

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Six months ended	
	June 30, 2016	June 30, 2015
Americas Region		
United States	90,112	93,278
Canada	6,283	5,860
Latin America	4,459	5,273
Total Americas Region	<u>100,854</u>	<u>104,411</u>
Europe, Middle East and Africa Region (EMEA)		
Europe ⁽²⁾	23,783	22,279
Other	3,940	3,288
Total EMEA Region	<u>27,723</u>	<u>25,567</u>
Asia Pacific Region		
Japan	4,869	4,552
Other	11,278	11,062
Total Asia Pacific Region	<u>16,147</u>	<u>15,614</u>
 Total Worldwide Retail Sales	 <u><u>144,724</u></u>	 <u><u>145,592</u></u>
 Total International Retail Sales	 54,612	 52,314

⁽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⁾

	Six months ended	
	June 30, 2016	June 30, 2015
United States ⁽²⁾	177,447	187,163
Europe ⁽³⁾	248,519	229,277

⁽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.