

Pied Piper Prospect Satisfaction Index® (PSI®)
Motorcycle & UTV Brands
Internet Lead Effectiveness® (ILE®) Scores 2019 through 2023

Brand	ILE Score						
	2023	2022	2021	2020	2019	Change 2022 to 2023	Change 2019 to 2023
Indian	61	58	55	54	36	5%	69%
Harley-Davidson	60	60	56	56	43	0%	40%
Polaris	57	51	46	43	32	12%	78%
Can-Am (BRP)	47	45	40	41	32	4%	47%
Kawasaki	47	37	35	42	35	27%	34%
Yamaha	47	38	37	42	31	24%	52%
Ducati	46	41	43	46	40	12%	15%
Husqvarna	46	42	38	37	31	10%	48%
KTM	45	40	37	39	32	13%	41%
Royal Enfield	45	44	39	N/A	N/A	2%	N/A
Suzuki	45	37	36	41	33	22%	36%
Aprilia	44	37	40	37	29	19%	52%
Triumph	44	44	40	43	33	0%	33%
Arctic Cat	43	33	32	31	32	30%	34%
Honda	43	39	32	38	33	10%	30%
BMW	41	45	46	45	40	-9%	2%
Moto Guzzi	40	40	40	36	29	0%	38%
Zero	38	36	42	37	28	6%	36%
Kubota	35	24	26	30	22	46%	59%
CFMoto	34	33	40	31	23	3%	48%
Cub Cadet	34	31	31	25	28	10%	21%
HiSun	34	31	33	28	21	10%	62%
John Deere	34	30	33	37	29	13%	17%
Kymco	27	26	26	34	25	4%	8%
Tracker (Bass Pro Shops)	15	14	17	11	N/A	7%	N/A
INDUSTRY AVERAGE	48	43	40	42	33	12%	45%
Memo: Auto Industry Avg	58	55	55	57	52	5%	12%