

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Three months ended	
	March 31, 2017	March 31, 2016
Americas Region		
United States	33,316	35,326
Canada	2,361	2,470
Latin America	2,342	1,886
Total Americas Region	<u>38,019</u>	<u>39,682</u>
Europe, Middle East and Africa Region (EMEA)		
Europe ⁽²⁾	8,984	8,846
Other	1,183	1,364
Total EMEA Region	<u>10,167</u>	<u>10,210</u>
Asia Pacific Region		
Japan	1,986	2,106
Other	4,877	5,460
Total Asia Pacific Region	<u>6,863</u>	<u>7,566</u>
Total Worldwide Retail Sales	<u><u>55,049</u></u>	<u><u>57,458</u></u>
Total International Retail Sales	21,733	22,132

(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. The EMEA Europe total for March 31, 2016 includes 251 units originally reported in the EMEA - Other total.

(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, 2017	March 31, 2015
United States ⁽²⁾	64,250	68,305
Europe ⁽³⁾	100,533	95,480

(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.