top Researched Model Years by Category**

**Sportbikes**



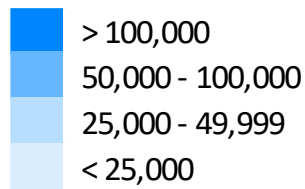
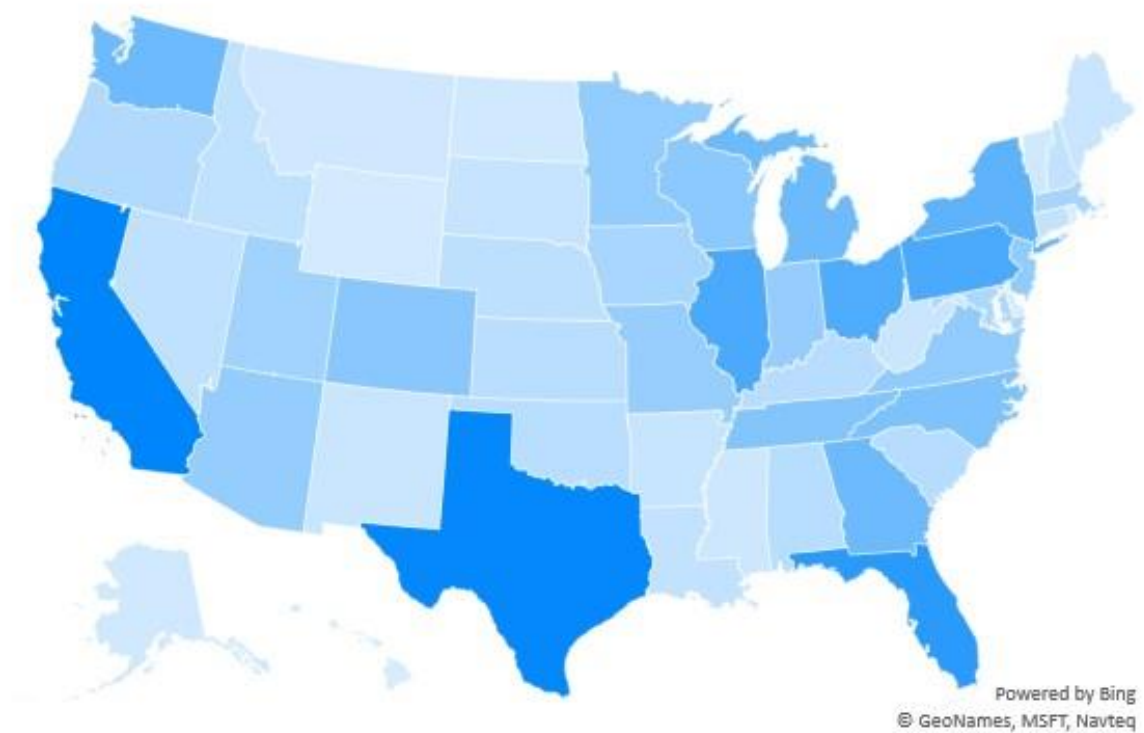
**Utility Side By Sides**



## Web Traffic by State

Traffic by State in 2021 Q1-Q3

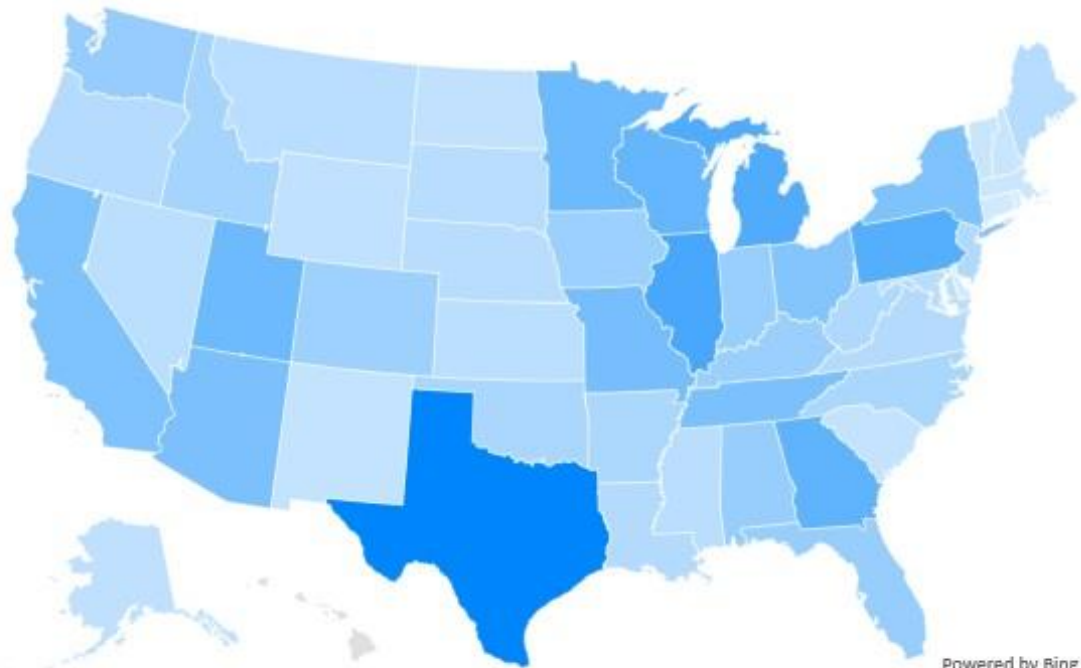
Motorcycles



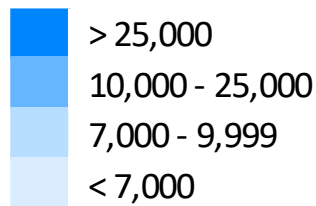
## Web Traffic by State

Traffic by State in 2021 Q1-Q3

Side by Sides



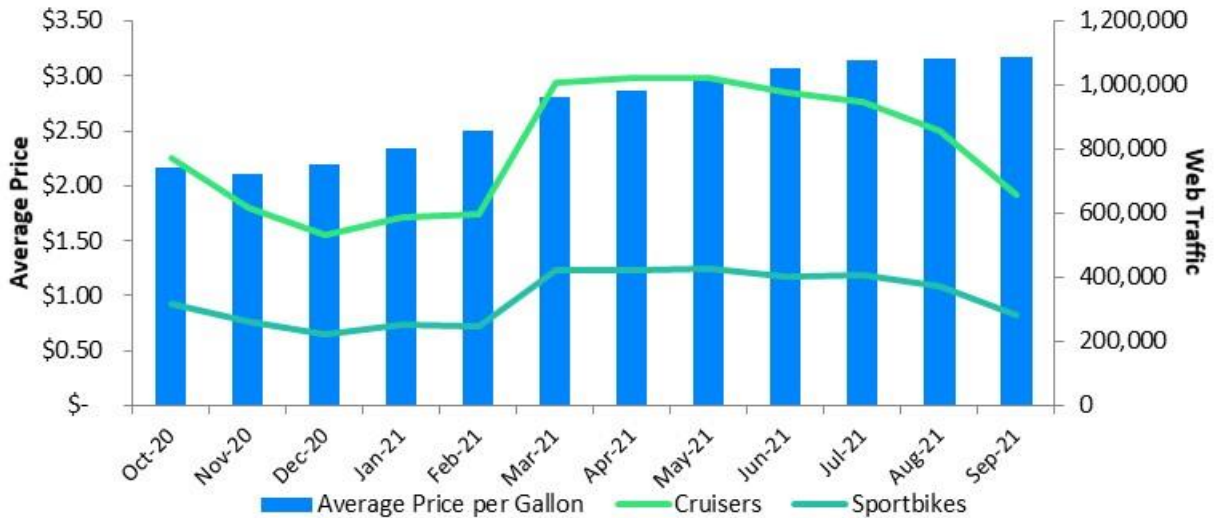
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## Fuel Price Data

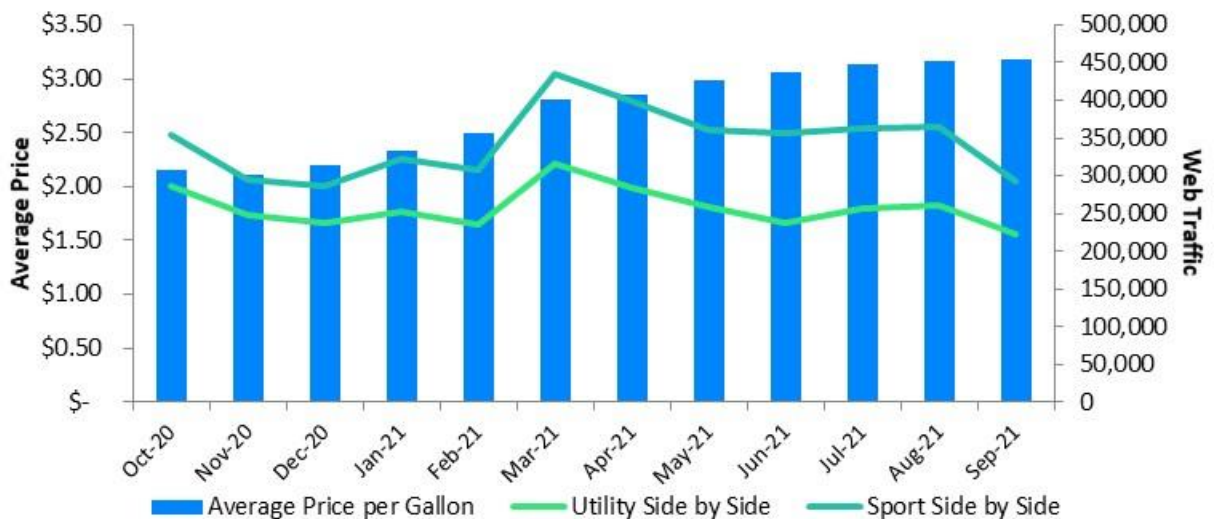
### Regular Grade Gasoline Prices vs. Consumer Traffic by Category

#### Motorcycles



Source: U.S. Energy Information Administration

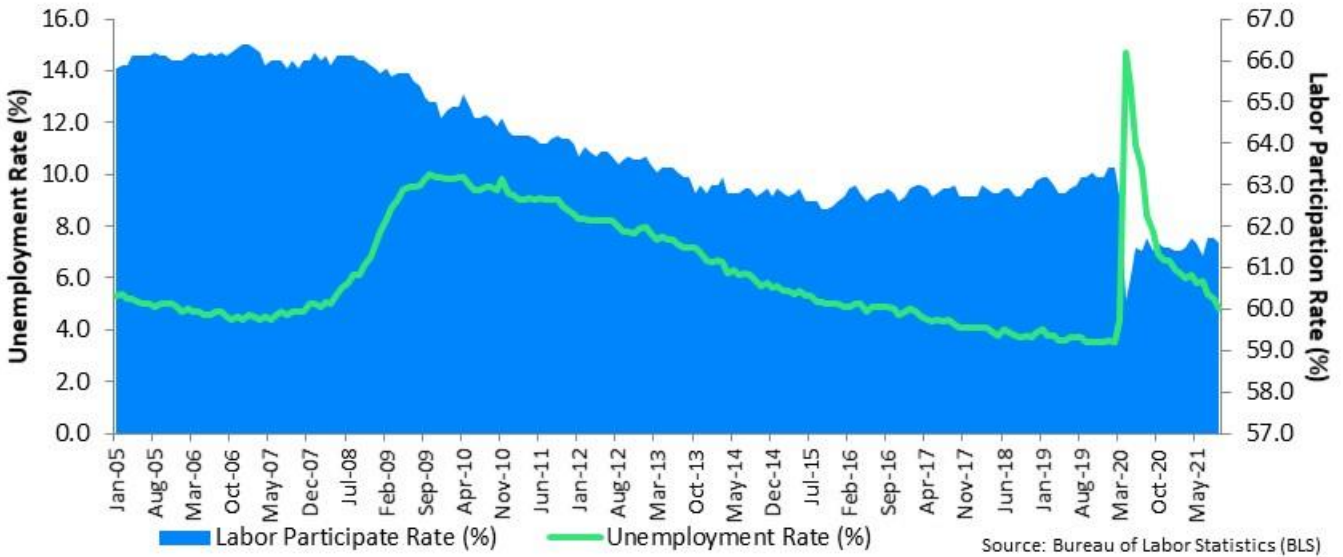
#### Side By Sides



Source: U.S. Energy Information Administration

## Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)



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