

Worldwide Retail Sales of Harley-Davidson Motorcycles⁽¹⁾

	Three months ended	
	June 30, 2018	June 30, 2017
United States	46,490	49,668
Europe ⁽²⁾	16,012	15,357
EMEA - Other	1,832	1,873
Total EMEA	17,844	17,230
Asia Pacific ⁽³⁾	5,096	5,749
Asia Pacific - Other	2,622	2,559
Total Asia Pacific	7,718	8,308
Latin America	2,569	2,355
Canada	3,807	3,827
Total International Retail Sales	31,938	31,720
Total Worldwide Retail Sales	78,428	81,388

⁽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⁾

	Six months ended	
	June 30, 2018	June 30, 2017
United States ⁽²⁾	151,988	165,586
Europe ⁽³⁾	252,656	254,721

⁽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.