

November Industry Sales

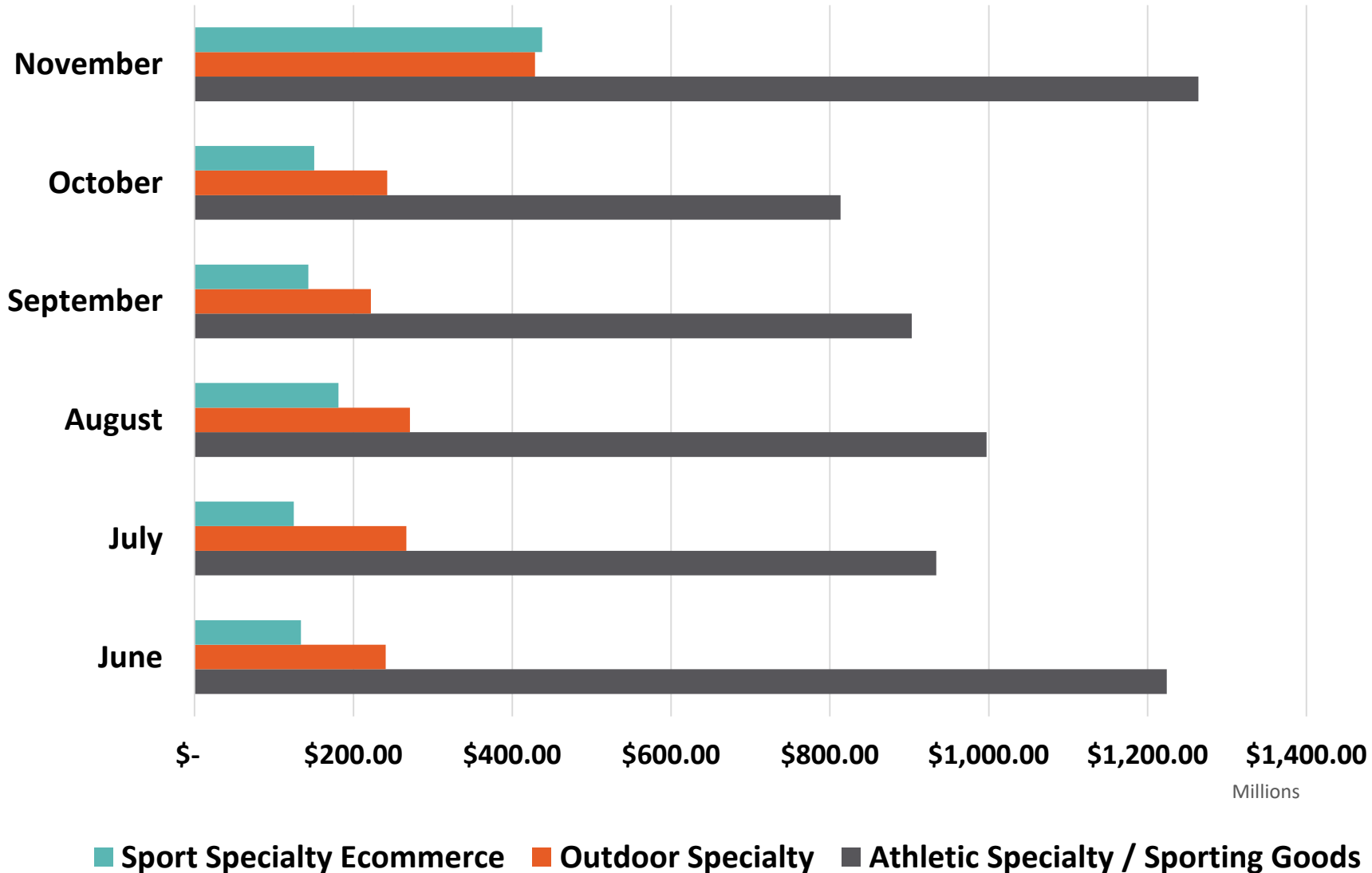
Industry Sales Category

	Equipment	Accessories	Industry
October	\$151M	\$46M	\$1.21B
November	\$285M	\$75M	\$2.13B
% v LM	89%	65%	77%
% v SMLY	12%	8%	15%
Last 3 MTH	\$705M	\$200M	\$4.65B
3 MTH v SMLY	-6.2%	-5.2%	6.1%
R12	\$3.62B	\$1.12B	\$19.30B

LM – Last Month | SMLY – Same Month(s) Last Year | MTH – Months | R12 – Rolling 12 Months

*Outdoor Industry data dashboard brings multiple datasets together that are provided by NPD to generate and complete an outdoor equipment industry overview. The POS data received from the participating set of retailers are projected to represent a total outdoor industry universe.

Monthly Sales by Retail Channel



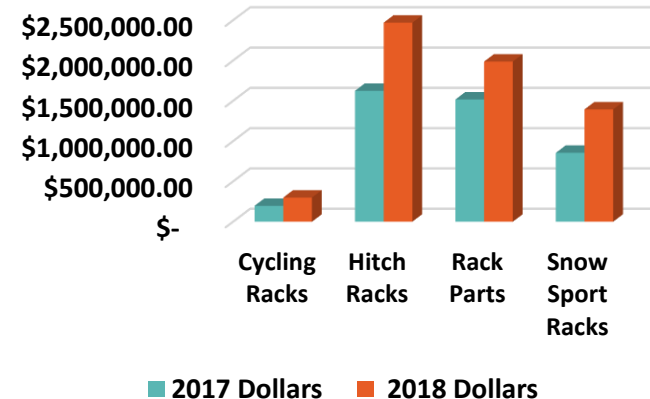
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OIA's Product Spotlight

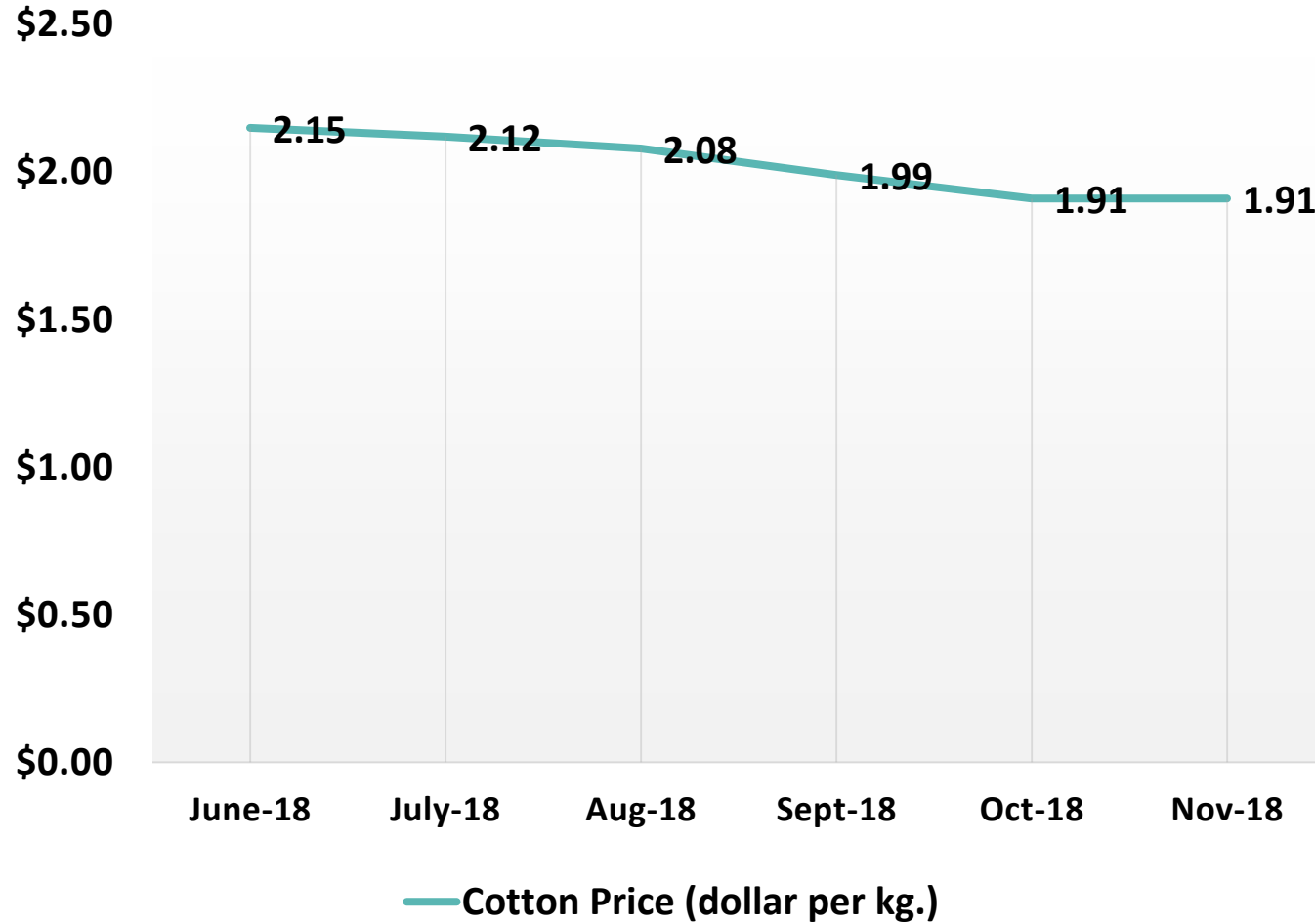
The combination of holiday sales and good snow, made November a great month for rack sales. Snow sports alone were up 63% over the same period last year, closely followed by hitch racks up 52%. Many are attributing the rise in sales to booming SUV and truck sales. According to SEMA* “In the \$43-billion automotive specialty equipment market, products for pickup trucks accounted for 29% in 2017”. In addition the global forecast for roof racks is expected to grow 7%** by 2023. However, one key area for consumers to keep an eye on, will be the new aluminum tariffs just implemented.

Tariffs collected on aluminum products in October alone, have already accounted for an increase of **\$124M** over the same period last year.

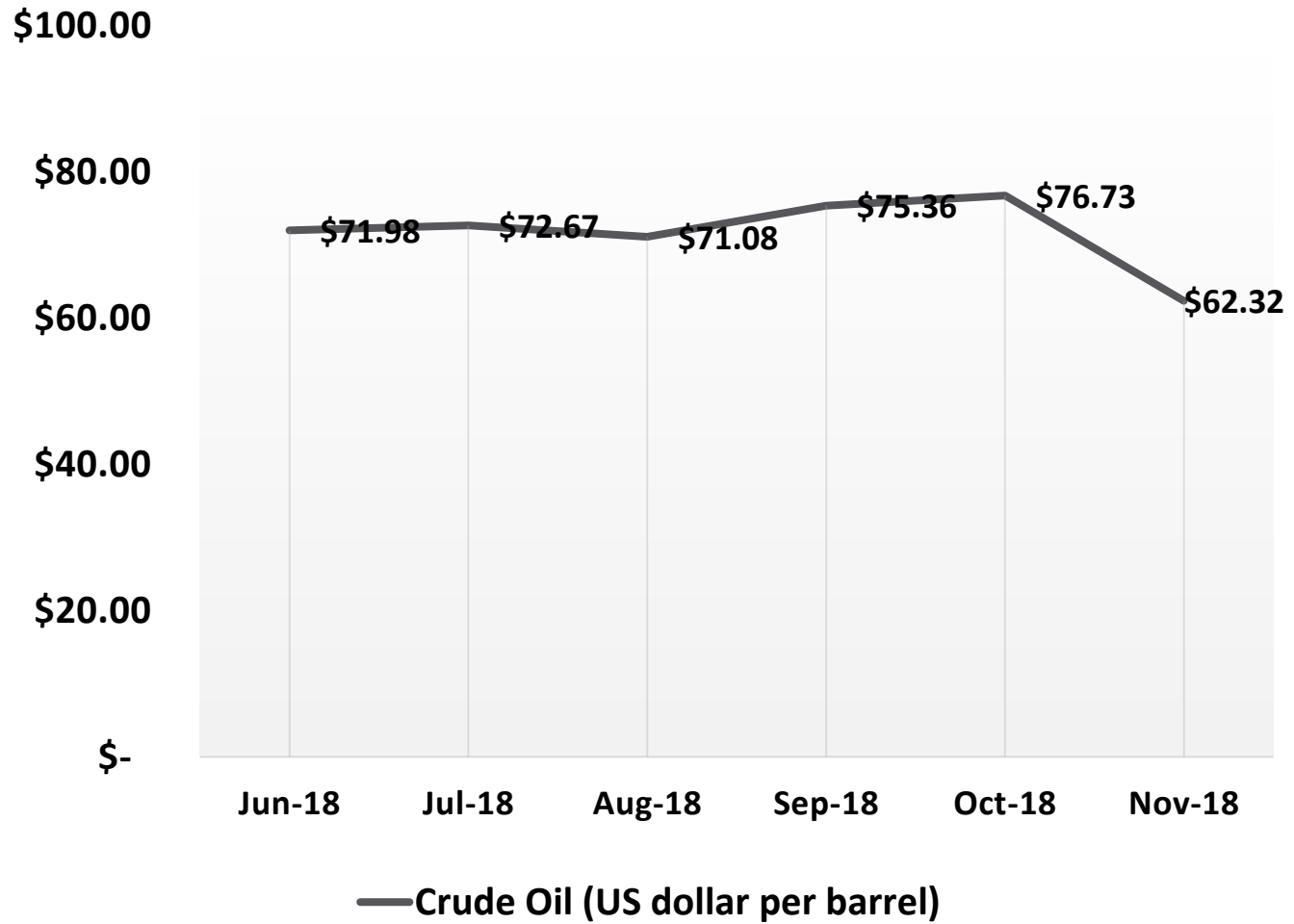
November Rack Sales



Cotton Price (dollar per kg.)

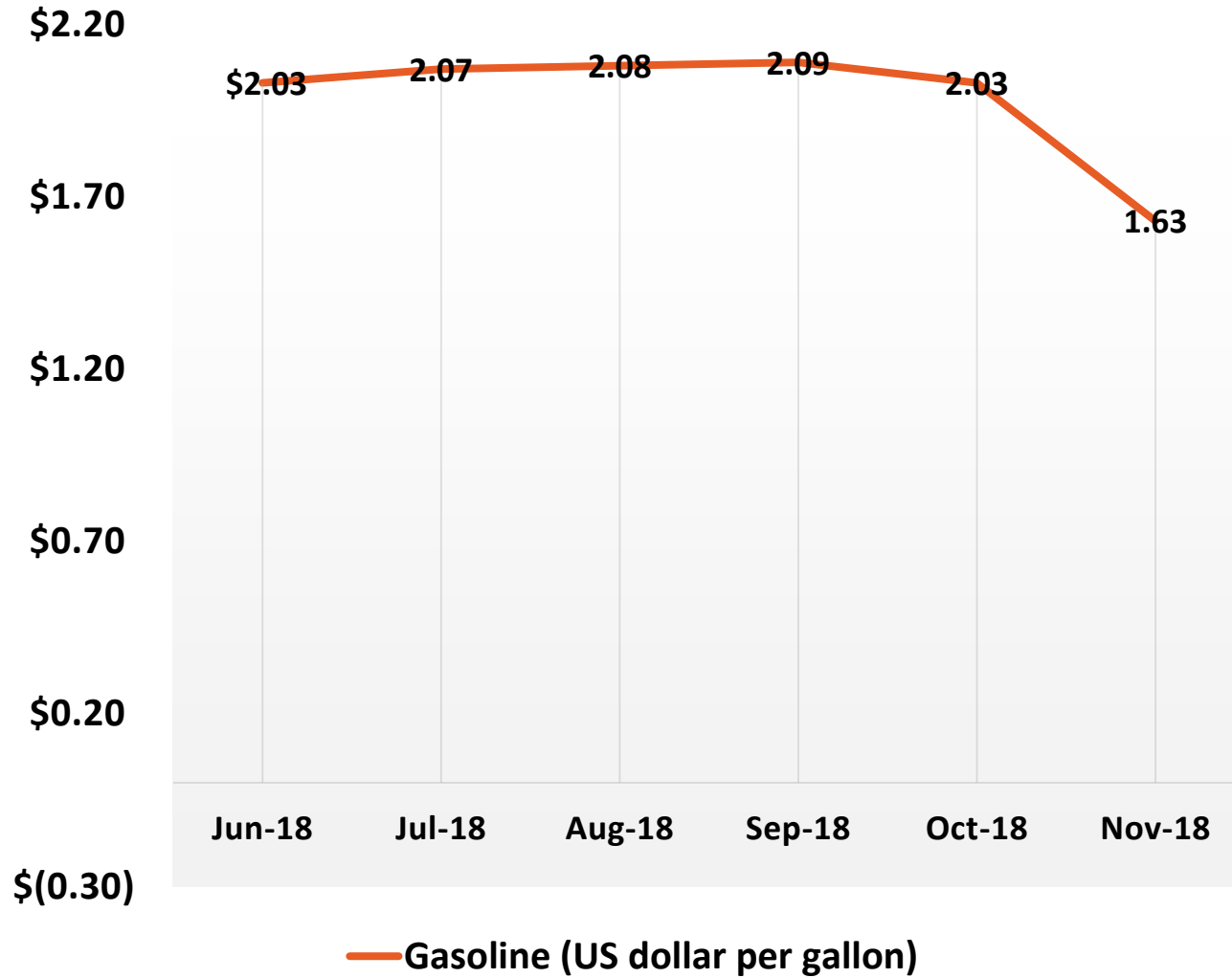


Crude Oil (US dollar per barrel)



— Crude Oil (US dollar per barrel)

Gasoline (US dollar per gallon)



— Gasoline (US dollar per gallon)