

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

| | Three months ended | | Twelve months ended | |
|----------------------------------|----------------------|----------------------|----------------------|----------------------|
| | December 31, 2019 | December 31, 2018 | December 31, 2019 | December 31, 2018 |
| United States | 20,204 | 20,849 | 125,960 | 132,868 |
| Europe ⁽²⁾ | 6,115 | 6,212 | 38,441 | 41,179 |
| EMEA - Other | 1,072 | 1,141 | 5,645 | 5,423 |
| Total EMEA | 7,187 | 7,353 | 44,086 | 46,602 |
| Asia Pacific ⁽³⁾ | 4,534 | 4,303 | 17,753 | 18,429 |
| Asia Pacific - Other | 3,157 | 2,941 | 11,760 | 10,295 |
| Total Asia Pacific | 7,691 | 7,244 | 29,513 | 28,724 |
| Latin America | 2,513 | 2,515 | 9,768 | 10,167 |
| Canada | 1,159 | 1,350 | 8,946 | 9,690 |
| Total international retail sales | 18,550 | 18,462 | 92,313 | 95,183 |
| Total worldwide retail sales | 38,754 | 39,311 | 218,273 | 228,051 |

⁽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⁽¹⁾

| | Twelve months ended | |
|------------------------------|----------------------|----------------------|
| | December 31, 2019 | December 31, 2018 |
| United States ⁽²⁾ | 252,842 | 263,750 |
| Europe ⁽³⁾ | 425,998 | 397,669 |

⁽¹⁾ Data includes on-road models with internal combustion engines with displacements greater than 600cc's and electric motorcycles with kilowatt (kW) peak power equivalents greater than 600cc's (601+cc). On-road 601+cc models include dual purpose models, three-wheeled motorcycles and autocycles. Registration data for Harley-Davidson Street[®] 500 motorcycles is not included in this table.

⁽²⁾ United States industry data is derived from information provided by Motorcycle Industry Council. 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, an independent agency. This third-party data is subject to revision and update.