

UNIT SALES

Honda maintains first place in OEM unit sales race

American Honda Motor Corp. extended its lead as the top OEM machine seller in the United States in 2004. This is the fourth consecutive year that Honda has grabbed the largest market share.

Honda grabbed first place in 2003 by selling about 75,000 more total powersports machines than did second place Yamaha through September. Last year, on a calendar year basis, Honda upped that lead to more than 130,000 units.

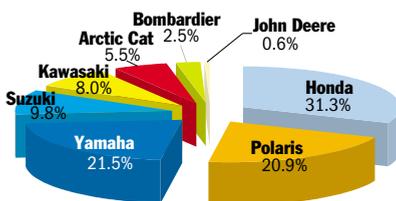
U.S. market share figures were developed by Powersports Business staff using sales figures in each major category: ATV, motorcycle, PWC and snowmobile, as compiled by industry groups, OEMs and industry analysts.

Honda's top ranking was based upon its strong positions in ATV and motorcycle and its growing presence in PWC. It does not sell any snowmobiles nor UTVs.

Yamaha was second in market share, finishing third to Honda and Harley-Davidson in motorcycles and running

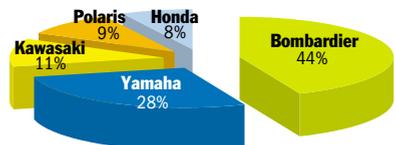
ATV MARKET SHARE

Source: Powersports Business, Power Products Marketing and industry sources. Time Period: 12 month retail season through March 31, 2005 for North America



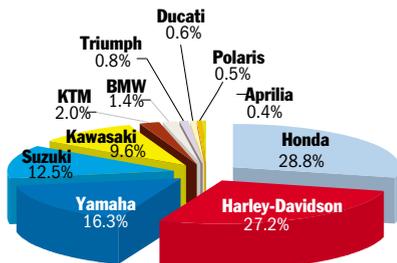
PWC MARKET SHARE

Source: Powersports Business, Power Products Marketing and industry sources. Time Period: 12 month retail season through March 31, 2005 for North America



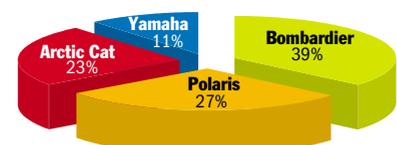
MOTORCYCLE MARKET SHARE

Source: Powersports Business, Power Products Marketing and industry sources. Time Period: 12 month retail season through March 31, 2005 for North America



SNOWMOBILE MARKET SHARE

Source: Powersports Business, Power Products Marketing and industry sources. Time Period: 12 month retail season through March 31, 2005 for North America



neck-and-neck with Polaris for the second spot in ATV sales.

Unit sales were calculated as of Dec. 31, 2004, and took into consideration the seasonality of PWC and snowmobiles.

ATV and motorcycle numbers were calculated for the calendar year. PWC sales

were estimated for the model year ended in September. Snowmobile sales were based upon numbers supplied by the International Snowmobile Manufacturers Association for the model year ended March 31, 2005. Snowmobile sales included both United States and Canadian sales. **PSB**

2004 U.S. POWERSPORTS OEM LEADERS

	ATVs ¹	Motorcycles ²	PWC ³	Snowmobiles ⁴	Util. Vehs. ⁵	Total Units
Honda	255,000	265,000	6,000	0	0	526,000
Yamaha	175,000	150,000	22,000	16,200	23,500	386,700
Harley-Davidson ⁶	0	250,000	0	0	0	250,000
Polaris	170,000	4,250	7,500	39,000	21,000	241,750
Suzuki	80,000	115,000	0	0	2,000	197,000
Kawasaki	65,000	88,000	9,000	0	18,500	180,500
Bombardier	20,000	0	34,500	58,000	0	112,500
Arctic Cat	45,000	0	0	34,000	0	79,000
John Deere	5,000	0	0	0	36,000	41,000
KTM	0	18,000	0	0	0	18,000
BMW	0	13,000	0	0	0	13,000
Triumph	0	6,500	0	0	0	6,500
Ducati	0	5,000	0	0	0	5,000
Aprilia	0	1,250	0	0	0	1,250
Piaggio	0	0	0	0	0	0
Other OEMs	NA	NA	0	0	59,000	59,000
Total	815,000	916,000	79,000	147,200	160,000	2,117,200

Footnotes:

1 Retail sales as of Dec. 31, 2004. ATV sales include youth models

2 Retail sales as of Dec. 31, 2004. Motorcycle sales exclude scooters and mopeds

3 Estimated PWC 12-month retail unit sales through Sept. 30, 2004.

Polaris ceased making PWC in September 2004.

4 Estimated 2005 snowmobile season retail unit sales ending March 31, 2005 for North America

5 Excludes industrial, personnel carriers and mini pickups

6 Includes Buell