

**2018**

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

FOR THE YEAR

JANUARY 1<sup>ST</sup>, 2018 TO DECEMBER 31<sup>ST</sup>, 2018

FOR FURTHER INFORMATION CONTACT:

MOTORCYCLE & MOPED INDUSTRY COUNCIL  
CANADIAN OFF HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

3000 STEELES AVENUE EAST, SUITE 201  
MARKHAM, ONTARIO  
L3R 4T9

TELEPHONE: (416) 491-4449

FAX: (416) 493-1985

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

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 four thousand new units of motorcycles, scooters and OHVs plus parts and accessories were sold during 2018 at an estimated retail value of one billion, five hundred and eighty two million dollars (\$ 1,582,005,000 ). Motorcycles and scooters accounted for 58.27% of total new units sold, while OHVs made up the remaining 41.73%. By dollar value, new motorcycle sales accounted for 57.17% of the total retail value of sales and new OHV sales accounted for 42.83% of the total retail value of new unit sales. In 2018, 71.32% of new motorcycle and scooter retail sales occurred in the spring and summer from April to September inclusive, and 28.68% in the fall and winter combined. New retail sales for OHVs in 2018 were 61.10% in the spring and summer from April to September inclusive, and 38.90% in the fall and winter combined.

## Motorcycle & Moped Industry Council

### Member Companies:

**BMW Motorrad Canada**

<https://www.bmw-motorrad.ca>

**BRP Spyder Inc.**

<https://www.brp.com/>

**Canadian Kawasaki Motors Inc.**

<https://www.kawasaki.ca/>

**Harley Davidson Canada**

<https://www.harley-davidson.com/ca/en>

**Ducati North America Inc.**

<https://www.ducati.com/ca/en/>

**Honda Canada Inc.**

<https://www.honda.ca/>

**KTM Canada, Inc.**

<https://www.ktm.com/ca-en>

**Piaggio Group Americas, Inc.**

[https://www.piaggio.com/ca\\_EN/](https://www.piaggio.com/ca_EN/)

**Polaris Industries Inc.**

<https://www.polaris.com/en-ca/>

**Suzuki Canada Inc.**

<https://www.suzuki.ca/>

**Triumph Motorcycles (America) Ltd.**

<https://www.triumph-motorcycles.ca/>

**Yamaha Motor Canada Ltd.**

<https://www.yamaha-motor.ca/>

## Canadian Off-Highway Vehicle Distributors Council

### Member Companies:

**Arctic Cat Inc.**

<https://arcticcatoffroad.txtsv.com/>

**BRP, Can-Am**

<https://www.brp.com/>

**Canadian Kawasaki Motors Inc.**

<https://www.kawasaki.ca/>

**Honda Canada Inc.**

<https://www.honda.ca/>

**KTM Canada, Inc.**

<https://www.ktm.com/ca-en>

**Polaris Industries Inc.**

<https://www.polaris.com/en-ca/>

**Suzuki Canada Inc.**

<https://www.suzuki.ca/>

**Yamaha Motor Canada Limited**

<https://www.yamaha-motor.ca/>

## **MMIC & COHV INDUSTRY PARTNERS**

**autoTRADER**

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

**Automotive Retailers  
Association of BC-Motorcycle  
and PowerSport Division**

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

**BCIT**

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

**Canada Safety Council**

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

**Dunlop Motorcycle Tires**

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

**FullBore Marketing Ltd**

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

**Grande Prairie Regional College**

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

**Importation Thibault Ltee.**

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

**Inside Track Communications**

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

**Kimpex**

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

**Kymco USA Inc**

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

**La Capitale assurances générales inc.**

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

**Renedian Adventures**

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

**Rev'it! Sport USA**

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

**Roadhouse Distribution Inc**

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

**Royal Enfield North America**

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

**Rukka**

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

**Toronto International  
Spring Motorcycle Show**

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

**Touratech Canada**

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

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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 2018.

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

In 2018, the motorcycle business was approximately nine hundred and sixty nine million dollars at retail. This figure, based on industry estimates, represents a 3.77 percent increase from the previous year.

New motorcycles represent 84.23 percent of the value of total sales and Parts and Accessories represent 15.77 percent of the value of total sales.

Table 1.1 Estimated New Motorcycle Retail Dollar Sales 2014-2018 (expressed in \$000)

	2014	2015	2016	2017	2018
New Motorcycle	784,243	727,522	745,949	772,483	816,962
Parts & Accessories	160,719	175,217	162,629	162,200	152,945
Total	944,962	902,739	908,578	934,683	969,906

Table 1.2 Estimated New Motorcycle Retail Dollar Sales 2014-2018 (expressed in % of dollar sales)

	2014	2015	2016	2017	2018
New Motorcycle	82.99	80.59	82.10	82.65	84.23
Parts & Accessories	17.01	19.41	17.90	17.35	15.77
Total	100.00	100.00	100.00	100.00	100.00

Table 1.3 Motorcycle Retail Sales by National Categories 2014-2018

Category	2014	2015	2016	2017	2018
Street	35,091	36,436	37,527	35,999	35,990
Dual Purpose	4,545	4,614	4,905	5,658	5,964
Competition	7,369	7,595	8,033	8,987	8,568
Off-Road Recreation	4,115	4,700	4,522	5,411	4,625
Mini Bike	1,388	1,720	1,625	2,194	2,210
Scooter	3,589	3,452	3,339	3,300	3,654
Total	56,097	58,517	59,951	61,549	61,011

Table 1.4 Percent Change in Retail Motorcycle Sales by National Category 2014-2018

Category	2015 vs 2014	2016 vs 2015	2017 vs 2016	2018 vs 2017
Street	3.83	2.99	-4.07	-0.03
Dual Purpose	1.52	6.31	15.35	5.41
Competition	3.07	5.77	11.88	-4.66
Off-Road Recreation	14.22	-3.79	19.66	-14.53
Mini Bike	23.92	-5.52	35.02	0.73
Scooter	-3.82	-3.27	-1.17	10.73
Total	4.31	2.45	2.67	-0.87



Table 1.5 Retail Motorcycle Sales by Engine Displacement 2014-2018

Engine Displacement	2014		2015		2016		2017		2018	
	# 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	6,452	14.93	5,688	12.78	5,418	11.84	5,631	12.53	6,585	14.44
251 - 600 cc	4,425	10.24	6,047	13.59	6,212	13.57	6,162	13.71	6,688	14.66
601 - 750 cc	5,852	13.54	6,944	15.60	6,764	14.78	5,968	13.27	6,051	13.27
751 - 950 cc	4,955	11.46	5,060	11.37	5,056	11.05	5,181	11.52	4,793	10.51
951cc and up	21,541	49.83	20,763	46.66	22,321	48.77	22,015	48.97	21,491	47.12
Total	43,225	100	44,502	100	45,771	100	44,957	100	45,608	100
<u>Off-Road</u>										
up to 125 cc	5,213	40.50	5,814	41.48	5,616	39.61	7,082	42.68	6,842	44.42
126 - 250 cc	4,594	35.69	4,926	35.15	4,957	34.96	5,462	32.92	4,454	28.92
251cc and over	3,065	23.81	3,275	23.37	3,607	25.44	4,048	24.40	4,107	26.66
Total	12,872	100	14,015	100	14,180	100	16,592	100	15,403	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 2014-2018

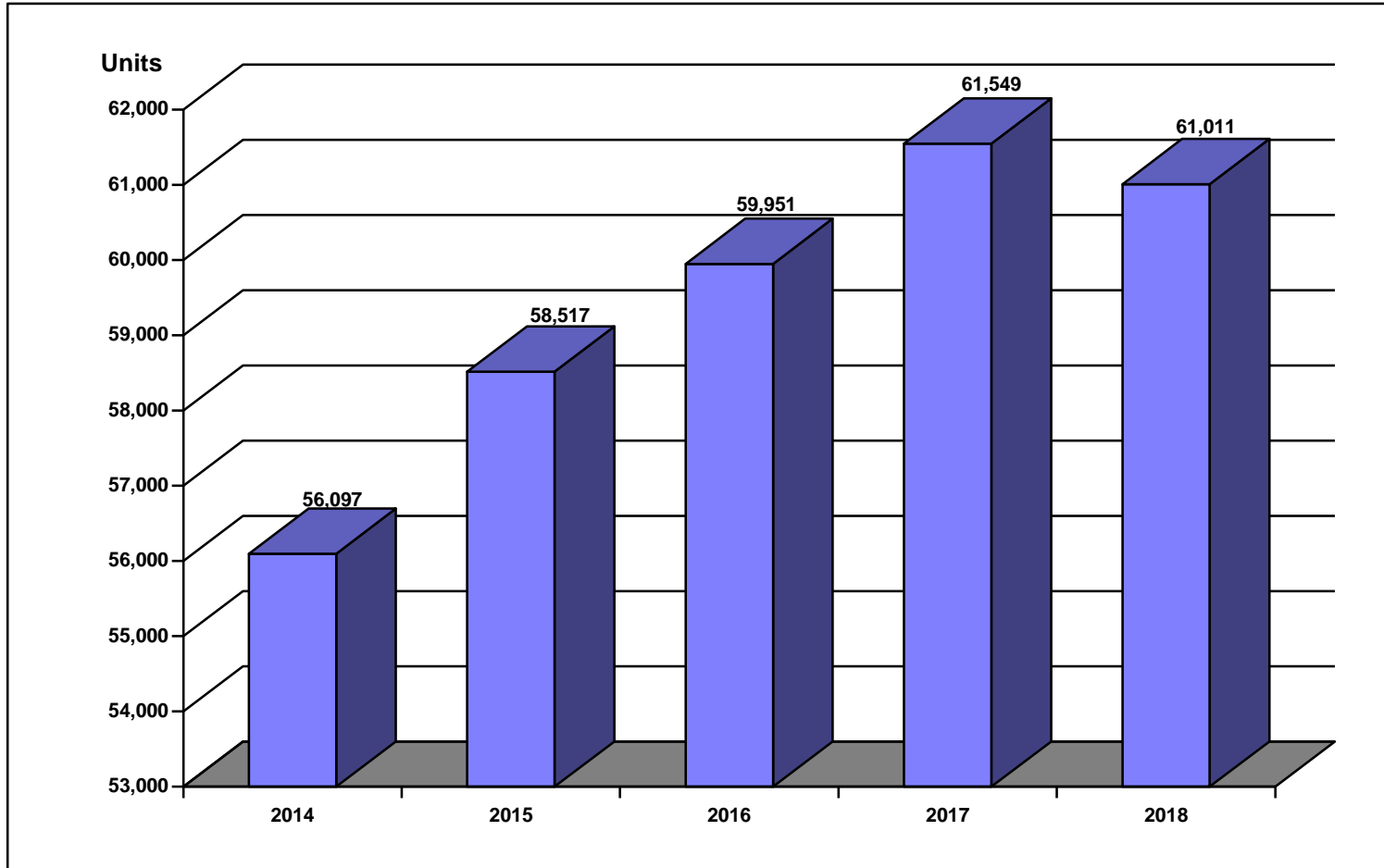


Table 1.7 Retail Motorcycle Sales by Province 2014-2018: (in # of units)

Province	Estimated Population in thousands as of December 31 <sup>st</sup> 2018 (Statistics Canada)	New Unit Sales				
		2014	2015	2016	2017	2018
British Columbia	5,016.32	8,212	9,526	10,237	10,414	10,397
Alberta	4,330.21	11,682	11,240	10,010	9,957	9,251
Saskatchewan	1,165.90	1,673	1,657	1,549	1,510	1,369
Manitoba	1,356.84	1,185	1,398	1,568	1,580	1,543
Ontario	14,411.42	12,137	12,954	13,798	14,843	14,349
Quebec	8,421.70	16,860	17,483	18,440	18,818	20,092
New Brunswick	772.24	1,221	1,306	1,347	1,399	1,305
Prince Edward Island	154.75	188	191	217	267	204
Nova Scotia	964.69	1,347	1,268	1,427	1,506	1,501
Newfoundland & Labrador	525.07	1,344	1,268	1,125	973	762
Northwest Territories	44.45	80	80	86	106	80
Yukon Territory	40.33	122	116	111	128	118
Nunavut	38.65	46	30	36	48	40
<b>Total</b>	<b>37,242.57</b>	<b>56,097</b>	<b>58,517</b>	<b>59,951</b>	<b>61,549</b>	<b>61,011</b>

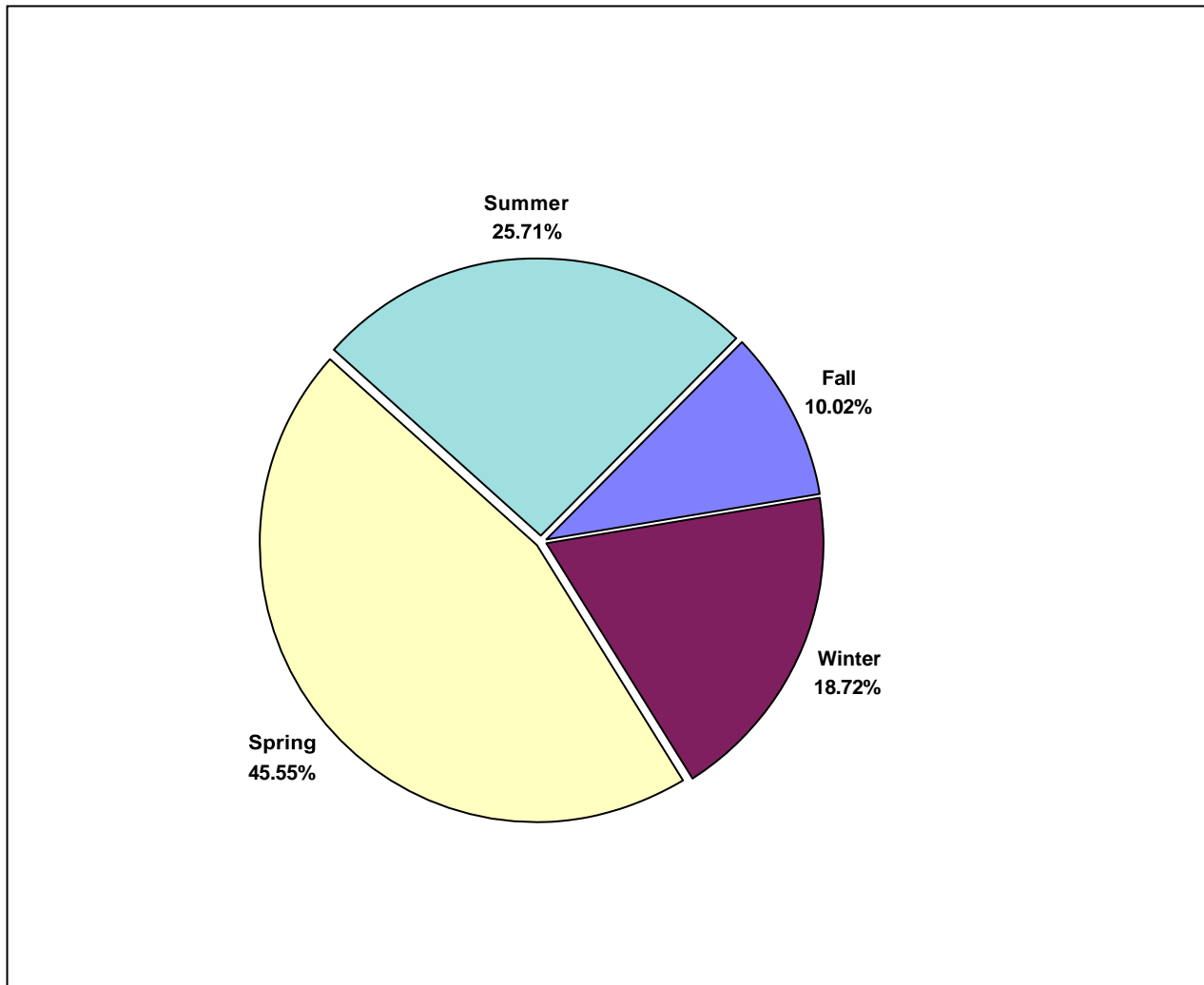
Table 1.8 Retail Motorcycle Sales by Province 2014-2018: (in % of units)

Province	Percent of estimated population as of December 31 <sup>st</sup> 2018 (Statistics Canada)	Percent of New Unit Sales				
		2014	2015	2016	2017	2018
British Columbia	13.47	14.64	16.28	17.08	16.92	17.04
Alberta	11.63	20.82	19.21	16.70	16.18	15.16
Saskatchewan	3.13	2.98	2.83	2.58	2.45	2.25
Manitoba	3.64	2.11	2.39	2.62	2.57	2.53
Ontario	38.70	21.64	22.14	23.02	24.12	23.52
Quebec	22.61	30.05	29.87	30.76	30.57	32.93
New Brunswick	2.07	2.18	2.23	2.25	2.27	2.14
Prince Edward Island	0.42	0.34	0.32	0.36	0.43	0.33
Nova Scotia	2.59	2.40	2.17	2.38	2.45	2.46
Newfoundland & Labrador	1.41	2.40	2.17	1.88	1.58	1.25
Northwest Territories	0.12	0.14	0.14	0.14	0.17	0.13
Yukon Territory	0.11	0.22	0.20	0.19	0.21	0.19
Nunavut	0.10	0.08	0.05	0.06	0.08	0.07
<b>Total</b>	<b>100.00</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100.00</b>

Table 1.9 Motorcycle Sales by Season 2014-2018: (in % of new unit sales)

Season	2014	2015	2016	2017	2018
Jan - Mar	17.54	18.88	19.55	18.84	18.77
Apr - June	46.65	44.28	44.84	45.75	46.22
July – Sept	26.11	26.52	25.62	25.23	25.10
Oct – Dec	9.70	10.32	9.99	10.18	9.91
<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 (2014 – 2018 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 2018, sales of new all-terrain vehicles were approximately six hundred and twelve million dollars at retail based on industry estimates.

Table 2.1 Estimated ATV Retail Dollar Sales 2014-2018: (expressed in \$000)

2014	2015	2016	2017	2018
711,734	643,776	644,575	646,962	612,098

Table 2.2 Retail ATV New Unit Sales 2014-2018

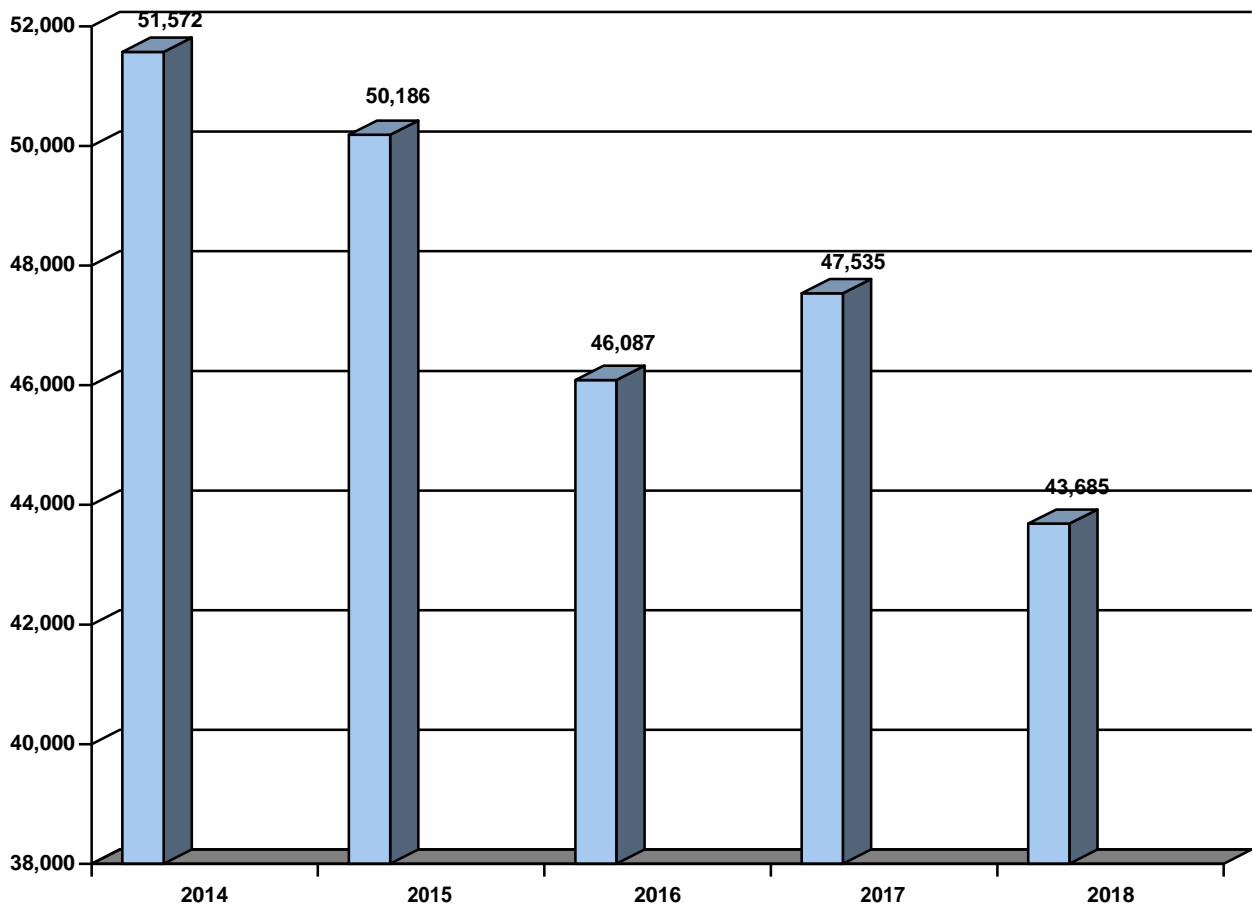


Table 2.3 Retail ATV Sales by Province 2014-2018: (in # of units)

Province	Estimated Population in thousands as December 31 <sup>st</sup> 2018, (Statistics Canada)	New Unit Sales				
		2014	2015	2016	2017	2018
British Columbia	5,016.32	4,200	3,953	3,387	3,512	3,149
Alberta	4,330.21	9,199	7,472	5,204	5,186	4,708
Saskatchewan	1,165.90	3,619	3,435	2,690	2,242	1,789
Manitoba	1,356.84	2,518	2,405	2,095	2,157	1,715
Ontario	14,411.42	11,244	12,268	12,558	13,898	12,986
Quebec	8,421.70	11,068	10,645	10,331	11,343	11,066
New Brunswick	772.24	2,319	2,324	2,377	2,198	1,931
Prince Edward Island	154.75	241	277	263	332	341
Nova Scotia	964.69	2,327	2,460	2,509	2,315	2,127
Newfoundland	525.07	3,973	4,113	3,808	3,418	2,871
Northwest Territories	44.45	190	276	216	198	184
Yukon Territory	40.33	186	168	154	206	189
Nunavut	38.65	488	390	495	530	629
<b>Total</b>	<b>37,242.57</b>	<b>51,572</b>	<b>50,186</b>	<b>46,087</b>	<b>47,535</b>	<b>43,685</b>

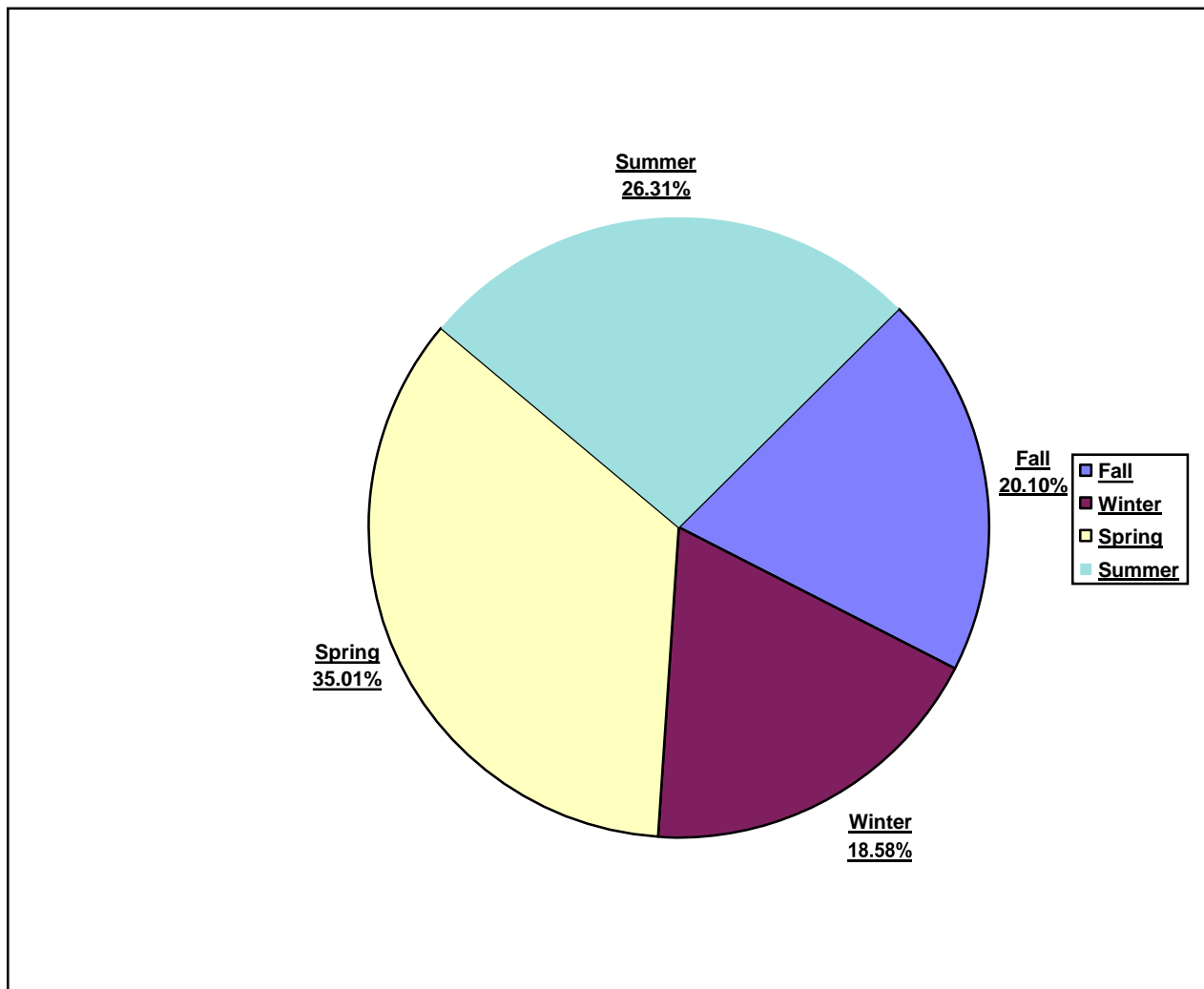
Table 2.4 Retail ATV Sales by Province 2014-2018: (in % of units)

Province	Percent of estimated population in thousands as of December 31 <sup>st</sup> 2018, (Statistic Canada)	Percent of New Unit Sales				
		2014	2015	2016	2017	2018
British Columbia	13.47	8.14	7.88	7.35	7.39	7.21
Alberta	11.63	17.84	14.89	11.29	10.91	10.78
Saskatchewan	3.13	7.02	6.84	5.84	4.72	4.09
Manitoba	3.64	4.88	4.79	4.55	4.54	3.93
Ontario	38.70	21.80	24.45	27.25	29.24	29.73
Quebec	22.61	21.46	21.21	22.42	23.86	25.33
New Brunswick	2.07	4.50	4.63	5.16	4.62	4.42
Prince Edward Island	0.42	0.47	0.55	0.57	0.70	0.78
Nova Scotia	2.59	4.51	4.90	5.44	4.87	4.87
Newfoundland	1.41	7.70	8.20	8.26	7.19	6.57
Northwest Territories	0.12	0.37	0.55	0.47	0.42	0.42
Yukon Territory	0.11	0.36	0.33	0.33	0.43	0.43
Nunavut	0.10	0.95	0.78	1.07	1.11	1.44
<b>Total</b>	<b>100.00</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100.00</b>

Table 2.5 Retail ATV Sales by Season 2014-2018: (in % of new unit sales)

Season	2014	2015	2016	2017	2018
Jan – Mar	16.49	18.3	20.53	18.72	18.85
Apr – Jun	36.59	35.68	33.64	35.26	33.89
July – Sept	26.29	24.99	26.49	26.59	27.21
Oct - Dec	20.63	21.03	19.34	19.43	20.05
Total	100	100	100	100	100

Table 2.6 Retail ATV Sales by Season: (2014 - 2018 Average)



## Motorcycle & Moped Registrations

MMIC statistics indicate over eight hundred and fifteen thousand motorcycles were registered for on-road use in Canada during 2017. In addition, over thirty 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 2008-2017

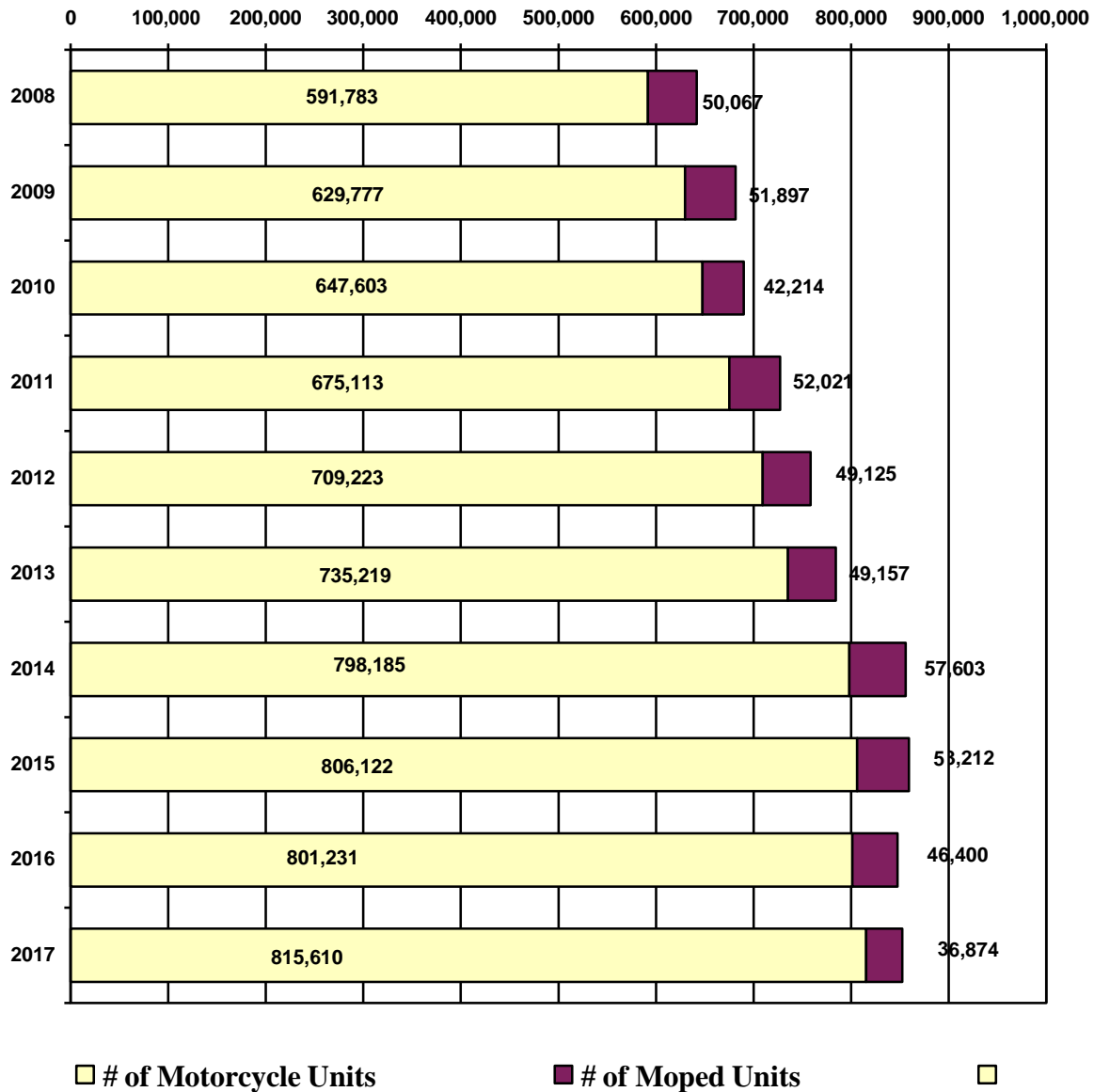




Table 4.2 Motorcycle Registrations by Province 2008-2017

Province	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
British Columbia	81,460	85,000	96,000	89,210	92,170	95,690	97,790	100,860	108,594	117,000*
Alberta	92,541	101,192	105,933	108,704	112,664	117,891	122,019	127,247	121,968	123,605
Saskatchewan	21,355	23,063	25,464	26,792	27,991	27,728	25,703	25,105	23,321	21,298
Manitoba	11,959	14,611	14,874	15,596	16,796	18,377	16,020	17,371	18,493	19,333
Ontario	191,572	200,810	211,536	220,026	228,303	232,717	234,893	237,698	239,796	236,602
Quebec	135,505	142,785	126,988	132,184	160,058	162,848	225,870	223,269	219,850	218,000**
New Brunswick	17,708*	20,284*	22,294	27,924	23,164	24,255	24,970 **	25,693	24,448	24,731
Prince Edward Island	3,546	2,624	2,461	2,594	2,651	4,030	4,046	2,817	2,765	2,723
Nova Scotia	22,587	23,530	25,067	31,814	23,989	29,224	23,634	22,182	17,514	28,035
Newfoundland	12,293	14,286	15,288	18,599	19,644	20,641*	21,303*	21,960*	22,485*	22,318*
Northwest Territories	446	664	693	666	713	729*	785	790	816	816
Yukon	811	928	1005	1,004	1080	1,089*	1,152*	1,130*	1,181*	1,149*
Total	591,783	629,777	647,603	675,113	709,223	735,219	798,185	806,122	801,231	815,610

(\*) Includes moped.

(\*\*) Information is not available. Registration number is an estimation based on trends.

Table 4.3 Moped Registrations by Province 2008-2017

Province	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
British Columbia	8,290	8,600	n/a	9,300	9,300	9,400	9,400	9,200	7,406	n/a
Alberta	1,474	1,650	1,709	1,871	1,953	2,055	2,115	2,138	2,077	2,018
Saskatchewan	35	30	28	26	17	19	18	12	16	16
Manitoba	n/a	2,824	2,792	2,919	2,955	2,909	2,399	2,252	2,113	1,983
Ontario	1,720	1,471	1,256	1,136	1,033	920	840	717	655	517
Quebec	38,034	36,950	33,882	33,724	31,440	31,440	40,410	36,493	31,862	30,000**
New Brunswick	n/a	n/a	2,186	2,605	2,108	2,140	2,150**	2174	2086	2090
Prince Edward Island	201	33	15	63	12	17	15	11	11	19
Nova Scotia	280	290	300	333	260	257	209	168	125	182
Newfoundland	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
North West Territories	31	46	46	41	43	n/a	47	47	49	49
Yukon	2	3	n/a	3	4	n/a	n/a	n/a	n/a	n/a
Total	50,067	51,897	42,214	52,021	49,125	49,157	57,603	53,212	46,400	36,874

(\*\*) Information is not available. Registration number is an estimation based on trends.

Table 4.4 Vehicle Registrations by Type of Vehicle 2008-2017

<b>Year</b>	<b>Vehicle Type (000)</b>			<b>000</b>
	<b>Light Duty Vehicles (i)</b>	<b>Commercial Vehicles (ii)</b>	<b>Motorcycles (iii)</b>	<b>Driver Licenses</b>
<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
<b>2017</b>	22,678	1,168	721	26,004

(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 2017