



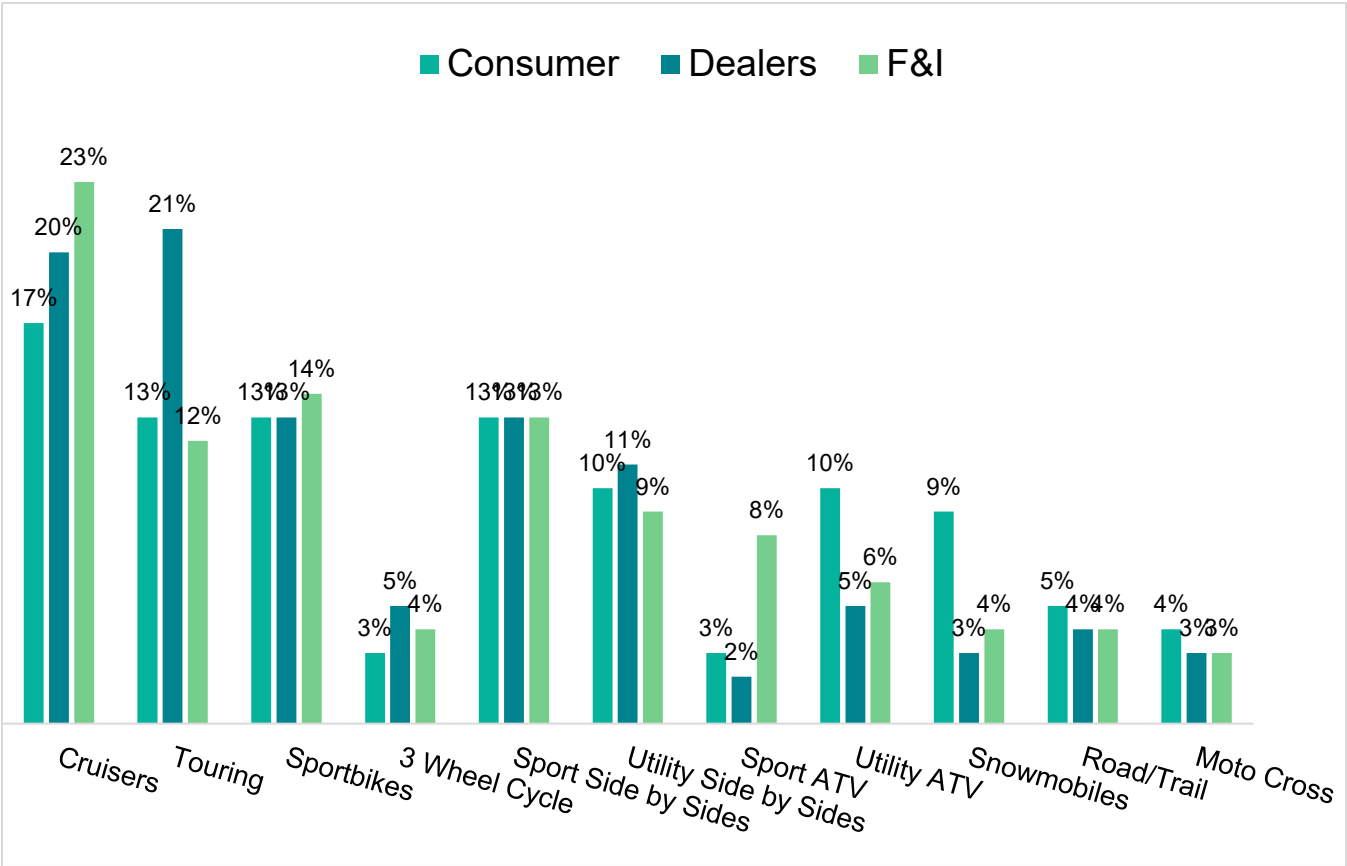
Specialty Vehicles Market Insights Report

Powersports

2026 Q2

Segment Views by User Type

Consumer interest was strong across Motorcycle, Side-by-Side, Utility ATV, and Snowmobile segments in Q2. Dealer views were strongest in the Touring and Cruiser motorcycle segments.



Model Type	Consumer	Dealers	F&I
Cruisers	▼ -3%	▼ -2%	▼ -4%
Touring	▼ -2%	▼ -1%	▲ 1%
Sportbikes	▲ 1%	▬ 0%	▲ 1%
3 Wheel Cycle	▬ 0%	▬ 0%	▲ 1%
Sport Side by Sides	▲ 2%	▲ 1%	▲ 2%
Utility Side by Sides	▲ 1%	▲ 1%	▲ 2%
Sport ATV	▼ -1%	▬ 0%	▼ -2%
Utility ATV	▼ -2%	▬ 0%	▬ 0%
Snowmobiles	▲ 2%	▬ 0%	▼ -1%
Road/Trail	▲ 1%	▬ 0%	▲ 1%
Moto Cross	▬ 0%	▬ 0%	▬ 0%

Year-Over-Year Change in Views

Manufacturer traffic was largely stable in the first half of the year, with Harley-Davidson cruisers showing a mild decline in traffic share.

Cruisers					
Manufacturer	Consumer		Dealers		F&I
Harley-Davidson	▼	-2%	▲	1%	▼ -5%
Honda	▬	0%	▬	0%	▲ 1%
Indian Motorcycle	▲	2%	▬	0%	▲ 2%
Kawasaki	▼	-1%	▼	-1%	▬ 0%
Yamaha	▼	-1%	▬	0%	▬ 0%
Triumph	▲	1%	▬	0%	▲ 1%
Suzuki	▼	-1%	▬	0%	▬ 0%
Victory Motorcycles	▬	0%	▬	0%	▬ 0%

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

Year-Over-Year Change in Views

Can-Am was the standout in both the Utility and Sport ATV segments in Q2, particularly among Consumers and F&I professionals.

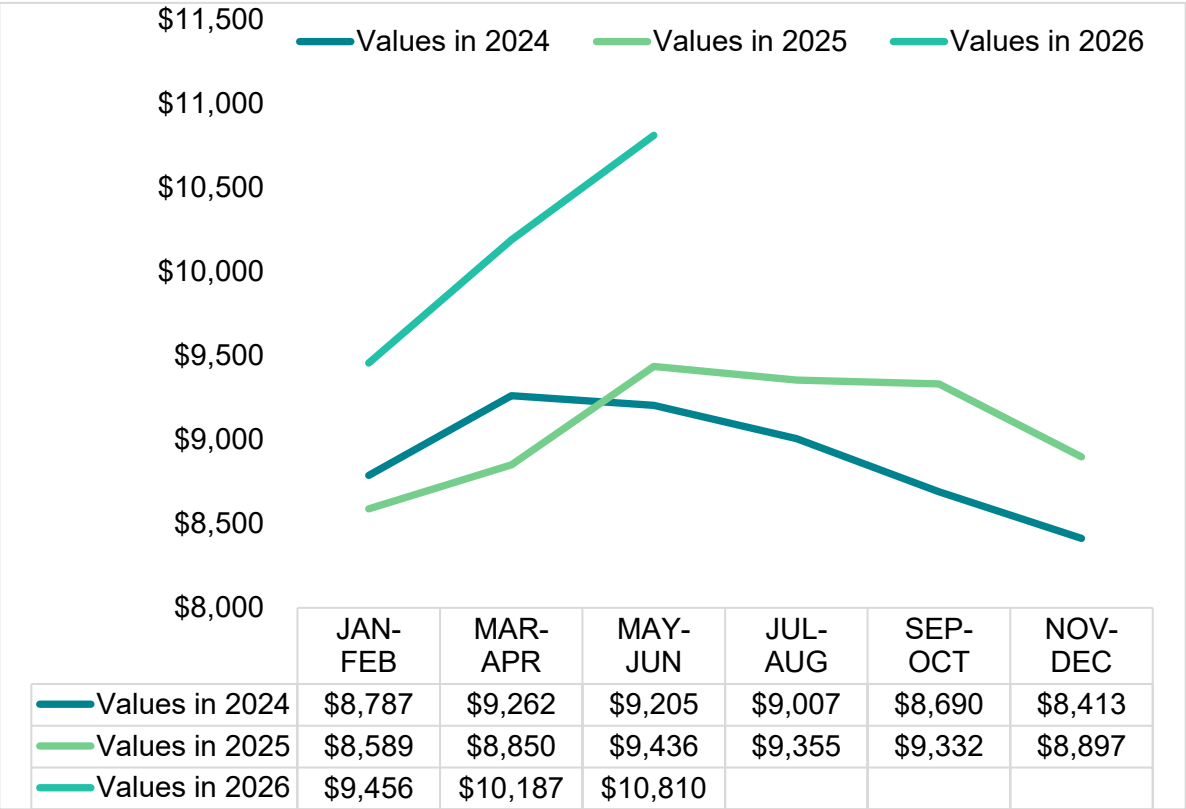
Manufacturer	Utility ATVs		
	Consumer	Dealers	F&I
Polaris	▼ -1%	▬ 0%	▼ -7%
Can-Am	▲ 8%	▲ 1%	▲ 7%
Honda	▼ -3%	▼ -1%	▲ 4%
Yamaha	▼ -1%	▬ 0%	▼ -2%
Suzuki	▬ 0%	▬ 0%	▼ -1%
Kawasaki	▼ -1%	▬ 0%	▼ -1%
CFMoto	▲ 2%	▲ 1%	▲ 1%
Arctic Cat	▼ -2%	▼ -1%	▼ -1%

Manufacturer	Sport ATVs		
	Consumer	Dealers	F&I
Yamaha	▼ -2%	▲ 1%	▼ -1%
Can-Am	▲ 8%	▲ 4%	▲ 8%
Polaris	▼ -3%	▼ -1%	▼ -1%
CFMOTO	▲ 1%	▼ -3%	▲ 1%
Honda	▼ -3%	▼ -1%	▼ -2%
Kawasaki	▬ 0%	▬ 0%	▼ -2%
Suzuki	▼ -2%	▬ 0%	▼ -2%
Arctic Cat	▬ 0%	▬ 0%	▬ 0%

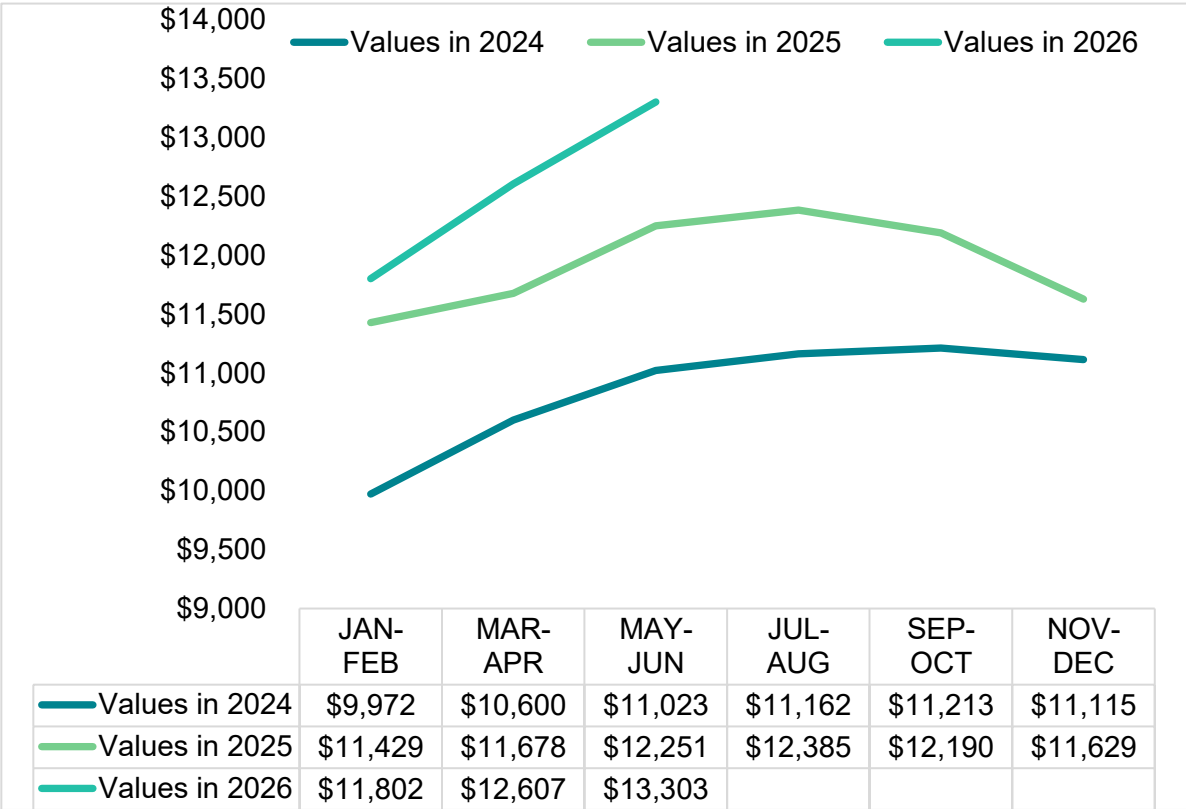
Average Retail Value by Category – Last 10 Model Years

Cruisers and Sportbikes saw a healthy seasonal bump in pricing in the first half of 2026, and both segments are bringing notably higher values than the previous two years.

Cruisers



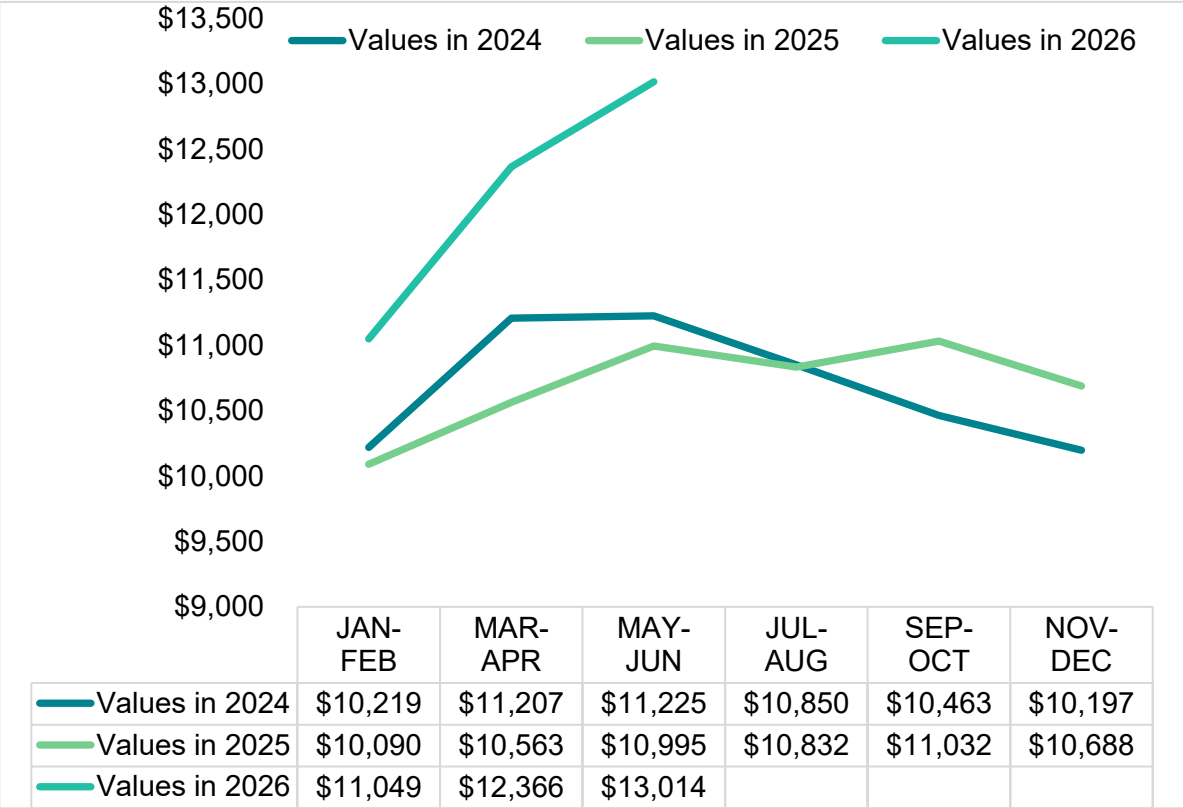
Sportbikes



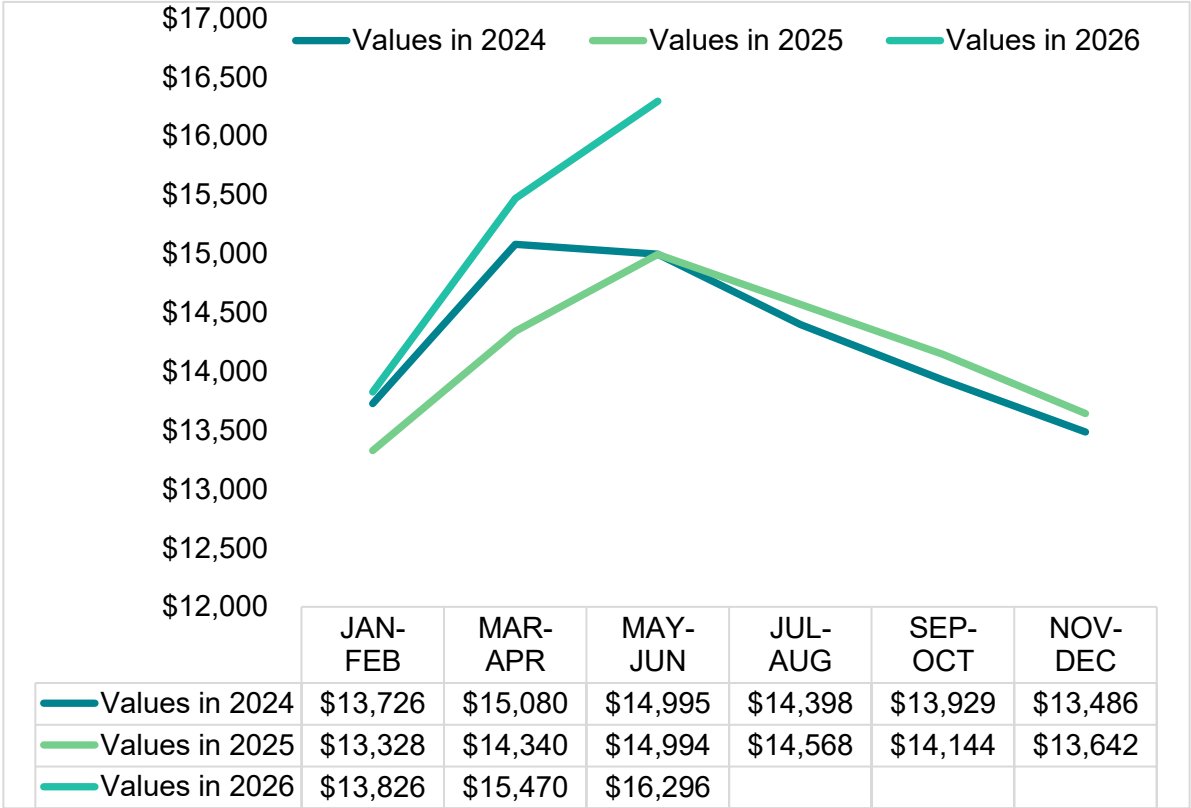
Average Retail Value by Category – Last 10 Model Years

Utility and Sport Side-by-Sides continued to gain value in Q2, in contrast to the flat pricing of the same period of 2025 and 2024.

Utility Side by Sides



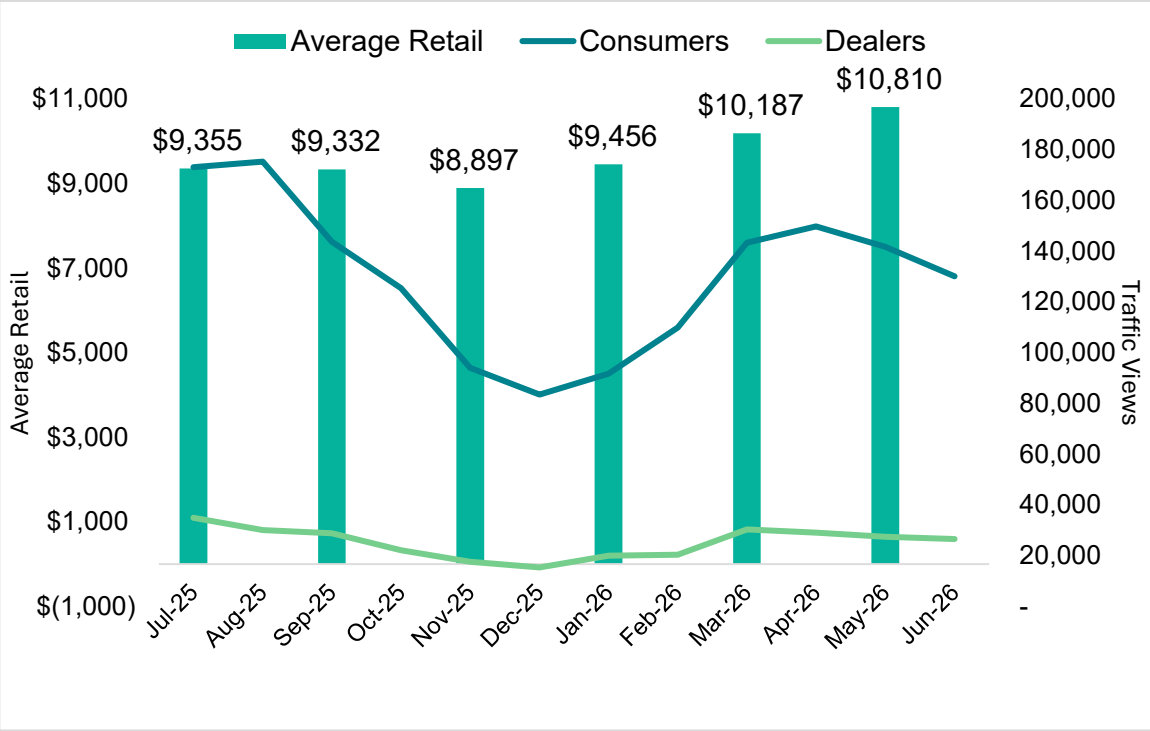
Sport Side by Sides



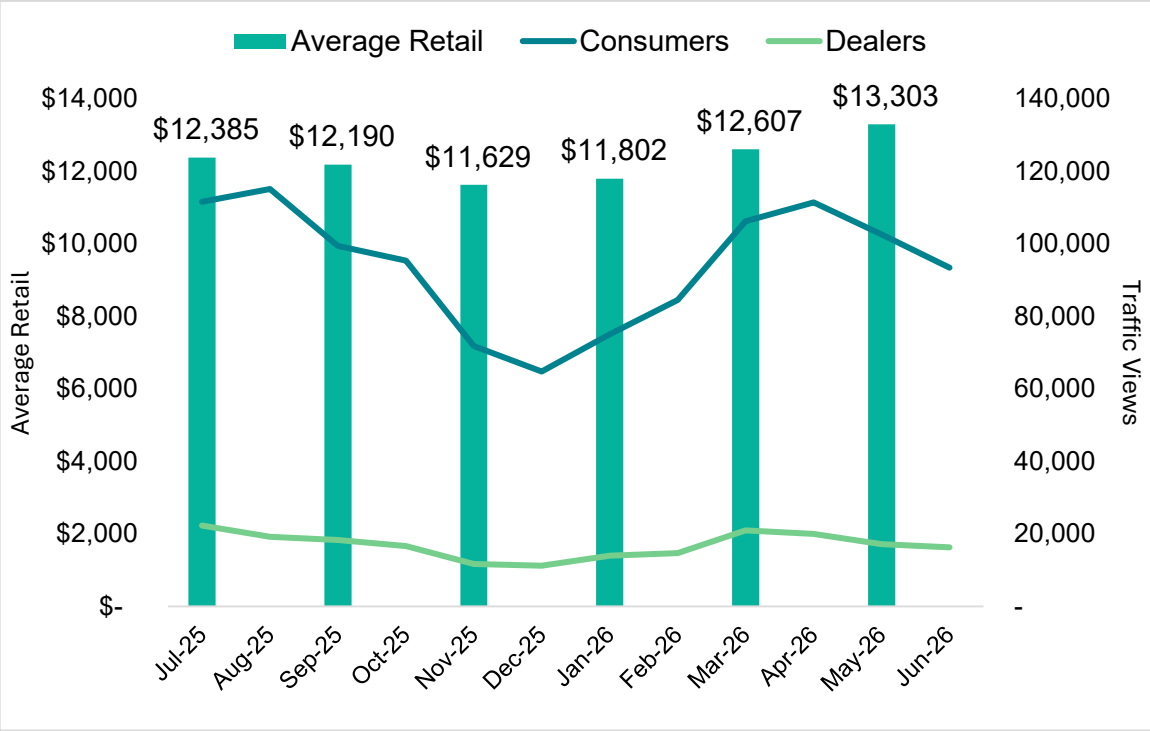
Powersports Values vs. Traffic

Consumer views slowed in Q2 in both the Cruiser and Sportbike segments. Cruisers are seeing less traffic than last year.

Cruisers



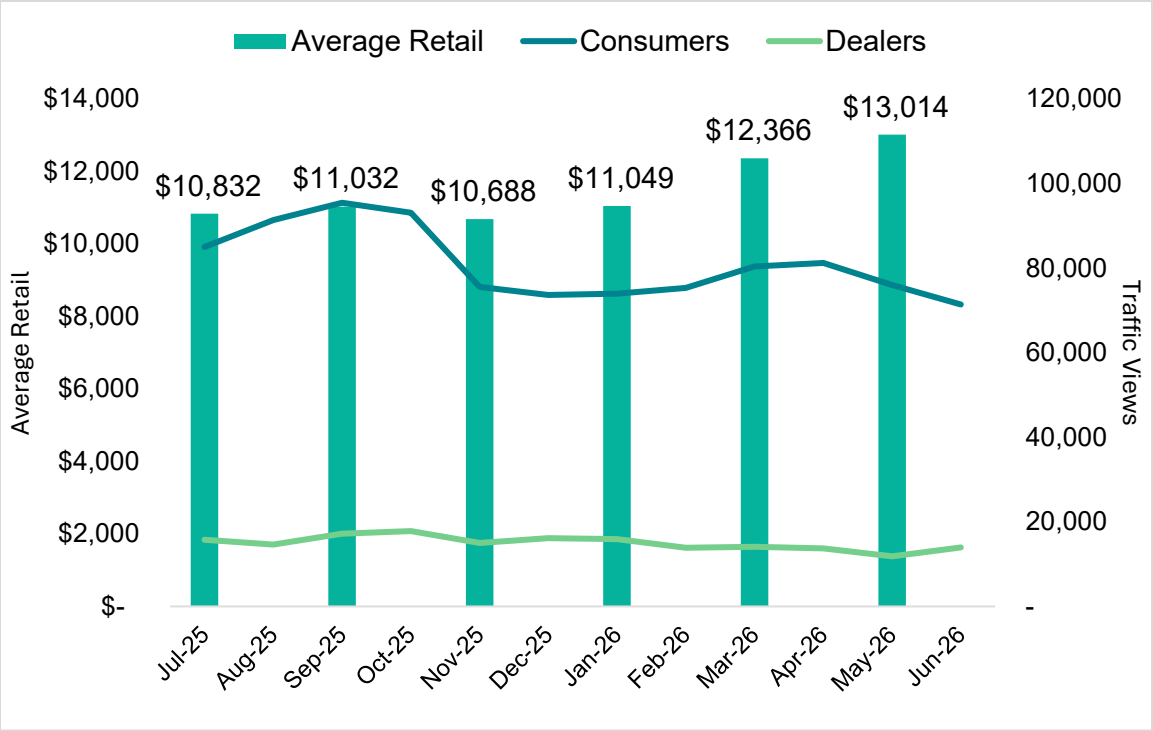
Sportbikes



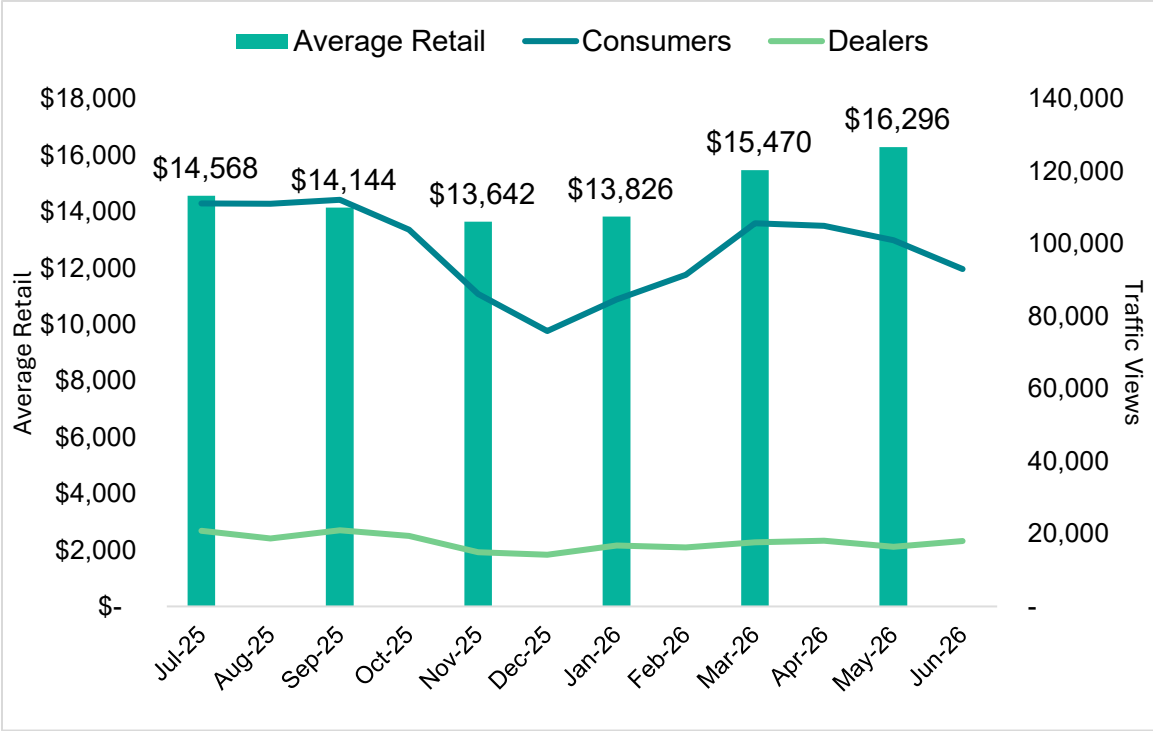
Powersports Values vs. Traffic

Consumer views of Utility and Sport Side-by-Sides decreased in Q2, with the Utility SxS segment running behind 2025.

Utility SxS

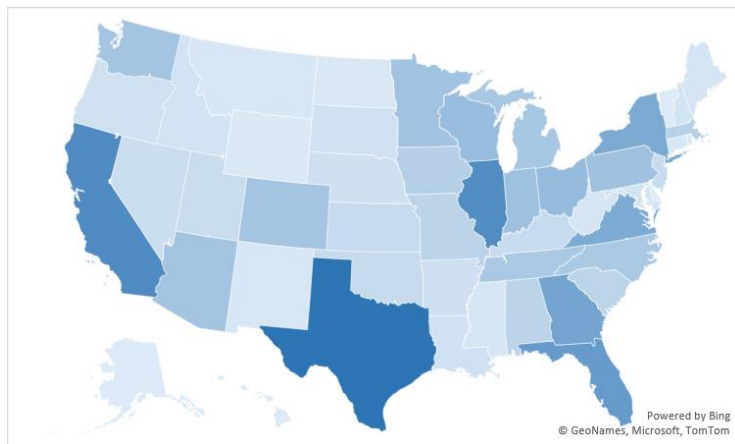


Sport SxS

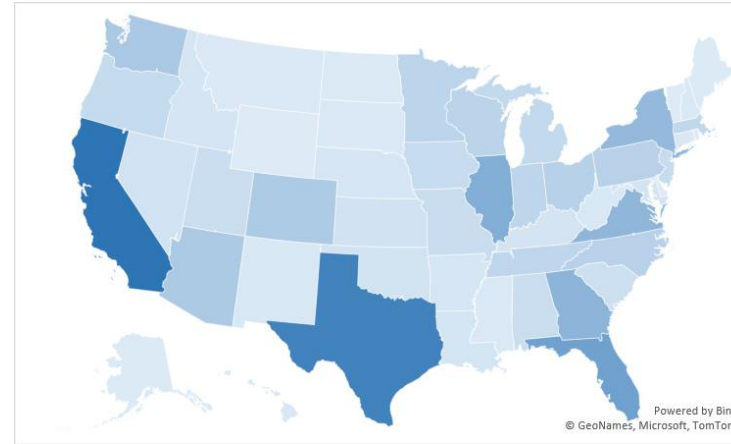


Views by Region

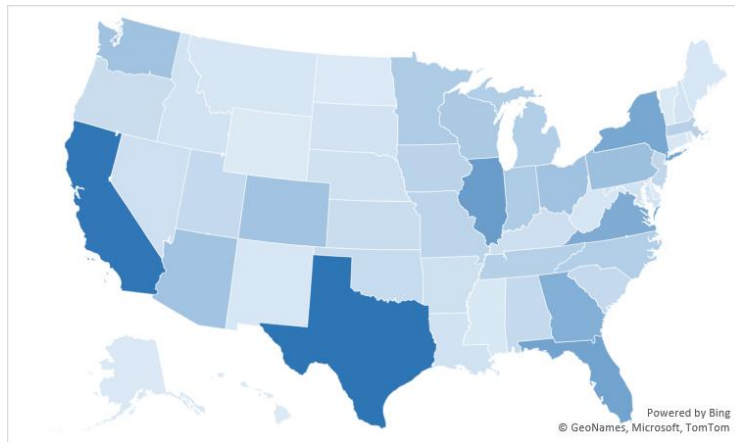
Touring



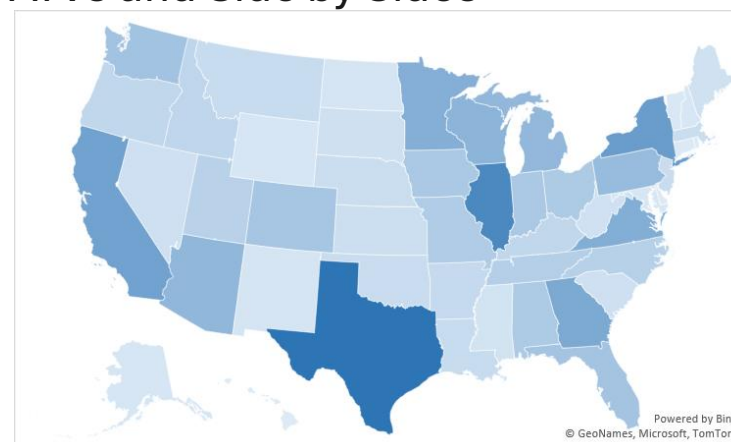
Sportbike



Cruiser

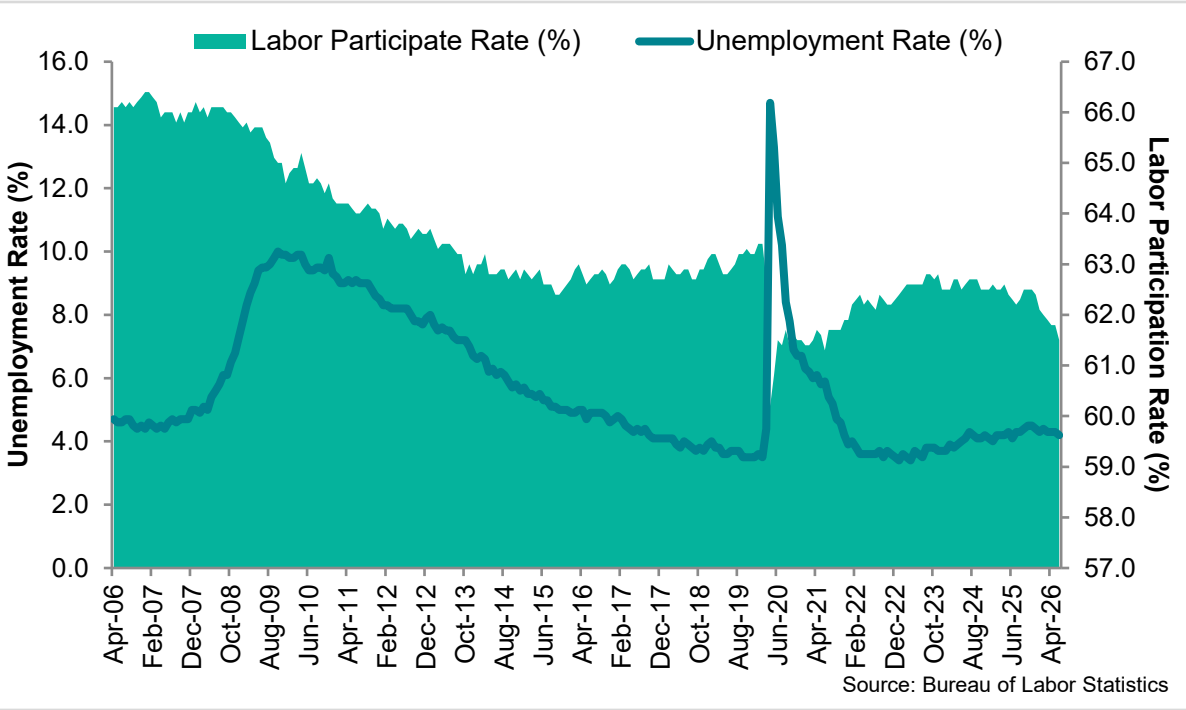


ATVs and Side by Sides

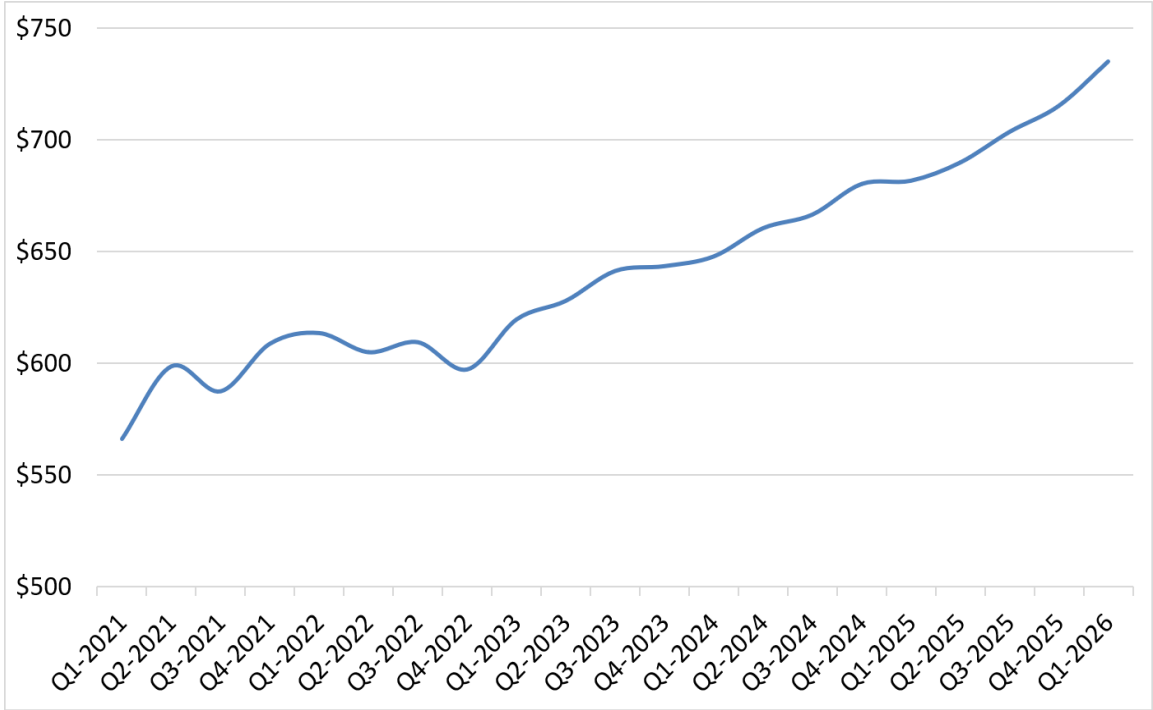


Economic Data

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.bls.gov)

A close-up, low-angle shot of a motorcycle's engine and front headlight. The engine is dark with chrome accents, and the headlight is a prominent red. The background is blurred, showing more of the bike's frame and components.

Key Takeaways

- Despite maintaining the largest audience, cruisers and touring motorcycles experienced declining viewership, while sportbikes and side-by-side vehicles gained momentum.
- Consumer interest in cruisers remains centered on Harley-Davidson, but emerging gains from Indian and Triumph suggest a gradual shift in shopper consideration.
- Kawasaki retains its dominance in sportbikes with sustained growth in viewership, while BMW is generating increasing attention and showing one of the strongest upward trends among competitors.
- Consumer and B2B interest in Can-Am increased significantly within the Utility ATV and Sport ATV segments, where the brand now ranks second in viewership in both markets.
- Average retail values across all four segments continued to rise heading into the peak selling season, remaining well above 2024 and 2025 levels.
- Consumer spending on recreational goods and vehicles continues to rise steadily, demonstrating resilience despite a sluggish economic environment.

JD Power Specialty Vehicles

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A close-up, low-angle shot of a motorcycle's engine and headlight. The engine is dark with chrome accents, and the headlight is prominent in the foreground, glowing with a red light. The background is blurred, showing more of the motorcycle's body.

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