



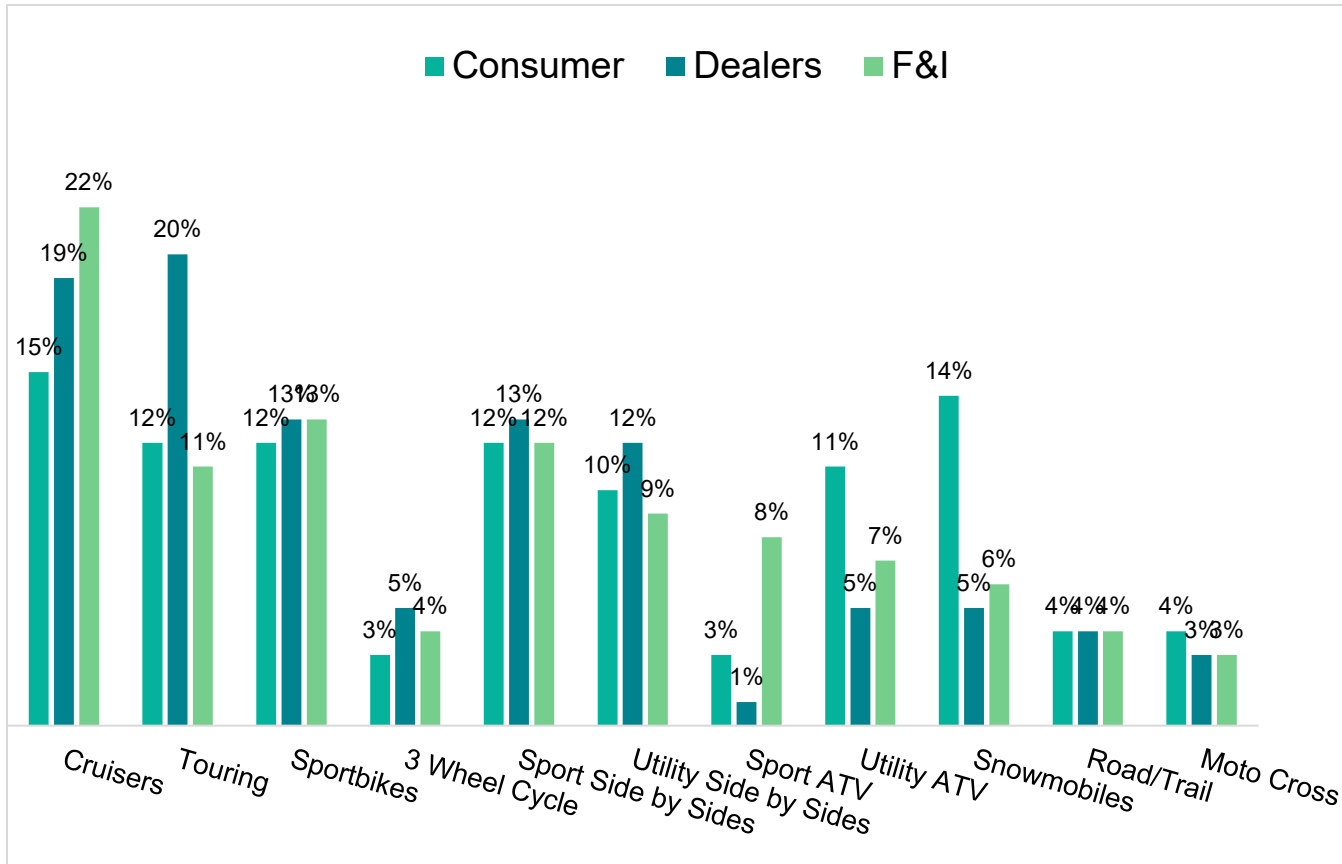
Specialty Vehicles Market Insights Report

Powersports

2026 Q1

Segment Views by User Type

Cruisers continue to dominate views across all user types, although interest in that segment decreased year-over-year.



2025 Q1 to 2026 Q1 Change in Share of Views			
Model Type	Consumer	Dealers	F&I
Cruisers	▼ -2%	▼ -2%	▼ -5%
Touring	▼ -1%	▼ -1%	▬ 0%
Sportbikes	▲ 1%	▲ 1%	▲ 1%
3 Wheel Cycle	▬ 0%	▬ 0%	▲ 1%
Sport Side by Sides	▲ 2%	▬ 0%	▲ 2%
Utility Side by Sides	▲ 1%	▲ 2%	▲ 2%
Sport ATV	▼ -1%	▬ 0%	▼ -2%
Utility ATV	▼ -2%	▬ 0%	▲ 1%
Snowmobiles	▲ 3%	▬ 0%	▬ 0%
Road/Trail	▬ 0%	▬ 0%	▲ 1%
Moto Cross	▬ 0%	▬ 0%	▬ 0%

Year-Over-Year Change in Views

In the Cruiser segment, Indian appears to be gaining ground on Harley-Davidson from Consumers as well as F&I professionals. Similarly, Kawasaki gained at the expense of Yamaha in the Sportbike segment.

Manufacturer	Cruisers		
	Consumer	Dealers	F&I
Harley-Davidson	-2%	0%	-6%
Honda	0%	1%	2%
Indian Motorcycle	2%	0%	2%
Kawasaki	-1%	-1%	0%
Yamaha	0%	0%	1%
Triumph	1%	0%	1%
Suzuki	-1%	0%	0%
Victory Motorcycles	0%	0%	0%

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

Year-Over-Year Change in Views

Can-Am saw a notable year-over-year increase in consumer and F&I views in both the Utility and Sport segments, suggesting genuine market strength.

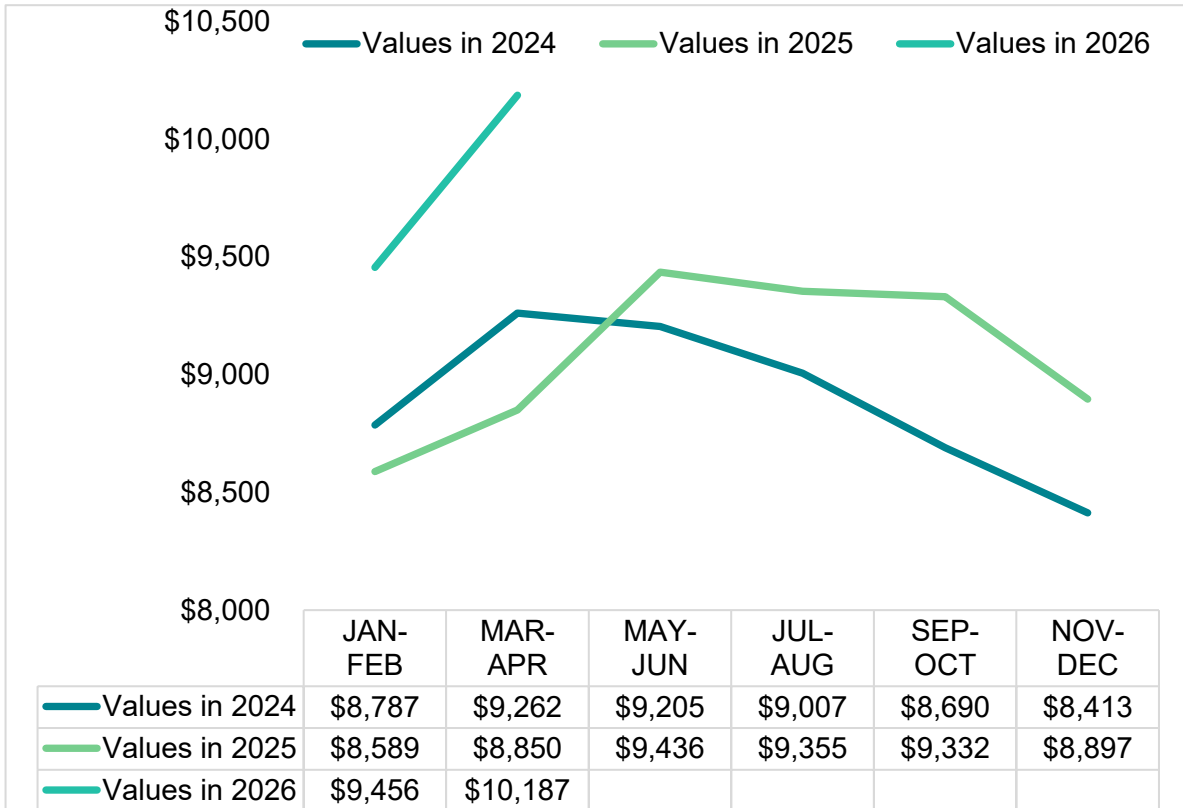
Manufacturer	Utility ATVs		
	Consumer	Dealers	F&I
Polaris	▼ -1%	▲ 1%	▼ -8%
Can-Am	▲ 7%	▲ 1%	▲ 7%
Honda	▼ -2%	▼ -1%	▲ 5%
Yamaha	▼ -1%	▬ 0%	▼ -2%
Suzuki	▬ 0%	▬ 0%	▼ -1%
Kawasaki	▼ -1%	▼ -1%	▼ -1%
CFMoto	▲ 1%	▲ 2%	▲ 1%
Arctic Cat	▼ -2%	▼ -1%	▼ -1%

Manufacturer	Sport ATVs		
	Consumer	Dealers	F&I
Yamaha	▼ -1%	▼ -3%	▬ 0%
Can-Am	▲ 7%	▲ 7%	▲ 8%
Polaris	▼ -3%	▬ 0%	▼ -1%
CFMOTO	▲ 1%	▼ -3%	▲ 1%
Honda	▼ -3%	▼ -2%	▼ -3%
Kawasaki	▬ 0%	▬ 0%	▼ -3%
Suzuki	▼ -2%	▲ 1%	▼ -2%
Arctic Cat	▬ 0%	▬ 0%	▲ 1%

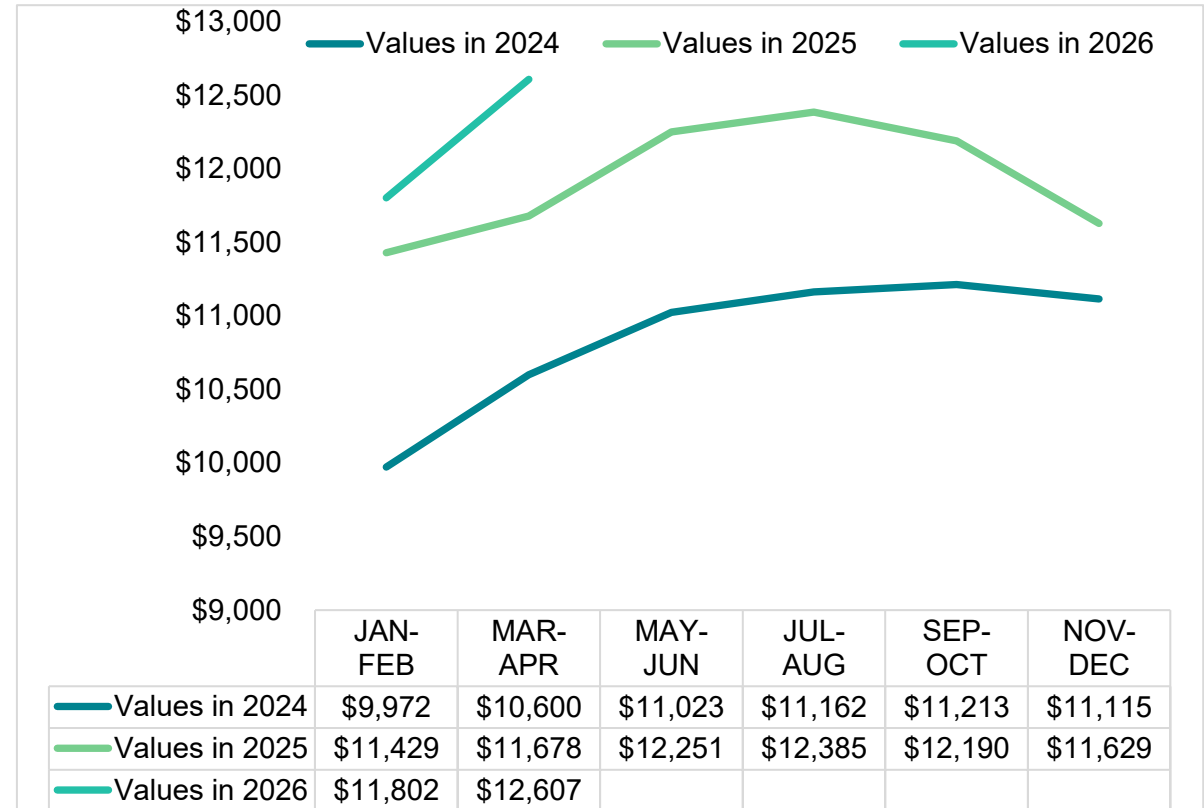
Average Retail Value by Category – Last 10 Model Years

Cruiser and Sportbike values increased notably year-over-year, with a substantial increase going into the spring selling season.

Cruisers



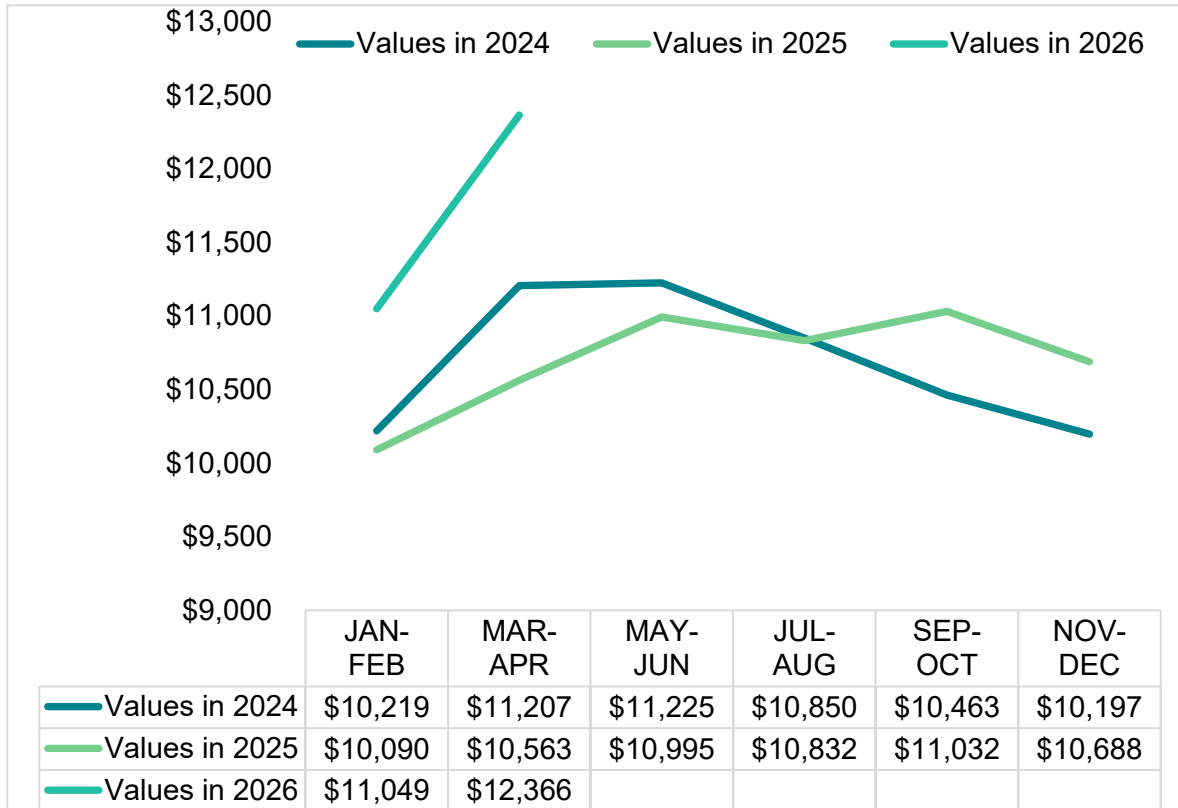
Sportbikes



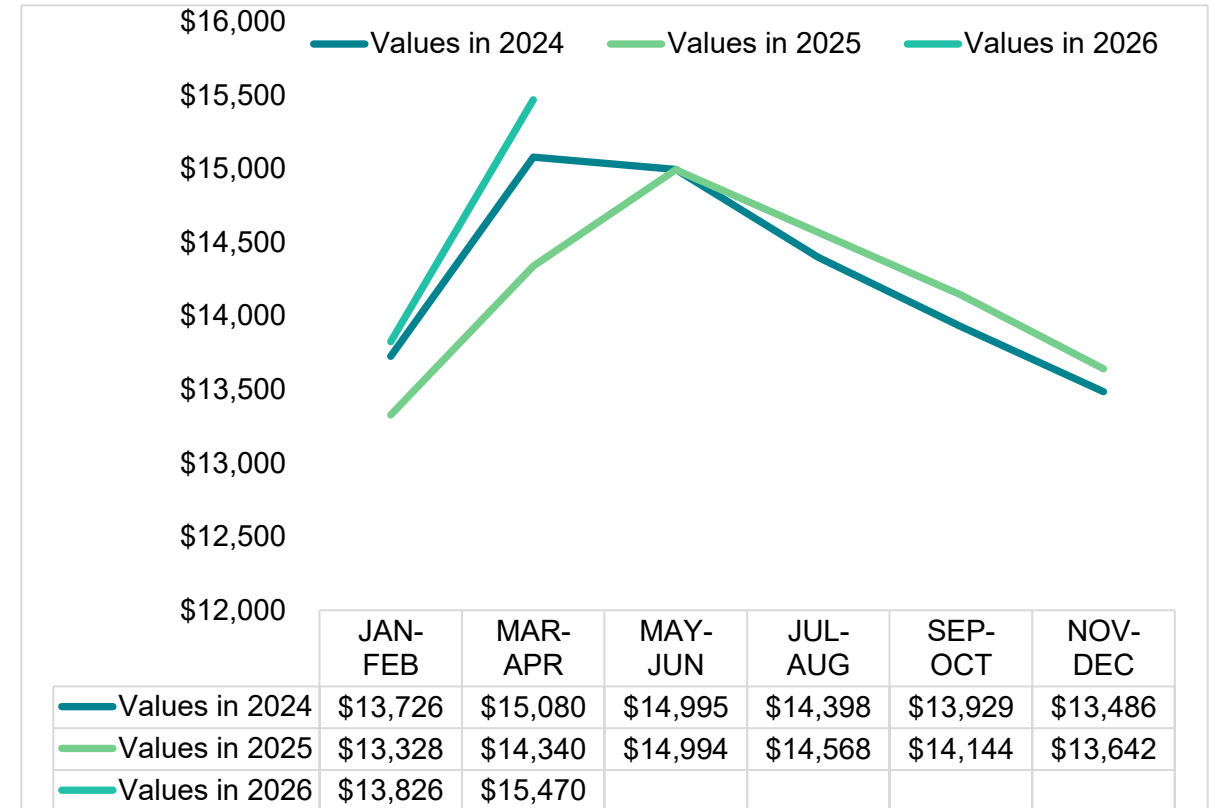
Average Retail Value by Category – Last 10 Model Years

Utility Side by Sides are performing substantially better year-over-year, up 17% from 2025.

Utility Side by Sides



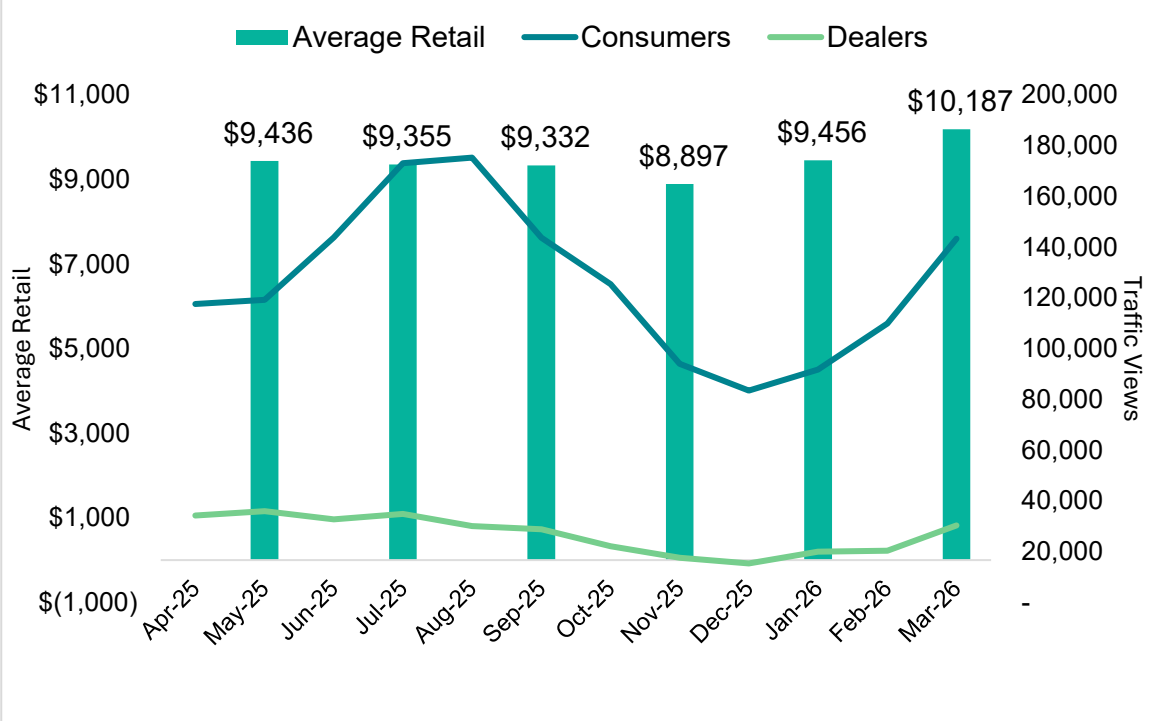
Sport Side by Sides



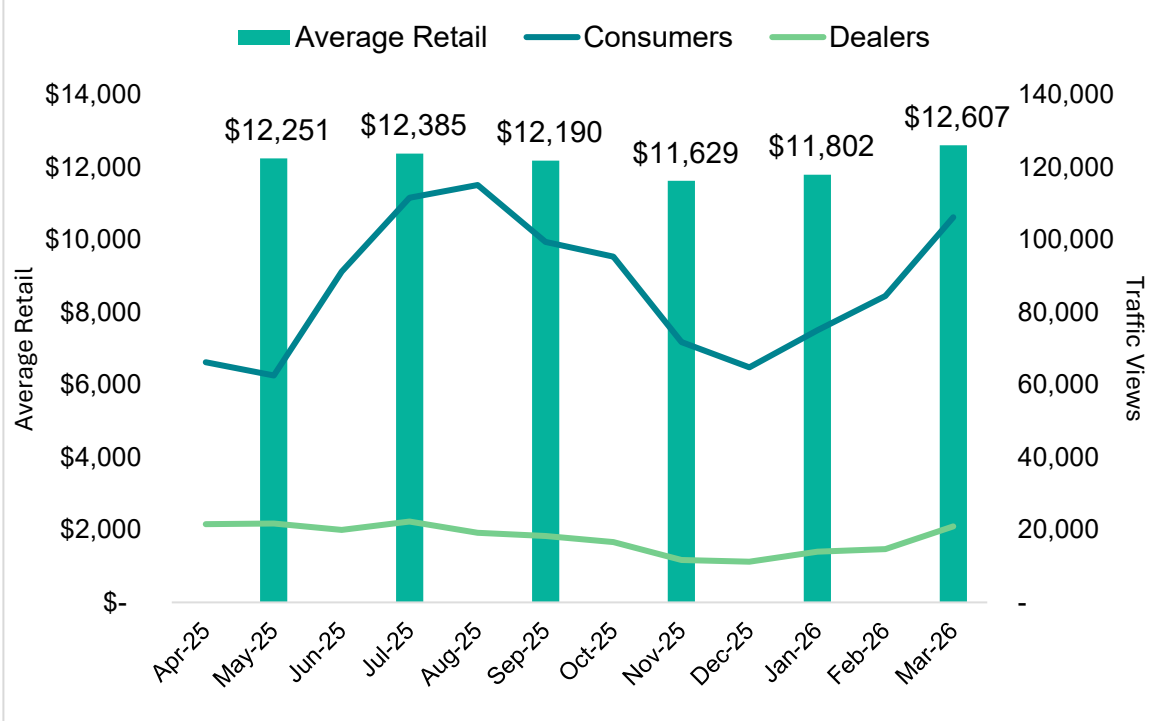
Powersports Values vs. Traffic

Interest from consumers and dealers followed the expected seasonal trend, as did pricing.

Cruisers



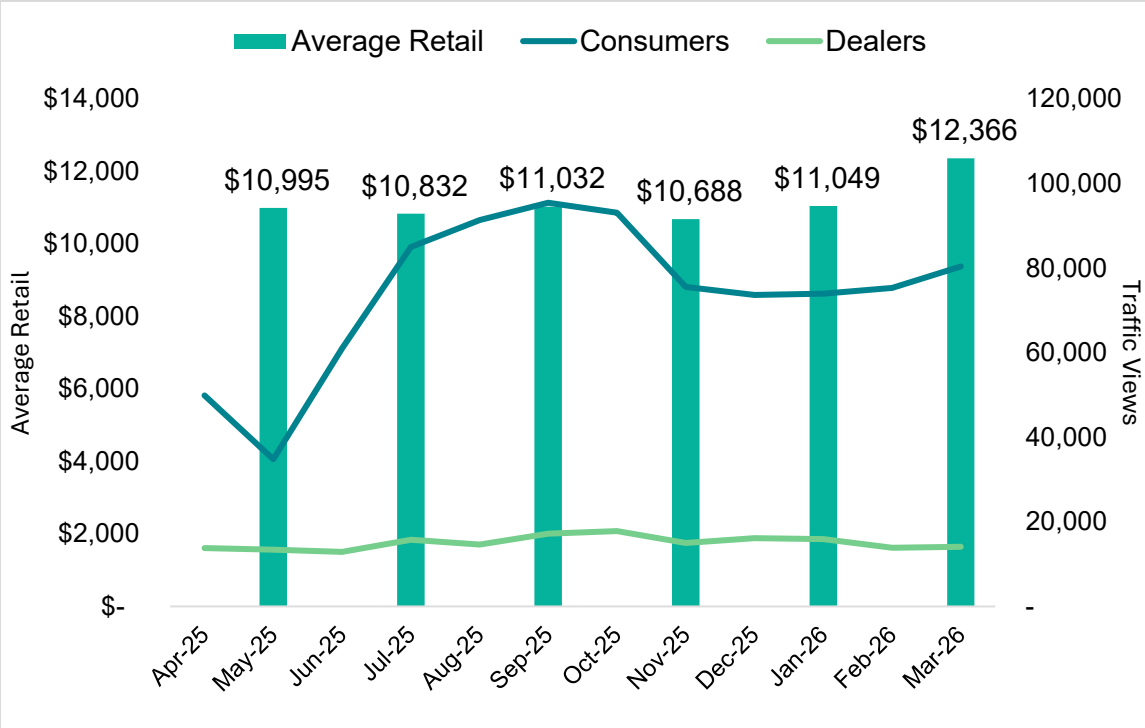
Sportbikes



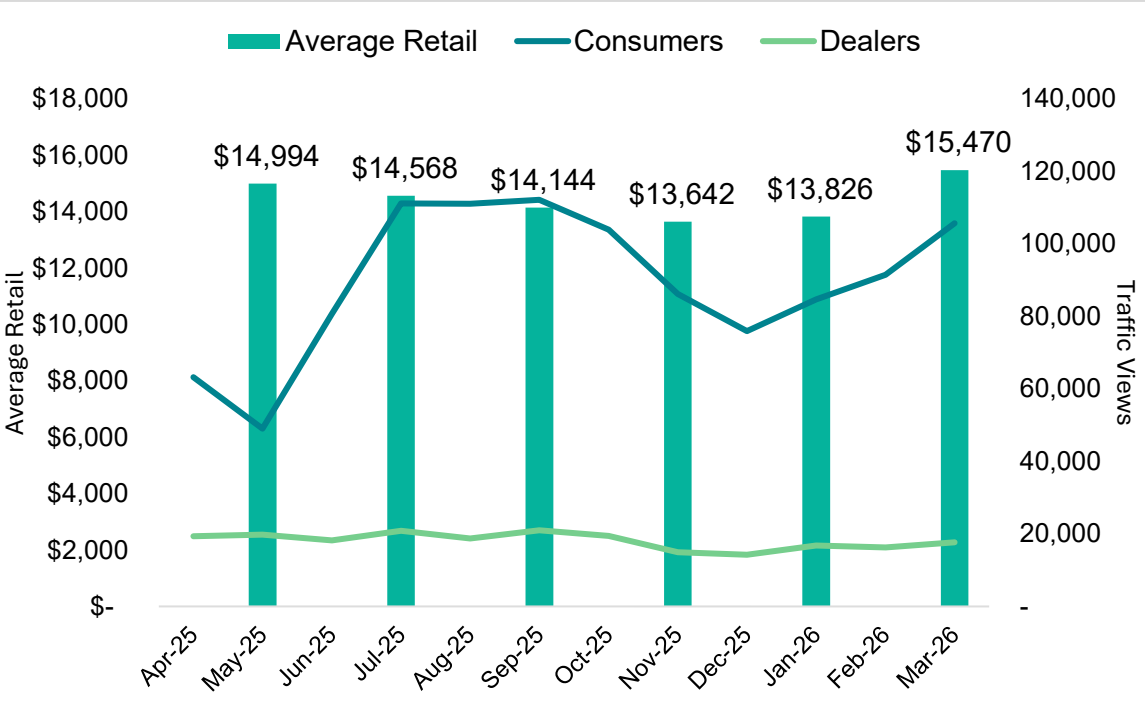
Powersports Values vs. Traffic

Utility Side by Sides saw less winter dip in interest than Sport. Pricing increased going into the spring, as is typical.

Utility SxS

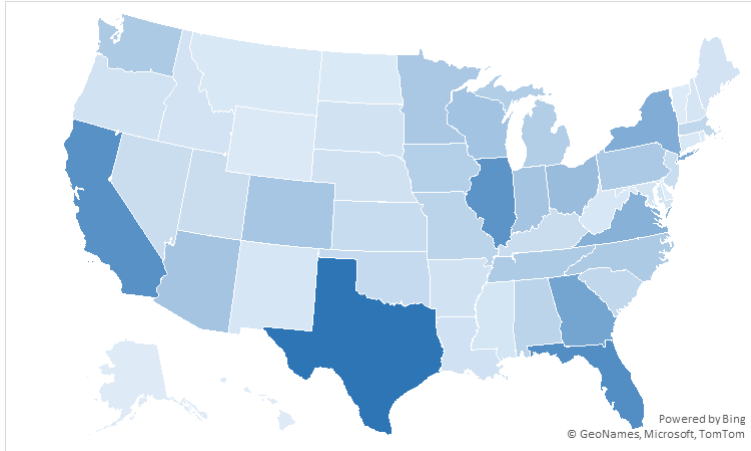


Sport SxS

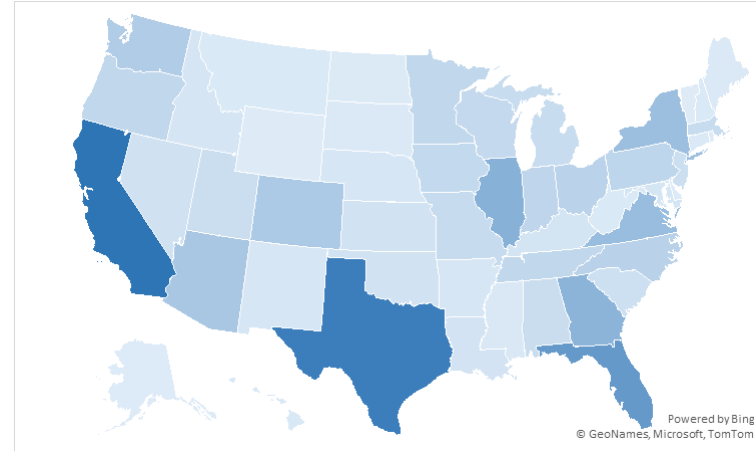


Views by Region

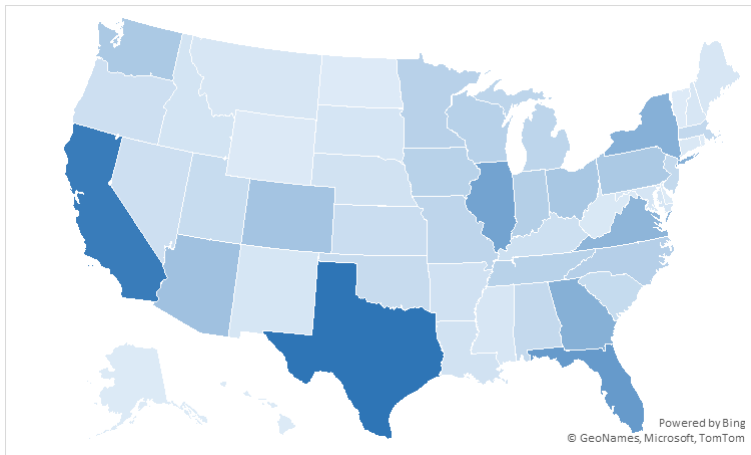
Touring



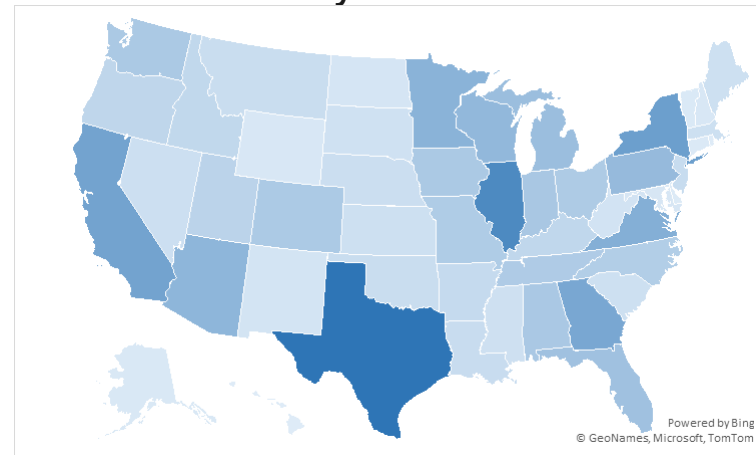
Sportbike



Cruiser

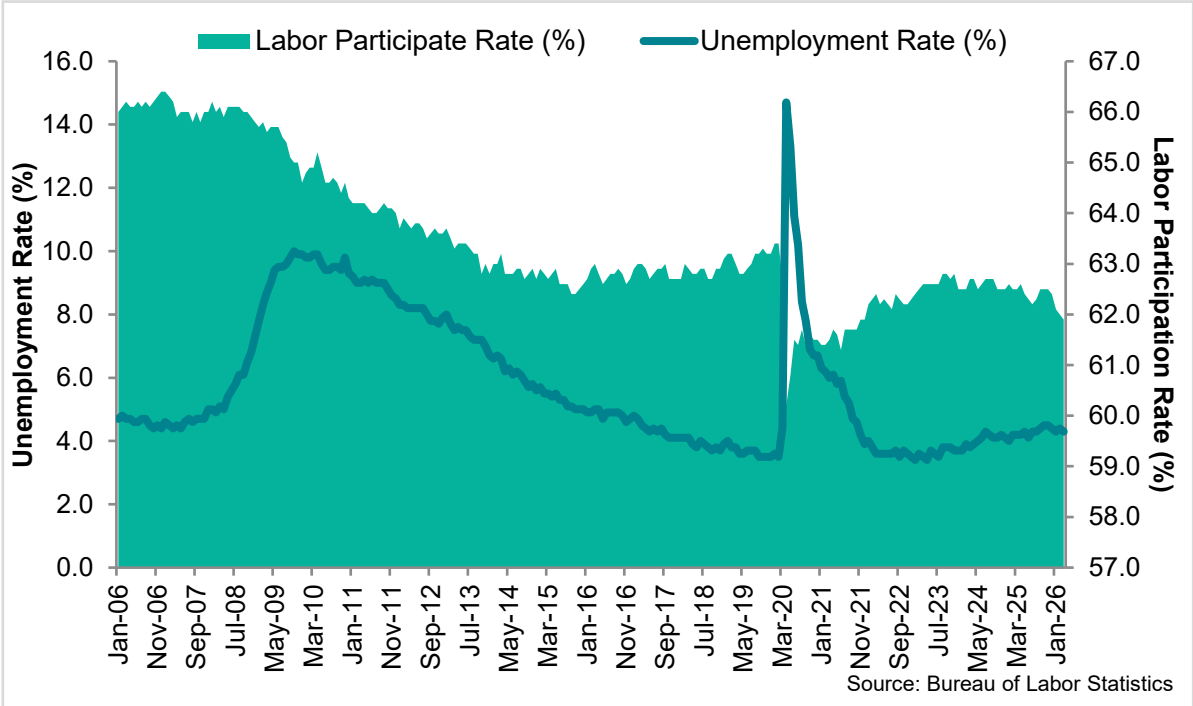


ATVs and Side by Sides

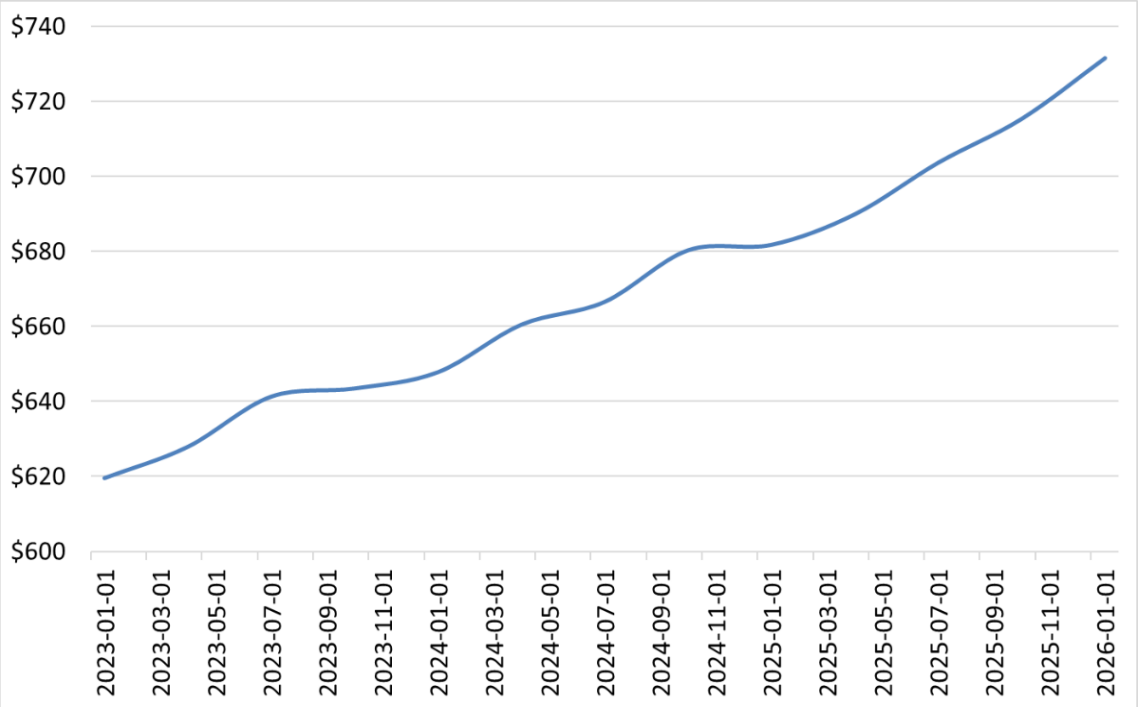


Economic Data

Unemployment and Labor Participation



Consumer Spending on Recreational Goods and Vehicles



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

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

Key Takeaways

- Based on relative traffic levels across all customer channels, Harley-Davidson may be losing ground to Indian competitively in the Cruiser segment.
- Sportbike traffic increased mildly compared to 2025, with Kawasaki seeing increased interest across all channels at the expense of Yamaha.
- Can-Am saw the most customer traffic across all channels in both Sport and Utility Side by Sides. In the Utility segment, strong F&I results at the expense of Polaris suggested Can-Am is the make customers are actually buying.
- Against the backdrop of ongoing geopolitical uncertainty, used motorcycle values continue to rise, supported by strong demand particularly for well-maintained units in the two- to four-year age range. Despite broader external headwinds, dealers remain optimistic and confident in the strength of the upcoming selling season.

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A close-up, low-angle photograph of a motorcycle's engine and headlight. The engine components are dark and metallic, with some green accents. The headlight is prominent in the foreground, showing a red lens. The background is blurred, suggesting an outdoor setting.

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