

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Twelve months ended	
	December 31, 2017	December 31, 2016
Americas Region		
United States	147,972	161,658
Canada	10,081	10,203
Latin America	9,452	9,701
Total Americas Region	167,505	181,562
Europe, Middle East and Africa Region (EMEA)		
Europe ⁽²⁾	39,773	39,942
Other	5,162	5,896
Total EMEA Region	44,935	45,838
Asia Pacific Region		
Japan	9,506	10,279
Other	20,842	22,610
Total Asia Pacific Region	30,348	32,889
 Total Worldwide Retail Sales	 242,788	 260,289
 Total International Retail Sales	 94,816	 98,631

(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.

Motorcycle Registration Data⁽¹⁾

	Twelve months ended	
	December 31, 2017	December 31, 2016
United States ⁽²⁾	288,802	311,710
Europe ⁽³⁾	390,619	391,936

(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.