

**2017**

**MOTORCYCLE, SCOOTER & OFF-HIGHWAY VEHICLE  
ANNUAL INDUSTRY STATISTICS REPORT**

FOR THE YEAR

JANUARY 1<sup>ST</sup>, 2017 TO DECEMBER 31<sup>ST</sup>, 2017

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WEBSITE: [WWW.COHV.CA](http://WWW.COHV.CA)

## **Motorcycle, Scooter and All-Terrain Vehicle Industries**

The Motorcycle & Moped Industry Council, incorporated in 1977, is a national, non-profit, trade association representing the manufacturers and distributors of motorcycles, mopeds, scooters and related products and services in Canada. The Canadian Off-Highway Vehicle Distributors Council, incorporated in 1984, represents the responsible interests of the major manufacturers and distributors of off-road motorcycles, all-terrain vehicles and recreational off highway vehicles in Canada. The member companies of the MMIC account for approximately 95 percent of all the new on-road motorcycles and scooters sold in Canada, while COHV member companies account for approximately 90 percent of the new recreational off highway vehicles, all-terrain vehicles and off road motorcycles sold in Canada. The MMIC and COHV are funded entirely by their members, industry partners and the programs and services they offer.

Over one hundred and nine thousand new units of motorcycles, scooters and OHVs plus parts and accessories were sold during 2017 at an estimated retail value of one billion, five hundred and eighty two million dollars (\$ 1,581,645,000 ). Motorcycles and scooters accounted for 56.42% of total new units sold, while OHVs made up the remaining 43.58%. By dollar value, new motorcycle sales accounted for 54.42% of the total retail value of sales and new OHV sales accounted for 45.58% of the total retail value of new unit sales. In 2017, 70.98% of new motorcycle and scooter retail sales occurred in the spring and summer from April to September inclusive, and 29.02% in the fall and winter combined. New retail sales for OHVs in 2017 were 61.85% in the spring and summer from April to September inclusive, and 38.15% in the fall and winter combined.

## Motorcycle & Moped Industry Council

### Member Companies:

**BMW Motorrad Canada**  
[www.bmw-motorrad.ca](http://www.bmw-motorrad.ca)

**BRP Spyder Inc.**  
[www.brp.com](http://www.brp.com)

**Canadian Kawasaki Motors Inc.**  
[www.kawasaki.ca](http://www.kawasaki.ca)

**Harley Davidson Canada**  
[www.harley-davidson.com](http://www.harley-davidson.com)

**Ducati North America Inc.**  
[www.ducati.com](http://www.ducati.com)

**Honda Canada Inc.**  
[www.honda.ca](http://www.honda.ca)

**KTM Canada, Inc.**  
[www.ktmcanada.com](http://www.ktmcanada.com)

**Piaggio Group Americas, Inc.**  
[www.piaggiogroupusa.com](http://www.piaggiogroupusa.com)

**Polaris Industries Inc.**  
[www.polarisindustries.com](http://www.polarisindustries.com)

**Suzuki Canada Inc.**  
[www.suzuki.ca](http://www.suzuki.ca)

**Triumph Motorcycles (America) Ltd.**  
[www.triumph.co.uk/canada](http://www.triumph.co.uk/canada)

**Yamaha Motor Canada Ltd.**  
[www.yamaha-motor.ca](http://www.yamaha-motor.ca)

## Canadian Off-Highway Vehicle Distributors Council

### Member Companies:

**Arctic Cat Inc.**  
[www.arcticcat.com](http://www.arcticcat.com)

**BRP, Can-Am**  
[www.brp.com](http://www.brp.com)

**Canadian Kawasaki Motors Inc.**  
[www.kawasaki.ca](http://www.kawasaki.ca)

**Honda Canada Inc.**  
[www.honda.ca](http://www.honda.ca)

**KTM Canada, Inc.**  
[www.ktmcanada.com](http://www.ktmcanada.com)

**Polaris Industries Inc.**  
[www.polarisindustries.com](http://www.polarisindustries.com)

**Suzuki Canada Inc.**  
[www.suzuki.ca](http://www.suzuki.ca)

**Yamaha Motor Canada Limited**  
[www.yamaha-motor.ca](http://www.yamaha-motor.ca)

## MMIC & COHV INDUSTRY PARTNERS

**All Seasons Publications Ltd**

[www.canadianbluebook.com](http://www.canadianbluebook.com)

**autoTRADER**

[go.trader.ca](http://go.trader.ca)

**BCIT**

[www.bcit.ca/transportation](http://www.bcit.ca/transportation)

**Dalton Timmis Insurance Group  
Inc**

[www.daltontimmis.com](http://www.daltontimmis.com)

**FullBore Marketing Ltd**

[www.fullboremarketing.ca](http://www.fullboremarketing.ca)

**Goodyear Dunlop Tire NA**

[www.dunlopmotorcycle.com](http://www.dunlopmotorcycle.com)

**Importation Thibault Ltee.**

[www.importationsthibault.com](http://www.importationsthibault.com)

**Kimpex Inc.**

[www.kimpex.com](http://www.kimpex.com)

**La Capitale assurances générales inc.**

[www.lacapitale.com](http://www.lacapitale.com)

**Apogee Trailers**

[www.apogee Trailers.com](http://www.apogee Trailers.com)

**Automotive Retailers Association of  
BC**

**Motorcycle and PowerSport Division**

[www.ara.bc.ca](http://www.ara.bc.ca)

**Canada Safety Council**

[www.canadasafetycouncil.org](http://www.canadasafetycouncil.org)

**Dr. Jekyll and Mr. Hyde**

[www.jekyllandhyde.com](http://www.jekyllandhyde.com)

**Goltek**

[www.goltek.ca](http://www.goltek.ca)

**Grande Prairie Regional College**

[www.gprc.ab.ca](http://www.gprc.ab.ca)

**Inside Track Communications**

[www.insidemotorcycles.com](http://www.insidemotorcycles.com)

**Kymco USA, Inc**

[www.kymcousa.com](http://www.kymcousa.com)

**Les Produits Denray**

[www.produits-denray.com](http://www.produits-denray.com)

**Mahindra Vehicle Sales and Service Inc**

[www.mahindrausa.com](http://www.mahindrausa.com)

**Motorcycle Mojo Magazine**

[www.motorcyclemojo.com](http://www.motorcyclemojo.com)

**Motovan Corporation**

[www.motovan.com](http://www.motovan.com)

**Parts Canada**

[www.partscanada.ca](http://www.partscanada.ca)

**Pirelli Tire LLC**

[www.pirelli.com](http://www.pirelli.com)

**Renedian Adventures**

[www.renedian.com](http://www.renedian.com)

**Rev'it! Sport USA**

[www.revitsport.com](http://www.revitsport.com)

**Toronto International Spring Motorcycle Show**

[www.motorcyclespringshow.com](http://www.motorcyclespringshow.com)

**Touratech Canada**

[www.touratech-canada.com](http://www.touratech-canada.com)

**Twisted Throttle Canada**

[www.twistedthrottle.ca](http://www.twistedthrottle.ca)

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## Retail Motorcycle Sales

The following statistical information has been compiled using data from actual shipments by MMIC members. MMIC member companies accounted for approximately 95 percent of total motorcycle sales in Canada in 2017.

- MMIC Motorcycle Brands: Aprilia, BMW, BRP (Spyder), Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Piaggio, Moto Guzzi, Suzuki, Triumph, Vespa, Victory and Yamaha.
- MMIC Year is January 1st - December 31st.

In 2017, the motorcycle business was approximately nine hundred and thirty five million dollars at retail. This figure, based on industry estimates, represents a 2.87 percent increase from the previous year.

New motorcycles represent 82.65 percent of the value of total sales and Parts and Accessories represent 17.35 percent of the value of total sales.

**Table 1.1** Estimated New Motorcycle Retail Dollar Sales 2013-2017 (expressed in \$000)

	2013	2014	2015	2016	2017
New Motorcycle	739,769	784,243	727,522	745,949	772,483
Parts & Accessories	157,963	160,719	175,217	162,629	162,200
Total	897,732	944,962	902,739	908,578	934,683

**Table 1.2** Estimated New Motorcycle Retail Dollar Sales 2013-2017 (expressed in % of dollar sales)

	2013	2014	2015	2016	2017
New Motorcycle	82.40	82.99	80.59	82.10	82.65
Parts & Accessories	17.60	17.01	19.41	17.90	17.35
Total	100.00	100.00	100.00	100.00	100.00



**Table 1.3** Motorcycle Retail Sales by National Categories 2013-2017

Category	2013	2014	2015	2016	2017
Street	34,371	35,091	36,436	37,527	35,999
Dual Purpose	4,338	4,545	4,614	4,905	5,658
Competition	6,538	7,369	7,595	8,033	8,987
Off-Road Recreation	4,082	4,115	4,700	4,522	5,411
Mini Bike	1,194	1,388	1,720	1,625	2,194
Scooter	3,962	3,589	3,452	3,339	3,300
Total	54,485	56,097	58,517	59,951	61,549

**Table 1.4** Percent Change in Retail Motorcycle Sales by National Category 2013-2017

Category	2014 vs 2013	2015 vs 2014	2016 vs 2015	2017 vs 2016
Street	2.09	3.83	2.99	-4.07
Dual Purpose	4.77	1.52	6.31	15.35
Competition	12.71	3.07	5.77	11.88
Off-Road Recreation	0.81	14.22	-3.79	19.66
Mini Bike	16.25	23.92	-5.52	35.02
Scooter	-9.41	-3.82	-3.27	-1.17
Total	2.96	4.31	2.45	2.67

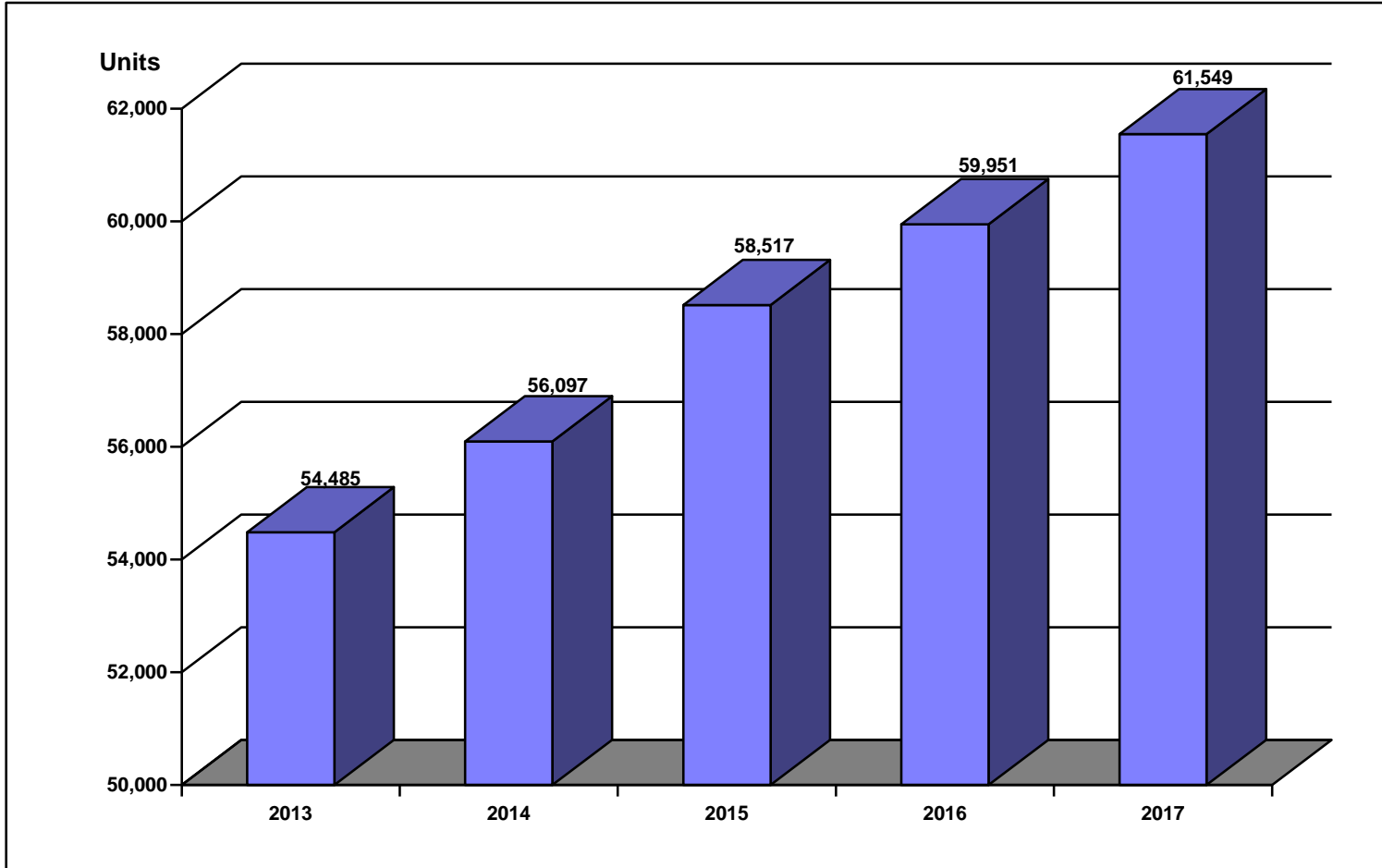
**Table 1.5** Retail Motorcycle Sales by Engine Displacement 2013-2017

Engine Displacement	2013		2014		2015		2016		2017	
	# of units	% of units	# of units	% of units	# of units	% of units	# of units	% of units	# of units	% of units
<u>Street Legal</u>										
up to 250 cc	6,891	16.15	6,452	14.93	5,688	12.78	5,418	11.84	5,631	12.53
251 - 600 cc	4,009	9.40	4,425	10.24	6,047	13.59	6,212	13.57	6,162	13.71
601 - 750 cc	5,731	13.43	5,852	13.54	6,944	15.6	6,764	14.78	5,968	13.27
751 - 950 cc	4,549	10.66	4,955	11.46	5,060	11.37	5,056	11.05	5,181	11.52
951cc and up	21,491	50.36	21,541	49.83	20,763	46.66	22,321	48.77	22,015	48.97
Total	42,671	100	43,225	100	44,502	100	45,771	100	44,957	100
<u>Off-Road</u>										
up to 125 cc	4,676	39.58	5,213	40.50	5,814	41.48	5,616	39.61	7,082	42.68
126 - 250 cc	4,235	35.85	4,594	35.69	4,926	35.15	4,957	34.96	5,462	32.92
251cc and over	2,903	24.57	3,065	23.81	3,275	23.37	3,607	25.44	4,048	24.40
Total	11,814	100	12,872	100	14,015	100	14,180	100	16,592	100

Note: Street legal motorcycles includes street bikes, dual purpose motorcycles and scooters

Off-road motorcycles includes competition, off-highway motorcycles and mini bikes

**Table 1.6** Retail Motorcycle New Unit Sales 2013-2017



**Table 1.7** Retail Motorcycle Sales by Province 2013-2017: (in # of units)

Province	Estimated Population in thousands as of July 1 <sup>st</sup> 2017, (Statistics Canada)	New Unit Sales				
		2013	2014	2015	2016	2017
British Columbia	4,817.20	7,589	8,212	9,526	10,237	10,414
Alberta	4,286.10	10,662	11,682	11,240	10,010	9,957
Saskatchewan	1,163.90	1,766	1,673	1,657	1,549	1,510
Manitoba	1,338.10	1,320	1,185	1,398	1,568	1,580
Ontario	14,193.40	12,251	12,137	12,954	13,798	14,843
Quebec	8,394.00	16,572	16,860	17,483	18,440	18,818
New Brunswick	759.7	1,218	1,221	1,306	1,347	1,399
Prince Edward Island	152	177	188	191	217	267
Nova Scotia	953.9	1,259	1,347	1,268	1,427	1,506
Newfoundland & Labrador	528.8	1,486	1,344	1,268	1,125	973
Northwest Territories	44.5	64	80	80	86	106
Yukon Territory	38.5	80	122	116	111	128
Nunavut	38	41	46	30	36	48
<b>Total</b>	<b>36,708.10</b>	<b>54,485</b>	<b>56,097</b>	<b>58,517</b>	<b>59,951</b>	<b>61,549</b>

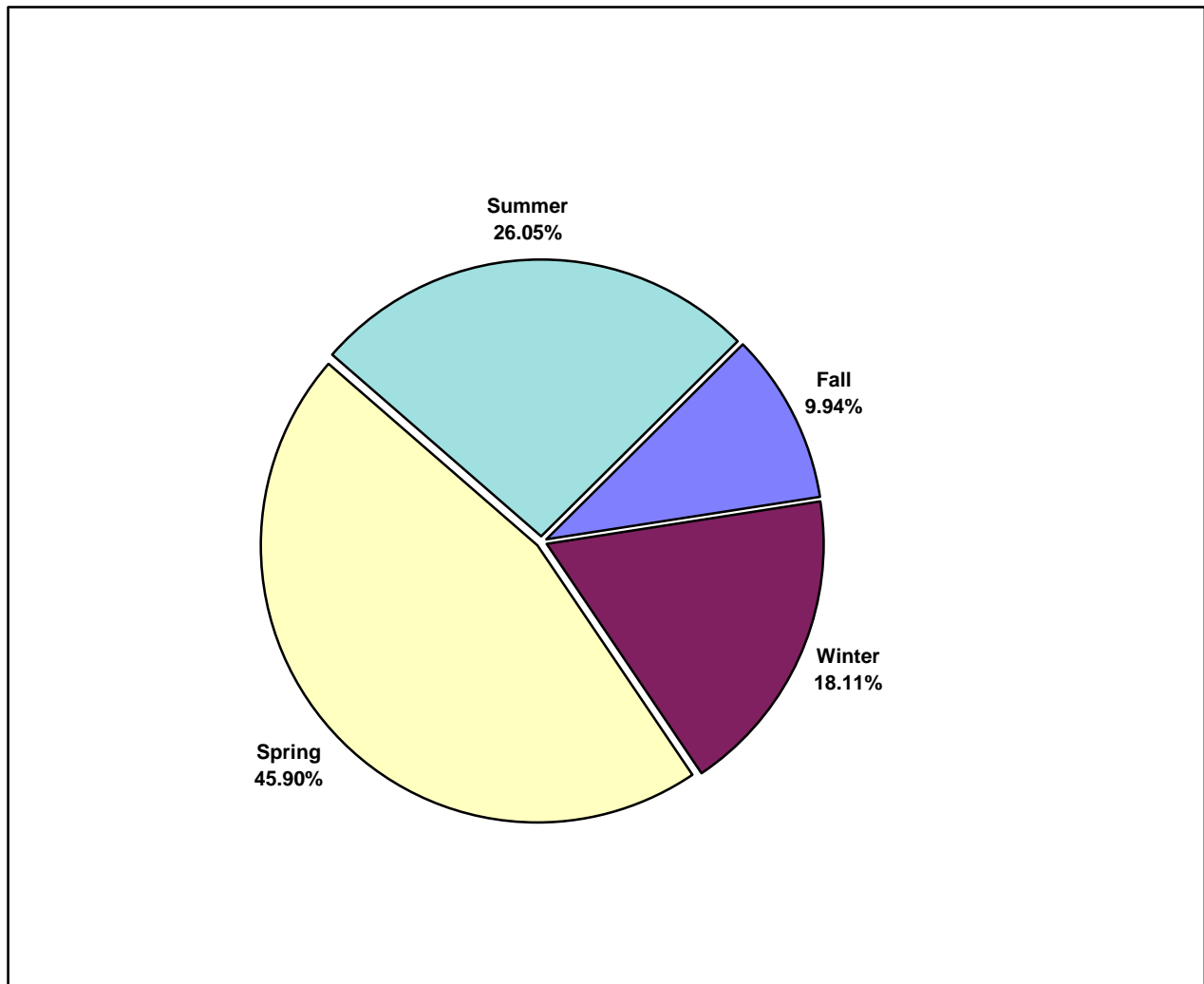
**Table 1.8** Retail Motorcycle Sales by Province 2013-2017: (in % of units)

Province	Percent of estimated population as of July 1 <sup>st</sup> , 2017 (Statistics Canada)	Percent of New Unit Sales				
		2013	2014	2015	2016	2017
British Columbia	13.12	13.93	14.64	16.28	17.08	16.92
Alberta	11.68	19.57	20.82	19.21	16.7	16.18
Saskatchewan	3.17	3.24	2.98	2.83	2.58	2.45
Manitoba	3.65	2.42	2.11	2.39	2.62	2.57
Ontario	38.67	22.48	21.64	22.14	23.02	24.12
Quebec	22.87	30.41	30.05	29.87	30.76	30.57
New Brunswick	2.07	2.24	2.18	2.23	2.25	2.27
Prince Edward Island	0.41	0.32	0.34	0.32	0.36	0.43
Nova Scotia	2.60	2.31	2.4	2.17	2.38	2.45
Newfoundland & Labrador	1.44	2.73	2.4	2.17	1.88	1.58
Northwest Territories	0.12	0.12	0.14	0.14	0.14	0.17
Yukon Territory	0.10	0.15	0.22	0.2	0.19	0.21
Nunavut	0.10	0.08	0.08	0.05	0.06	0.08
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 1.9** Motorcycle Sales by Season 2013-2017: (in % of new unit sales)

Season	2013	2014	2015	2016	2017
Jan - Mar	15.72	17.54	18.88	19.55	18.84
Apr - June	47.96	46.65	44.28	44.84	45.75
July – Sept	26.79	26.11	26.52	25.62	25.23
Oct – Dec	9.53	9.7	10.32	9.99	10.18
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 1.10** Retail Motorcycle Sales by Season (2013 – 2017 Average)



## Retail ATV Sales

The following statistical information has been compiled using data from actual shipments by COHV members. COHV member companies account for over 90 percent of total ATV sales in Canada.

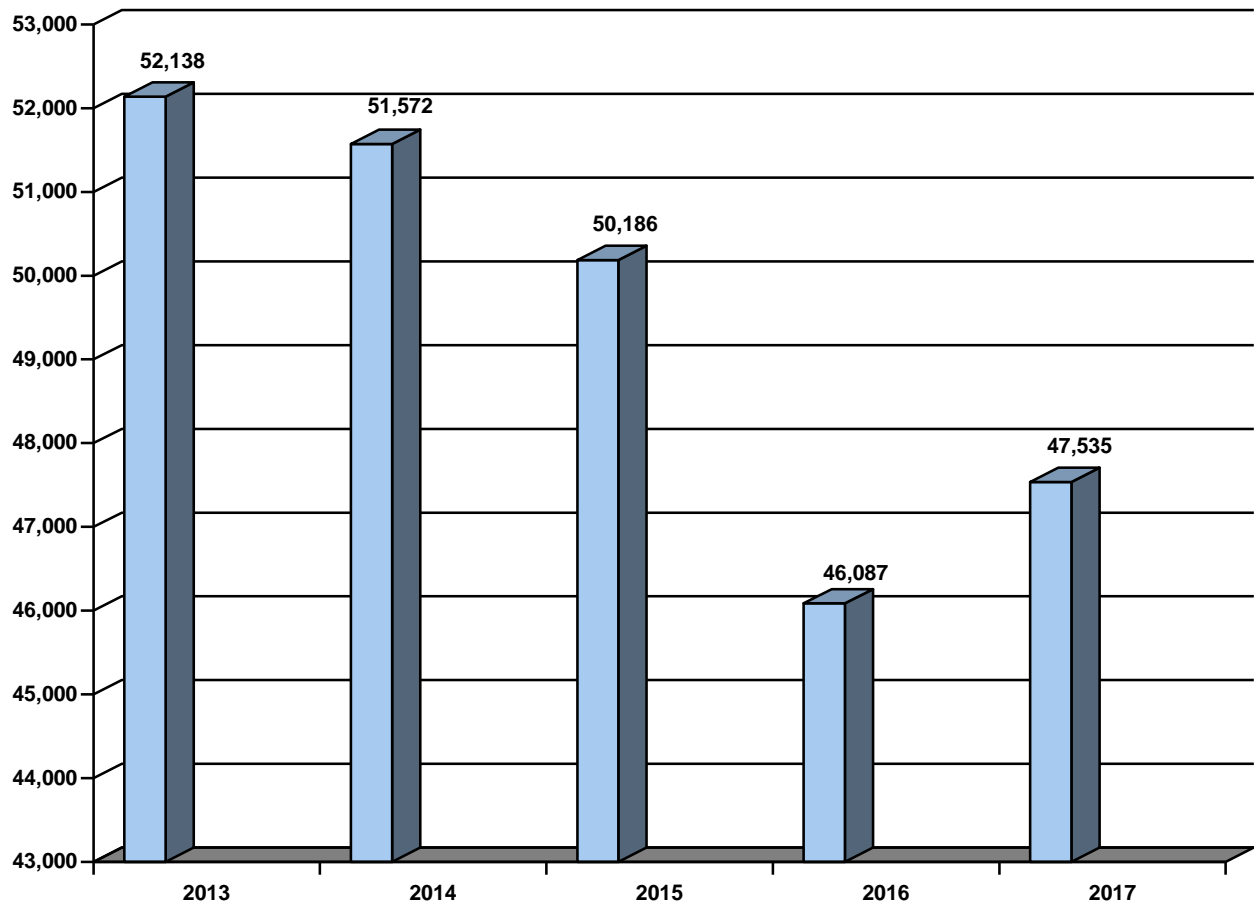
- COHV all-terrain vehicle brands: Arctic Cat, BRP (Can Am), Honda, Kawasaki, KTM, Polaris, Suzuki, and Yamaha
- COHV Model Year January 1st – December 31st.

In 2017, sales of new all-terrain vehicles were approximately six hundred and forty seven million dollars at retail based on industry estimates.

**Table 2.1** Estimated ATV Retail Dollar Sales 2013-2017: (expressed in \$000)

2013	2014	2015	2016	2017
665,804	711,734	643,776	644,575	646,962

**Table 2.2** Retail ATV New Unit Sales 2013-2017



**Table 2.3** Retail ATV Sales by Province 2013-2017: (in # of units)

Province	Estimated Population in thousands as of July 1 <sup>st</sup> 2017, (Statistics Canada)	New Unit Sales				
		2013	2014	2015	2016	2017
British Columbia	4,817.20	4,003	4,200	3,953	3,387	3,512
Alberta	4,286.10	9,468	9,199	7,472	5,204	5,186
Saskatchewan	1,163.90	4,026	3,619	3,435	2,690	2,242
Manitoba	1,338.10	2,463	2,518	2,405	2,095	2,157
Ontario	14,193.40	11,528	11,244	12,268	12,558	13,898
Quebec	8,394.00	11,623	11,068	10,645	10,331	11,343
New Brunswick	759.7	2,203	2,319	2,324	2,377	2,198
Prince Edward Island	152	240	241	277	263	332
Nova Scotia	953.9	2,045	2,327	2,460	2,509	2,315
Newfoundland	528.8	3,676	3,973	4,113	3,808	3,418
Northwest Territories	44.5	221	190	276	216	198
Yukon Territory	38.5	183	186	168	154	206
Nunavut	38	459	488	390	495	530
<b>Total</b>	<b>36,708.10</b>	<b>52,138</b>	<b>51,572</b>	<b>50,186</b>	<b>46,087</b>	<b>47,535</b>

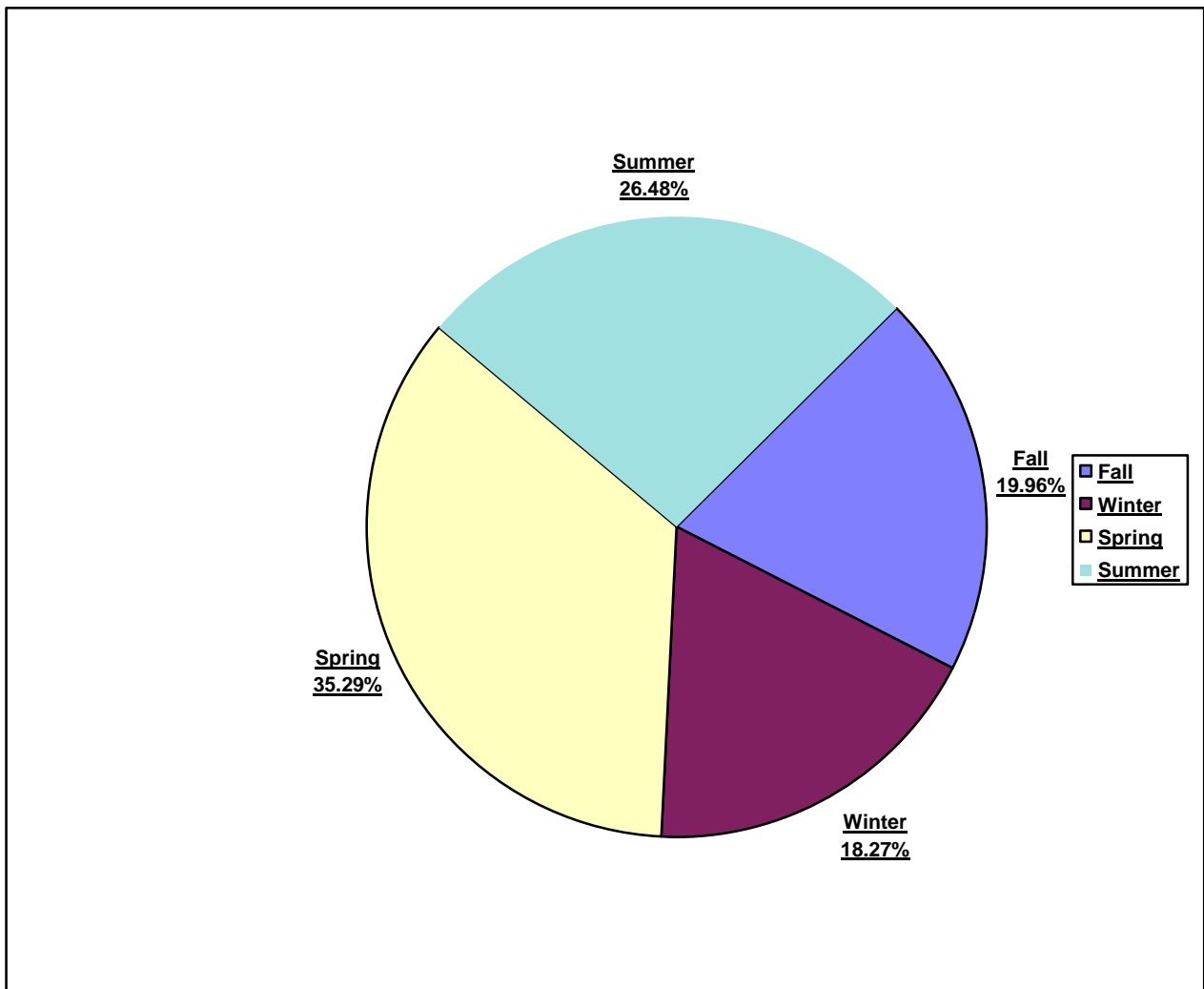
**Table 2.4** Retail ATV Sales by Province 2013-2017: (in % of units)

Province	Percent of estimated population in thousands as of July 1 <sup>st</sup> , 2017 (Statistic Canada)	Percent of New Unit Sales				
		2013	2014	2015	2016	2017
British Columbia	13.12	7.68	8.14	7.88	7.35	7.39
Alberta	11.68	18.16	17.84	14.89	11.29	10.91
Saskatchewan	3.17	7.72	7.02	6.84	5.84	4.72
Manitoba	3.65	4.72	4.88	4.79	4.55	4.54
Ontario	38.67	22.11	21.8	24.45	27.25	29.24
Quebec	22.87	22.29	21.46	21.21	22.42	23.86
New Brunswick	2.07	4.23	4.5	4.63	5.16	4.62
Prince Edward Island	0.41	0.46	0.47	0.55	0.57	0.70
Nova Scotia	2.60	3.92	4.9	5.44	5.44	4.87
Newfoundland	1.44	7.05	7.7	8.2	8.26	7.19
Northwest Territories	0.12	0.42	0.37	0.55	0.47	0.42
Yukon Territory	0.10	0.35	0.36	0.33	0.33	0.43
Nunavut	0.10	0.88	0.95	0.78	1.07	1.11
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 2.5** Retail ATV Sales by Season 2013-2017: (in % of new unit sales)

Season	2013	2014	2015	2016	2017
Jan – Mar	17.29	16.49	18.3	20.53	18.72
Apr – Jun	35.29	36.59	35.68	33.64	35.26
July – Sept	28.03	26.29	24.99	26.49	26.59
Oct - Dec	19.39	20.63	21.03	19.34	19.43
Total	100	100	100	100	100

**Table 2.6** Retail ATV Sales by Season: (2013 - 2017 Average)

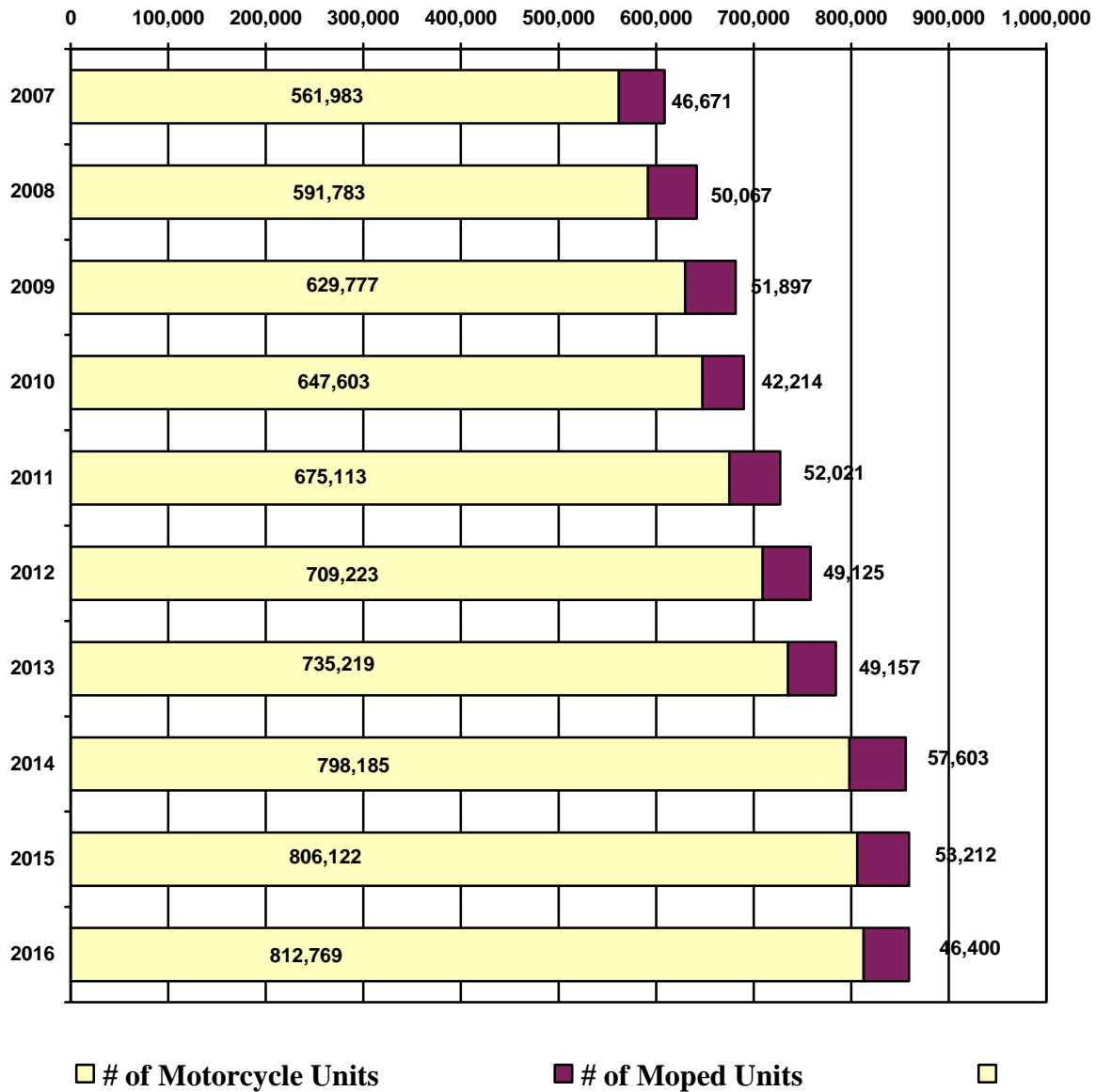




## Motorcycle & Moped Registrations

MMIC statistics indicate over eight hundred and twelve thousand motorcycles were registered for on-road use in Canada during 2016. In addition, over forty six thousand mopeds were registered in that year. The following motorcycle and moped registrations information was obtained from the provincial Ministries responsible for motor vehicle registrations.

**Table 4.1** Motorcycle & Moped Registrations 2007-2016



**Table 4.2** Motorcycle Registrations by Province 2007-2016

Province	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
British Columbia	73,400	81,460	85,000	96,000	89,210	92,170	95,690	97,790	100,860	120,132
Alberta	85,984	92,541	101,192	105,933	108,704	112,664	117,891	122,019	127,247	121,968
Saskatchewan	18,386	21,355	23,063	25,464	26,792	27,991	27,728	25,703	25,105	23,321
Manitoba	11,258	11,959	14,611	14,874	15,596	16,796	18,377	16,020	17,371	18,493
Ontario	173,314	191,572	200,810	211,536	220,026	228,303	232,717	234,893	237,698	239,796
Quebec	148,697	135,505	142,785	126,988	132,184	160,058	162,848	225,870	223,269	219,850
New Brunswick	17,005	17,708*	20,284*	22,294	27,924	23,164	24,255	24,970 **	25,693	24,448
Prince Edward Island	3,046	3,546	2,624	2,461	2,594	2,651	4,030	4,046	2,817	2,765
Nova Scotia	19,181	22,587	23,530	25,067	31,814	23,989	29,224	23,634	22,182	17,514
Newfoundland	10,219	12,293	14,286	15,288	18,599	19,644	20,641*	21,303*	21,960*	22,485*
Northwest Territories	702	446	664	693	666	713	729*	785	790	816
Yukon	791	811	928	1005	1,004	1080	1,089*	1,152*	1,130*	1,181*
<b>Total</b>	<b>561,983</b>	<b>591,783</b>	<b>629,777</b>	<b>647,603</b>	<b>675,113</b>	<b>709,223</b>	<b>735,219</b>	<b>798,185</b>	<b>806,122</b>	<b>812,769</b>

(\*) Includes moped.

(\*\*) New Brunswick registration for 2014 is not available. This figure is a rounded average of NB registration for 2013 and 2015.

**Table 4.3** Moped Registrations by Province 2007-2016

Province	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
British Columbia	6,500	8,290	8,600	n/a	9,300	9,300	9,400	9,400	9,200	7,406
Alberta	1,420	1,474	1,650	1,709	1,871	1,953	2,055	2,115	2,138	2,077
Saskatchewan	39	35	30	28	26	17	19	18	12	16
Manitoba	n/a	n/a	2,824	2,792	2,919	2,955	2,909	2,399	2,252	2,113
Ontario	1,886	1,720	1,471	1,256	1,136	1,033	920	840	717	655
Quebec	35,009	38,034	36,950	33,882	33,724	31,440	31,440	40,410	36,493	31,862
New Brunswick	1,527	n/a	n/a	2,186	2,605	2,108	2,140	2,150**	2174	2086
Prince Edward Island	24	201	33	15	63	12	17	15	11	11
Nova Scotia	218	280	290	300	333	260	257	209	168	125
Newfoundland	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
North West Territories	44	31	46	46	41	43	n/a	47	47	49
Yukon	4	2	3	n/a	3	4	n/a	n/a	n/a	n/a
Total	46,671	50,067	51,897	42,214	52,021	49,125	49,157	57,603	53,212	46,400

(\*\*) New Brunswick registration for 2014 is not available. This figure is a rounded average of NB registration for 2013 and 2015.

**Table 4.4** Vehicle Registrations by Type of Vehicle 2007-2016

<i>Year</i>	<i>Vehicle Type (000)</i>			<i>000</i>
	<i>Light Duty Vehicles (i)</i>	<i>Commercial Vehicles (ii)</i>	<i>Motorcycles (iii)</i>	<i>Driver Licenses</i>
<b>2007</b>	19,199	872	522	22,606
<b>2008</b>	19,613	907	567	22,972
<b>2009</b>	19,877	915	595	23,198
<b>2010</b>	20,268	964	616	23,541
<b>2011</b>	20,608	1,008	631	23,831
<b>2012</b>	20,652	1,053	661	24,147
<b>2013</b>	21,262	1,072	672	24,630
<b>2014</b>	21,730	1,121	688	24,914
<b>2015</b>	22,068	1,147	709	25,273
<b>2016</b>	22,410	1,144	716	25,580

(i) Light-duty vehicles include passenger type vehicles (automobiles, passenger vans), light trucks and vans (less than 4,500 kg).

(ii) These registrations include commercial vehicles (trucks and buses) greater than 4,500 kg.

(iii) Includes mopeds

**Source: Transport Canada, Canadian Motor Vehicle Traffic Collision Statistics 2016**