

Table of Contents

Market Volume	4
Motorcycle Population By Model Type and Engine Displacement	4
Motorcycle Population By State and Region	5
Total U.S. Motorcycle Registrations	6
Market Share – New Motorcycle Sales	7
Retail Marketplace	8
New Motorcycle Retail Sales By Units and Dollars	8
Retail Sales / Economic Value By State	9
Motorcycle Retail Outlets By Region and State	10
Motorcycle Retail Outlet Profile Retail Sales Volume	11
Motorcycle Owner Profile	12
Motorcycle Usage	13
Rider Education and Training	13
State On-Highway Motorcycle Equipment Requirements	14
State Off-Highway Motorcycle Equipment Requirements	15
Motorcycle Usage By Model Type and State	16
Motorcycle Industry Council Member Roster	17
Motorcycle Manufacturers and Distributors in the U.S.	20
State Motorcycle Dealer Associations	27