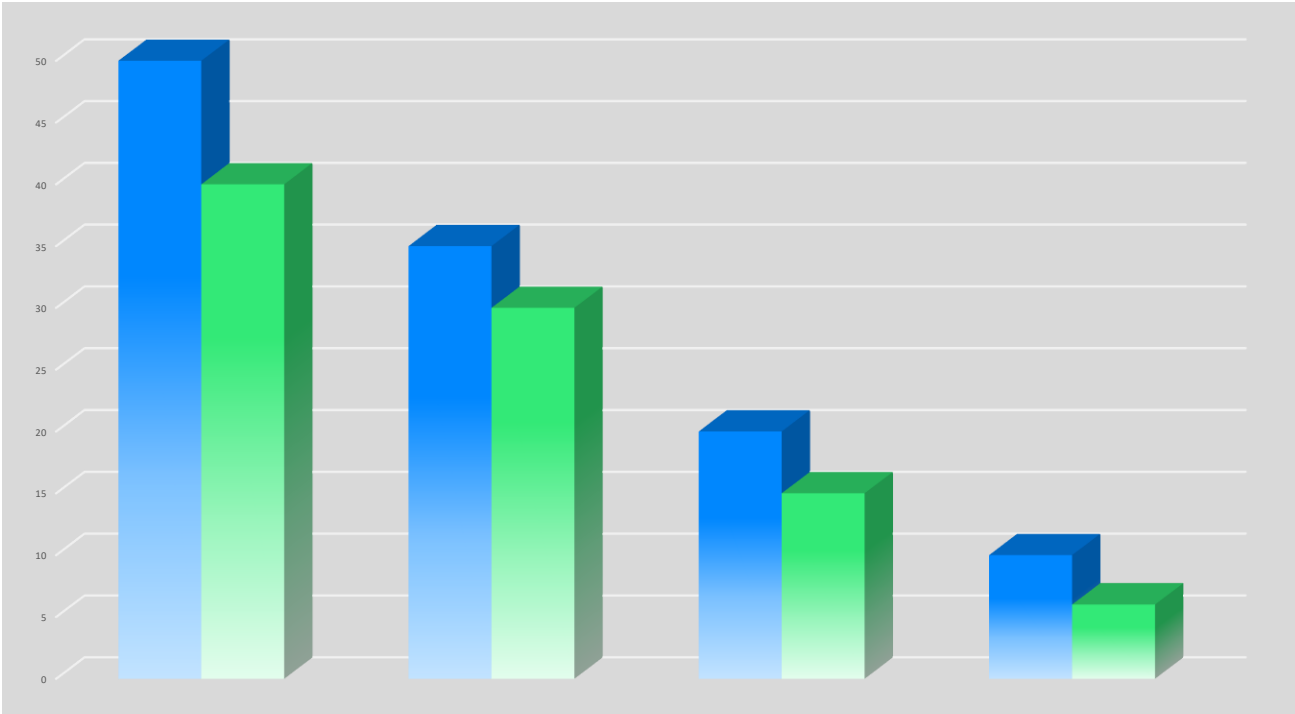


J.D. POWER



Market Insights

POWERSPORTS
Q1 2023



Powersports Market Industry Overview

Powersports segments remain strong by historical standards, off the peak set in late-2021 but depreciating either mildly or not at all.

In the motorcycle segment, values for the most recent 10 model years of cruisers averaged 4.6% lower in the first four months of 2023 compared to the same period of 2022, and 1.9% lower than late 2022. Sportbikes averaged 3.2% lower in the current period than year-prior, and 1.3% lower than late 2022.

In the side-by-side segment, values for the most recent 10 model years of utilities averaged 5.5% lower in the first four months of 2023 compared to the same period of 2022, and 4.2% lower than late 2022. Sport side-by-sides averaged 1.7% lower in the current period than year-prior, and 2.4% lower than late 2022. This segment is still very close to peak pricing.

Demand remains strong across-the-board, as customers remain confident enough to pay cash for a newer motorcycle or side-by-side or take out a loan despite higher interest rates.

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				

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				

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				

Sport Side by Sides

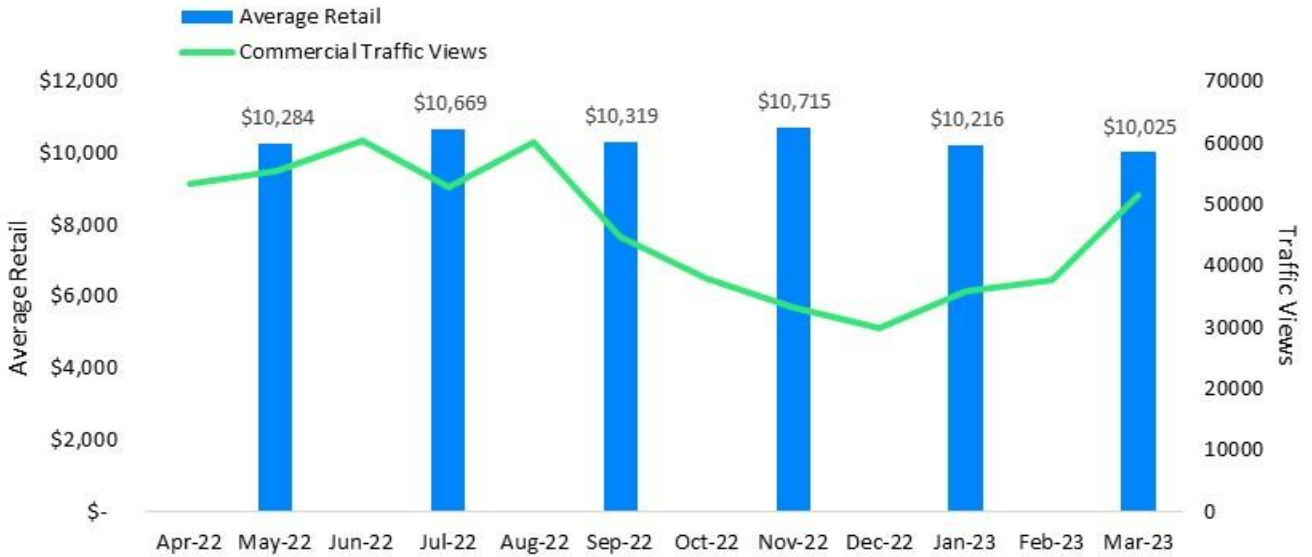


	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$13,037	\$13,641	\$14,400	\$16,441	\$16,761	\$17,027
Values in 2022	\$16,824	\$16,085	\$16,482	\$17,252	\$16,554	\$16,606
Values in 2023	\$16,058	\$16,294				

Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Cruisers



Sportbikes



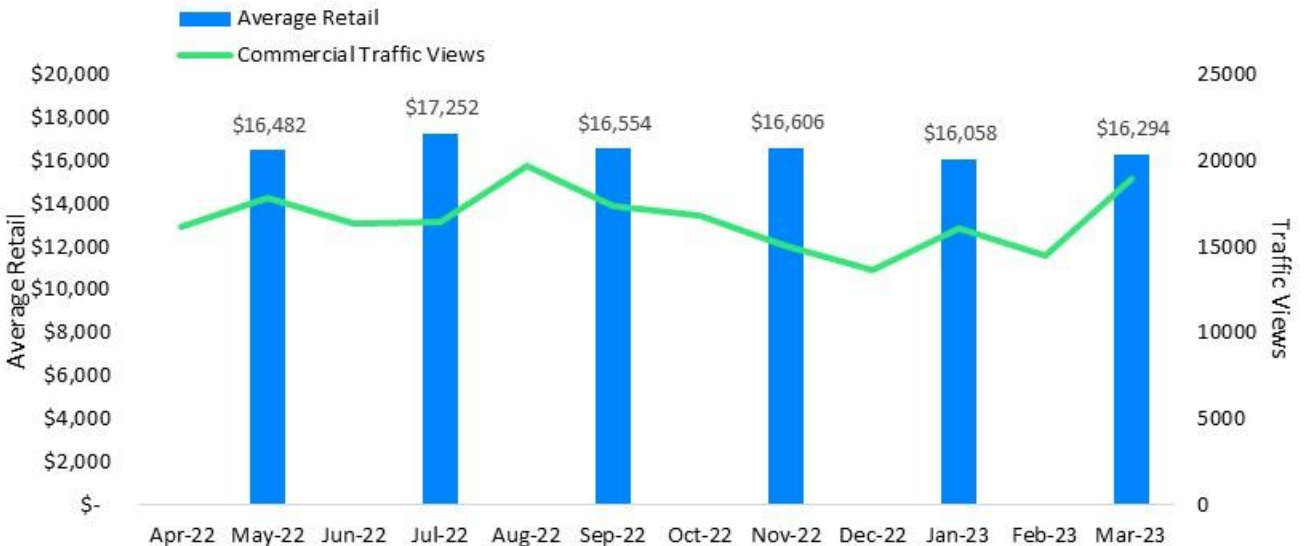
Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Utility Side by Sides

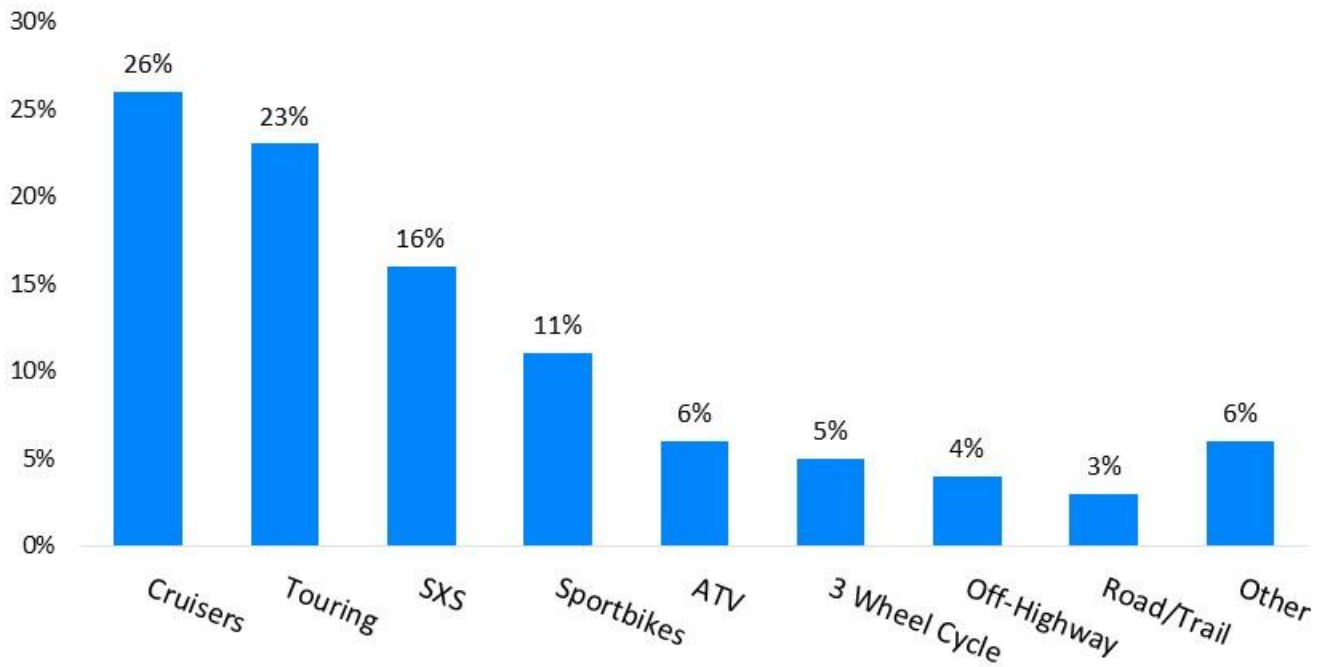


Sport Side by Sides



Powersport Categories

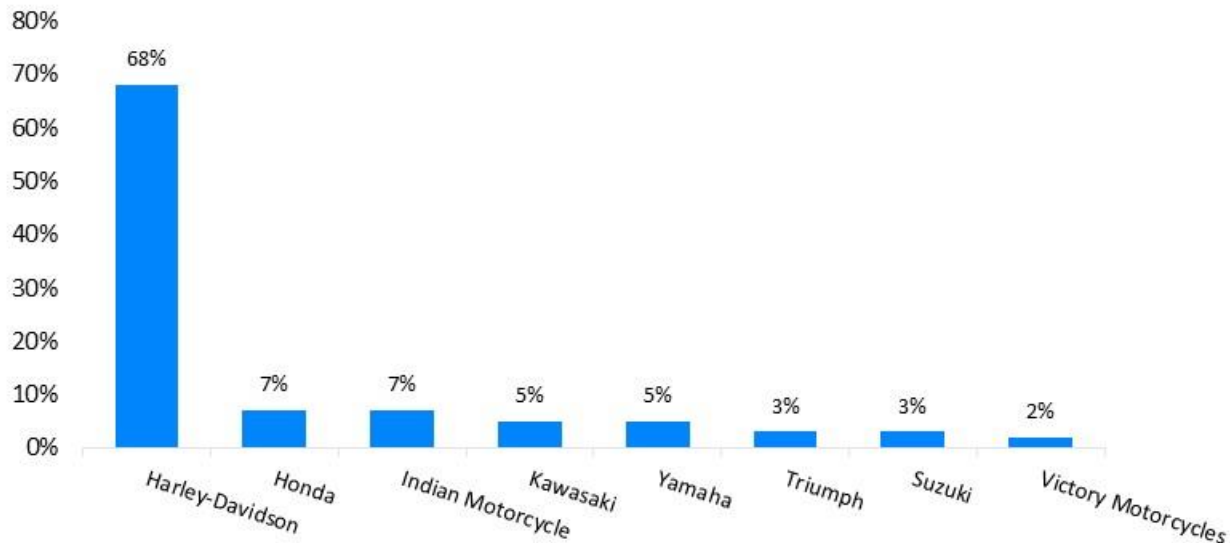
Views in 2023



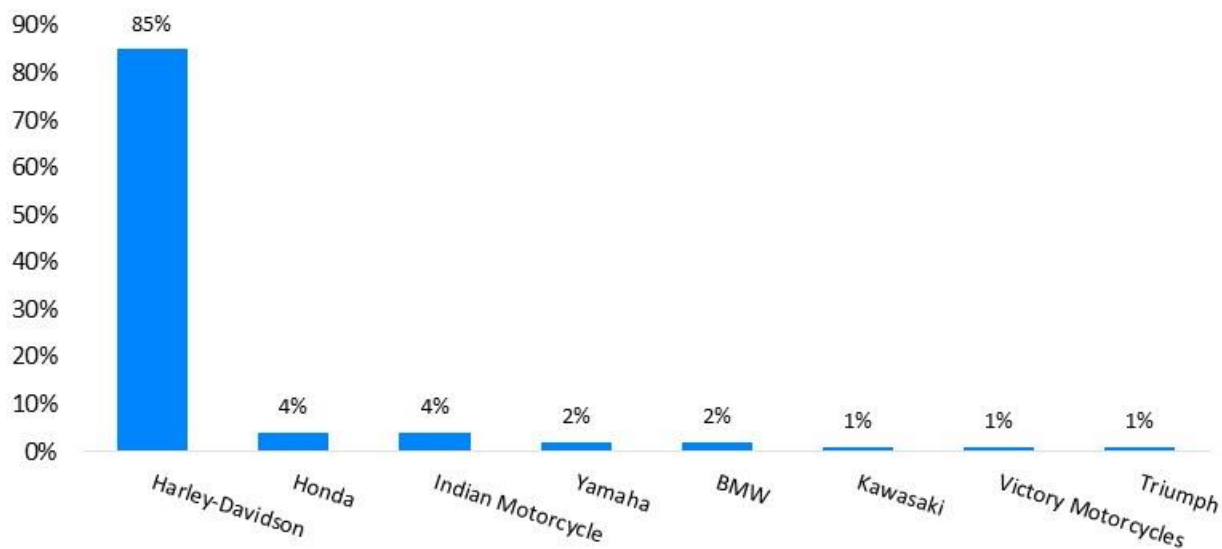
Motorcycle Brands

Top Researched Brands in 2023

Cruiser Brands



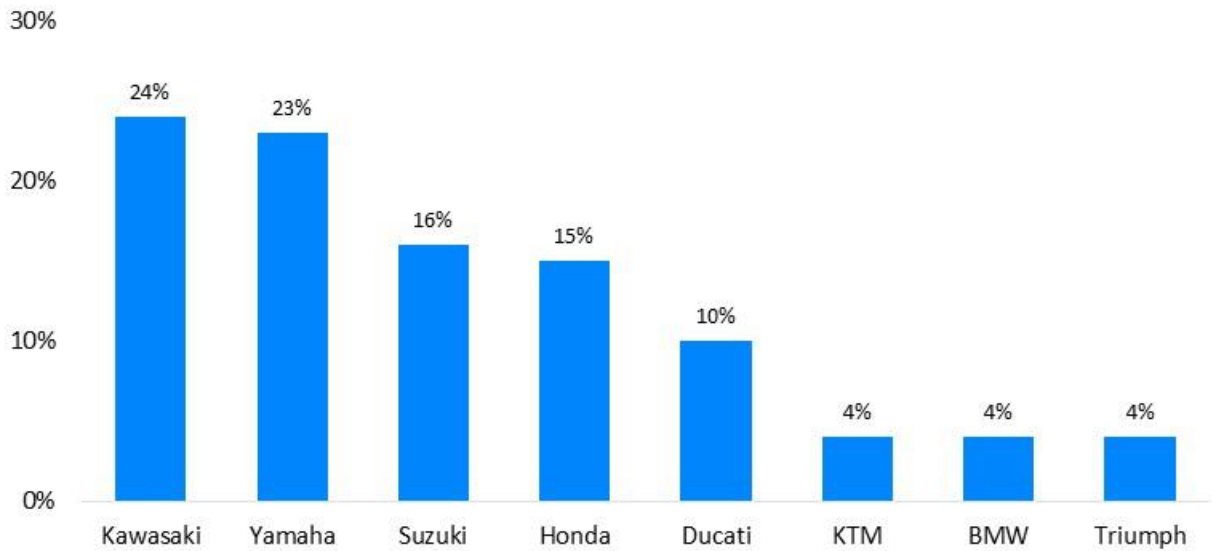
Touring Brands



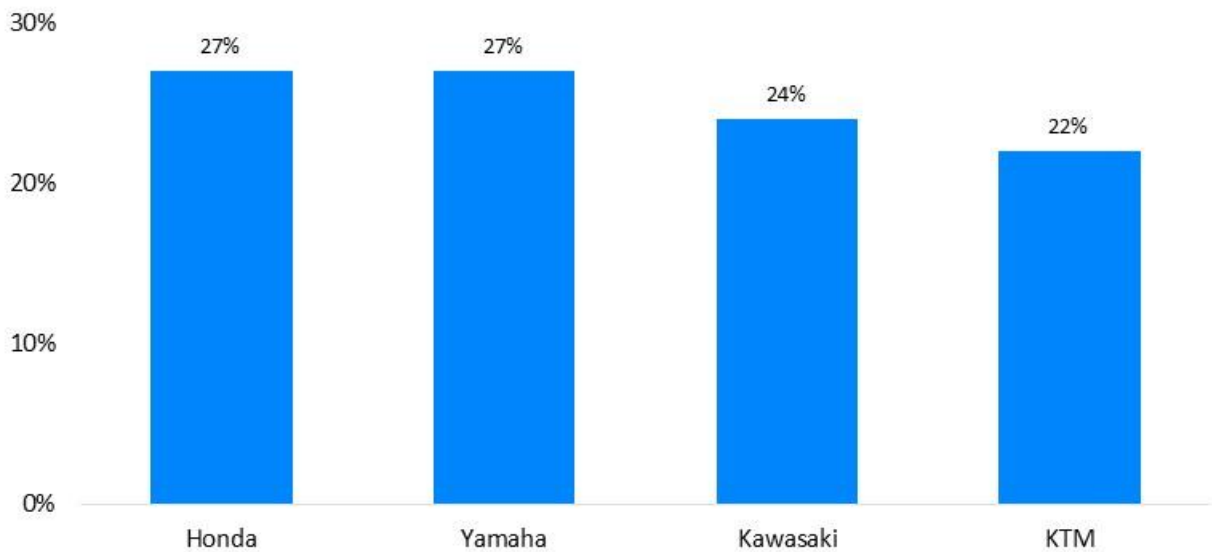
Motorcycle Brands

Top Researched Brands in 2023

Sportbike Brands



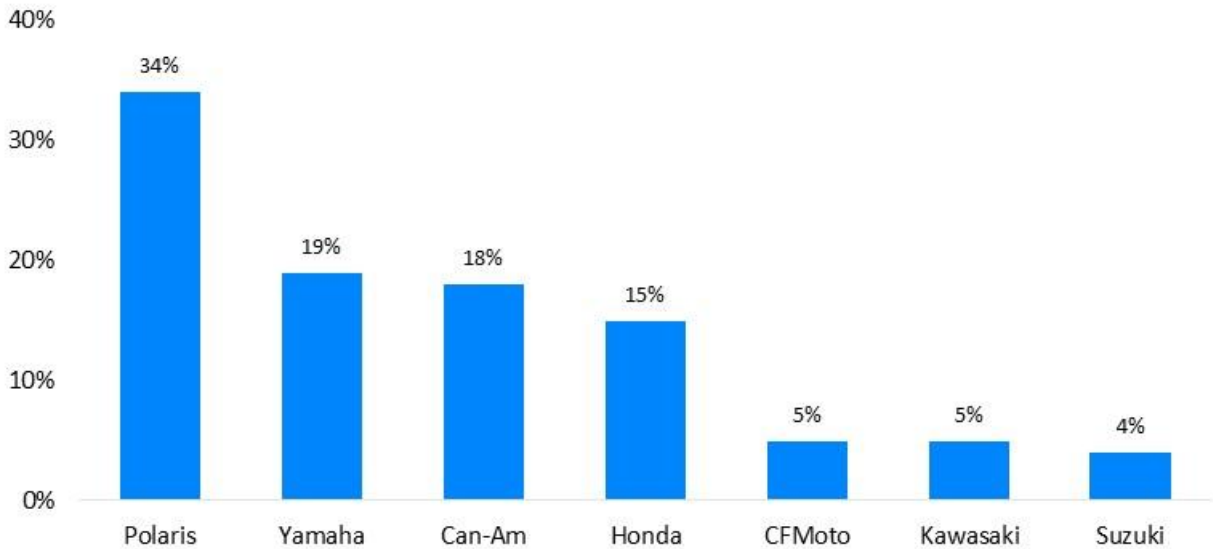
Off-Highway Brands



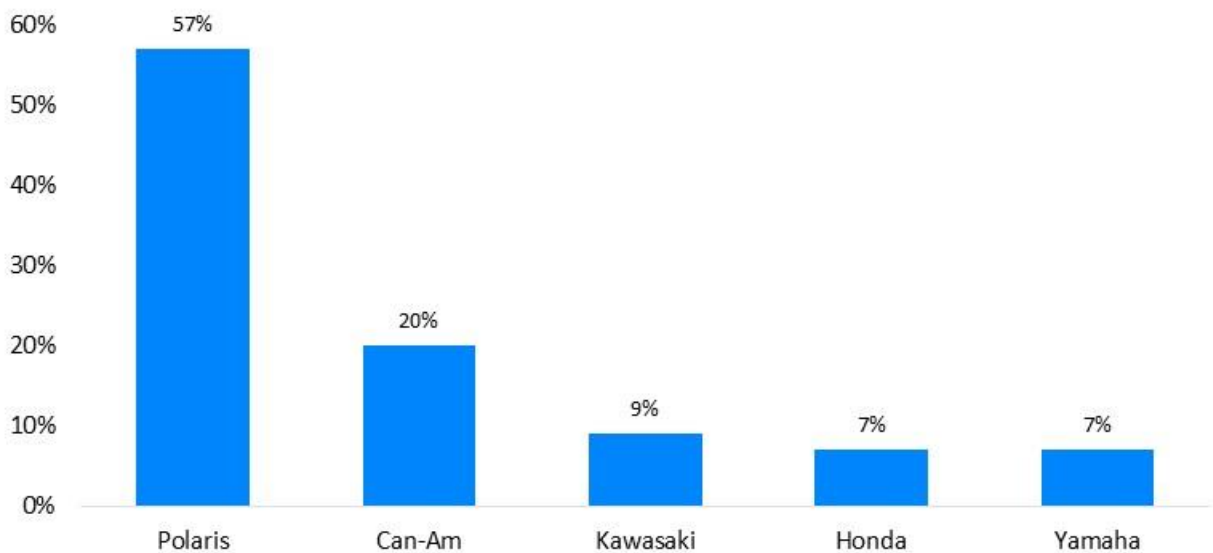
Off-Road Vehicle Brands

Top Researched Brands in 2023

All-Terrain Vehicle Brands



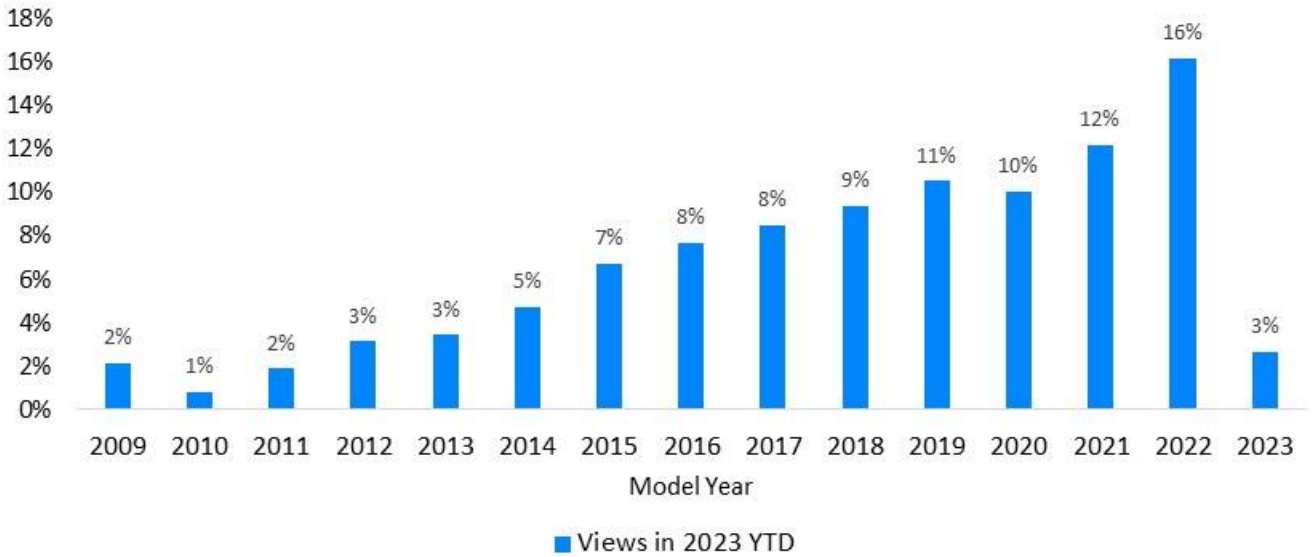
Side By Side Brands



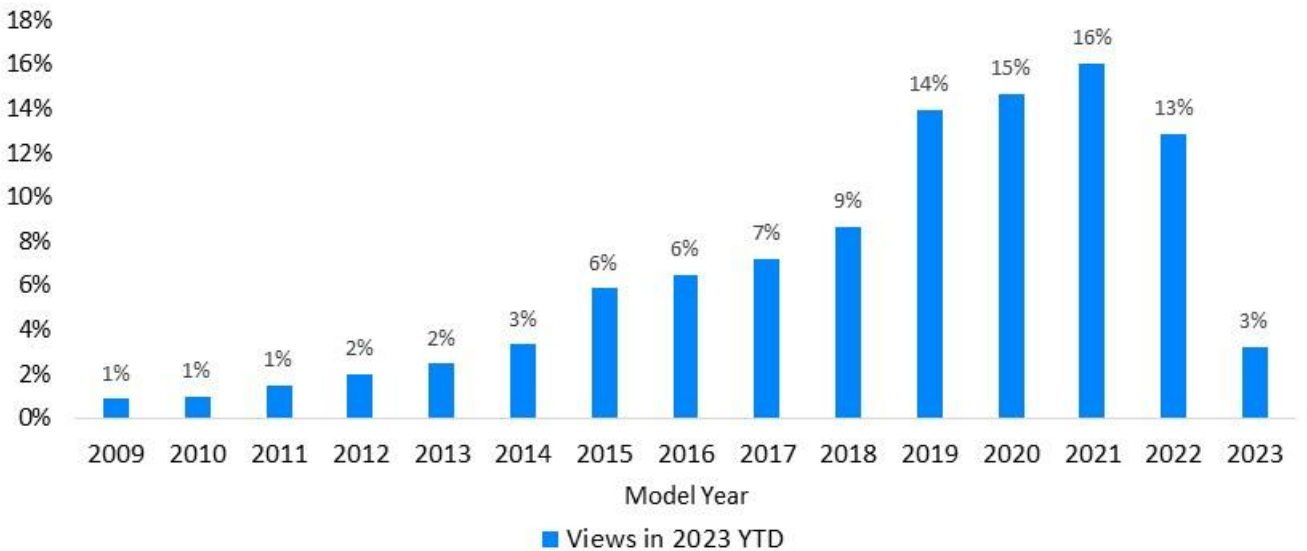
Model Years

Top Researched Model Years by Category

Sportbikes



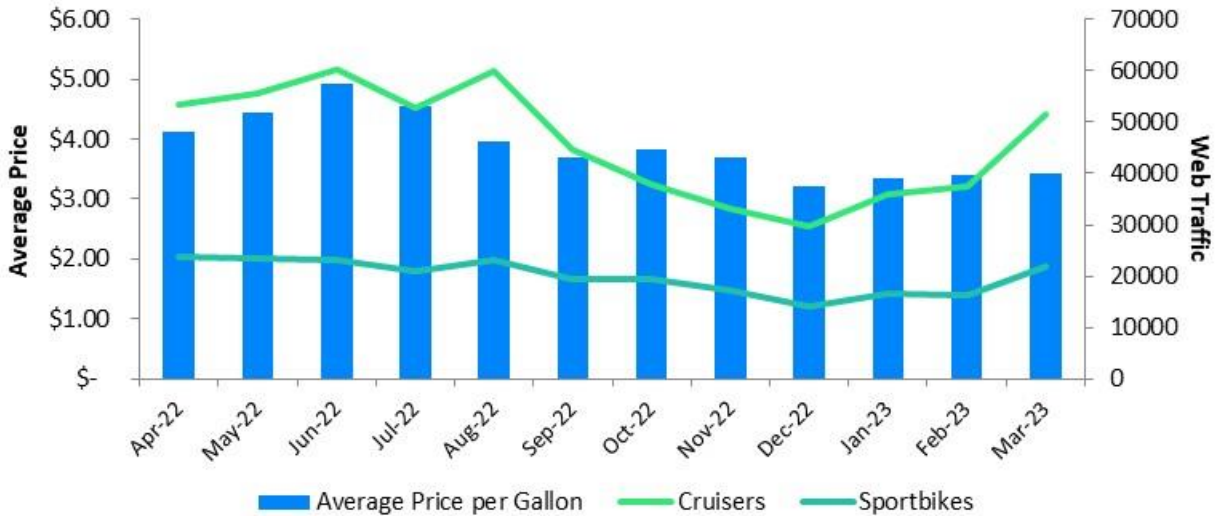
Utility Side By Sides



Fuel Price Data

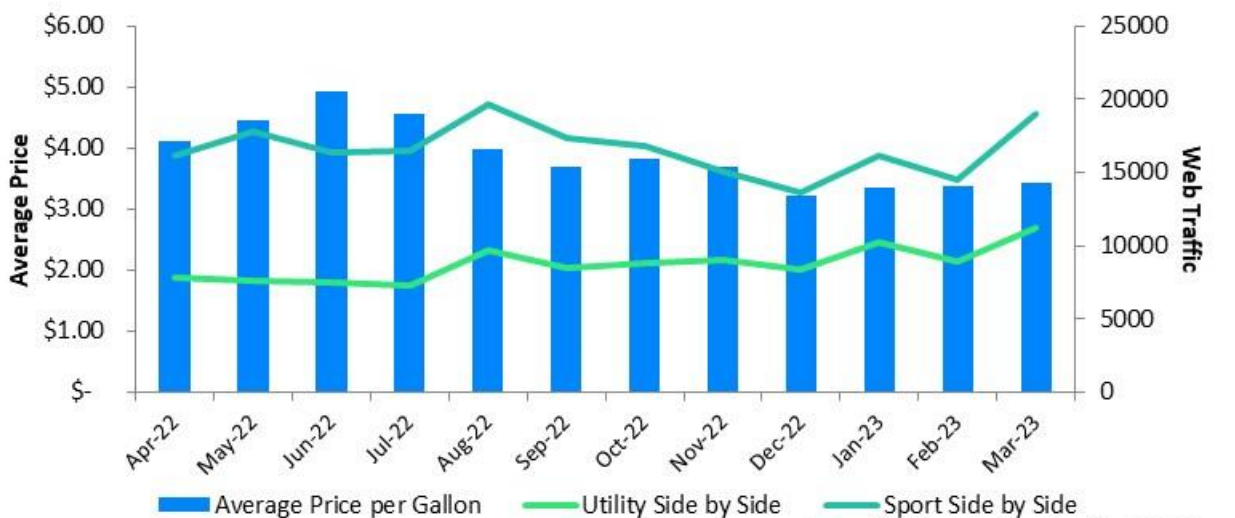
Regular Grade Gasoline Prices vs. Commercial Traffic by Category

Motorcycles



Source: U.S. Energy Information Administration

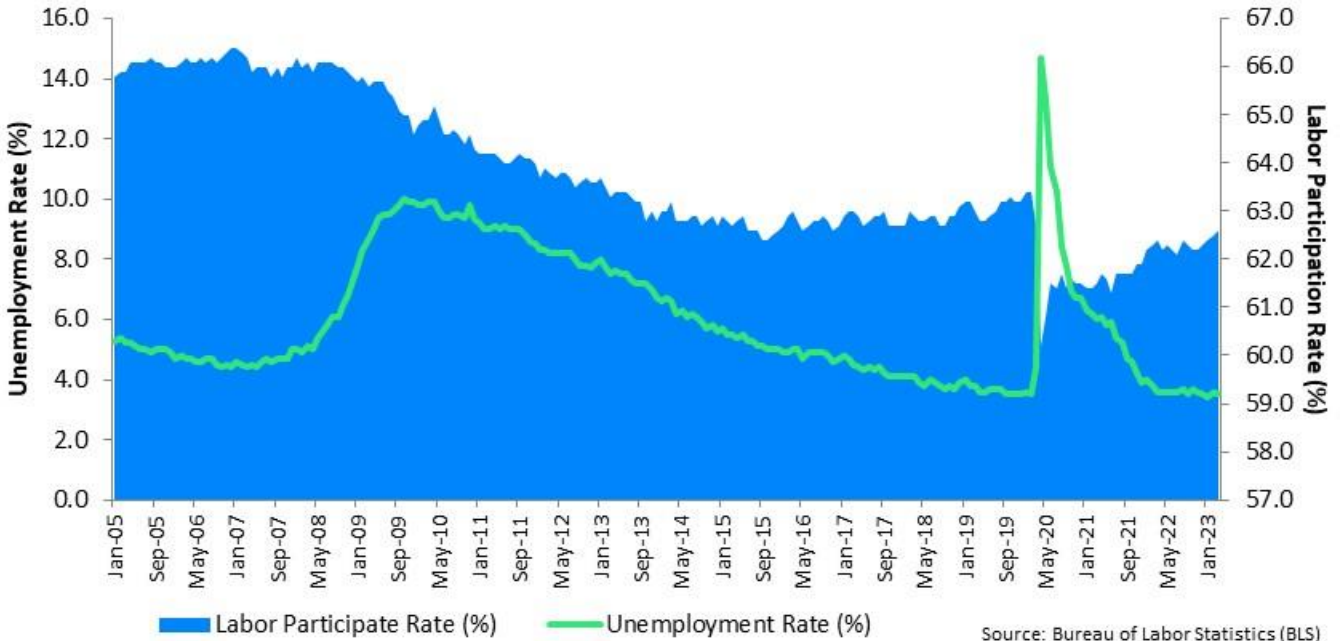
Side By Sides



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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(800) 966-6232
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