

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Three months ended	
	March 31, 2018	March 31, 2017
United States	29,309	33,316
Europe ⁽²⁾	9,716	8,984
EMEA - Other	1,146	1,183
Total EMEA	10,862	10,167
Asia Pacific ⁽³⁾	4,452	4,897
Asia Pacific - Other	1,877	1,966
Total Asia Pacific	6,329	6,863
Latin America	2,506	2,342
Canada	2,080	2,361
Total International Retail Sales	21,777	21,733
Total Worldwide Retail Sales	51,086	55,049

⁽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.

⁽³⁾ Asia Pacific data includes Japan, Australia, New Zealand and Korea.

Motorcycle Registration Data⁽¹⁾

	Three months ended	
	March 31, 2018	March 31, 2017
United States ⁽²⁾	57,100	64,220
Europe ⁽³⁾	93,217	100,533

⁽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.