






### ON DEMAND WEBINAR

## TRAFFIC

March 2020 has been an incredible month for the powersports industry. Our powersports marketplaces **broke a record** for the month with 4.17 Million unique visitors, and we also saw the largest visits to lead conversion rate in the last 30 days on Thursday and Friday of last week.

 <b>ATV Trader</b> +46.3% YoY	 <b>Cycle Trader</b> +9.2% YoY	 <b>Total Powersports</b> +19% YoY
 <b>PWC Trader</b> +77.6% YoY	 <b>Snowmobile Trader</b> +21.1% YoY	

Source: Adobe, Including apps, for the month April 1-5 '20 vs. April 3-7 '19 (UVs)

## CARES Act's Paycheck Protection Program Presented on April 9, 2020

Partnering with financial experts and former personnel from the Small Business Administration this event will walk you through the main features of the **CARES Act and the financing available to you**, and ask questions from a panel of leading financial professionals.

[Watch On Demand](#)

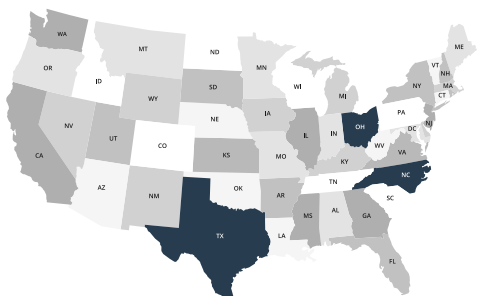
## TOP INVENTORY SEARCHES

Of the top manufacturers with the largest number of inventory search impressions, the highest week over week gains in class are:

<b>01 Honda</b> Side by Side ↑ <b>16.4%</b> ATV Four Wheeler ↑ <b>11.1%</b> Cycle ↑ <b>8%</b> PWC ↑ <b>4.9%</b>	<b>02 Kawasaki</b> ATV Four Wheeler ↑ <b>23.1%</b> Side by Side ↑ <b>16.5%</b> PWC ↑ <b>14.4%</b> Cycle ↑ <b>8.8%</b>	<b>03 Yamaha</b> ATV Four Wheeler ↑ <b>20.8%</b> Side by Side ↑ <b>16.1%</b> Cycle ↑ <b>9.4%</b> PWC ↑ <b>8%</b>	<b>04 Harley-Davidson</b> Cycle ↑ <b>4.7%</b> <b>05 Polaris</b> Dune Buggy ↑ <b>26.7%</b> Side by Side ↑ <b>15.7%</b> ATV Four Wheeler ↑ <b>15.3%</b>
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## HIGHEST REGIONAL DEMAND

Of the Top 20 performing markets, the **highest gain** in week over week for inventory search impressions were:



Houston, TX	↑ <b>15.9% YoY</b>
Charlotte, NC	↑ <b>14.3% YoY</b>
Cleveland, OH	↑ <b>12.2% YoY</b>



## NEWS HIGHLIGHTS

**MIC Good Deeds in a Tough World Update**

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**Polaris Launches Click. Deliver. Ride. Program**

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### CYCLE TRADER IN THE NEWS:

**Motorcycle & Powersports News, Keeping Your Digital Dealership Open**

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**SEO for recreational and commercial vehicles in a COVID-19 world, *Search Engine Land***

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To learn more contact your account representative or reach out to **Marketing@CycleTrader.com** or **(888) 747-1192**