

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Twelve months ended	
	December 31, 2015	December 31, 2014
North America Region:		
United States	168,240	171,079
Canada	9,669	9,871
Total North America Region	177,909	180,950
Europe, Middle East and Africa Region (EMEA):		
Europe ⁽²⁾	36,894	38,491
Other	6,393	6,832
Total EMEA Region	43,287	45,323
Asia Pacific Region:		
Japan	9,700	10,775
Other	22,558	19,299
Total Asia Pacific Region	32,258	30,074
Latin America Region:	11,173	11,652
Total Worldwide Retail Sales	264,627	267,999
Total International Retail Sales	96,387	96,920

(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.

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

Motorcycle Registration Data⁽¹⁾

	Twelve months ended	
	December 31, 2015	December 31, 2014
United States ⁽²⁾	328,818	313,627
Europe ⁽³⁾	351,735	319,801

(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.