

Market Insights

POWERSPORTS
Q2 2021



Powersports Market Industry Overview

The summer is in full swing and demand for motorcycles and side-by-sides remains red-hot. New bikes and side-by-sides are still hard to come by, and buyers are paying historically high prices for vehicles that come on the market.

Motorcycle pricing in the first half of 2021 is running well ahead of the same period of last year, with the most recent 10 model years of cruisers averaging 11.4% higher, and sportbikes 13.6% higher.

Side-by-sides also continue to widen the gap over last year, with utility models bringing 24.5% more money and sport models bringing 17.9% more.

The market will continue to favor sellers as long as parts shortages limit production and consumers have cash to spend. We don't see this dynamic changing through peak season and into the 4th quarter at least.

Powersports Values

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

Cruisers



Sportbikes



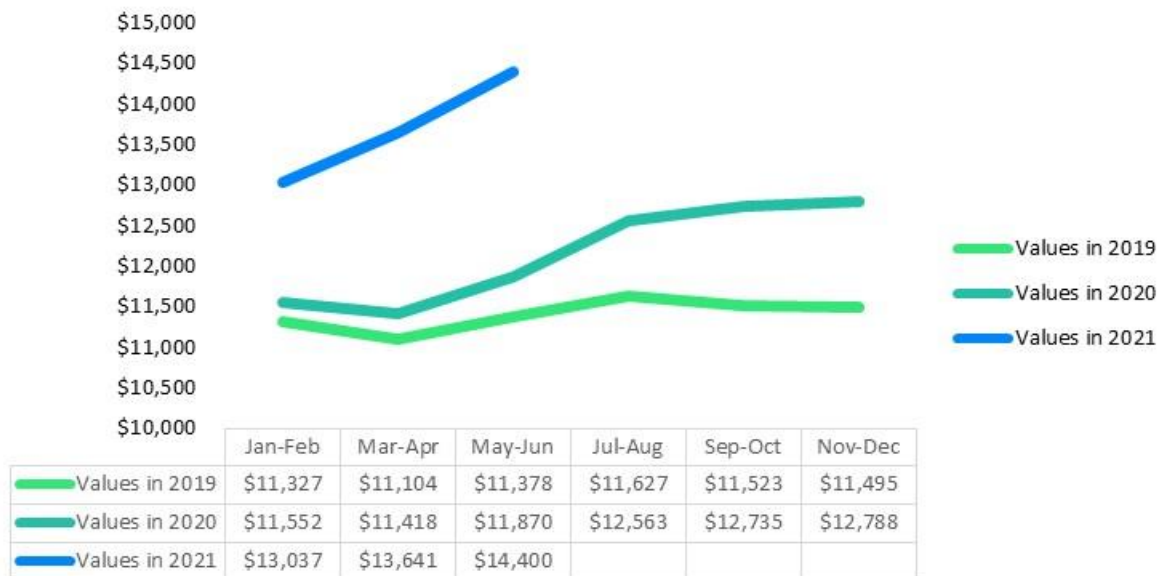
Powersports Values

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



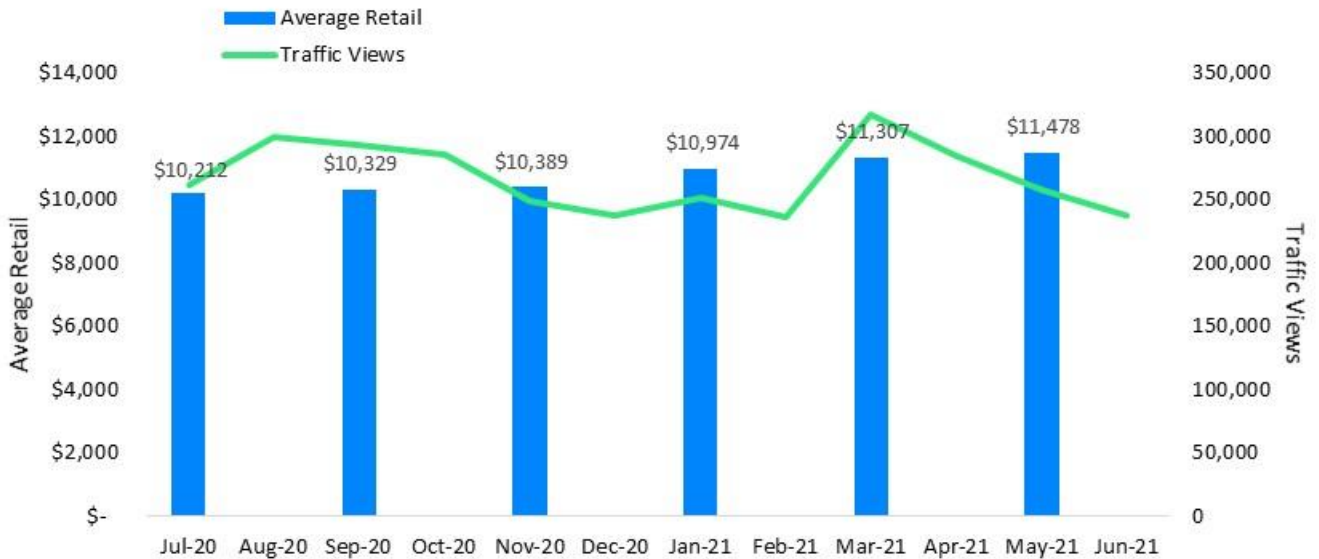
Sportbikes



Powersports Values vs. Traffic

Average Retail Value and Traffic View by Category

Utility Side by Sides

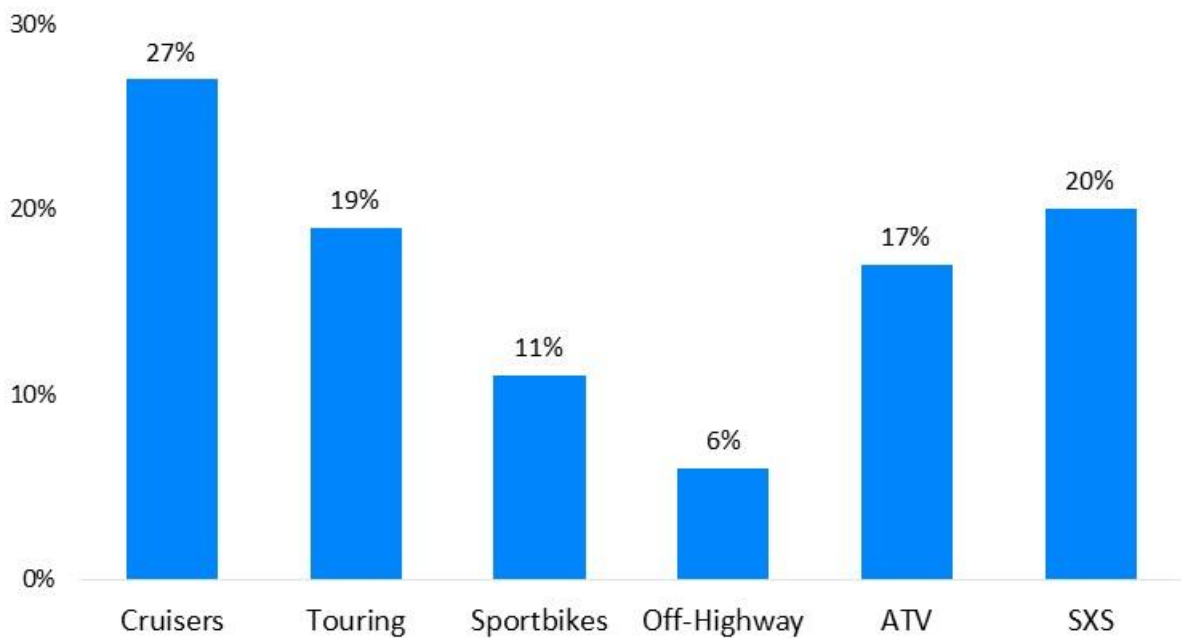


Sport Side by Sides



Powersport Categories

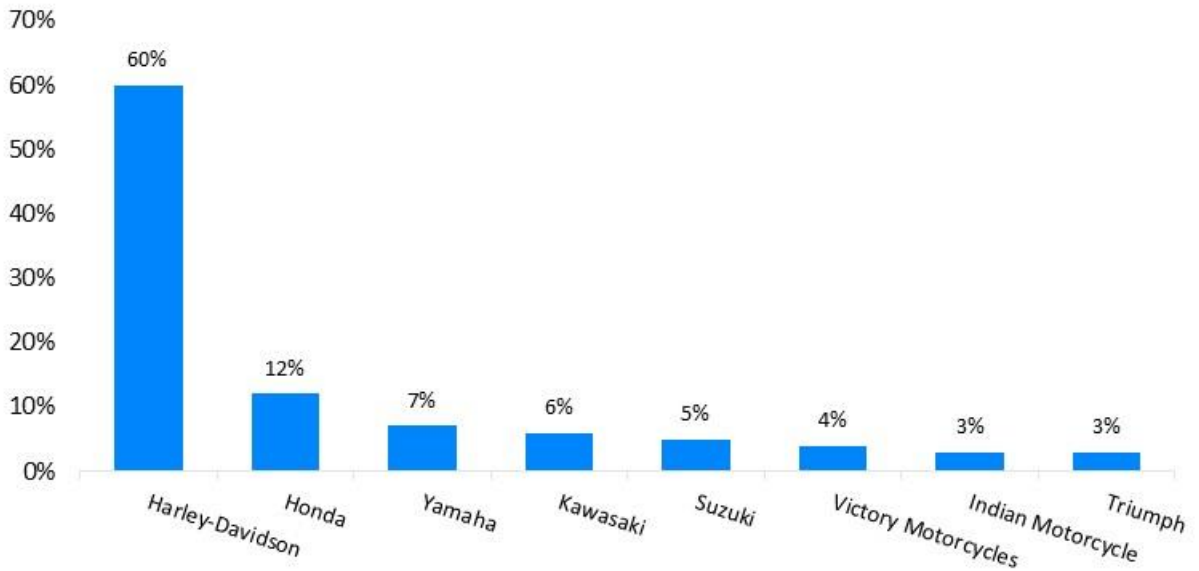
Views in 2021 Q1-Q2



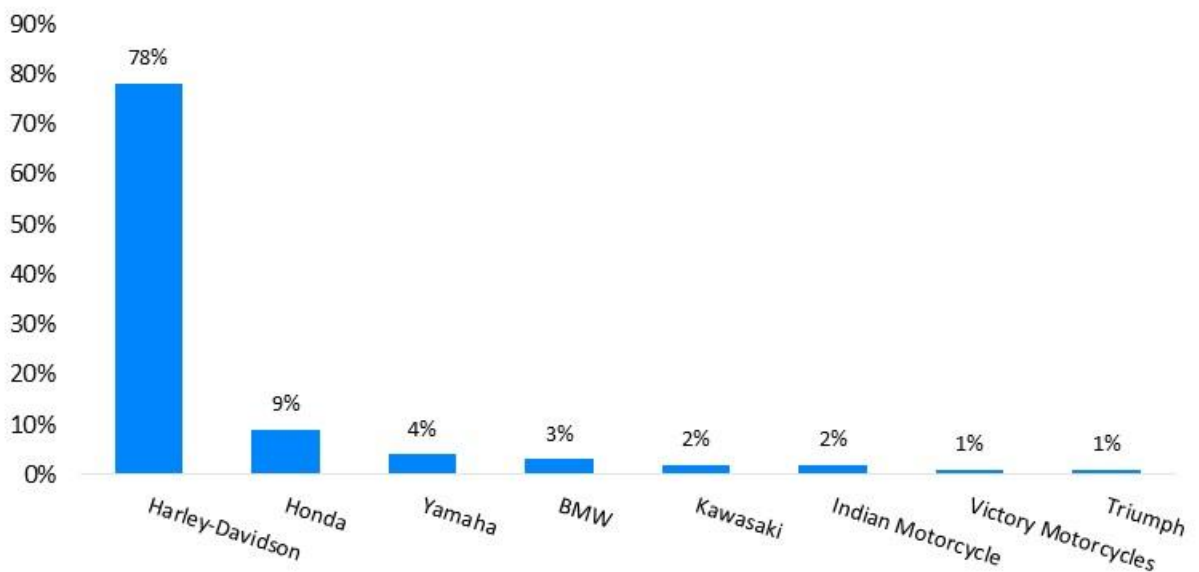
Motorcycle Brands

Top Researched Brands in 2021 Q1-Q2

Cruiser Brands



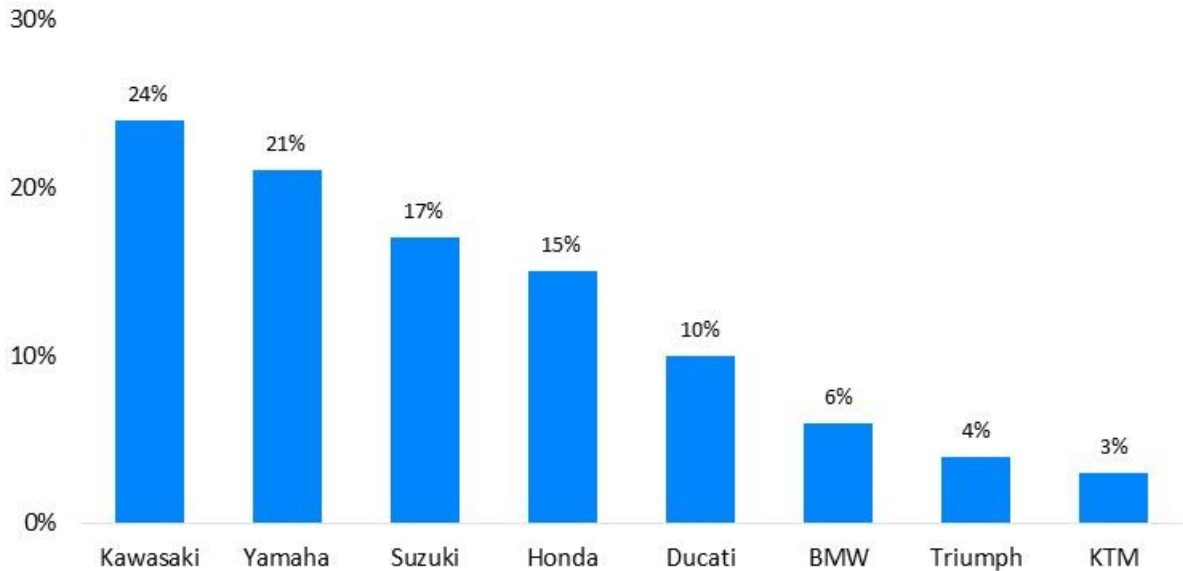
Touring Brands



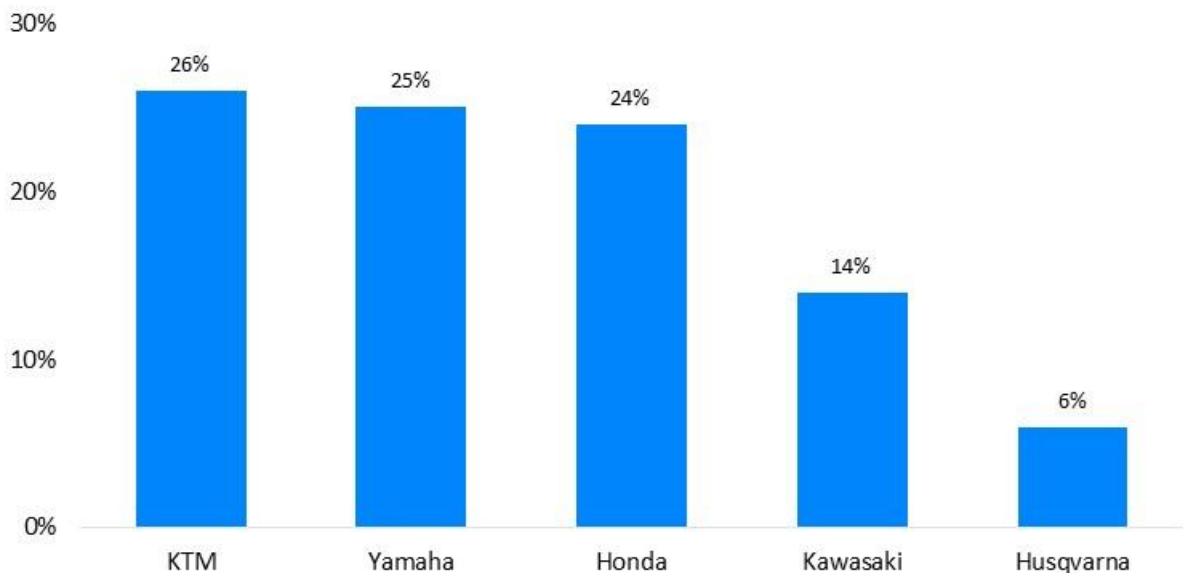
Motorcycle Brands

Top Researched Brands in 2021 Q1-Q2

Sportbike Brands



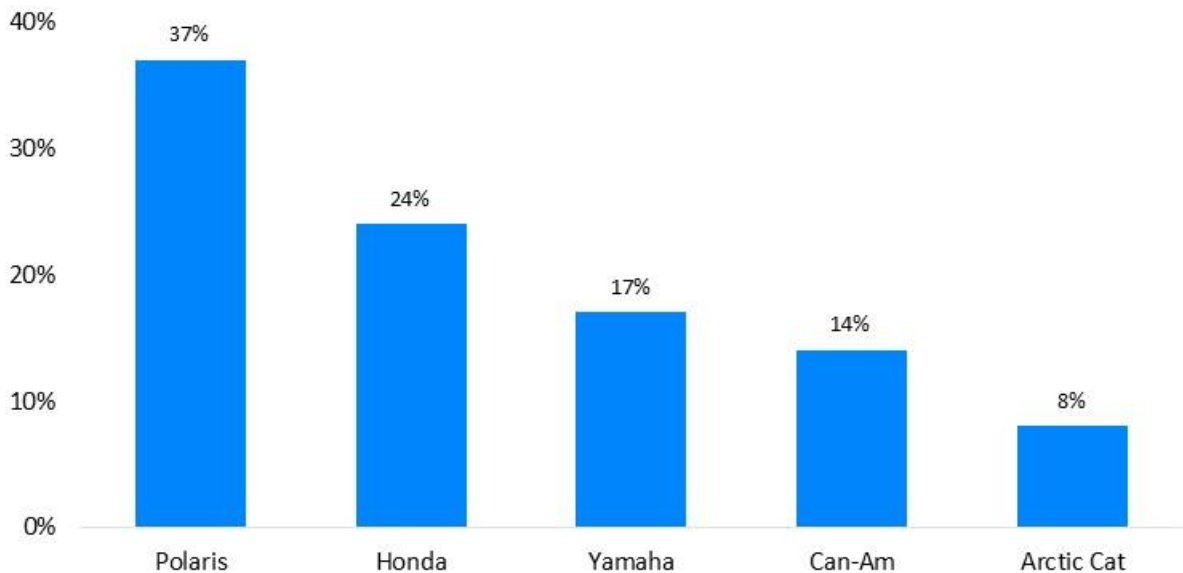
Off-Highway Brands



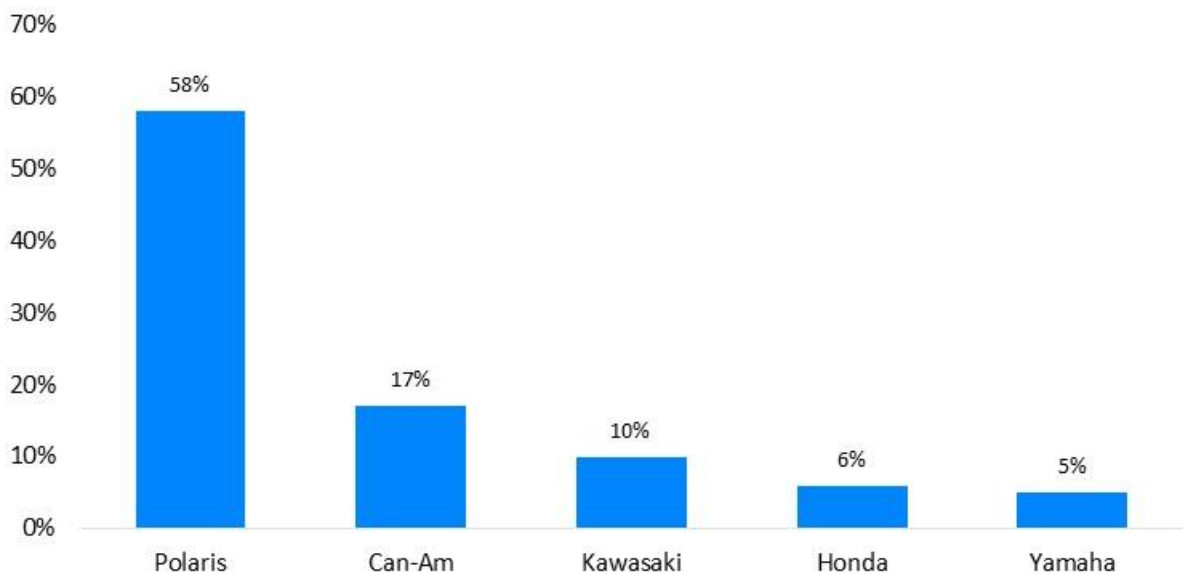
Off-Road Vehicle Brands

Top Researched Brands in 2021 Q1-Q2

All-Terrain Vehicle Brands



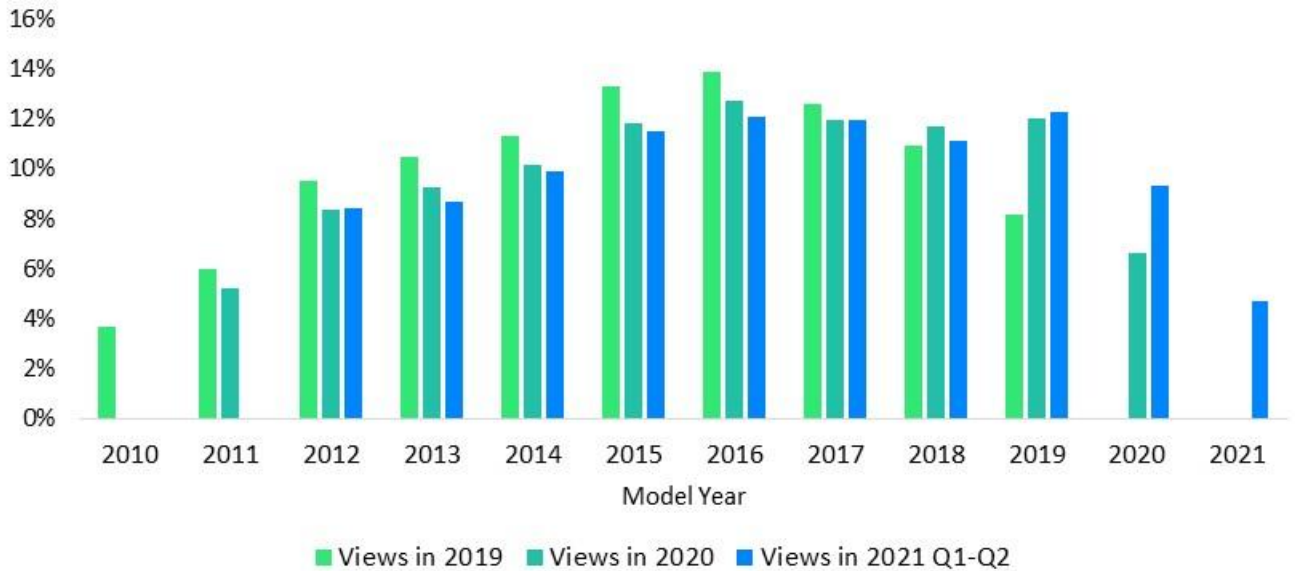
Side By Side Brands



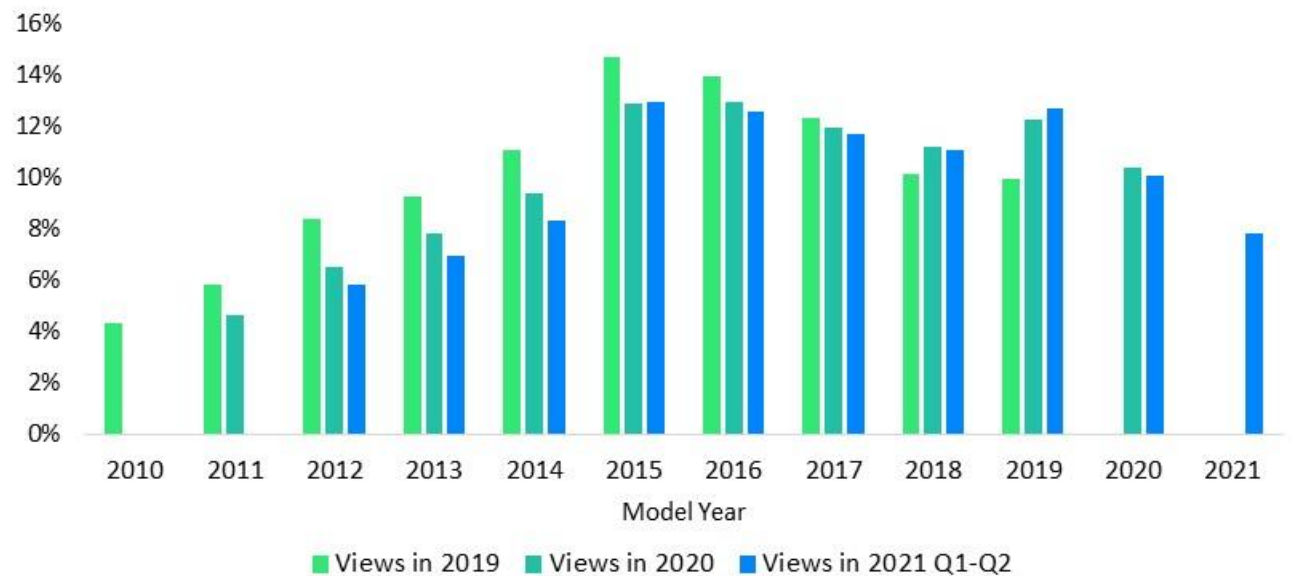
Model Years

Top Researched Model Years by Category

Sportbikes



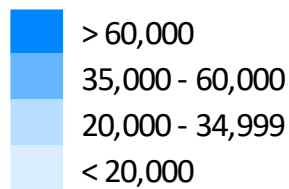
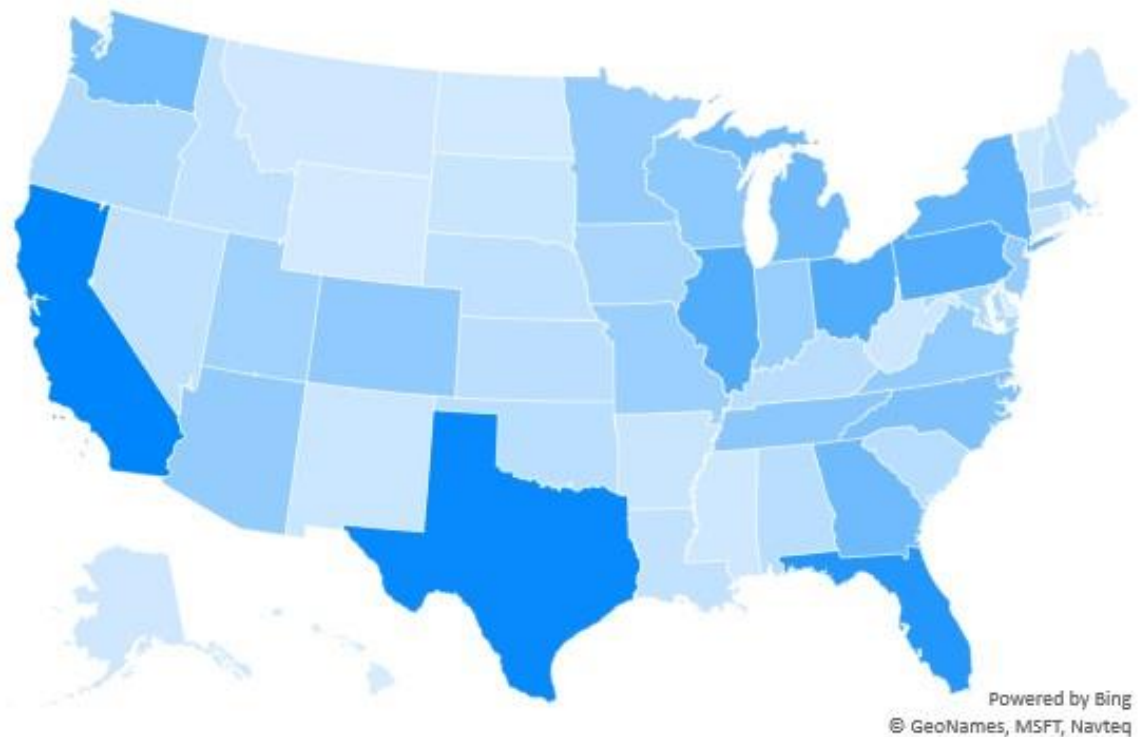
Utility Side By Sides



Web Traffic by State

Traffic by State in 2021 Q1-Q2

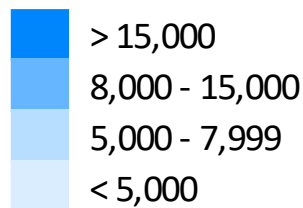
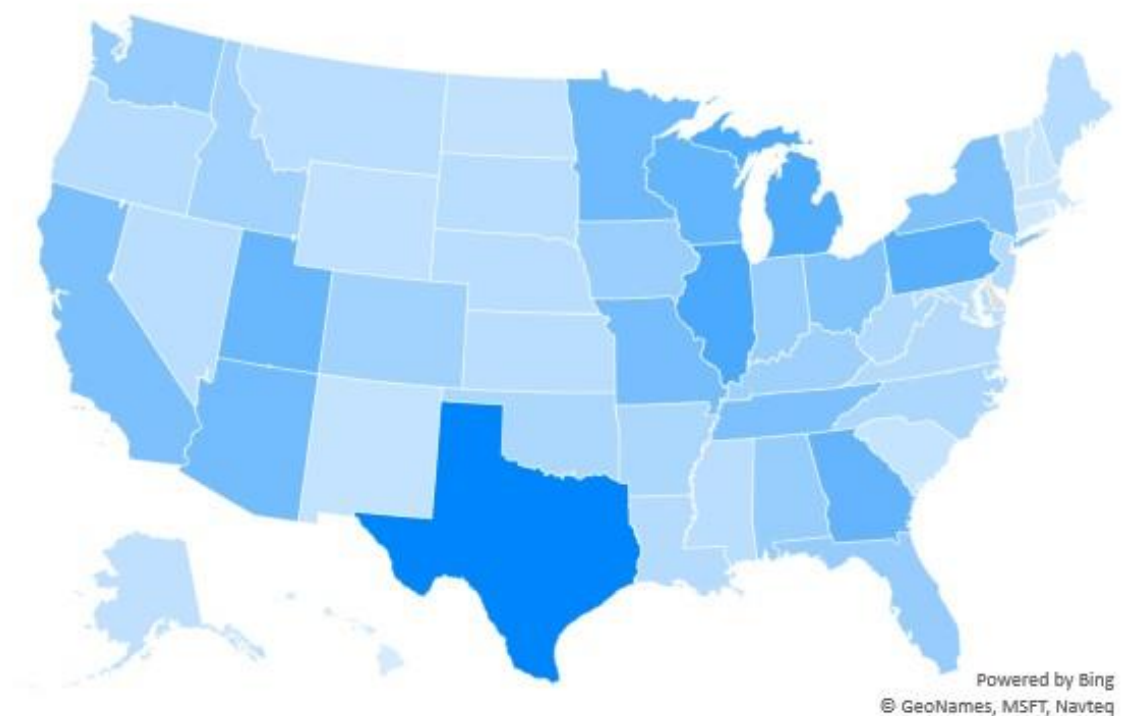
Motorcycles



Web Traffic by State

Traffic by State in 2021 Q1-Q2

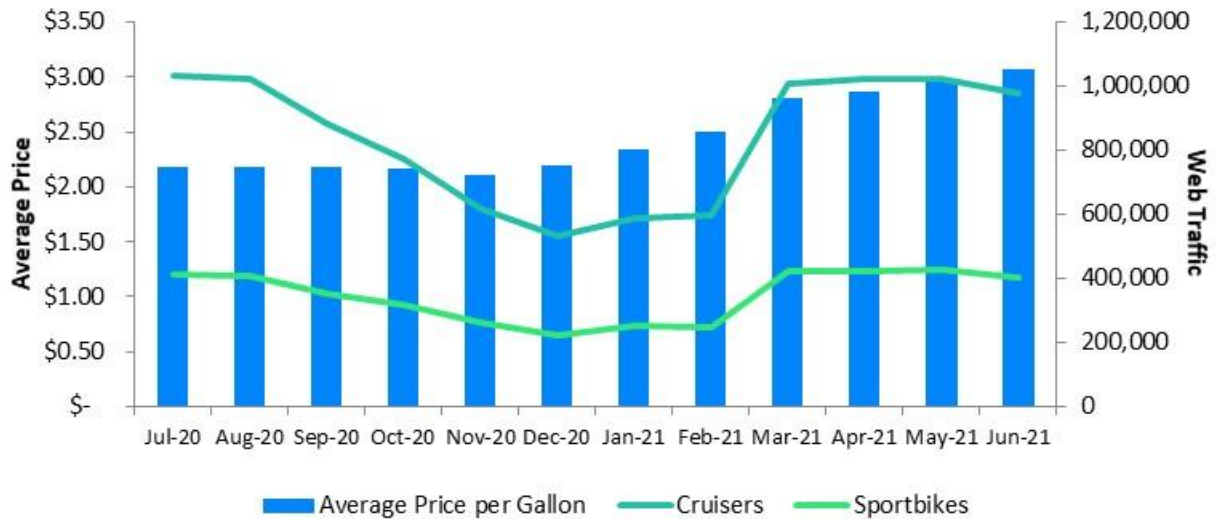
Side by Sides



Fuel Price Data

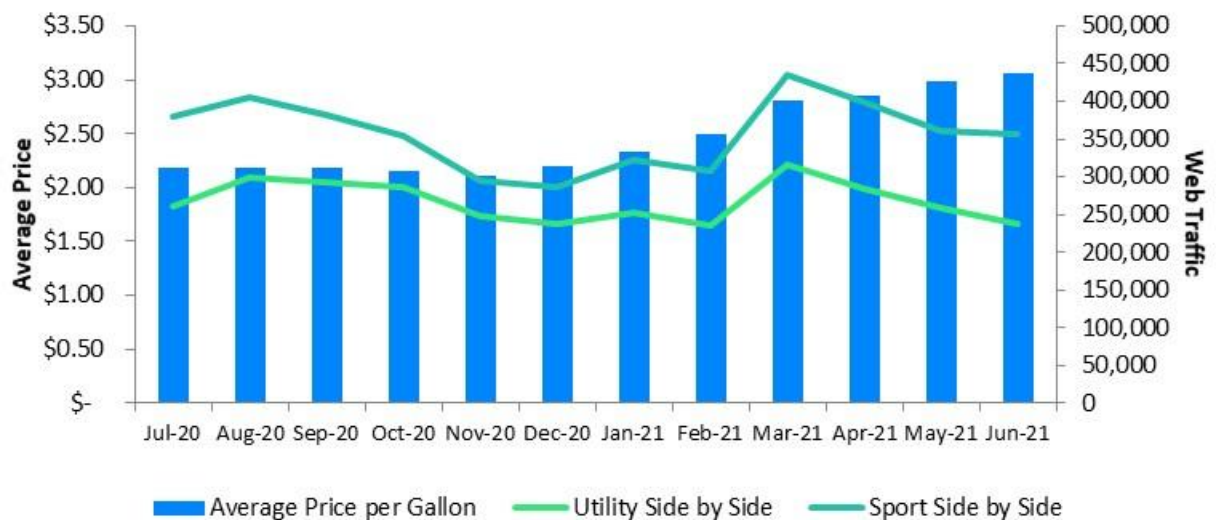
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

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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