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H-D Q3 Revenue, Shipments, Retail, Gross Profit, EPS all down; "Strategy Remains Desirability and Profitability"

Although HDMC Revenue was up +2% versus the prior year on a YTD/9-month basis - "with global pricing and improved mix offsetting lower **wholesale motorcycle unit shipments**" - Harley's Q3 results saw an HDMC Revenue decline of -9%, behind a -20% decrease in wholesale shipments for the quarter at 45,269 units, down from 56,855 (-20.4%).

YTD wholesale unit data show Domestic USA down to 96,984 units YTD 2023 from 100,997 (-4.0%) in the comparable year-ago period, with total worldwide unit shipments down to 150,440 units for the first nine months of 2023 compared to 159,544 units for the comparable year-ago period (-5.7%).

In model mix terms, Harley's move away from theoretically less profitable 'Sport and Lightweight' (S&L) models, continues with Q3 2023 showing a -69.2% decline to 3,103 units in Q3, 2023 from 10,079 for the

year ago; YTD S&L shipments are at 15,849 units compared to 28,185 for the year ago (-43.8%).

Alarming, the Pan America models (Adventure Touring segment) are also down at 1,243 units for Q3, 2023 from 2,058 for the year ago (-39.6%) and 4,445 units for the YTD 2023 from



28,185 for the year ago nine-month period (-84.2%).

Despite the apparent popularity of the new CVO models, a +1.3% growth in the 'Grand American Touring' segment

in YTD terms (76,270 units is modestly up from the year-ago of 75,291 units), the Q3 data shows a decline of -13.6% from 27,521 units in Q3 of 2022 to 23,781 units in Q3, 2023.

Worldwide Cruiser shipments are broadly flat for Q3, 2023 (17,142 units against 17,197 for the year ago), but were +13.8% up for the YTD at 53,876 units from 47,325 for the year ago.

This data excludes **LiveWire** units - which were 50 units in Q3, 2023 (down from 206 in the year-ago) and 146 for the first nine months of 2023 (down from 528 in the year-ago).

In **Unit Retail** Sales terms, the domestic U.S. market was worth 25,336 units in Q3, 2023, down from 29,839 units in 2022 (-15.1%). Worldwide

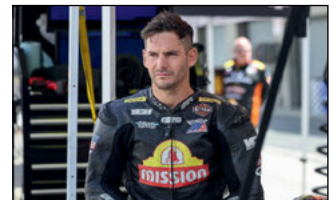
Unit Retail was 132,609 for the first nine months of 2023, against 144,617 for the year-ago (-8.33%).

Continues on page 6 >>>

STURGIS HALL OF FAME



KOTB SCHEDULE



MIKE KENNEDY



32nd Annual Jim McClure All-Harley World Finals, Rockingham Dragway, NC., October 27-29

Ryan Peery retained his AMRA Championship and added the AHDRA/AMA title... see pages 32-33.

NEWS BRIEFS

Triumph Motorcycles says it has uncovered the truth behind a famous motorcycle myth - that Elvis Presley did give an extraordinary biker gift to every member of his Memphis Mafia in 1965. With the discovery of the original checks in the Graceland archives, signed by the man himself, as well as recollections from close friend Jerry Shilling, it can be confirmed that Elvis bought nine Triumph motorcycles as gifts, so he and his closest friends could ride together in the hills of Los Angeles. The search is now on to see if any of the bikes are still in existence - intact or otherwise.

MRF reports that the California Air Resources Board (CARB) voted to ban the sale of medium and heavy-duty diesel-powered vehicles in the state starting in 2036. California is the largest market for vehicles in the USA. In a recent dealer memo, Ford already announced that "Beginning January 1, 2024, Ford will not allow or recognize sales or delivery of 2025 Model Year diesel Medium Duty (F-650/F-750) units to customers who register their vehicles in the state." The Clean Air Act allows California to seek a waiver of the pre-emption that prohibits states from enacting emission standards for new motor vehicles.

Some 30-plus years after Pierre Terblanche designed the Supermono 550 race bike for Ducati, it has announced a new 695 cc Desmodromic "Big Single" - the Superquadro Mono. Developed from the Panigale 1299 engine, its claimed performance specs are unprecedented for a single - delivering 77.5 hp at 9,750 rpm and reaching 10,250 rpm. It is said to produce 46 lb-ft of torque at 8,000 rpm, and maximum power of 85 hp at 9,500 rpm.

The 19-country Eurozone subset of European Union member states saw consumer inflation falling more than economists had expected after consumer prices rose 2.9% in the year to October 2023 - the slowest rate of increase since July 2021.

Cardo Systems is collaborating with powersports apparel brand 509 to introduce the Mach V Commander - "a groundbreaking motorcycle helmet that transcends the conventional. The Mach V Commander features a fully integrated state-of-the-art Cardo communications system with in-helmet audio and microphone, enabling seamless communication and connectivity for the driver and up to 14 users. The helmet also boasts JBL sound quality.

Italian Bike Week

Staging an 'AMD Approved' custom bike show at both the beginning of the season in May during Biker Fest and at the end of the season in September, at the same event venue in Lignano Sabbiadoro as part of Italian Bike Week, was an experiment - but it proved to be a success...



Text & photography Onno "Berserk" Wieringa - www.madnessphotography.nl

"Not only did we see many customizers bringing their newest custom bikes - different ones from those shown in May - but the public showed up in unexpectedly large numbers."

That had been the biggest concern - being in September, at the end of the



Best of Show, Mirko Perugini, Gallery Motorcycles



Freestyle, Ironhead Sportster 'Ghisarama', Matteo Fustinoni



Café Racer Class, Verner, VM Cylces

holiday season in Europe (September 14-17) - would 'event fatigue' have set in and would 'life get in the way?'

For some it may have done, of course, but almost 50,000 visitors turned out to prove that this new event concept does have great potential.

Staged at the May 'Biker Fest' venue of Lignano Sabbiadoro, north of Venice on Italy's beautiful Adriatic coast, the always busy Persello family is coming up with new ideas and concepts all the time. They are organizers of both Biker Fest in May and Italian Bike Week, and publishers of a slew of Italian custom and lifestyle magazines, including Bikers Life.

This new version of Italian Bike Week is something never seen before - based at a purpose-built temporary track where you can ride both your own motorcycle and/or ride a demo bike in the Adventure, Motocross, Off-Road segments.

"Yes," says Micke Persello proudly,

"we came up with this idea because nowhere is it possible to book demo rides and compare different models and different brands at one place." So, the Italian Bike Week has a new feature, a huge off-road area where you can test ride the newest off-road and Adventure motorcycles. Several tracks are available, with brands like Triumph, Honda, Brixton, Yamaha,

Aprilia, Moto Guzzi, Sherco, Beta, and more, including newcomer Rieju, all present and available with a demo-fleet of their newest off-road and adventure bikes. Demo rides were booked solid during the event. In the 'AMD Approved' custom bike show, over 50 motorcycles competed, many never seen anywhere before. In the Old-style class, it was the

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Sources: AMD, IDN, FT, Reuters, PSB, MPN, BDN, MCN, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com, Cycle World, motorbikewriter.com

<<< extreme H-D WL based chopper, with a 'seethrough fuel tank that incorporates the H-D Bar 'n Shield logo, that took the win - this is the bike that is dedicated to H-D's 120th anniversary (seen at Budapest) and named 'HISTORY' - built by **Vito Klemencic, VK Custom Works, from Slovenia.**



Old Class, 'HISTORY' built by Vito Klemencic, VK Custom Works, from Slovenia

In Freestyle it was **Matteo Fustinoni** who grabbed first place with his Ironhead Sportster 'GHISARAMA' - a custom bike dedicated to the famous Lake Íseo speedboat manufacturer Riva and another famous Italian brand, Lamborghini.

Giacomo Giabalti (GDesign) scooped first place in the Scrambler Class with a Buell, while in the Bagger Class the win was taken by Slovenian builder **Dejan Dolenc**, who won with 'Touring Absurd'.

Winner in the Metric Class was the

Honda 600 by **Giorni Samuelli**; in Café Racer Class **VM Cylces**, from the nearby town of Tolmezzo, received first prize; winner in Modified was **Custom Tomm** with his radical V-Rod; in Streetfighter it was the V-Max built by

Motor Attitude.

A Special Prize went to Moto Danini, a home-built moped with Benelli engine, built in antique style.

Best in Show proved to be Italian builder **Mirko Perugini, Gallery**

Motorcycles, with his own homage to H-D's 120th Anniversary - a fusion bike with old JD type inlet-over-exhaust (IOE) engine and high-tech wheels and front end.



Bagger Class, 'Touring Absurd' by Slovenian builder Dejan Dolenc



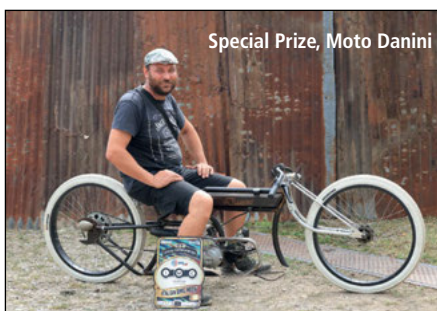
Scrambler, Buell, Giacomo Giabalti, GDesign



Metric Class, Honda 600 by Giorni Samuelli



Modified, Custom Tomm V-Rod



Special Prize, Moto Danini



Streetfighter, V-Max Motor Attitude

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