

Market Insights

POWERSPORTS
Q1 2022



Powersports Market Industry Overview

Seasonality returned to pricing in the first quarter, something we haven't seen in more than two years. Year-over-year pricing is still very favorable, but compared to the 4th quarter of last year, has pulled back mildly.

In the motorcycle segment, values for the most recent 10 model years of cruisers averaged 0.7% lower in the first quarter of 2022 compared to the last quarter of 2021. Year-over-year, values were 13.1% higher in the first quarter of each year. Sportbikes brought 3.1% less money this quarter, and 11.7% more money year-over-year.

In the side-by-side category, values for the utility segment averaged 2.5% lower in the first quarter of 2022 compared to the first quarter of 2021. Year-over-year, values were 14.6% higher in the first quarter of each year. Sport side-by-sides averaged 2.6% lower this quarter, and 23.4% higher year-over-year.

Prior to the Russian invasion of Ukraine, consumer spending on powersports equipment was strong despite increasing inflation, the end of individual stimulus, and more competition for dollars from the service and travel sectors. The spike in gas prices and general inflation resulting from the invasion may have finally pushed demand for powersports vehicles past the peak. We'll know whether we're in a transition period as the spring progresses.

Powersports Values

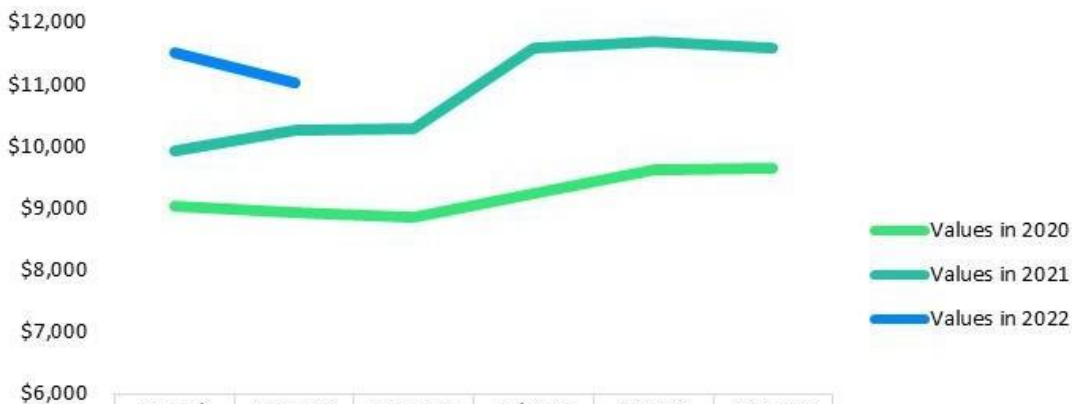
Average Retail Value by Category – Values for the Last 10 Model Years

Cruisers



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2020	\$8,631	\$8,276	\$8,537	\$8,867	\$8,972	\$9,000
Values in 2021	\$9,262	\$9,488	\$9,584	\$10,541	\$10,643	\$10,715
Values in 2022	\$10,831	\$10,375				

Sportbikes



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2020	\$9,032	\$8,932	\$8,859	\$9,236	\$9,609	\$9,649
Values in 2021	\$9,923	\$10,263	\$10,293	\$11,598	\$11,698	\$11,580
Values in 2022	\$11,511	\$11,036				

Powersports Values

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

Utility Side by Sides



Sport Side by Sides



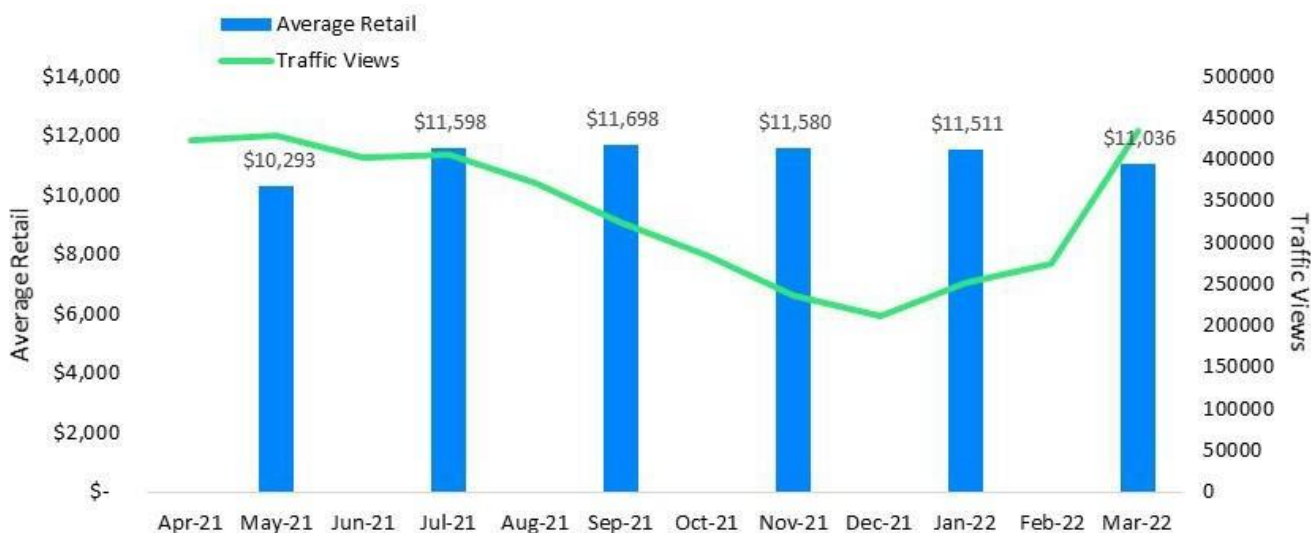
Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Cruisers



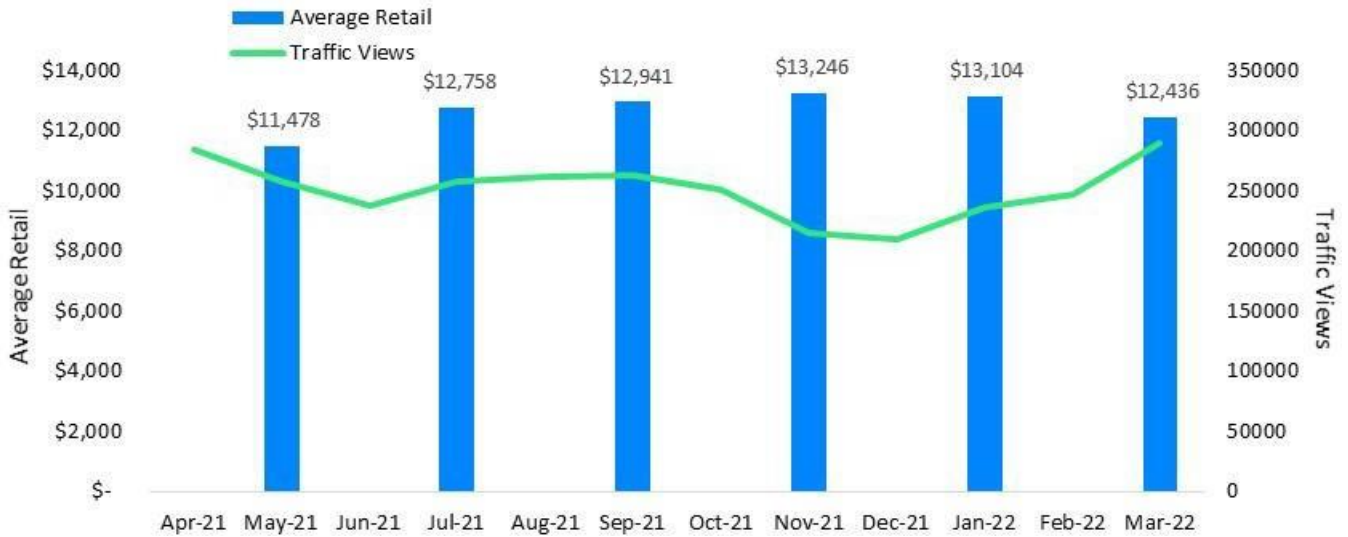
Sportbikes



Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Utility Side by Sides

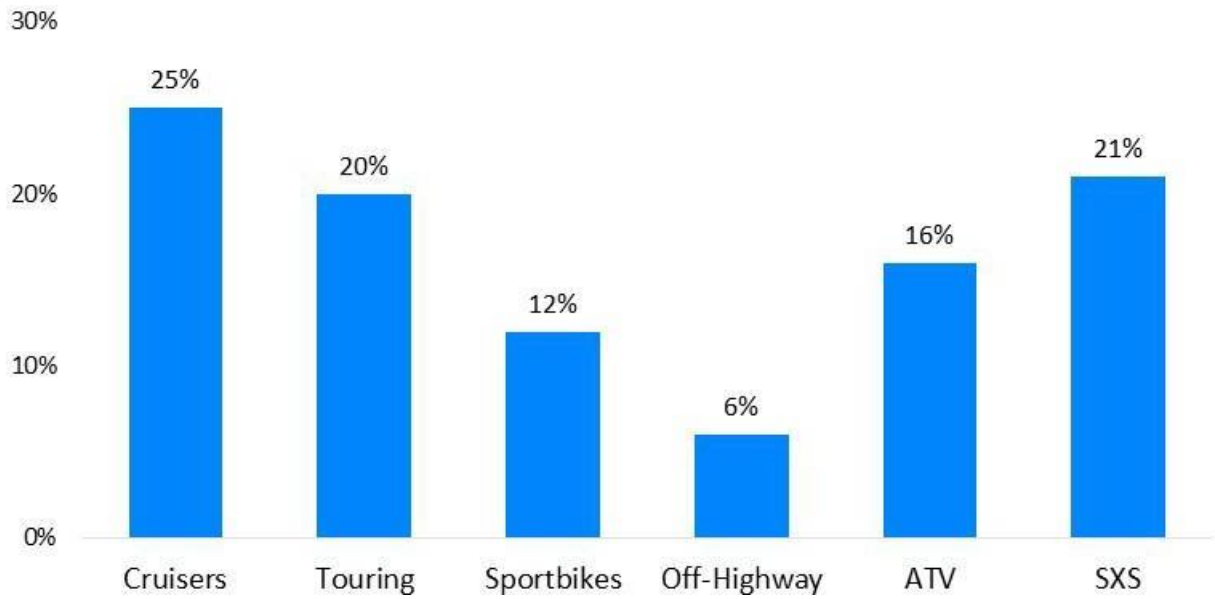


Sport Side by Sides



Powersport Categories

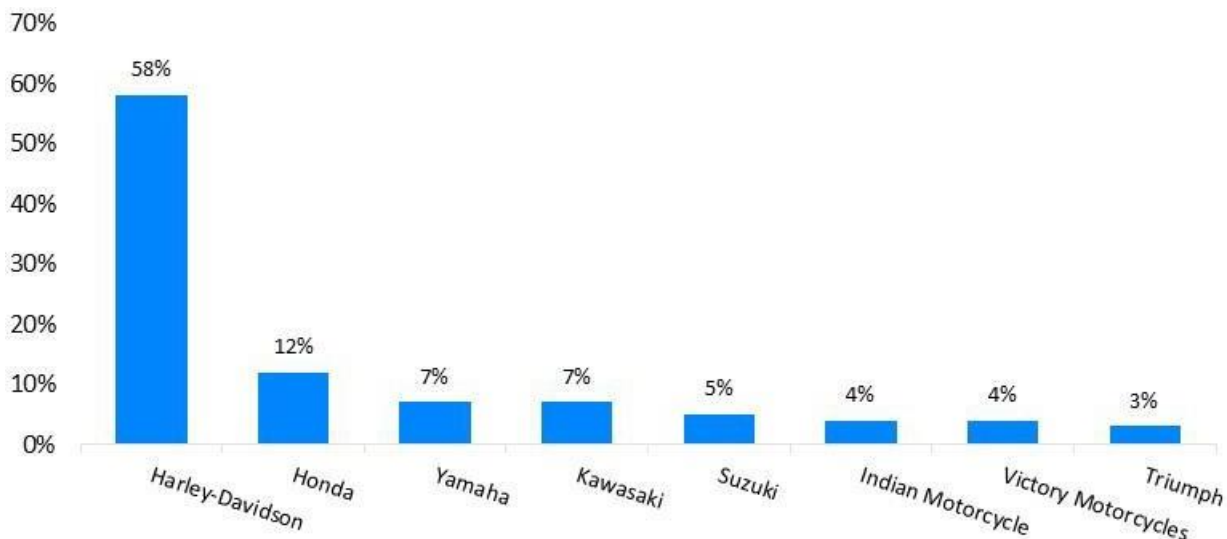
Views in 2022 Q1



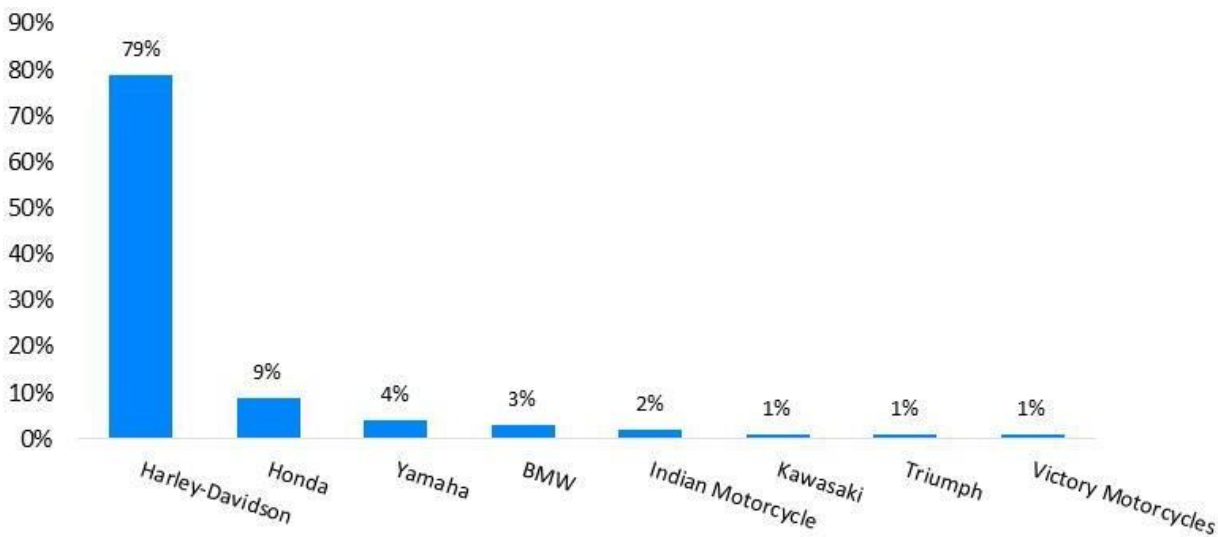
Motorcycle Brands

Top Researched Brands in 2022 Q1

Cruiser Brands



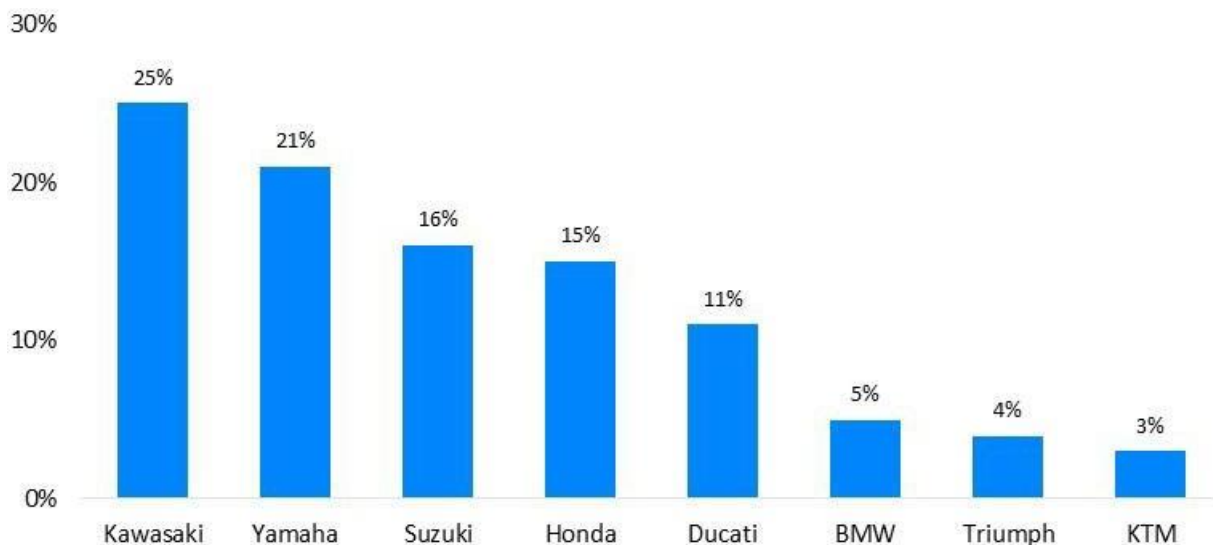
Touring Brands



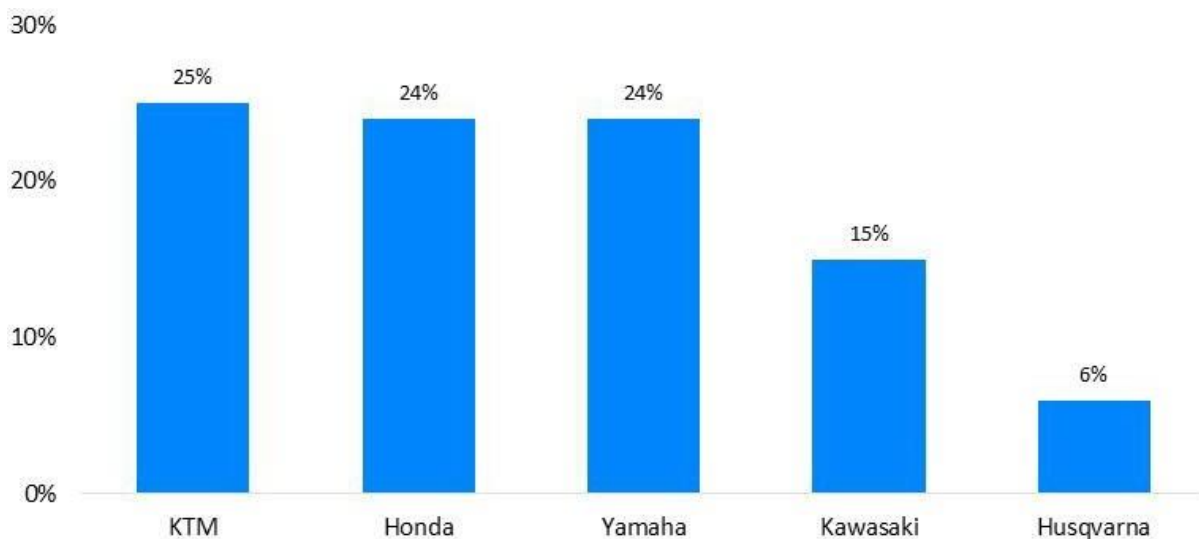
Motorcycle Brands

Top Researched Brands in 2022 Q1

Sportbike Brands



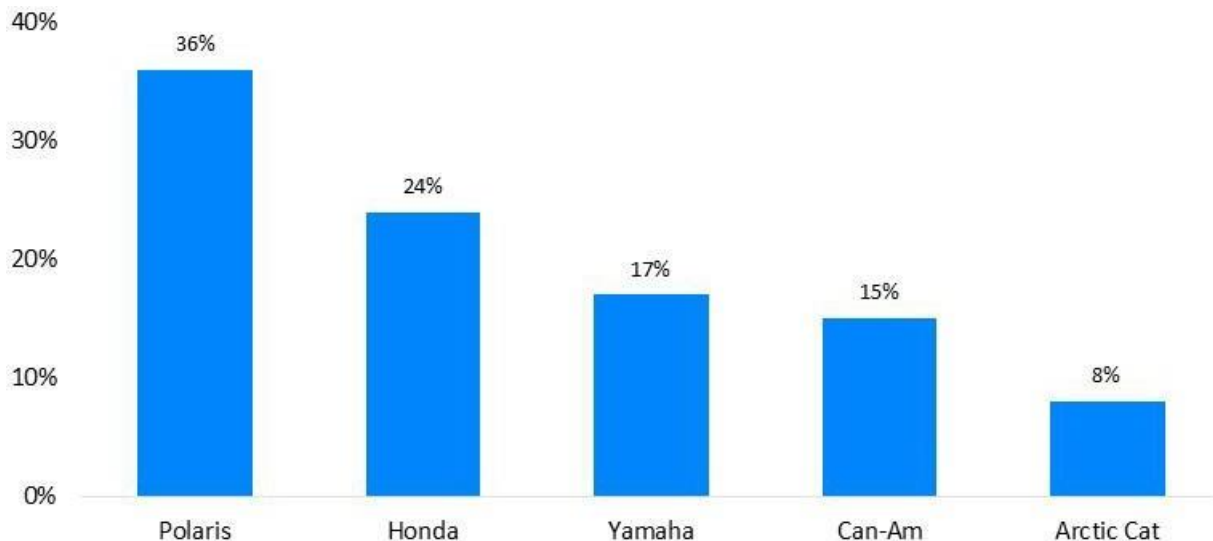
Off-Highway Brands



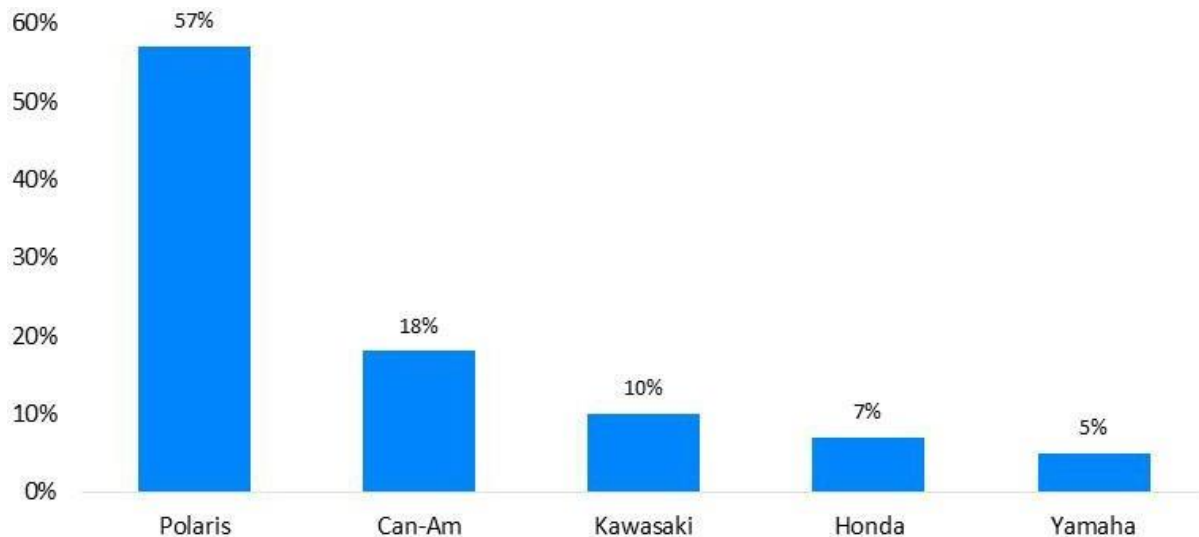
Off-Road Vehicle Brands

Top Researched Brands in 2022 Q1

All-Terrain Vehicle Brands



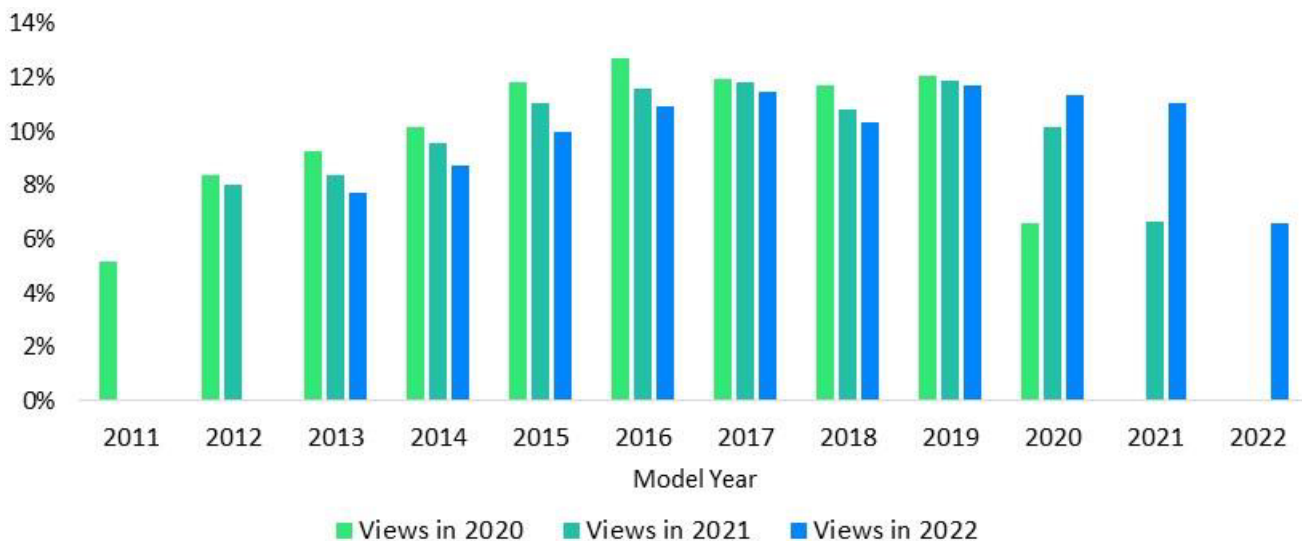
Side By Side Brands



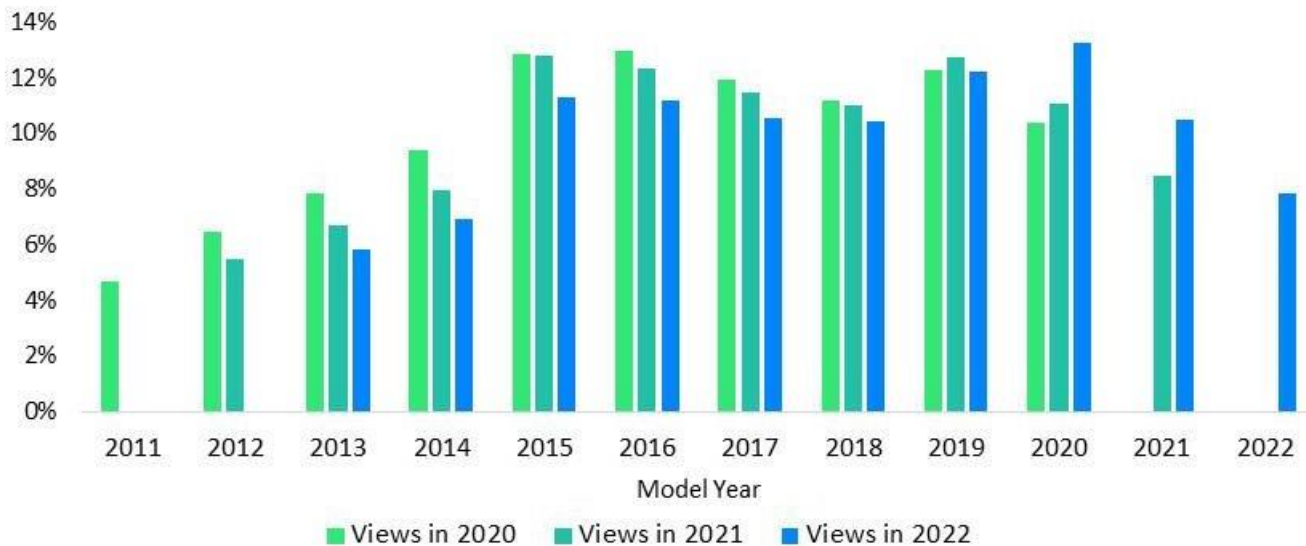
Model Years

Top Researched Model Years by Category

Sportbikes



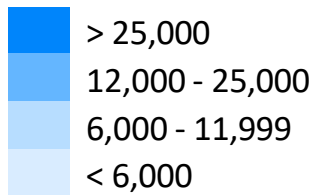
Utility Side By Sides



Web Traffic by State

Traffic by State in 2022 Q1

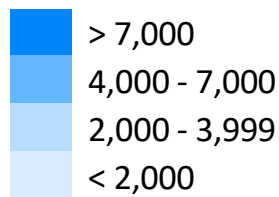
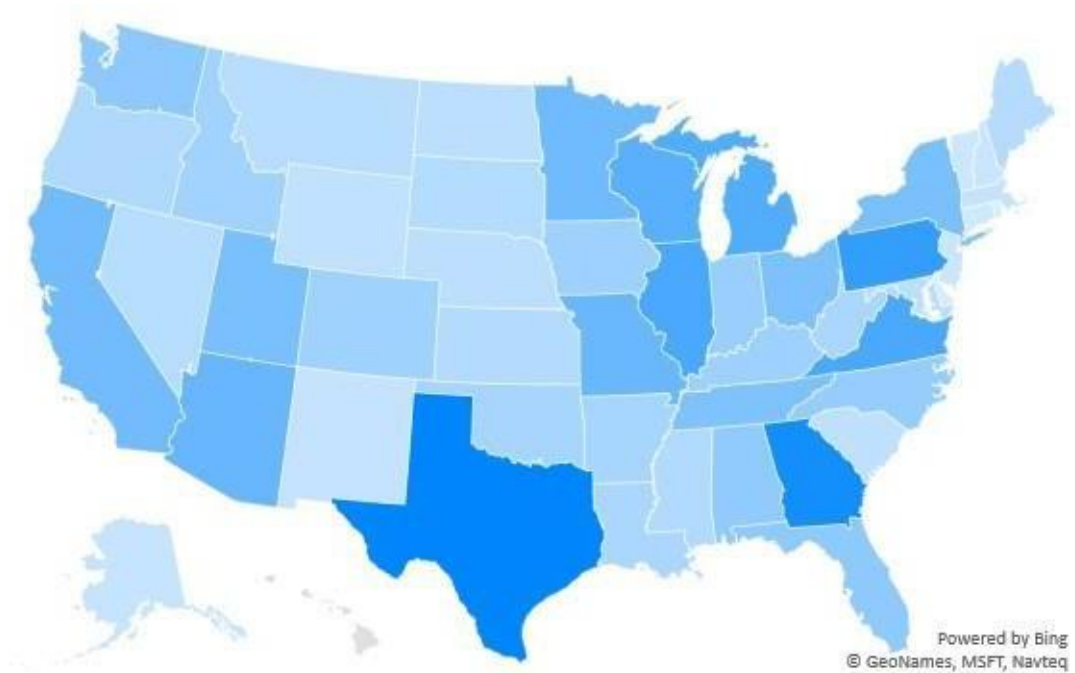
Motorcycles



Web Traffic by State

Traffic by State in 2022 Q1

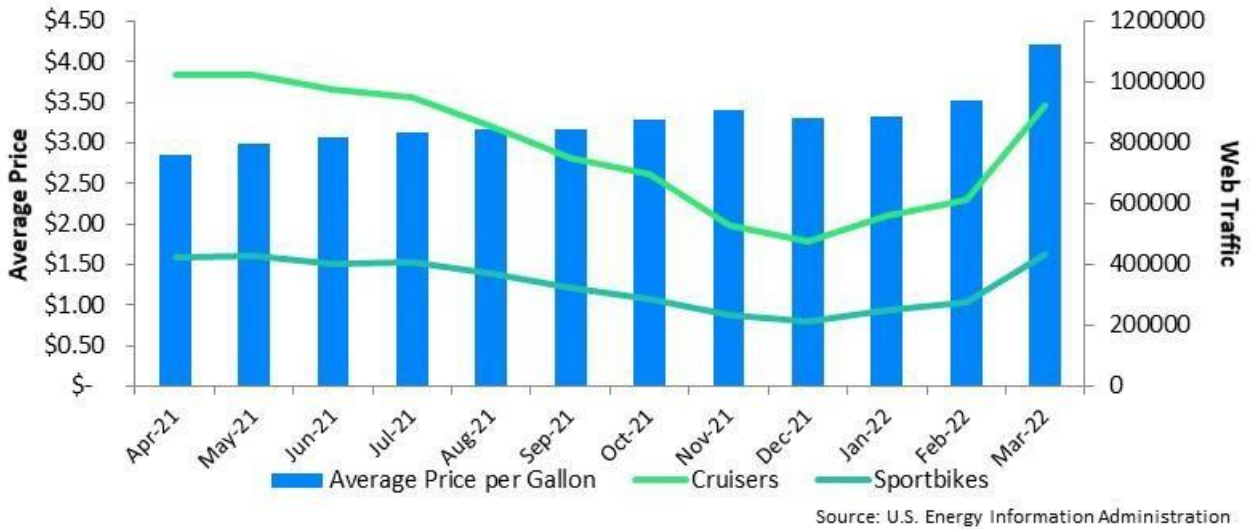
Side by Sides



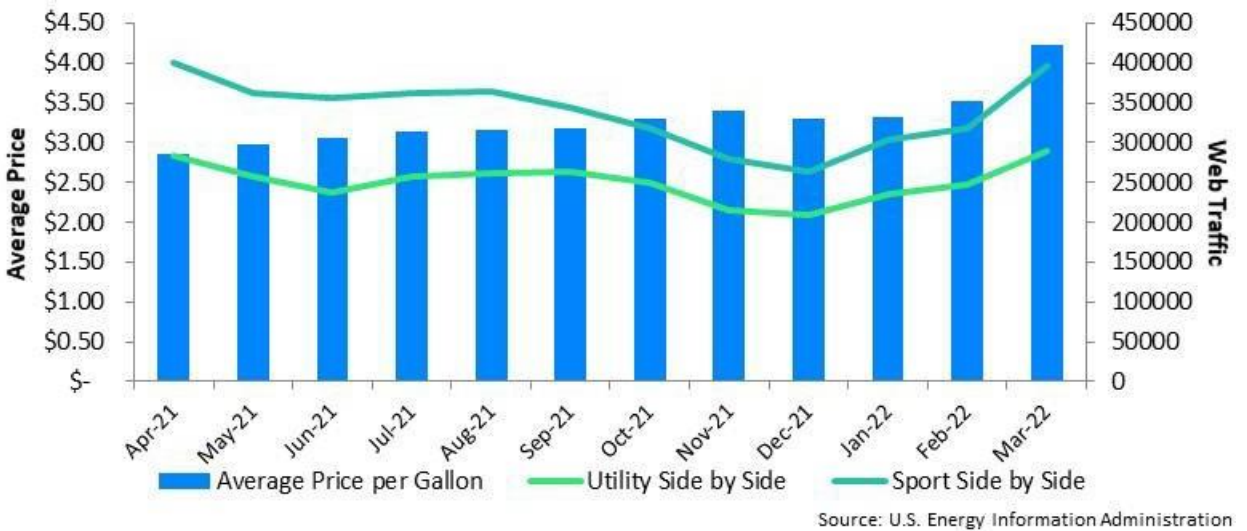
Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Motorcycles

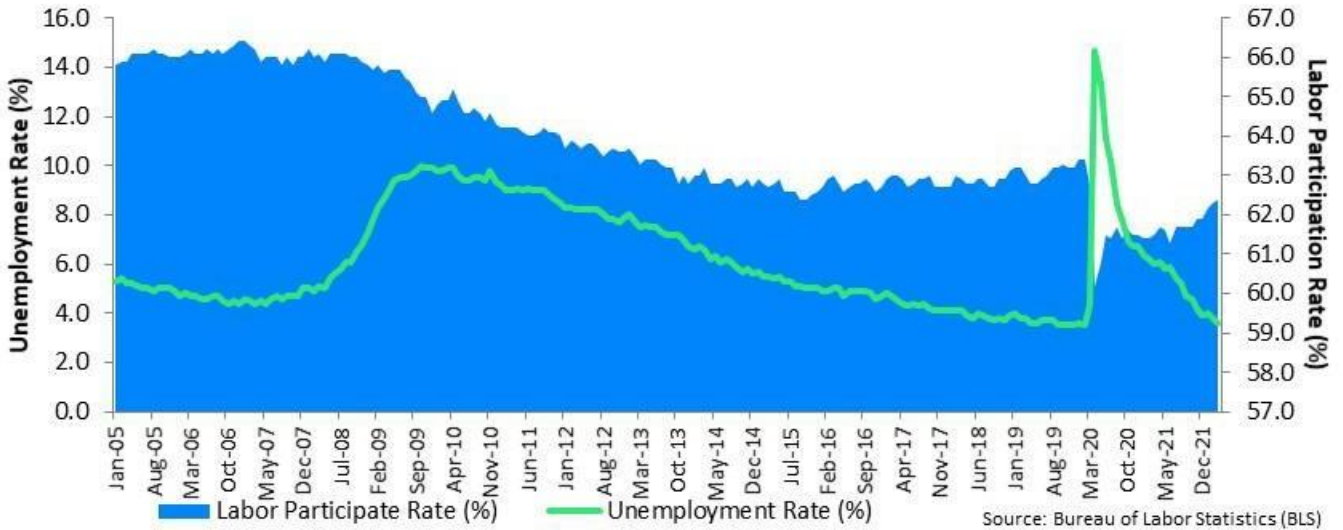


Side By Sides



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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