

Retail Sales of Harley-Davidson Motorcycles 2008-2015⁽¹⁾

	2015	2014	2013	2012	2011	2010	2009	2008
<u>North America Region</u>								
United States	168,240	171,079	168,863	161,678	151,683	143,391	162,385	218,939
Canada	9,669	9,871	11,062	10,573	10,502	10,376	11,406	16,502
Total North America Region	177,909	180,950	179,925	172,251	162,185	153,767	173,791	235,441
<u>Europe Region (Includes Middle East and Africa)</u>								
Europe ⁽²⁾	36,894	38,491	35,927	37,027	39,334	37,378	36,444	40,725
Other	6,393	6,832	6,682	6,000	5,006	3,810	3,560	4,317
Total Europe Region	43,287	45,323	42,609	43,027	44,340	41,188	40,004	45,042
<u>Asia Pacific Region</u>								
Japan	9,700	10,775	10,751	10,642	10,401	11,405	13,105	14,654
Other	22,558	19,299	16,139	13,839	11,015	9,582	9,884	10,595
Total Asia Pacific Region	32,258	30,074	26,890	24,481	21,416	20,987	22,989	25,249
<u>Latin America Region</u>								
	11,173	11,652	11,415	10,090	7,247	6,168	5,850	8,037
Total Worldwide Retail Sales	264,627	267,999	260,839	249,849	235,188	222,110	242,634	313,769
Total International Retail Sales	96,387	96,920	91,976	88,171	83,505	78,719	80,249	94,830

Data Source (subject to update)

1 - Data source for retail sales figures shown above is new sales warranty and registration information provided by Harley-Davidson dealers and compiled by the Company. The Company must rely on information that its dealers supply concerning new retail sales, and this information is subject to revision.

Only Harley-Davidson® motorcycles are included in the Harley-Davidson Motorcycle Sales data.

2 - Europe data includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

Heavyweight Motorcycle Registration Data⁽¹⁾

Heavyweight (601+cc)

(Units in thousands)

	2015	2014	2013	2012	2011	2010	2009	2008
United States ²	328.8	313.6	305.9	299.4	289.9	278.5	325.5	526.0
Europe ³	351.7	319.8	281.8	300.4	328.5	344.8	368.0	459.4

1 - Data includes on-road 601+cc models. On-road 601+cc models include on-highway, dual purpose models, three-wheeled motorcycles and autocycles.

2 - United States data is derived from information provided by Motorcycle Industry Council (MIC). This third party data is subject to revision and update.

3 - Europe data includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. Industry retail motorcycle registration data includes 601+cc models derived from information provided by Association des Constructeurs Europeens de Motocycles (ACEM), an independent agency. This third-party data is subject to revision and update.