

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Nine months ended	
	September 30, 2016	September 30, 2015
Americas Region		
United States	135,581	142,196
Canada	8,946	8,414
Latin America	7,064	8,091
Total Americas Region	151,591	158,701
Europe, Middle East and Africa Region (EMEA)		
Europe ⁽²⁾	32,590	30,720
Other	5,357	4,878
Total EMEA Region	37,947	35,598
Asia Pacific Region		
Japan	7,631	7,194
Other	16,510	16,277
Total Asia Pacific Region	24,141	23,471
 Total Worldwide Retail Sales	 213,679	 217,770
 Total International Retail Sales	 78,098	 75,574

⁽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⁾

	Nine months ended	
	September 30, 2016	September 30, 2015
United States ⁽²⁾	263,479	279,013
Europe ⁽³⁾	337,694	313,302

⁽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.