

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Three months ended	
	March 31, 2016	March 31, 2015
Americas Region		
United States	35,326	35,488
Canada	2,470	2,123
Latin America	1,886	2,565
Total Americas Region	39,682	40,176
Europe, Middle East and Africa Region (EMEA)		
Europe ⁽²⁾	8,595	8,129
Other	1,615	1,259
Total EMEA Region	10,210	9,388
Asia Pacific Region		
Japan	2,106	1,972
Other	5,460	5,125
Total Asia Pacific Region	7,566	7,097
 Total Worldwide Retail Sales	 57,458	 56,661
 Total International Retail Sales	 22,132	 21,173

(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⁾

	Three months ended	
	March 31, 2016	March 31, 2015
United States ⁽²⁾	68,305	67,791
Europe ⁽³⁾	95,480	91,221

(1) Data includes on-road 601+cc models. On-road 601+cc models include 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.