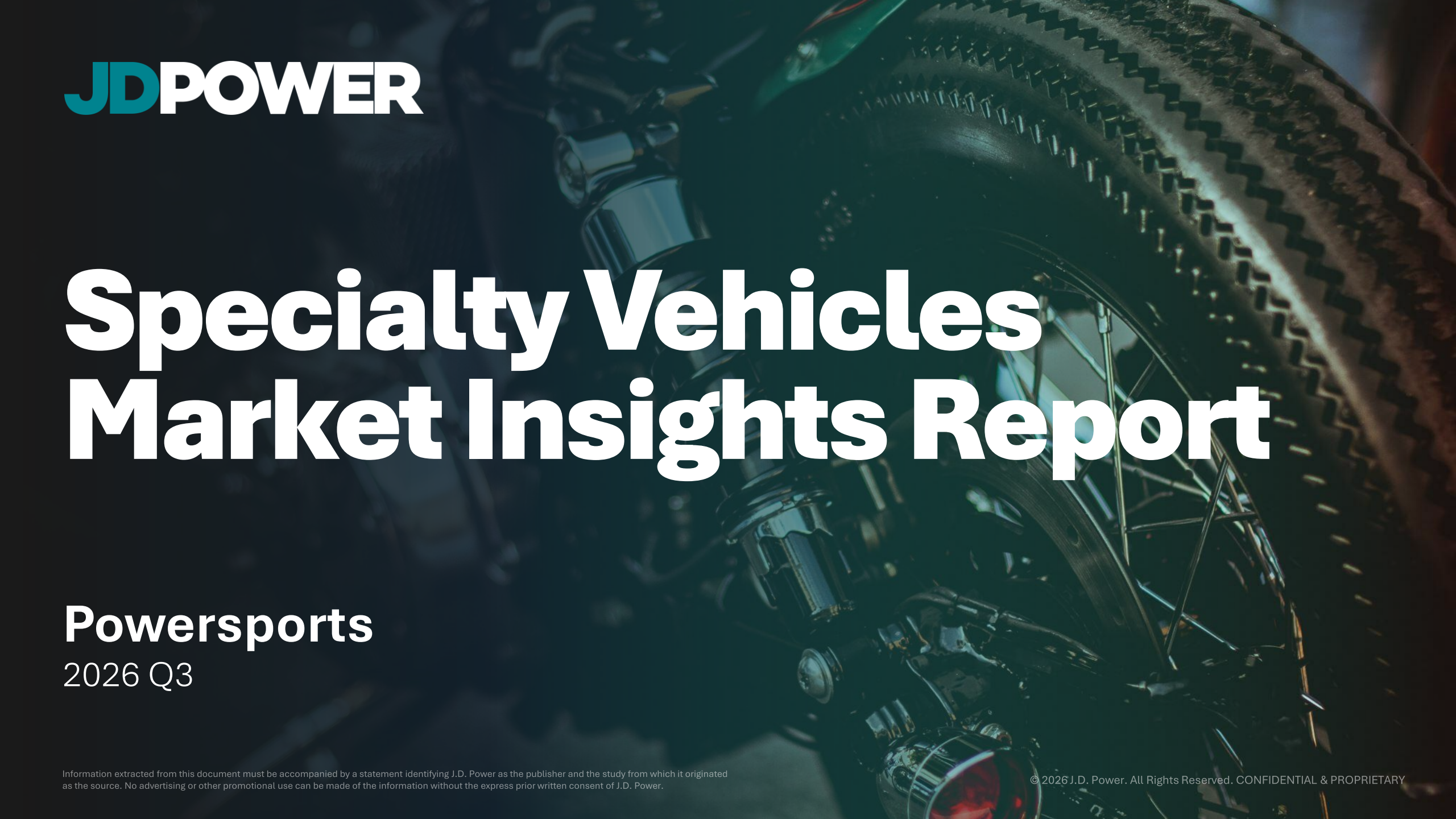
JDPOWER

Specialty Vehicles Market Insights Report

Powersports

2026 Q3

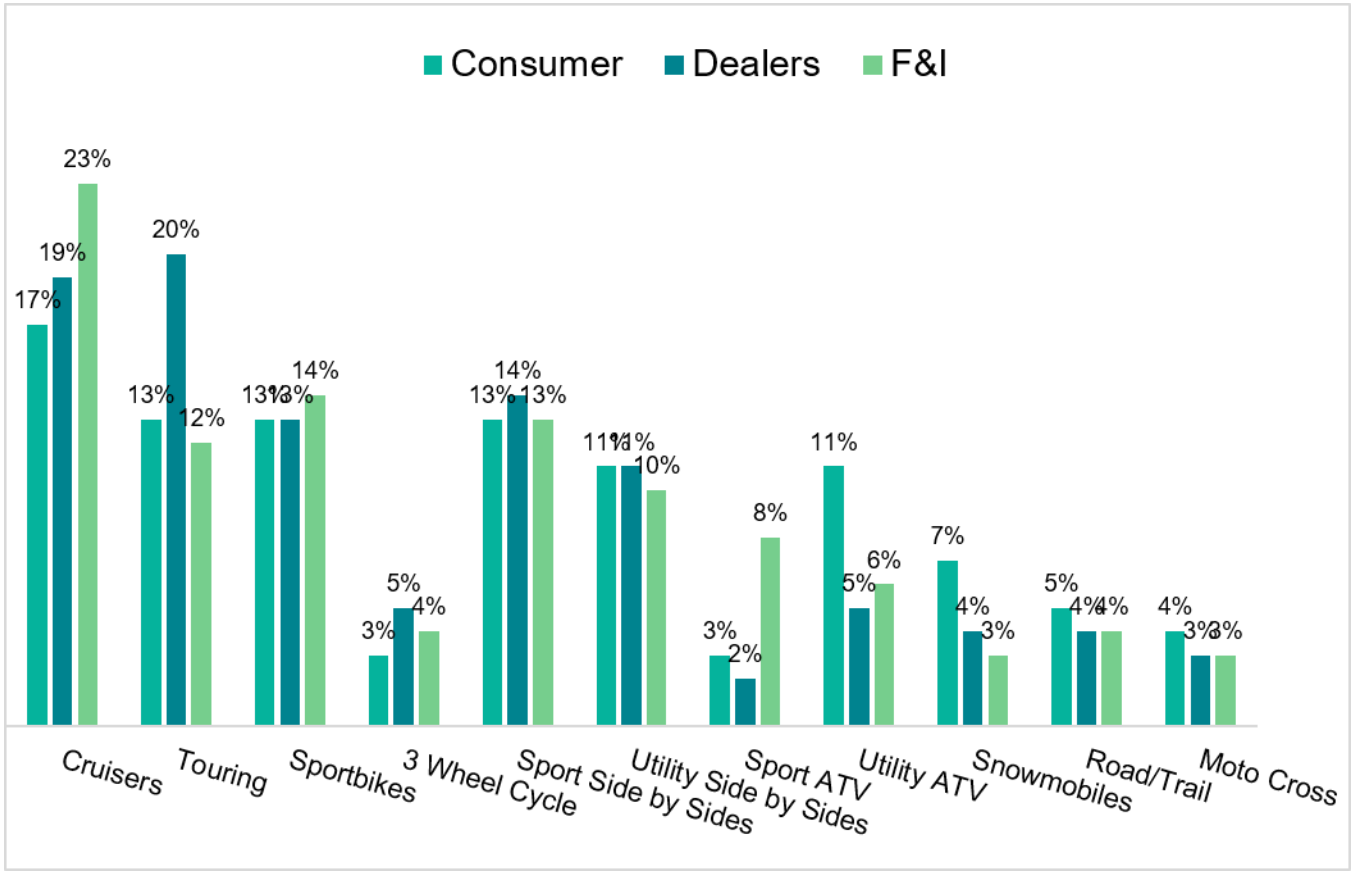


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Segment Views by User Type

Consumer, Dealer, and F&I interest was strong in the Cruiser segment, indicating strong market activity. However, views were down mildly compared to last year.



2025 Q3 to 2026 Q3 Change in Share of Views

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

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Year-Over-Year Change in Views

Manufacturer traffic showed minimal movement in Q3. In the Cruiser segment, Indian showed mild year-over-year growth. In the Sportbike segment, Kawasaki moved upward.

Cruisers

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

Sportbikes

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

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Year-Over-Year Change in Views

Consumers, Dealers, and F&I professionals continue to show increased interest in Can-Am ATV's, in both the Utility and Sport segments.

Utility ATVs

Manufacturer	Consumer	Dealers	F&I
Polaris	-1%	0%	-3%
Can-Am	6%	2%	4%
Honda	-2%	-2%	3%
Yamaha	-1%	-1%	-2%
Suzuki	0%	0%	-2%
Kawasaki	-1%	0%	-1%
CFMoto	2%	1%	2%
Arctic Cat	-1%	-1%	-2%

Sport ATVs

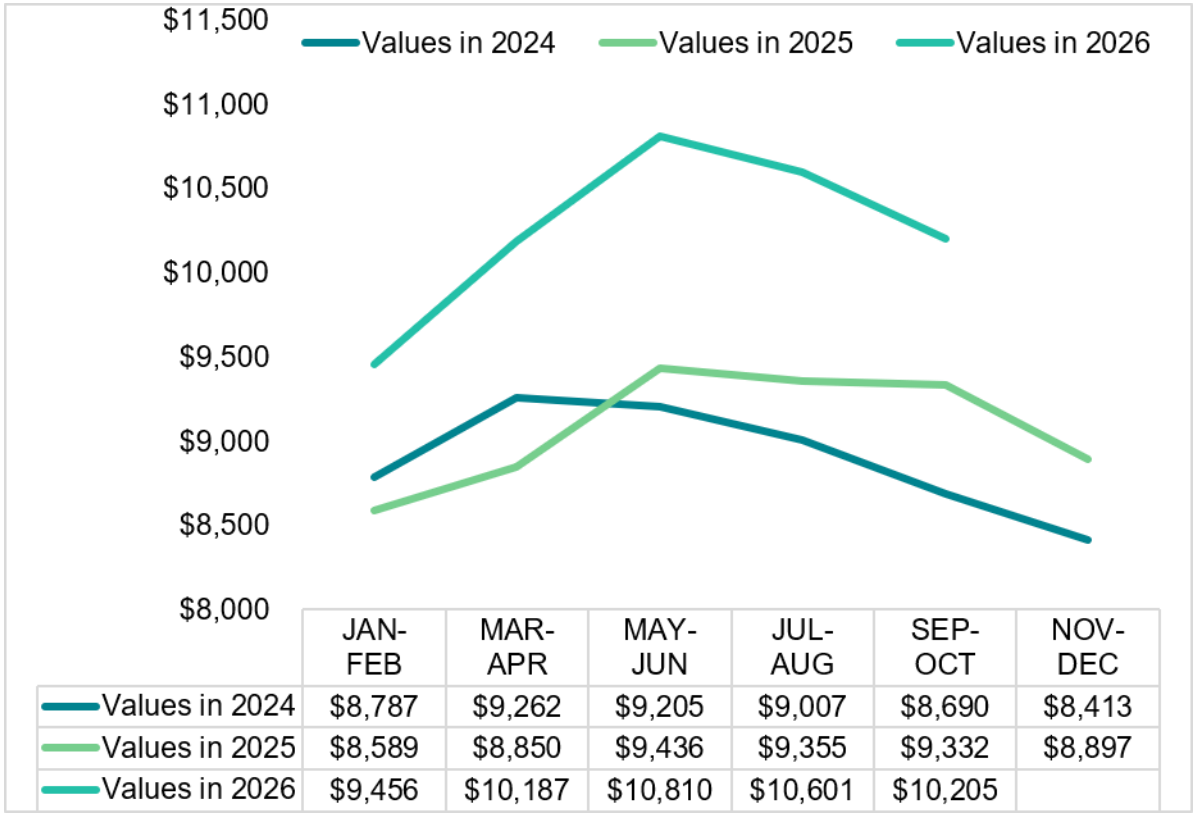
Manufacturer	Consumer	Dealers	F&I
Yamaha	-1%	1%	1%
Can-Am	6%	4%	6%
Polaris	-2%	-1%	-2%
CFMOTO	1%	-3%	1%
Honda	-2%	-1%	-2%
Kawasaki	0%	0%	-2%
Suzuki	-2%	0%	-3%
Arctic Cat	0%	0%	0%

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Average Retail Value by Category – Last 10 Model Years

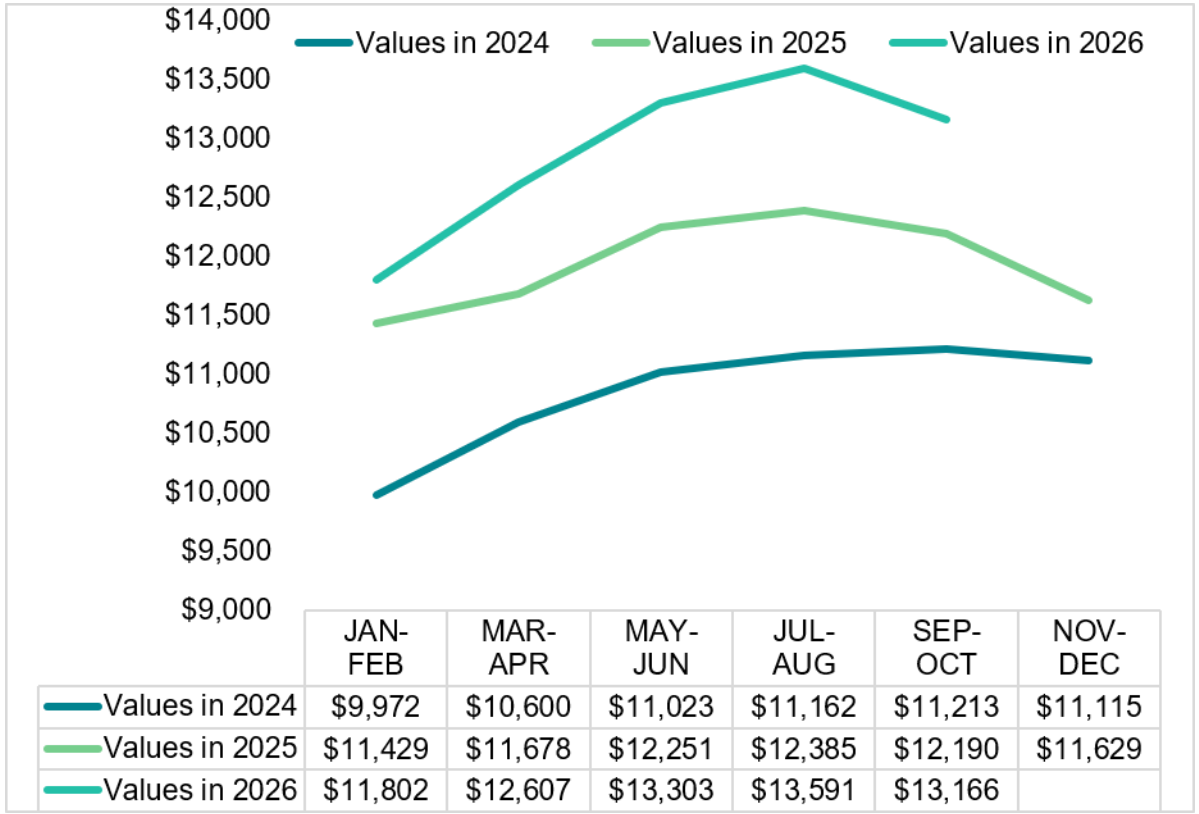
Cruisers and Sportbikes are bringing notably higher values than the previous two years. Cruiser values are 9.4% higher than last year, and Sportbikes are 8.0% higher.

Cruisers



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$8,787	$9,262	$9,205	$9,007	$8,690	$8,413
Values in 2025	$8,589	$8,850	$9,436	$9,355	$9,332	$8,897
Values in 2026	$9,456	$10,187	$10,810	$10,601	$10,205	

Sportbikes



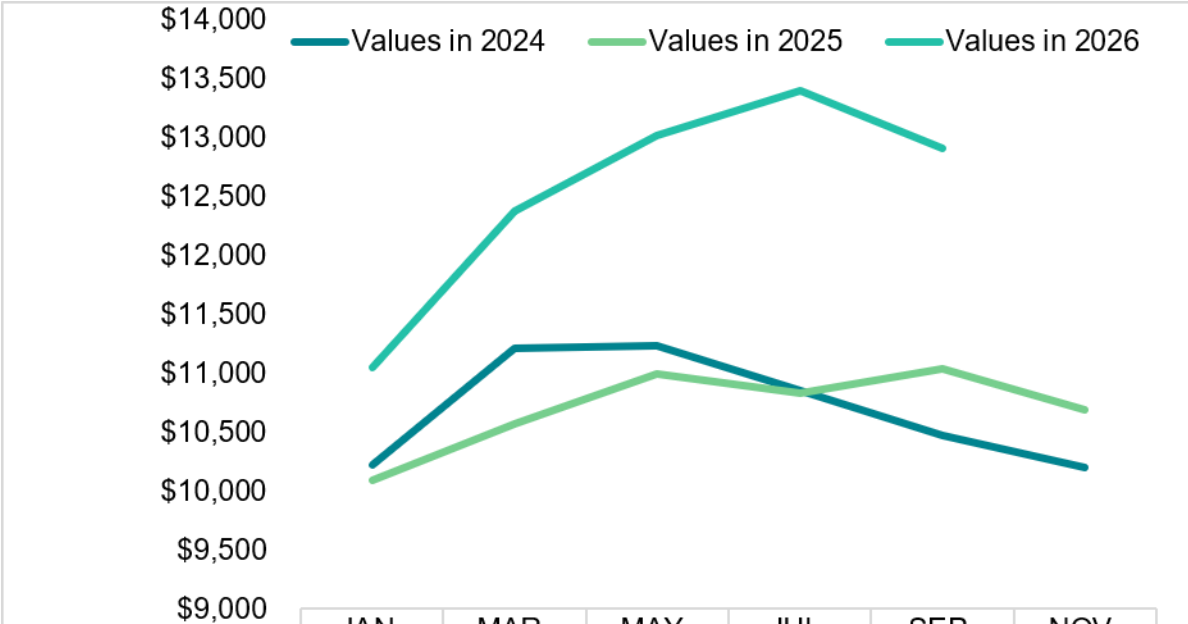
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$9,972	$10,600	$11,023	$11,162	$11,213	$11,115
Values in 2025	$11,429	$11,678	$12,251	$12,385	$12,190	$11,629
Values in 2026	$11,802	$12,607	$13,303	$13,591	$13,166	

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Average Retail Value by Category – Last 10 Model Years

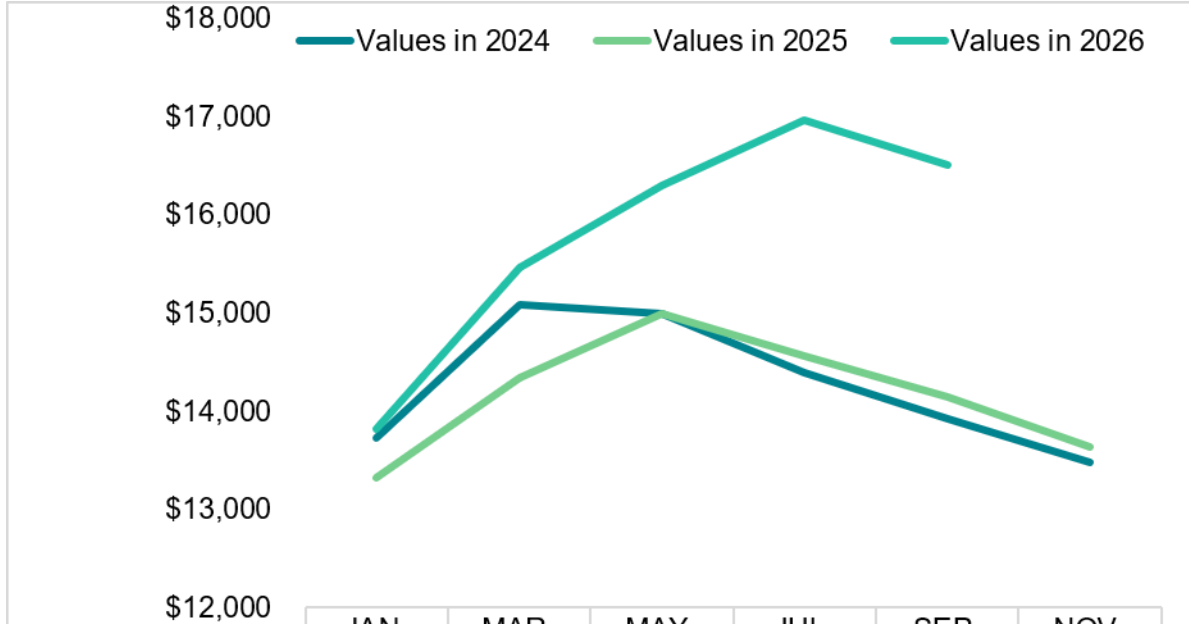
Values for Utility and Sport Side-by-Sides are running substantially higher than last year. The Utility segment is up 17.0%, and Sport is up 16.7%.

Utility Side by Sides



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$10,219	$11,207	$11,225	$10,850	$10,463	$10,197
Values in 2025	$10,090	$10,563	$10,995	$10,832	$11,032	$10,688
Values in 2026	$11,049	$12,366	$13,014	$13,389	$12,906	

Sport Side by Sides



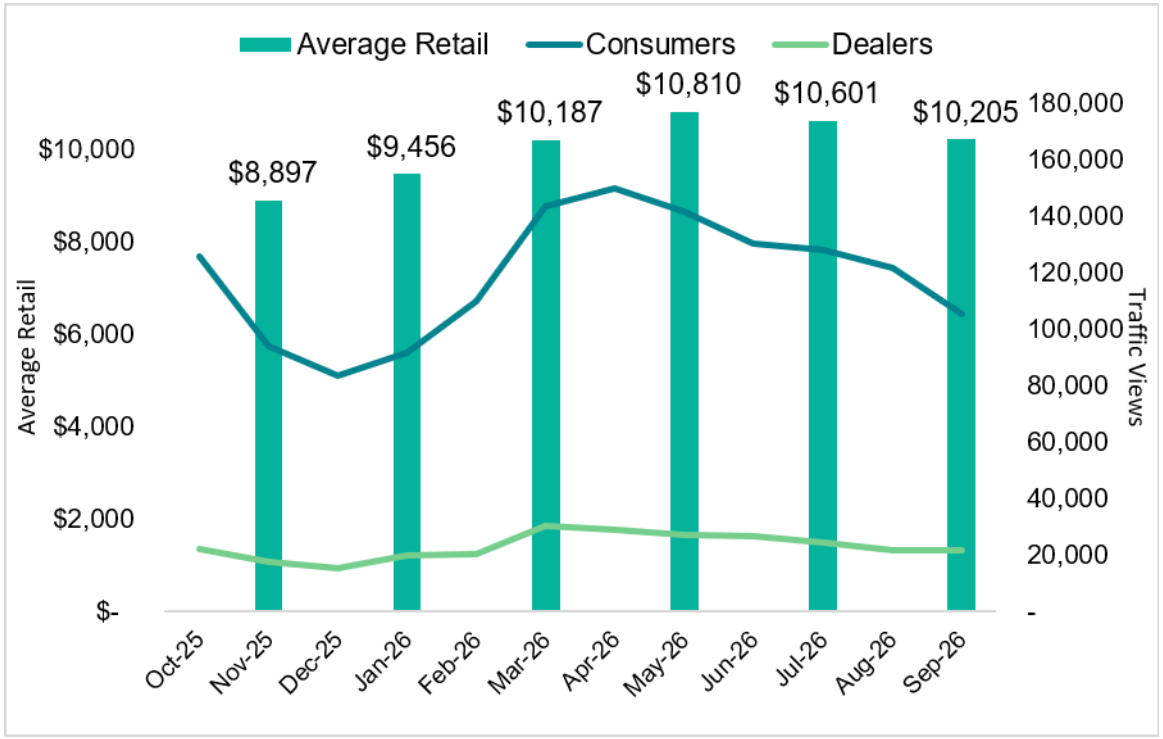
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$13,726	$15,080	$14,995	$14,398	$13,929	$13,486
Values in 2025	$13,328	$14,340	$14,994	$14,568	$14,144	$13,642
Values in 2026	$13,826	$15,470	$16,296	$16,960	$16,510	

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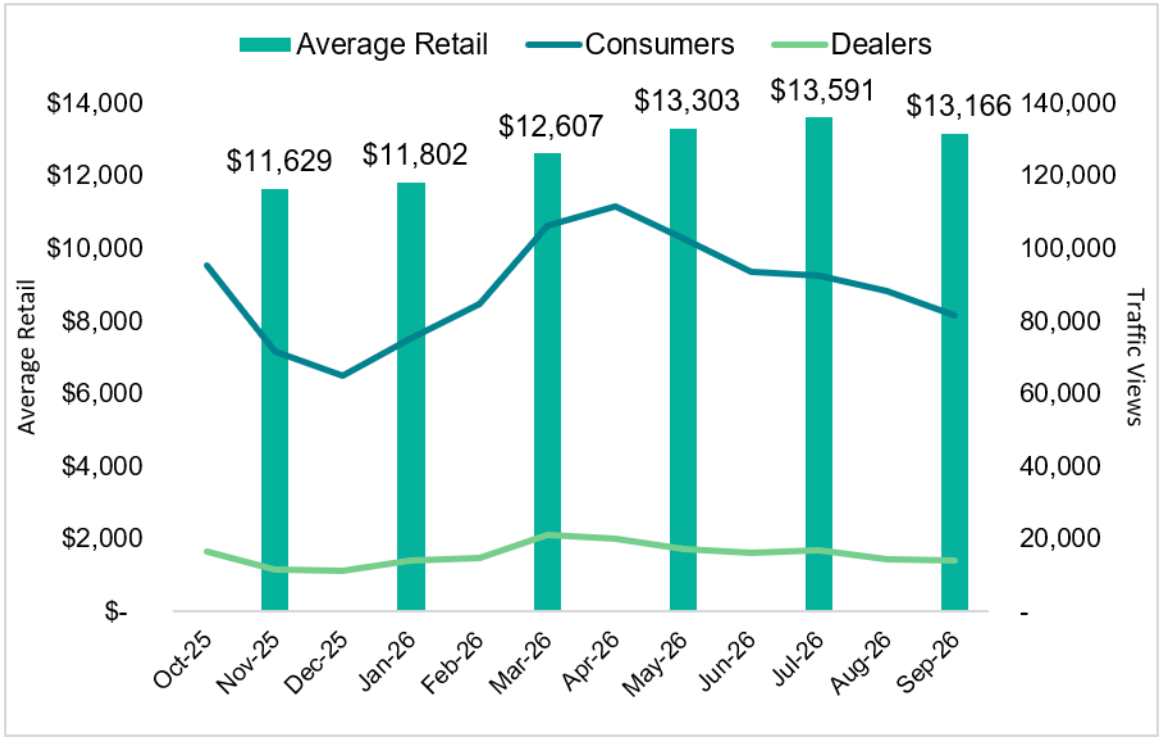
Powersports Values vs. Traffic

Motorcycle traffic views are following typical seasonal patterns in 2026.

Cruisers



Sportbikes

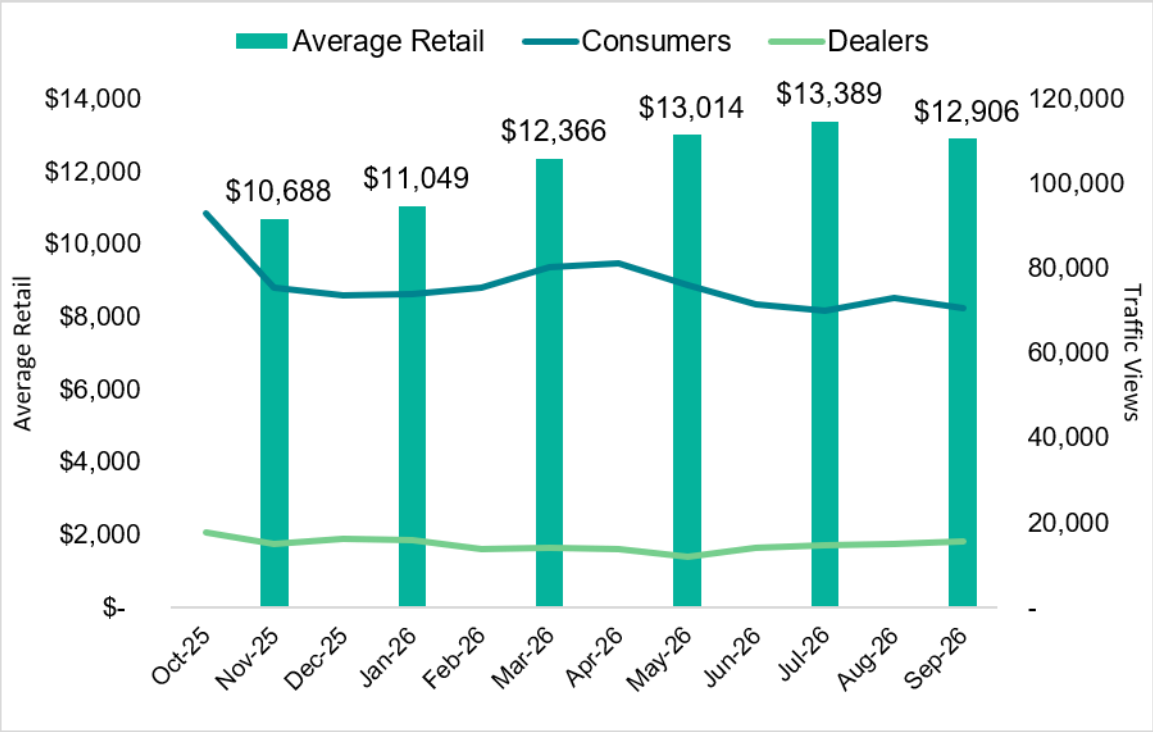


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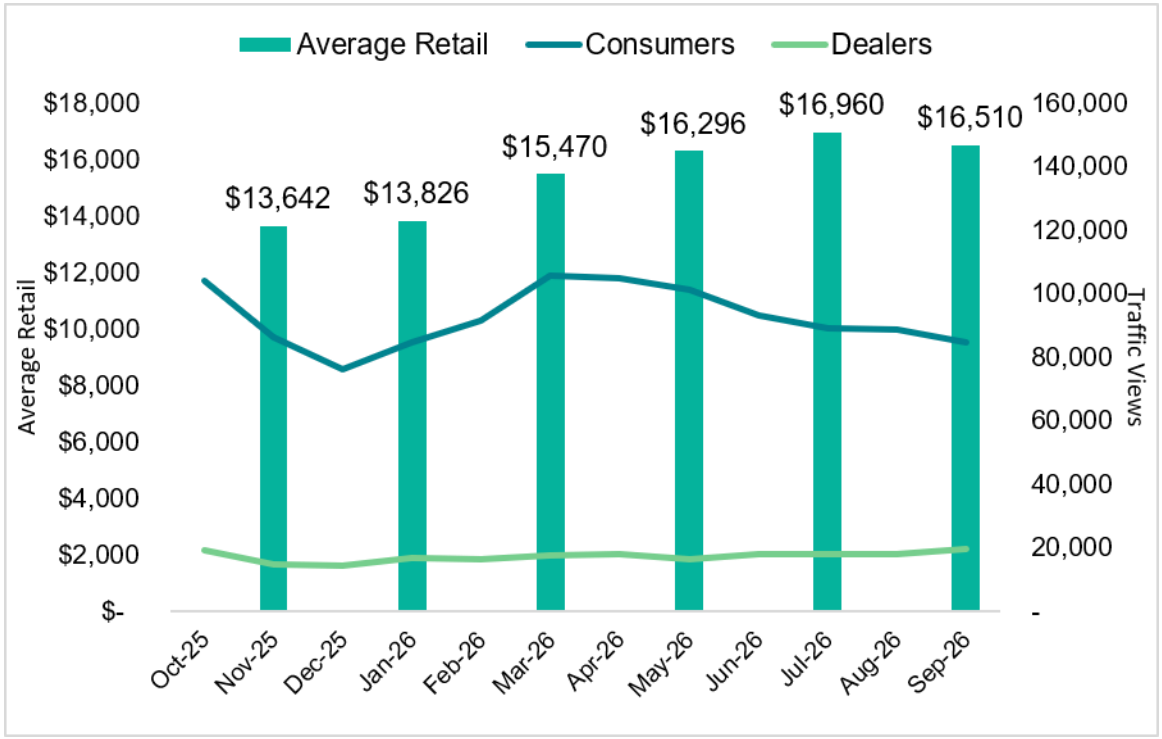
Powersports Values vs. Traffic

Traffic views for Utility Side-by-Sides have been consistently high all year, reflecting the wide variety of applications for that segment.

Utility SxS



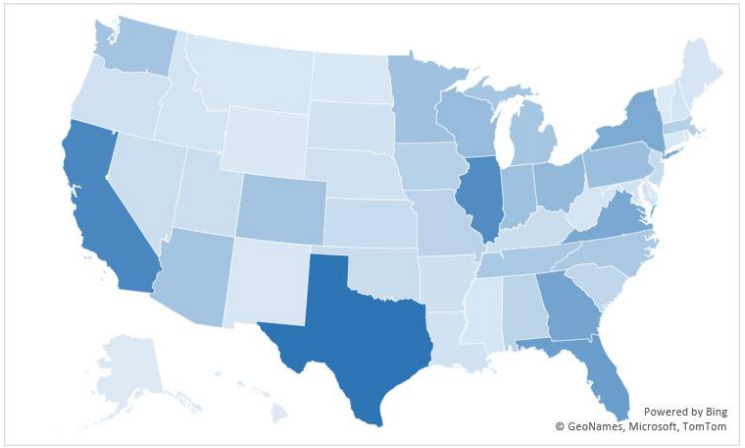
Sport SxS



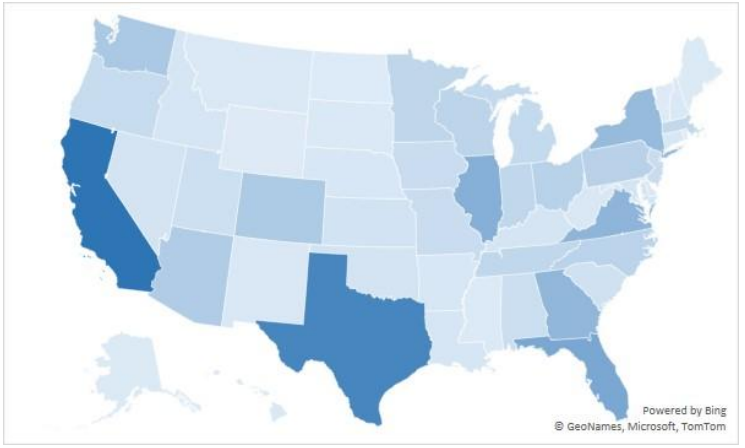
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Views by Region

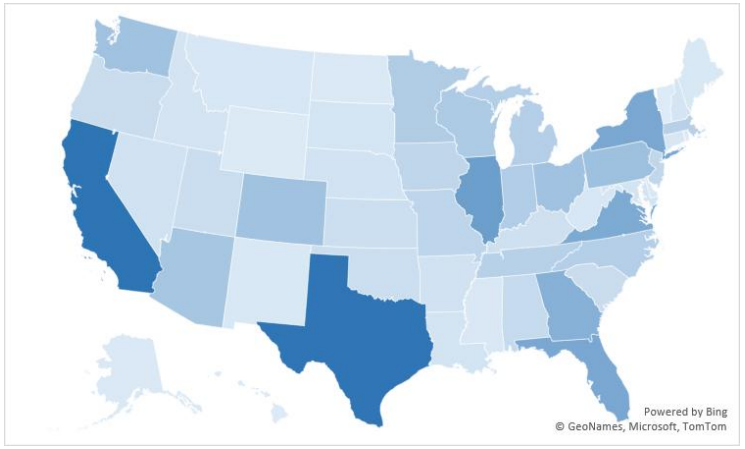
Touring



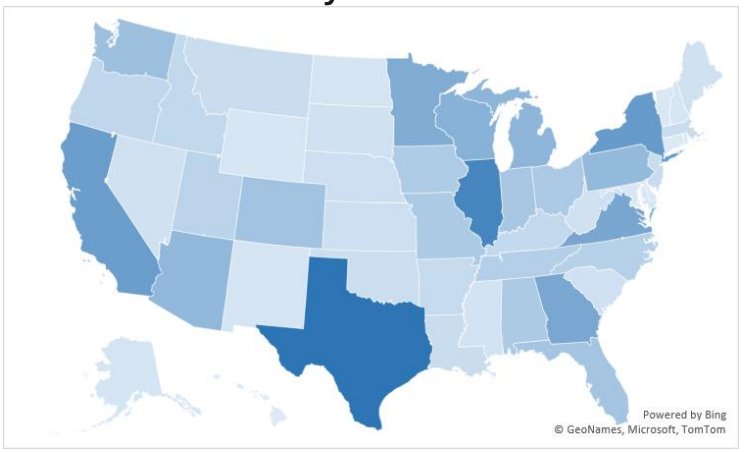
Sportbike



Cruiser



ATVs and Side by Sides

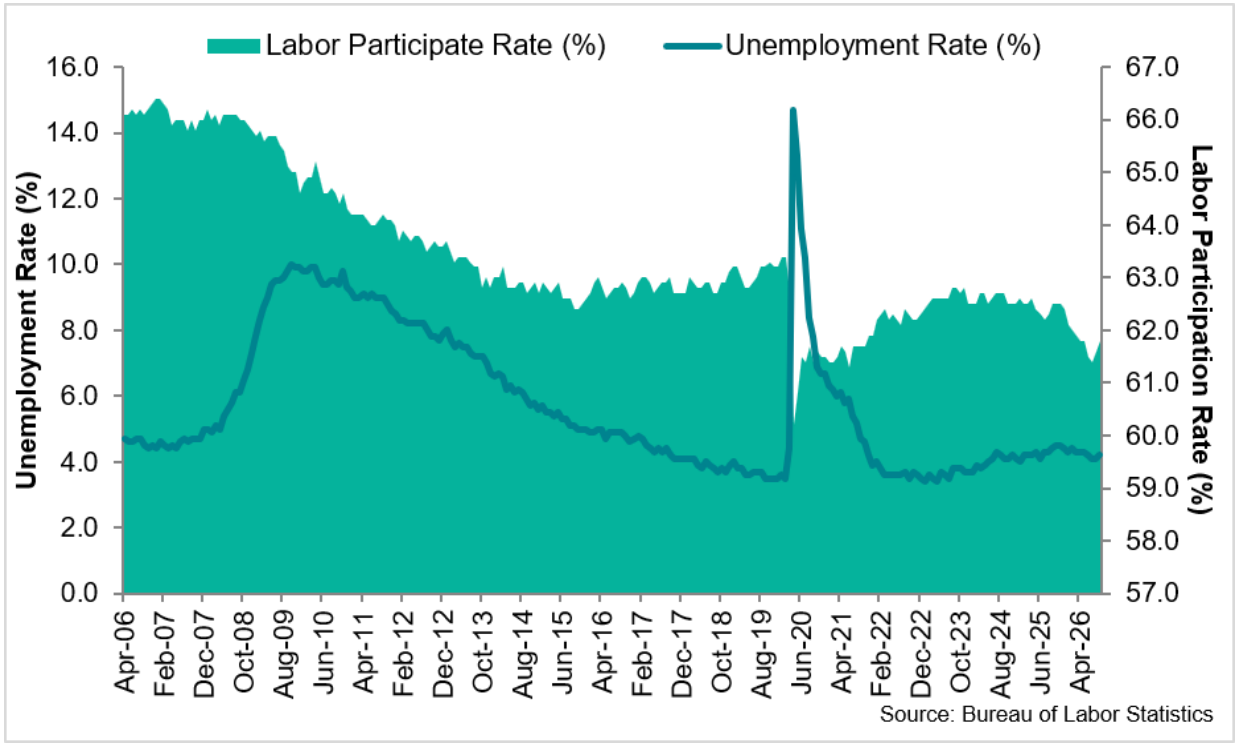


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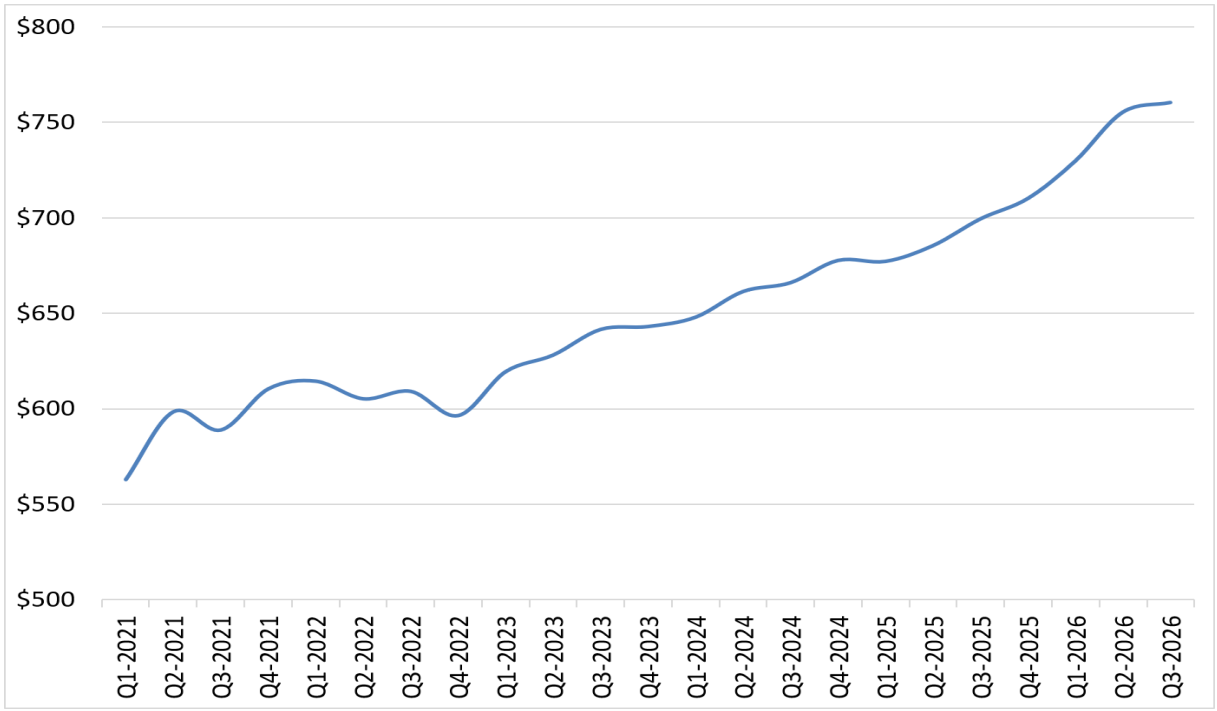
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Economic Data

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)

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Key Takeaways

- An oversupply of SxS inventory is putting dealers in a difficult spot, forcing them to navigate increased competition and elevated inventory levels.
- On the other hand, demand for cab-equipped models remains strong, particularly those with HVAC systems, as buyers continue to prioritize comfort and all-season usability despite the higher price point.
- Ongoing economic pressures are steering buyers toward more affordable, entry-level units, while premium cruiser and touring units face resistance due to their higher price points.
- Dealer interest remains concentrated in newer model years, with 2022-2025 units generating the most attention. The 2024 model year leads the market, while engagement drops off noticeably for 2021 and older models.

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