

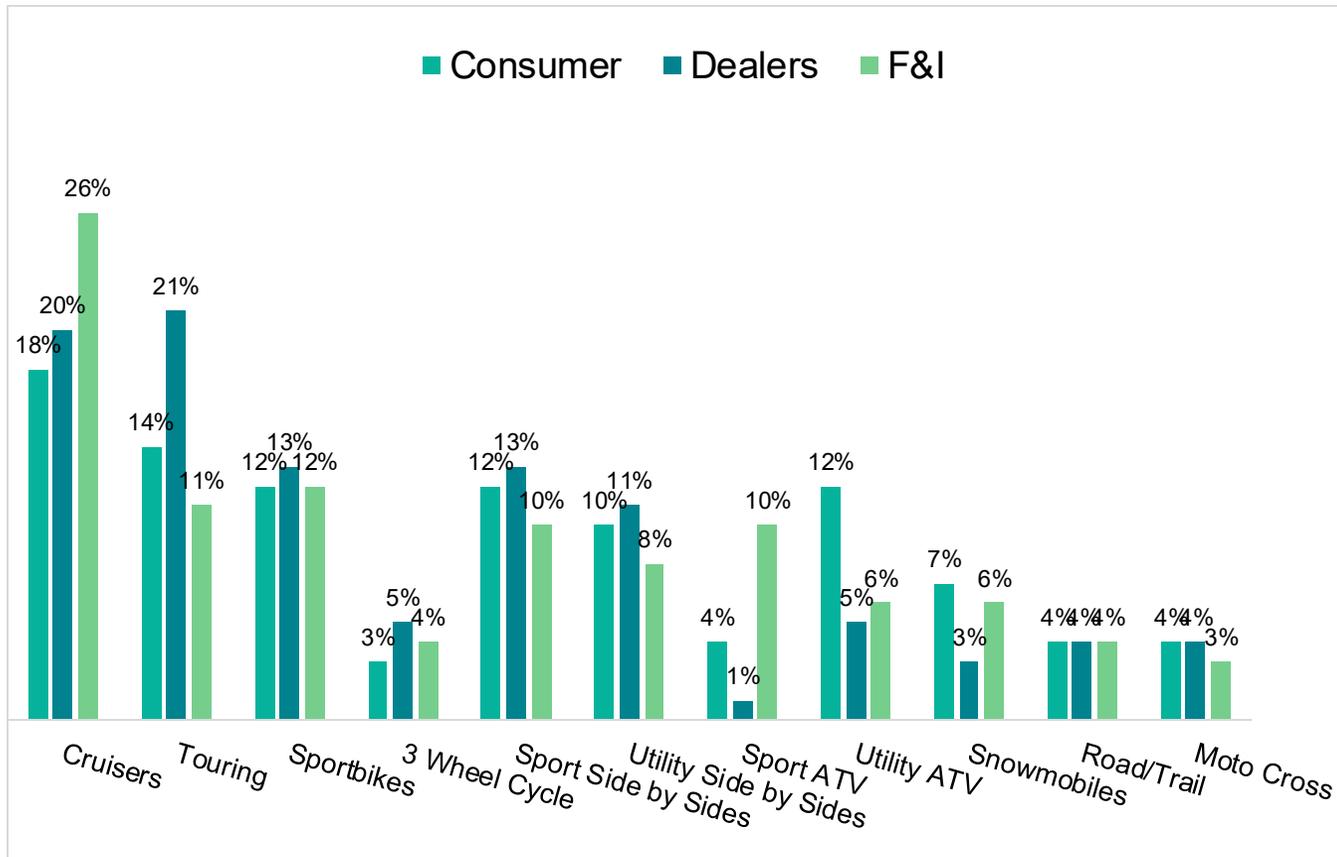


Specialty Vehicles Market Insights Report

Powersports
2025 Year-End Review

Segment Views by User Type

Cruisers dominate views across all user types, but their traffic share was slightly down year-over-year. Snowmobiles saw more consumer interest in 2025 than 2024.



CY2024 to CY2025 Change in Share of Views			
Model Type	Consumer	Dealers	F&I
Cruisers	▼ -2%	▼ -3%	▼ -1%
Touring	▬ 0%	▼ -1%	▼ -6%
Sportbikes	▬ 0%	▲ 1%	▲ 2%
3 Wheel Cycle	▬ 0%	▬ 0%	▲ 1%
Sport Side by Sides	▬ 0%	▲ 1%	▲ 1%
Utility Side by Sides	▬ 0%	▲ 1%	▲ 2%
Sport ATV	▼ -1%	▬ 0%	▼ -2%
Utility ATV	▼ -3%	▬ 0%	▬ 0%
Snowmobiles	▲ 4%	▲ 1%	▲ 2%
Road/Trail	▬ 0%	▬ 0%	▲ 1%
Moto Cross	▬ 0%	▬ 0%	▬ 0%

Year-Over-Year Change in Views

In the Cruiser segment, Indian saw slightly more interest in 2025 than 2024.

Manufacturer	Cruisers		
	Consumer	Dealers	F&I
Harley-Davidson	0%	1%	-4%
Honda	0%	1%	1%
Indian Motorcycle	1%	1%	2%
Kawasaki	-1%	-1%	0%
Yamaha	0%	0%	0%
Triumph	1%	0%	1%
Suzuki	-1%	0%	0%
Victory Motorcycles	0%	0%	0%

Manufacturer	Sportbikes		
	Consumer	Dealers	F&I
Kawasaki	0%	3%	3%
Yamaha	0%	1%	-2%
Suzuki	0%	-1%	-1%
Honda	-1%	-1%	-2%
Ducati	0%	-1%	1%
BMW	0%	1%	1%
KTM	0%	-1%	0%
Triumph	0%	0%	0%

Year-Over-Year Change in Views

In 2025, Can-Am saw an uptick in interest in the Sport ATV segment.

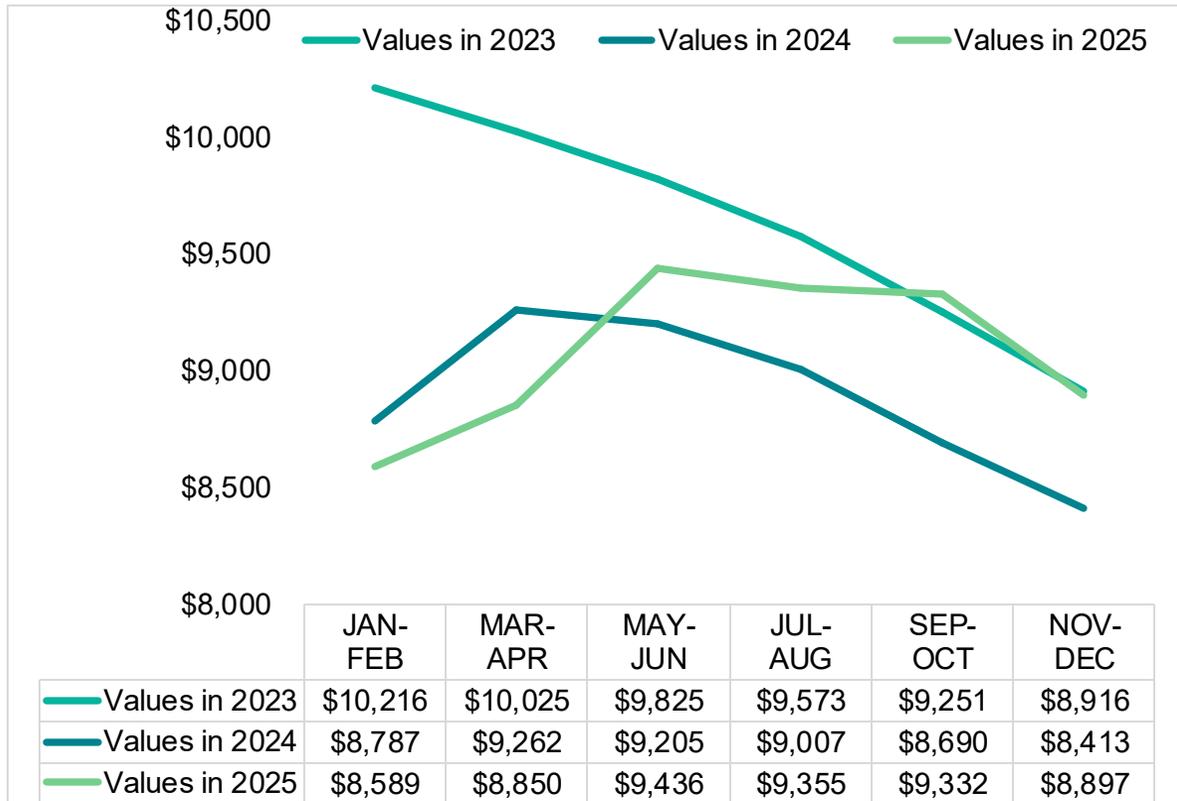
Manufacturer	Utility ATVs		
	Consumer	Dealers	F&I
Polaris	▼ -1%	▼ -2%	▼ -4%
Can-Am	▲ 4%	▼ -1%	▲ 3%
Honda	▼ -1%	▬ 0%	▬ 0%
Yamaha	▼ -1%	▬ 0%	▬ 0%
Suzuki	▬ 0%	▼ -1%	▲ 1%
Kawasaki	▼ -1%	▬ 0%	▬ 0%
CFMoto	▲ 1%	▲ 2%	▲ 2%
Arctic Cat	▬ 0%	▬ 0%	▼ -1%

Manufacturer	Sport ATVs		
	Consumer	Dealers	F&I
Yamaha	▲ 2%	▲ 1%	▲ 2%
Can-Am	▲ 4%	▲ 2%	▲ 4%
Polaris	▼ -5%	▲ 1%	▲ 1%
CFMOTO	▲ 1%	▼ -1%	▼ -3%
Honda	▼ -1%	▼ -1%	▼ -5%
Kawasaki	▼ -1%	▼ -1%	▼ -1%
Suzuki	▼ -1%	▼ -1%	▬ 0%
Arctic Cat	▬ 0%	▬ 0%	▲ 1%

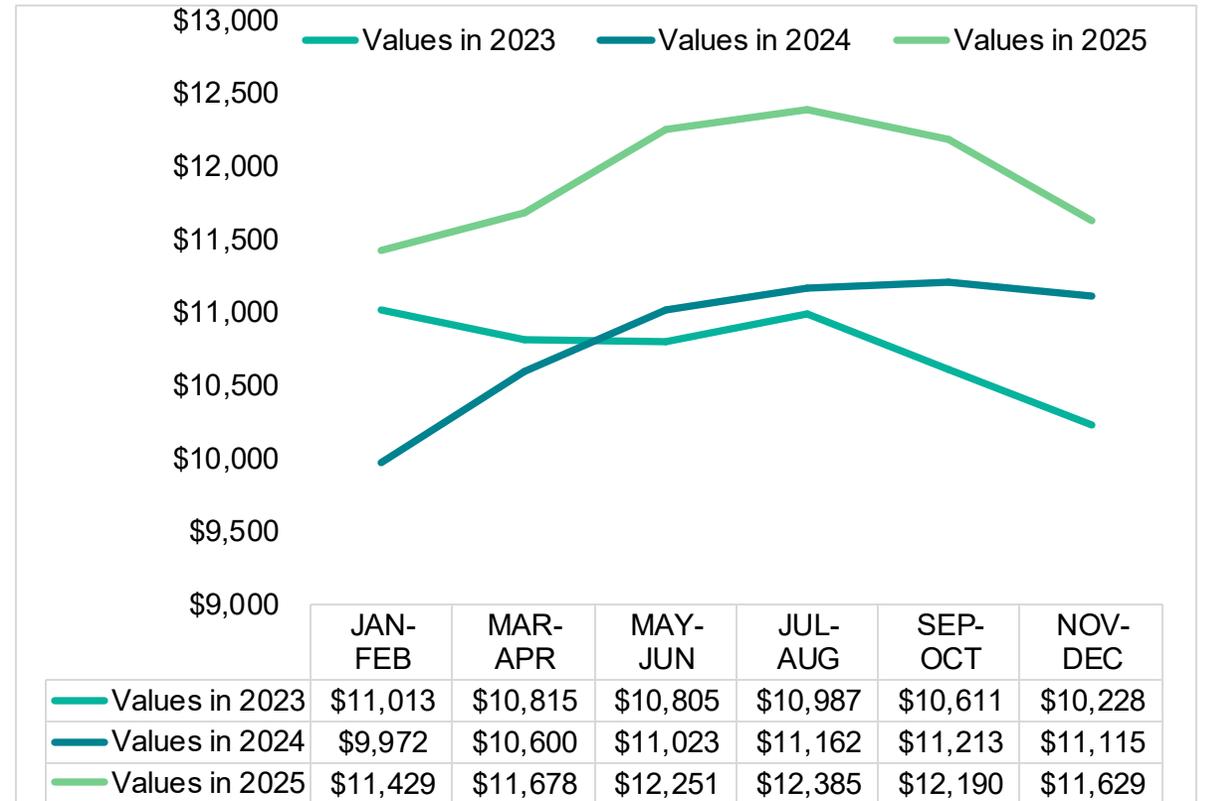
Average Retail Value by Category – Last 10 Model Years

Cruisers and Sportbikes both showed the expected seasonal trends in pricing in 2025. Sportbikes are performing particularly well compared to previous years.

Cruisers



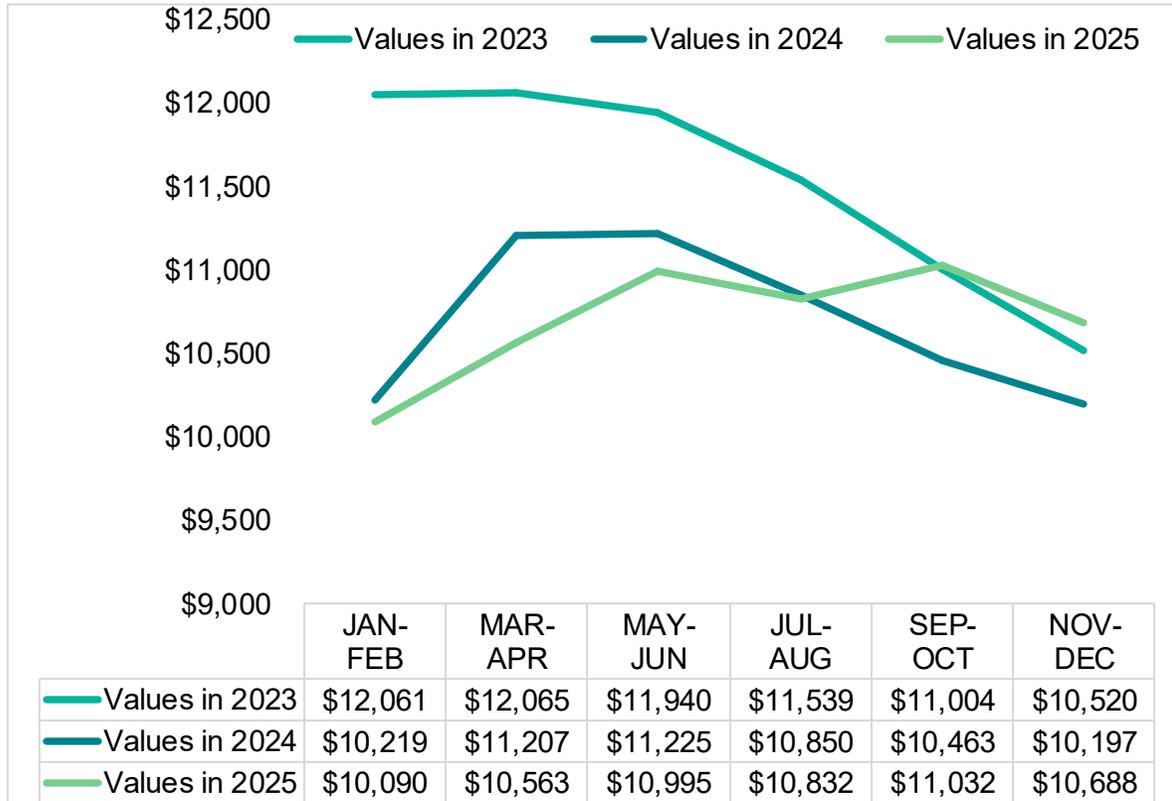
Sportbikes



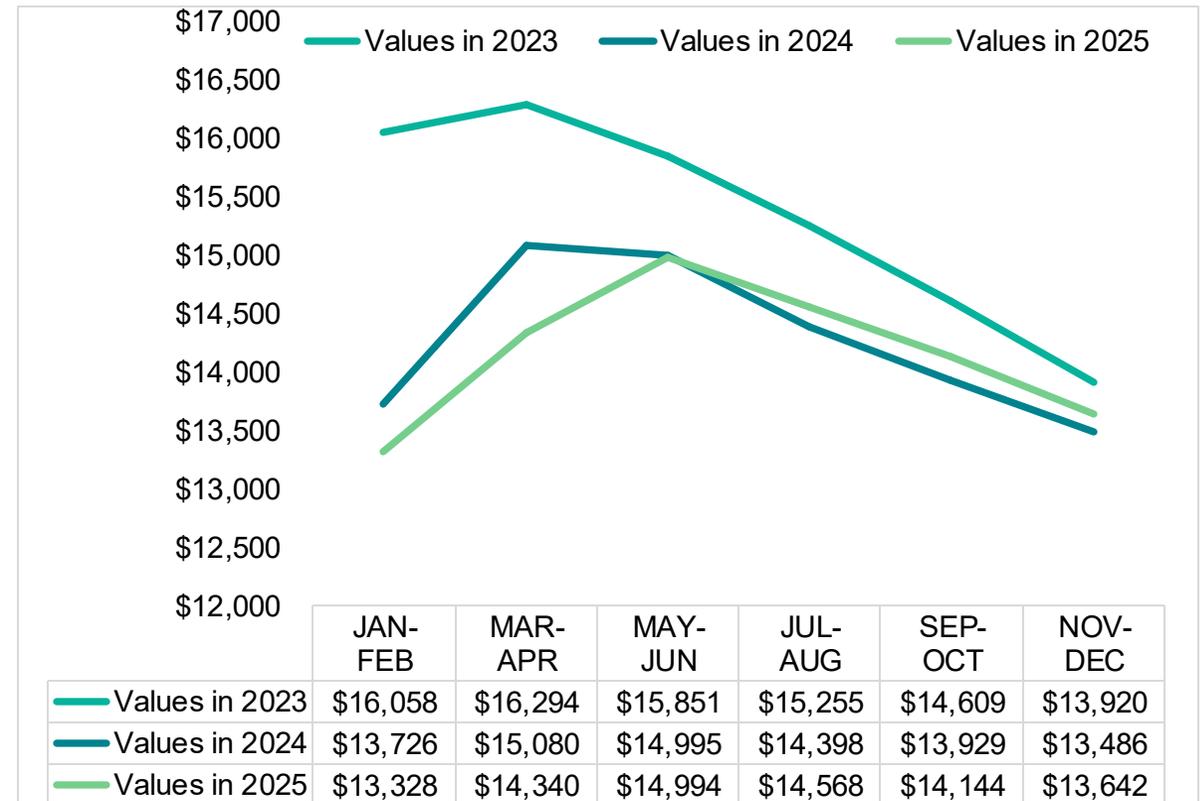
Average Retail Value by Category – Last 10 Model Years

Utility side by side values were steady in 2H 2025 and ended the year slightly above 2024.

Utility Side by Sides



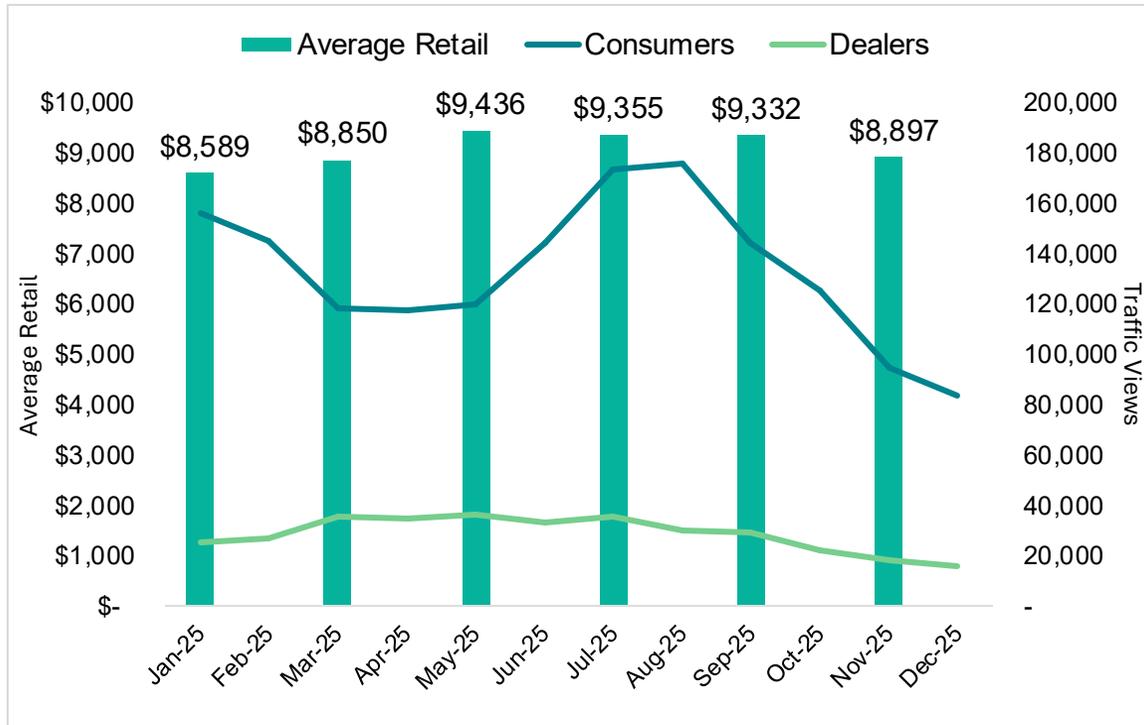
Sport Side by Sides



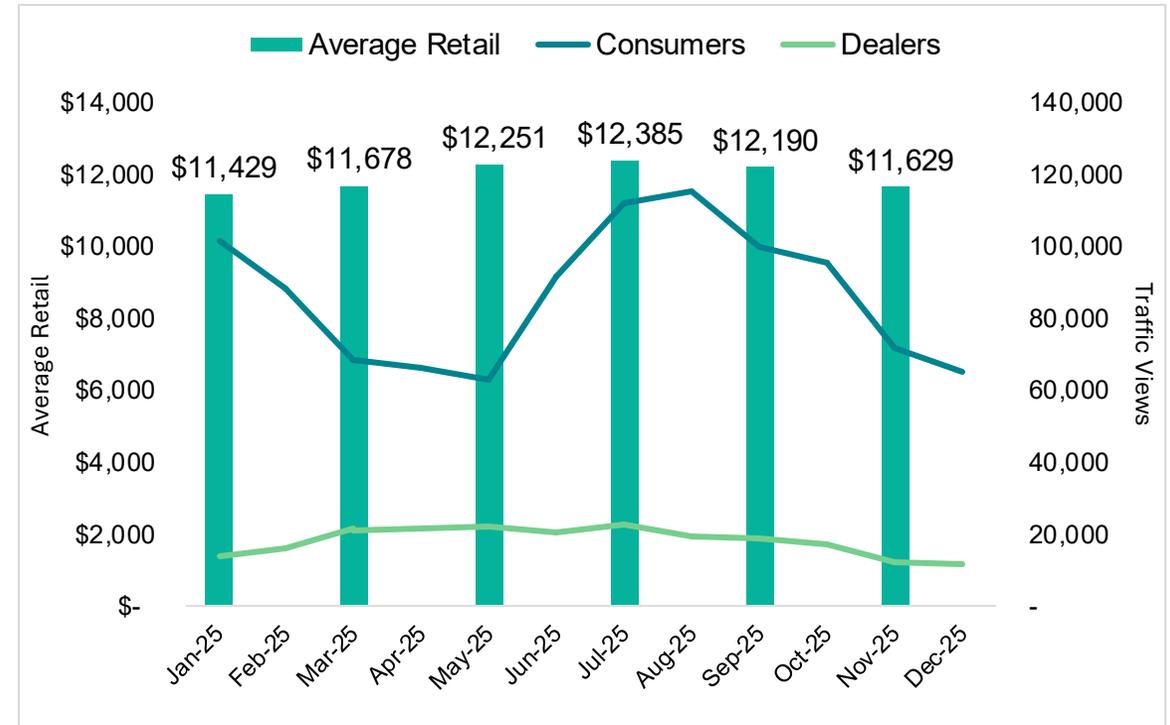
Powersports Values vs. Traffic

Consumer interest dipped in Q2 2025, but recovered. Cruisers had the most consumer interest of all our segments in 2025.

Cruisers



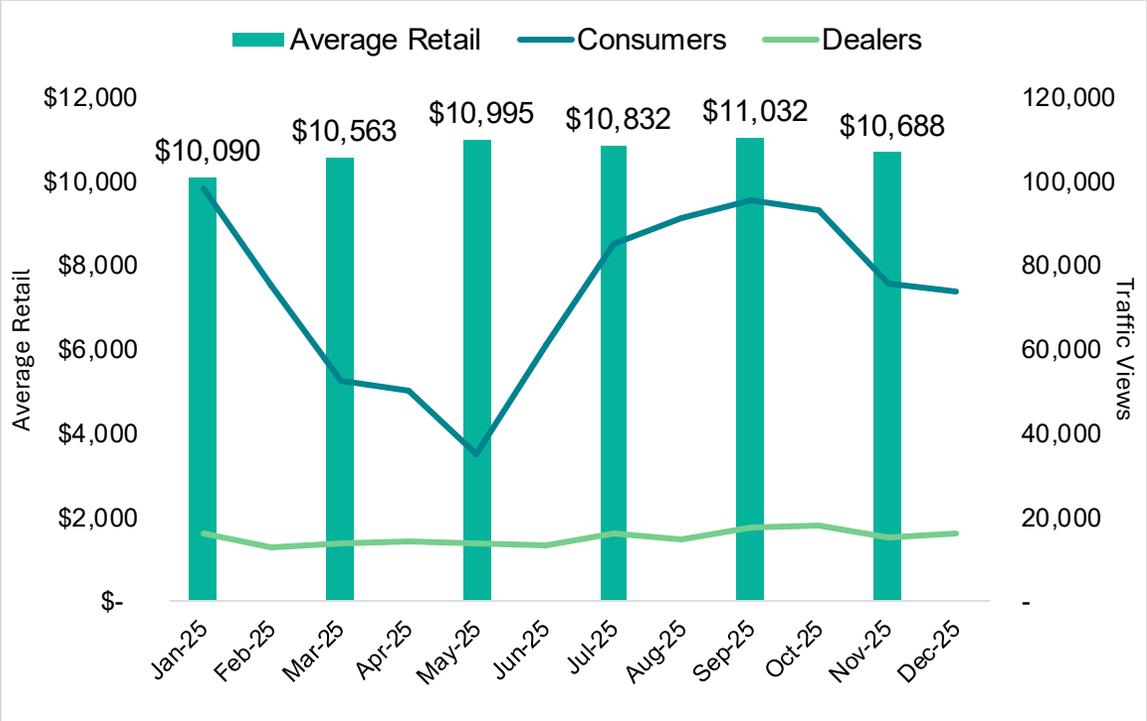
Sportbikes



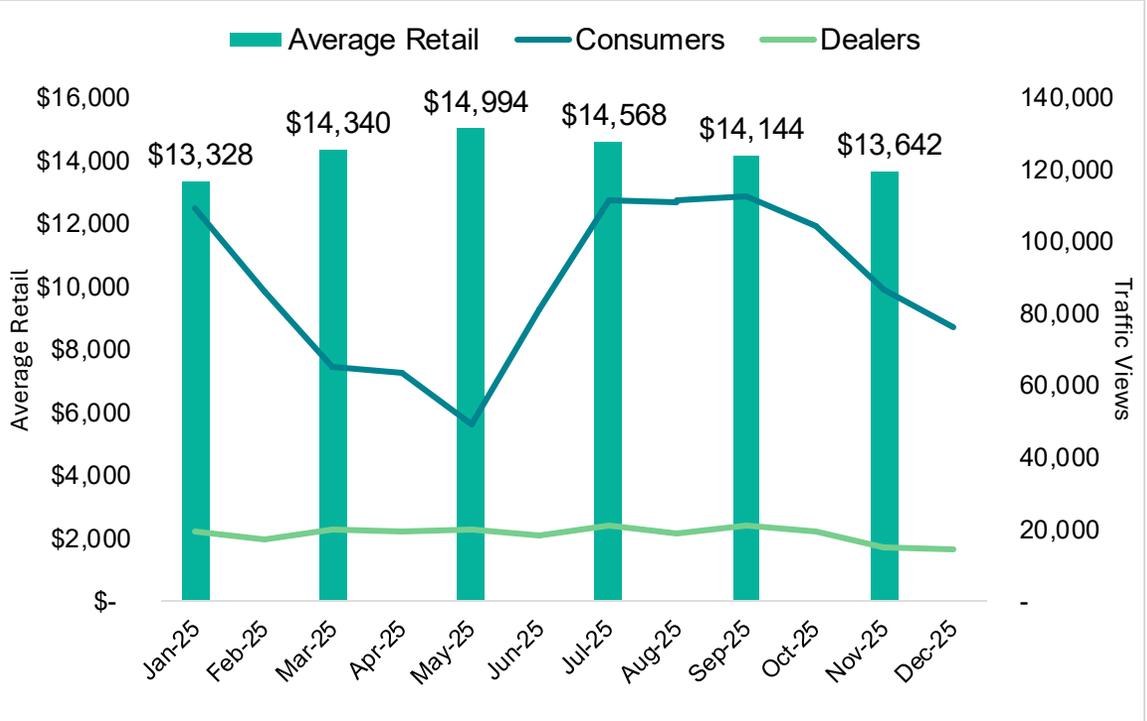
Powersports Values vs. Traffic

Side by Side segments had a nice 2H recovery in 2025. Dealer interest in the Utility segment increased throughout the year.

Utility SxS

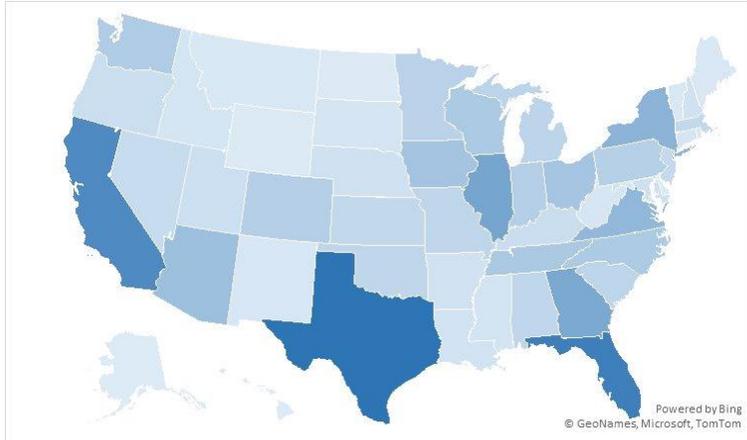


Sport SxS

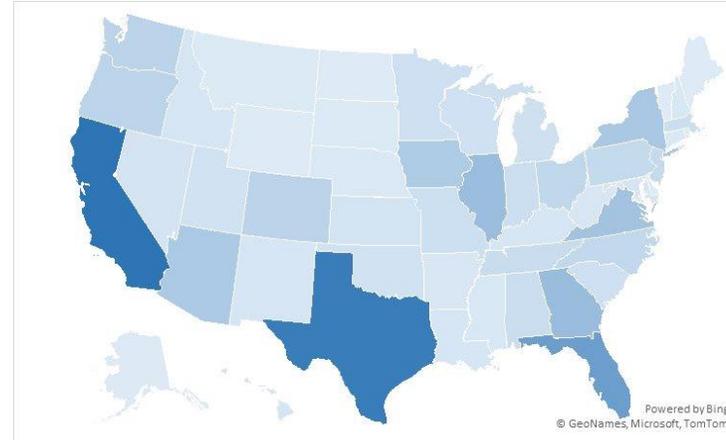


Views by Region

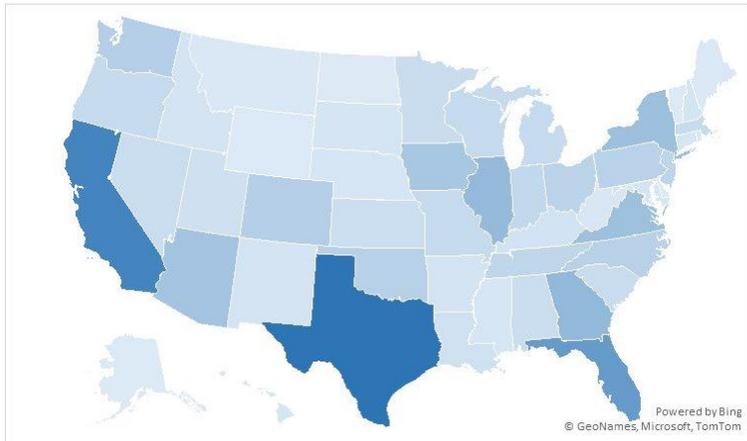
Touring



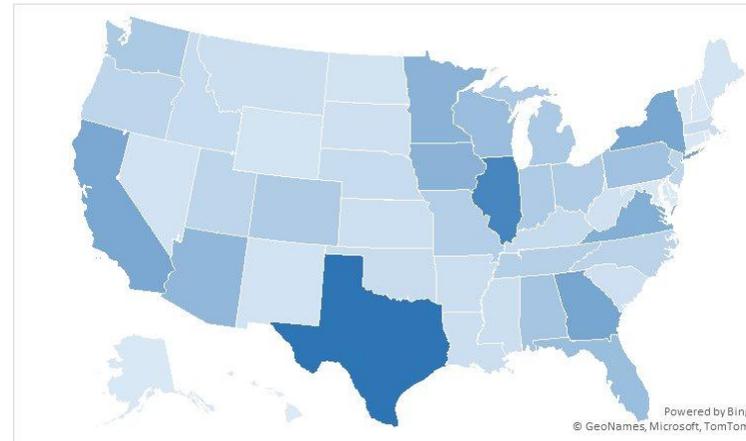
Sportbike



Cruiser

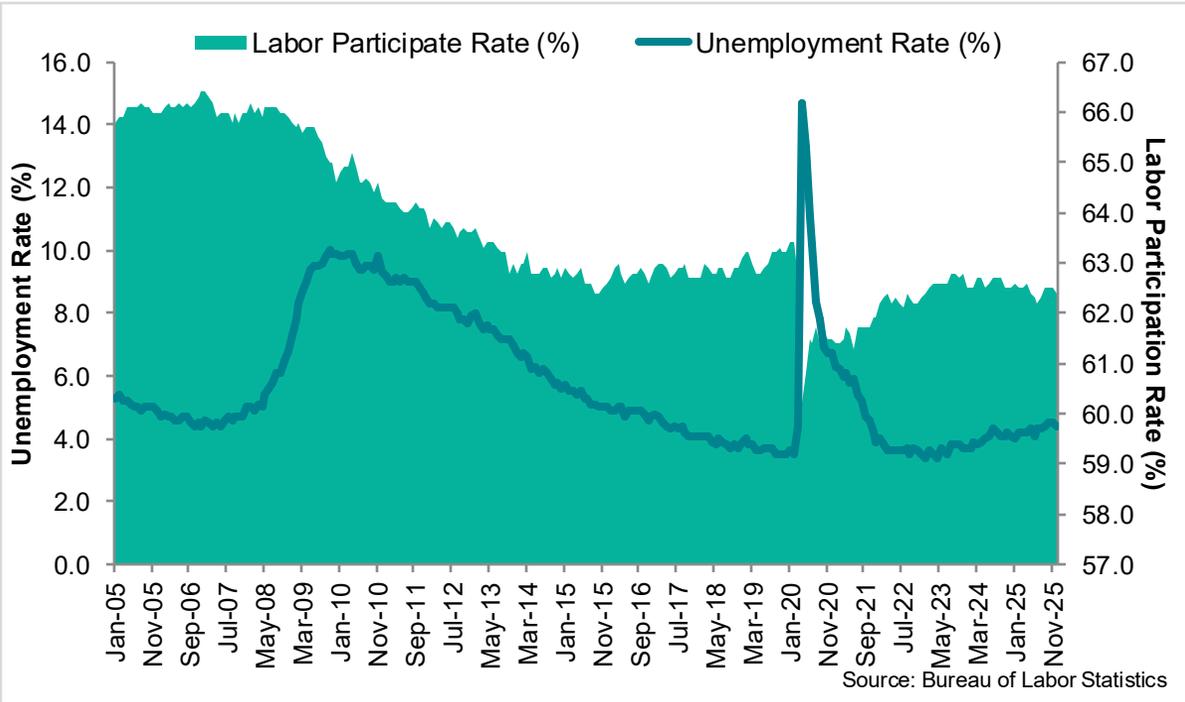


ATVs and Side by Sides

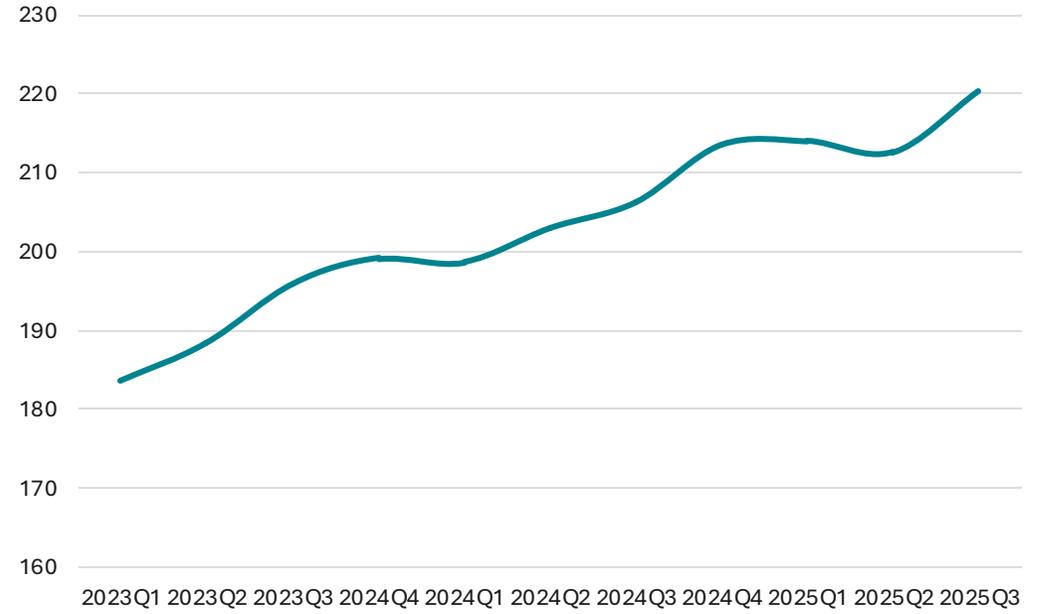


Economic Data

Unemployment and Labor Participation



Consumer Spending on Recreational Goods and Vehicles



Source: "Real Personal Consumption Expenditures by Major Type of Product" (index) Bureau of Labor Statistics (BLS) (www.bea.gov)

A close-up, low-angle photograph of a motorcycle's engine and front headlight. The engine is dark with metallic accents, and the headlight is prominent in the foreground, reflecting light. The background is blurred, showing more of the motorcycle's bodywork.

Key Takeaways

- General economic uncertainty was the likely factor behind muted consumer web traffic in the first half of 2025.
- In the Cruiser segment, Indian saw slightly more interest year-over-year.
- In the Sportbike segment, Kawasaki saw increased interest, while Honda ticked downwards slightly.
- Yamaha and Can-Am are the most popular Sport Side by Side manufacturers across our consumer and B2B segments.
- Sportbike values in 2025 clearly outperformed previous years.
- Consumer spending on recreational goods and vehicles was strong and increased in 2025.

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A close-up, low-angle photograph of a motorcycle's engine and headlight. The engine is dark with some green accents, and the headlight is prominent in the foreground, reflecting light. The background is blurred, showing more of the motorcycle's frame and components.

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