

**Worldwide Retail Sales of Harley-Davidson Motorcycles(1)**

	Three months ended		Six months ended	
	June 30, 2019	June 30, 2018	June 30, 2019	June 30, 2018
<b>United States</b>	<b>42,762</b>	<b>46,490</b>	<b>70,853</b>	<b>75,799</b>
Europe(2)	13,703	16,012	23,211	25,728
EMEA - Other	1,916	1,832	3,205	2,978
<b>Total EMEA</b>	<b>15,619</b>	<b>17,844</b>	<b>26,416</b>	<b>28,706</b>
Asia Pacific(3)	4,544	5,096	8,330	9,548
Asia Pacific - Other	3,126	2,622	5,414	4,499
Total Asia Pacific	7,670	7,718	13,744	14,047
Latin America	2,516	2,569	4,757	5,075
Canada	3,279	3,807	5,227	5,887
<b>Total International Retail Sales</b>	<b>29,084</b>	<b>31,938</b>	<b>50,144</b>	<b>53,715</b>
<b>Total Worldwide Retail Sales</b>	<b>71,846</b>	<b>78,428</b>	<b>120,997</b>	<b>129,514</b>

(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 the Company does not regularly verify the information that its dealers supply. 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.

(3) Asia Pacific data includes Japan, Australia, New Zealand and Korea.

Motorcycle Registration Data<sup>(1)</sup>

	Six months ended	
	June 30, 2019	June 30, 2018
United States <sup>(2)</sup>	144,623	151,989
Europe <sup>(3)</sup>	267,212	252,698

<sup>(1)</sup> Data includes on-road 601+cc models. On-road 601+cc models include dual purpose models, three-wheeled motorcycles and autocycles.

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

<sup>(3)</sup> 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.