





LATEST OFFERINGS FROM CYCLE TRADER
TRAFFIC INCREASES

Our powersports sites continue to see incredible growth year over year. PWC Trader just surpassed the monthly visit record on Tuesday, May 18th.

▶ Powersports total up 74,3% YoY
 **ATV Trader**
+128% YoY

 **Cycle Trader**
+50.8% YoY

 **PWC Trader**
+232.8% YoY

 **Snowmobile Trader**
+101% YoY

Source: Adobe UVs May 1-17, 2020 vs. May 3-19, 2019

Don't miss out on the incredible traffic on our powersports sites right now. During COVID-19, you should be looking for digital channels that are providing you with the greatest bang for your buck, and consumers are on our sites. Consider upgrading your package now, or consult your account representative or marketing@cycletrader.com about the best ways for you to move your inventory during this time.

View our Panel Discussion: **Strategies For Powersports Dealer Success During COVID-19** webinar

[Watch](#)

HIGHEST REGIONAL DEMAND/TOP INVENTORY SEARCHES

The highest search impression gains for new units by region, class, and brand week over week on our Powersports sites were:

MIDWEST
ATV Four Wheeler:

- ▶ Arctic Cat ↑ **5.8%**
- ▶ Kayo USA ↑ **5.1%**
- ▶ Mahindra ↑ **4.1%**

Motorcycle:

- ▶ KTM ↑ **2352.5%**
- ▶ Triumph ↑ **5.0%**
- ▶ Vespa ↑ **4.0%**

Personal Watercraft:

- ▶ Yamaha ↑ **4.7%**

Snowmobile:

- ▶ Timbersled ↑ **3.8%**
- ▶ Polaris ↑ **3.6%**
- ▶ Arctic Cat ↑ **1.0%**

WEST
ATV Four Wheeler:

- ▶ Argo ↑ **21.7%**
- ▶ CFMOTO ↑ **21.2%**
- ▶ Tracker Off Road ↑ **14.7%**

Motorcycle:

- ▶ Aprilia ↑ **11.8%**
- ▶ Can-AM ↑ **9.9%**
- ▶ Harley-Davidson ↑ **8.6%**

Personal Watercraft:

- ▶ Sea-Doo ↑ **17.2%**
- ▶ Yamaha ↑ **11.3%**
- ▶ Kawasaki ↑ **9.1%**

Snowmobile:

- ▶ Arctic Cat ↑ **13.9%**

NORTHEAST
ATV Four Wheeler:

- ▶ E-Z-Go ↑ **12.8%**
- ▶ Suzuki ↑ **6.7%**
- ▶ Hammerhead ↑ **3.4%**

Motorcycle:

- ▶ Vespa ↑ **8.9%**
- ▶ Can-AM ↑ **8.0%**
- ▶ Harley-Davidson ↑ **2.2%**

Personal Watercraft:

- ▶ Kawasaki ↑ **14.5%**
- ▶ Sea-Doo ↑ **10.6%**
- ▶ Yamaha ↑ **2.6%**

Snowmobile:

- ▶ Timbersled ↑ **11.7%**
- ▶ Arctic Cat ↑ **1.6%**

SOUTH
ATV Four Wheeler:

- ▶ Kayo USA ↑ **28.8%**
- ▶ Club Car ↑ **4.3%**
- ▶ Tracker Off Road ↑ **2.5%**

Motorcycle:

- ▶ Kawasaki ↑ **411.4%**
- ▶ CAN-AM ↑ **7.0%**
- ▶ Suzuki ↑ **4.4%**

Personal Watercraft:

- ▶ Kawasaki ↑ **3.6%**
- ▶ Yamaha ↑ **1.7%**
- ▶ Sea-Doo ↑ **0.9%**

Source: MariaDB April 1-30, 2020 vs. March 1-31, 2020 (missing April 13-14 data)

Make sure to change your premium or featured ads to align with the search impression gains we are seeing, or highlight this inventory in your dealership as you reopen or on your website.

 **NEWS HIGHLIGHTS**

Aftermarket eCommerce Up 42% Since March, Motorcycle & Powersports News,

[Learn More](#)

NPA 60 Day Outlook, Dealer News,

[Learn More](#)

The Potential Impact of Coronavirus (COVID-19) for Personal Watercraft Market Outlook Analysis 2019-2028, Cole of Duty,

[Learn More](#)

Suzuki Supports Dealers with 'Suzuki Direct 2 You', Motorcycle & Powersports News,

[Learn More](#)