

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

	Six months ended	
	June 30, 2017	June 30, 2016
Americas Region		
United States	82,984	90,112
Canada	6,188	6,283
Latin America	4,697	4,459
Total Americas Region	<u>93,869</u>	<u>100,854</u>
Europe, Middle East and Africa Region (EMEA)		
Europe <sup>(b)</sup>	24,341	24,034
Other	3,056	3,689
Total EMEA Region	<u>27,397</u>	<u>27,723</u>
Asia Pacific Region		
Japan	4,663	4,869
Other	10,508	11,278
Total Asia Pacific Region	<u>15,171</u>	<u>16,147</u>
Total Worldwide Retail Sales	<u><u>136,437</u></u>	<u><u>144,724</u></u>
Total International Retail Sales	53,453	54,612

(a) 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.

(b) Includes Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom. The EMEA Europe total for June 30, 2016 includes 251 units originally reported in the EMEA-Other total.

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

	Six months ended	
	June 30,	June 30,

	<u>2017</u>	<u>2016</u>
United States <sup>(2)</sup>	165,589	177,447
Europe <sup>(3)</sup>	254,721	248,519

(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.

