



**mcia**

Today's Industry. Tomorrow's Journeys  
Brand

**Monthly Engine Analysis Report**

**Period : 01-Nov-2013 - 30-Nov-2013**



## Brand Monthly Engine Analysis by County



**Summary for November 2013**

County	TIV	Brand	Competitor 1		Competitor 2		Competitor 3		Competitor 4		Competitor 5		Competitor 6		Competitor 7		Competitor 8		Competitor 9			
AREA 1	MTD	932	13	1.4%	144	15.5%	105	11.3%	32	3.4%	40	4.3%	53	5.7%	33	3.5%	16	1.7%	10	1.1%	1	0.1%
	LMTD																					
	YTD																					
AREA 2	MTD																					
	LMTD																					
	YTD																					
AREA 3	MTD																					
	LMTD																					
	YTD																					
AREA 4	MTD																					
	LMTD																					
	YTD																					
UNALLOCATED	MTD																					
	LMTD																					
	YTD																					
Unknown	MTD																					
	LMTD																					
	YTD																					
National Total	MTD	61	1	1.6%	1	1.6%	1	1.6%	8	13.1%	0	0.0%	0	0.0%	2	3.3%	4	6.6%	2	3.3%	0	0.0%
	LMTD																					
	YTD																					
National Total	MTD	5062	56	1.1%	1000	19.8%	623	12.3%	281	5.6%	256	5.1%	244	4.8%	190	3.8%	87	1.7%	79	1.6%	12	0.2%
	LMTD																					
	YTD																					
National Total	MTD	89968	4243	4.7%	15599	17.3%	10409	11.6%	5115	5.7%	5256	5.8%	7279	8.1%	4557	5.1%	2303	2.6%	1545	1.7%	246	0.3%
	LMTD																					
	YTD																					



## Brand Monthly Engine Analysis Report

Summary for November 2013



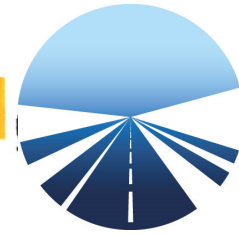
Engine CC		TIV	Brand		Competitor 1		Competitor 2		Competitor 3		Competitor 4		Competitor 5		Competitor 6		Competitor 7		Competitor 8		Competitor 9	
0-50cc	MTD	754	0	0.0%	51	6.8%	40	5.3%	74	9.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	28	3.7%	2	0.3%
	LMTD																					
	YTD																					
	LYTD																					
51-125cc	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
126-650cc	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
651-1000cc	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
Over 1000cc	MTD	14786	659	4.5%	998	6.7%	437	3.0%	0	0.0%	3220	21.8%	2739	18.5%	1985	13.4%	1557	10.5%	32	0.2%	0	0.0%
	LMTD																					
	YTD																					
	LYTD																					
National Total	MTD	5062	56	1.1%	1000	19.8%	623	12.3%	281	5.6%	256	5.1%	244	4.8%	190	3.8%	87	1.7%	79	1.6%	12	0.2%
	LMTD																					
	YTD																					
	LYTD																					
		89968	4243	4.7%	15599	17.3%	10409	11.6%	5115	5.7%	5256	5.8%	7279	8.1%	4557	5.1%	2303	2.6%	1545	1.7%	246	0.3%



County : AREA 1

## Brand Monthly Engine Analysis by County

Summary for November 2013



Dealer Territory		TIV	Brand		Competitor 1		Competitor 2		Competitor 3		Competitor 4		Competitor 5		Competitor 6		Competitor 7		Competitor 8		Competitor 9	
DEALER 1	MTD	39	0	0.0%	6	15.4%	4	10.3%	6	15.4%	3	7.7%	1	2.6%	1	2.6%	0	0.0%	3	7.7%	0	0.0%
	LMTD																					
	YTD																					
	LYTD																					
DEALER 2	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
DEALER 3	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
DEALER 4	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
DEALER 5	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
DEALER 6	MTD																					
	LMTD																					
	YTD																					
	LYTD																					
DEALER 7	MTD	43	11	25.6%	5	11.6%	1	2.3%	10	23.3%	0	0.0%	5	11.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	LMTD																					
	YTD																					
	LYTD																					



## Brand Monthly Engine Analysis by County

Summary for November 2013



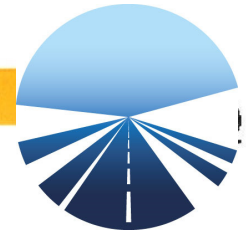
County : AREA 1

Dealer Territory		TIV	Brand		Competitor 1		Competitor 2		Competitor 3		Competitor 4		Competitor 5		Competitor 6		Competitor 7		Competitor 8		Competitor 9	
DEALER 8	MTD	72	0	0.0%	7	9.7%	11	15.3%	4	5.6%	1	1.4%	5	6.9%	2	2.8%	1	1.4%	0	0.0%	0	0.0%
	LMTD																					
	YTD																					
	LYTD																					
DEALER 9	MTD																					
	LMTD																					
	YTD																					
	LYTD	783	48	6.1%	127	16.2%	75	9.6%	62	7.9%	43	5.5%	51	6.5%	16	2.0%	23	2.9%	13	1.7%	0	0.0%
AREA 1	MTD	932	13	1.4%	144	15.5%	105	11.3%	53	5.7%	40	4.3%	33	3.5%	32	3.4%	16	1.7%	10	1.1%	1	0.1%
	LMTD																					
	YTD																					
	LYTD	18125	1182	6.5%	2802	15.5%	2102	11.6%	1541	8.5%	968	5.3%	1440	7.9%	459	2.5%	458	2.5%	332	1.8%	18	0.1%
National Total	MTD	5062	56	1.1%	1000	19.8%	623	12.3%	244	4.8%	256	5.1%	190	3.8%	281	5.6%	87	1.7%	79	1.6%	12	0.2%
	LMTD																					
	YTD																					
	LYTD	89968	4243	4.7%	15599	17.3%	10409	11.6%	7279	8.1%	5256	5.8%	4557	5.1%	5115	5.7%	2303	2.6%	1545	1.7%	246	0.3%





## Brand Monthly Engine Analysis Report by County, Dealer Territory and Engine Band



**County : AREA 1**

**Dealer Territory : DEALER**

Engine CC		TIV	Brand	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6	Competitor 7	Competitor 8									
0-50cc	MTD	3	0	0.0%	0	0.0%	0	0.0%	1	33.3%	0	0.0%	2	66.7%	0	0.0%	0	0.0%	0	0.0%
	LMTD	6																		
	YTD	68																		
	LYTD	80																		
51-125cc	MTD	17																		
	LMTD	13																		
	YTD	306																		
	LYTD	267																		
126-650cc	MTD	5																		
	LMTD	12																		
	YTD	155																		
	LYTD	127																		
651-1000cc	MTD	6																		
	LMTD	6																		
	YTD	202																		
	LYTD	212																		
Over 1000cc	MTD	8																		
	LMTD	3																		
	YTD	186																		
	LYTD	147	9	6.1%	7	4.8%	31	21.1%	2	1.4%	31	21.1%	0	0.0%	21	14.3%	0	0.0%	10	6.8%



## Brand Monthly Engine Analysis Report by County, Dealer Territory and Engine Band



Engine CC		TIV	Brand		Competitor 1		Competitor 2		Competitor 3		Competitor 4		Competitor 5		Competitor 6		Competitor 7		Competitor 8	
Dealer Territory	MTD	39	0	0.0%	6	15.4%	6	15.4%	4	10.3%	3	7.7%	3	7.7%	1	2.6%	1	2.6%	0	0.0%
	LMTD																			
	YTD																			
	LYTD	833	47	5.6%	129	15.5%	107	12.8%	87	10.4%	54	6.5%	8	1.0%	58	7.0%	27	3.2%	14	1.7%
National Total	MTD	5062	56	1.1%	1000	19.8%	244	4.8%	623	12.3%	256	5.1%	79	1.6%	190	3.8%	281	5.6%	87	1.7%
	LMTD																			
	YTD																			
	LYTD	89968	4243	4.7%	15599	17.3%	7279	8.1%	10409	11.6%	5256	5.8%	1545	1.7%	4557	5.1%	5115	5.7%	2303	2.6%



## Monthly Engine Analysis November 2013

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