

# FACT SHEET May 21, 2020

### 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



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

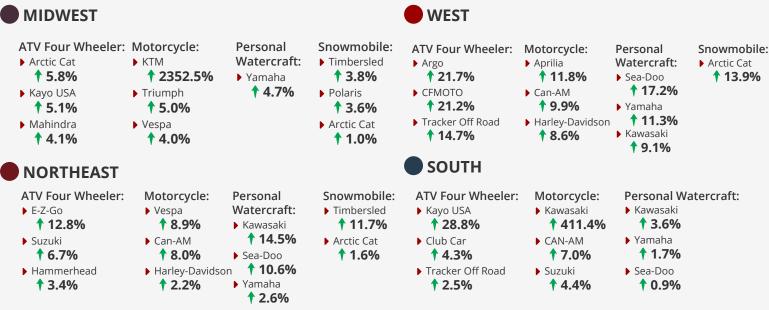


Source: Adobe UVs May 1-17, 2020 vs. May 3-19, 2019

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.

## **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:



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.



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

Learn More

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

2019-2028, Cole of Duty,

The Potential Impact of Coronavirus (COVID-19)

for Personal Watercraft Market Outlook Analysis



Learn More

