

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Twelve months ended	
	December 31, 2016	December 31, 2015
United States	161,658	168,240
Canada	10,203	9,669
Latin America	9,701	11,173
Europe, Middle East and Africa Region (EMEA)		
Europe ⁽²⁾	39,942	36,894
Other	5,896	6,393
Total EMEA Region	45,838	43,287
Asia Pacific Region		
Japan	10,279	9,700
Other	22,610	22,558
Total Asia Pacific Region	32,889	32,258
Total Worldwide Retail Sales	260,289	264,627
Total International Retail Sales	98,631	96,387

⁽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.

⁽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⁾

	Twelve months ended	
	December 31, 2016	December 31, 2015
United States ⁽²⁾	311,710	328,818
Europe ⁽³⁾	391,936	351,735

⁽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.