

Worldwide Retail Sales of Harley-Davidson Motorcycles<sup>(1)</sup>

	Three months ended	
	December 31, 2018	December 31, 2017
United States	20,849	23,195
Europe <sup>(2)</sup>	6,212	6,462
EMEA - Other	1,141	998
Total EMEA	<u>7,353</u>	<u>7,460</u>
Asia Pacific <sup>(3)</sup>	4,303	5,611
Asia Pacific - Other	2,941	2,109
Total Asia Pacific	<u>7,244</u>	<u>7,720</u>
Latin America	2,515	2,449
Canada	1,350	1,318
Total International Retail Sales	<u>18,462</u>	<u>18,947</u>
Total Worldwide Retail Sales	<u><u>39,311</u></u>	<u><u>42,142</u></u>

<sup>(1)</sup> 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.

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

<sup>(3)</sup> Asia Pacific data includes Japan, Australia, New Zealand and Korea.

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

	Twelve months ended	
	December 31, 2018	December 31, 2017
United States <sup>(2)</sup>	263,750	288,802
Europe <sup>(3)</sup>	397,669	390,619

<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.