

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

	Nine months ended	
	September 30, 2017	September 30, 2016
Americas Region		
United States	124,777	135,581
Canada	8,763	8,946
Latin America	7,003	7,064
Total Americas Region	<u>140,543</u>	<u>151,591</u>
Europe, Middle East and Africa Region (EMEA)		
Europe <sup>(b)</sup>	33,311	32,841
Other	4,164	5,106
Total EMEA Region	<u>37,475</u>	<u>37,947</u>
Asia Pacific Region		
Japan	6,994	7,631
Other	15,634	16,510
Total Asia Pacific Region	<u>22,628</u>	<u>24,141</u>
Total Worldwide Retail Sales	<u><u>200,646</u></u>	<u><u>213,679</u></u>
Total International Retail Sales	75,869	78,098

(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 the nine months ended September 30, 2016 includes 251 units originally reported in the EMEA-Other total.

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

Nine months ended

	September 30, 2017	September 30, 2016
United States <sup>(b)</sup>	243,718	263,479
Europe <sup>(c)</sup>	345,701	337,695

models, three-wheeled motorcycles and autocycles.

Registration data for Harley-Davidson Street® 500 motorcycles is not included in this table.

(b) United States industry data is derived from information provided by Motorcycle Industry Council (MIC). This third-party data is subject to revision and update.

(c) 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.

