

FEBRUARY AWP IN REVIEW

Continuing Strong

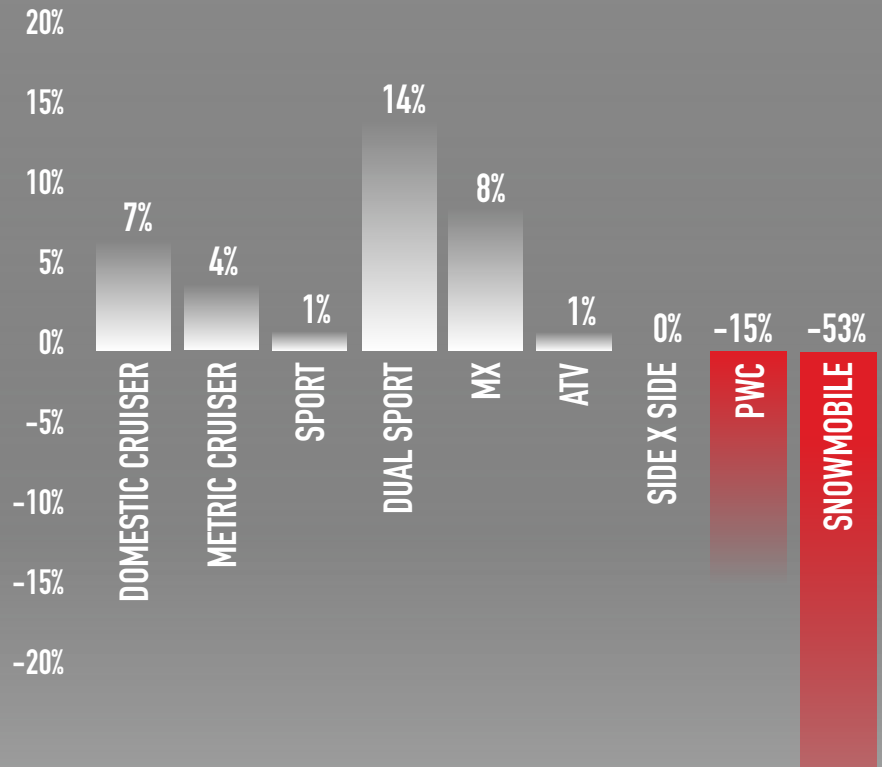
As the wholesale powersport market rolls through 2019, Average Wholesale Prices (AWP) continue to see seasonal increases. Domestic Cruisers and Dual Sport vehicles experienced some of the largest hikes in AWP compared to the prior 3-months with 7% and 14% increase. Metric Cruiser AWP also rose by ~4% and Sport vehicles saw a slight increase in terms of 3-month prior averages.

Model Age & Mileage

Domestic and Metric cruiser average model age remained flat since last month but Sport bikes continued to see slight increases in model age since January 2019. Outside of Metric Cruiser average mileage decreasing approximately 1,000 miles, all other categories showed consistent mileage since last month.

Domestic Demand and Pricing

When the 2019 wholesale powersport year opened, demand for Metric Cruisers in terms of inventory available and number of views from dealers rose above demand for Domestic Cruisers. The trend has continued in February with a slight decrease in demand for Metric Cruisers and consistent demand in Domestic Cruisers. Most categories remained on-par to five year averages in Price to Book ratios (average wholesale price vs NADA Clean Wholesale) with the exception of Domestic Cruisers. We expect the Domestic Cruiser trend to continue through spring.



FEBRUARY '19 VS FEBRUARY '18 AVERAGE WHOLESALE PRICE CHANGE

