

2019

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

FOR THE YEAR

JANUARY 1ST, 2019 TO DECEMBER 31ST, 2019

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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 three thousand new units of motorcycles, scooters and OHVs plus parts and accessories were sold during 2019 at an estimated retail value of one billion, four hundred and seventy seven million dollars (\$ 1,477,682,000). Motorcycles and scooters accounted for 58.01% of total new units sold, while OHVs made up the remaining 41.99%. By dollar value, new motorcycle sales accounted for 61.06% of the total retail value of sales and new OHV sales accounted for 38.94% of the total retail value of new unit sales. In 2019, 72.20% of new motorcycle and scooter retail sales occurred in the spring and summer from April to September inclusive, and 27.80% in the fall and winter combined. New retail sales for OHVs in 2019 were 62.20% in the spring and summer from April to September inclusive, and 37.80% 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/

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

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

www.ara.bc.ca

BCIT

www.bcit.ca/transportation

Biktrix Electric Bikes

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

Dunlop Motorcycle Tires

www.dunlopmotorcycle.com

**Dalton Timmis Insurance
Group Inc**

www.daltontimmis.com

Federated Insurance

www.federated.ca

FullBore Marketing Ltd

www.fullboremarketing.ca

Canada Safety Council

www.canadasafetycouncil.org

Grande Prairie Regional College

www.gprc.ab.ca

Horwin Canada Ltd

<https://horwin.ca/>

Importation Thibault Ltee.

www.importationthibault.com

Inside Track Communications

www.insidemotorcycles.com

**La Capitale assurances générales
inc.**

www.lacapitale.com

Les Produits Denray

www.produits-denray.com

Motorcycle Mojo Magazine

www.motorcyclemojo.com

Motovan Corporation

www.motovan.com

Parts Canada

www.partscanada.ca

Pirelli Tire LLC

www.pirelli.com

Renedian Adventures

www.renedian.com

Rev'it! Sport USA

www.revitsport.com

Royal Enfield North America

www.royalenfield.com

Rukka

www.rukka.com

**Toronto International
Spring Motorcycle Show**

www.motorcyclespringshow.com

Touratech Canada

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 2019.

- 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 2019, the motorcycle business was approximately nine hundred and fifty eight million dollars at retail. This figure, based on industry estimates, represents a 1.20% decrease from the previous year.

New motorcycles represent 85.00 percent of the value of total sales and Parts and Accessories represent 15.00 percent of the value of total sales.

Table 1.1 Estimated New Motorcycle Retail Dollar Sales 2015-2019 (expressed in \$000)

	2015	2016	2017	2018	2019
New Motorcycle	727,522	745,949	772,483	816,962	814,532
Parts & Accessories	175,217	162,629	162,200	152,944	143,767
Total	902,739	908,578	934,683	969,906	958,299

Table 1.2 Estimated New Motorcycle Retail Dollar Sales 2015-2019 (expressed in % of dollar sales)

	2015	2016	2017	2018	2019
New Motorcycle	80.59	82.10	82.65	84.23	85.00
Parts & Accessories	19.41	17.90	17.35	15.77	15.00
Total	100.00	100.00	100.00	100.00	100.00

Table 1.3 Motorcycle Retail Sales by National Categories 2015-2019

Category	2015	2016	2017	2018	2019
Street	36,436	37,527	35,999	35,990	32,956
Dual Purpose	4,614	4,905	5,658	5,964	6,244
Competition	7,595	8,033	8,987	8,568	9,025
Off-Road Recreation	4,700	4,522	5,411	4,625	5,792
Mini Bike	1,720	1,625	2,194	2,210	2,159
Scooter	3,452	3,339	3,300	3,654	3,903
Total	58,517	59,951	61,549	61,011	60,079

Table 1.4 Percent Change in Retail Motorcycle Sales by National Category 2015-2019

Category	2016 vs 2015	2017 vs 2016	2018 vs 2017	2019 vs 2018
Street	2.99	-4.07	-0.03	-8.43
Dual Purpose	6.31	15.35	5.41	4.69
Competition	5.77	11.88	-4.66	5.33
Off-Road Recreation	-3.79	19.66	-14.53	25.23
Mini Bike	-5.52	35.02	0.73	-2.31
Scooter	-3.27	-1.17	10.73	6.81
Total	2.45	2.67	-0.87	-1.53

Table 1.5 Retail Motorcycle Sales by Engine Displacement 2015-2019

Engine Displacement	2015		2016		2017		2018		2019	
	# 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	5,688	12.78	5,418	11.84	5,631	12.53	6,585	14.44	6,529	15.15
251 - 600 cc	6,047	13.59	6,212	13.57	6,162	13.71	6,688	14.66	6,869	15.94
601 - 750 cc	6,944	15.6	6,764	14.78	5,968	13.27	6,051	13.27	5,058	11.73
751 - 950 cc	5,060	11.37	5,056	11.05	5,181	11.52	4,793	10.51	5,972	13.86
951cc and up	20,763	46.66	22,321	48.77	22,015	48.97	21,491	47.12	18,675	43.33
Total	44,502	100	45,771	100	44,957	100	45,608	100	43,103	100
<u>Off-Road</u>										
up to 125 cc	5,814	41.48	5,616	39.61	7,082	42.68	6,842	44.42	7,426	43.74
126 - 250 cc	4,926	35.15	4,957	34.96	5,462	32.92	4,454	28.92	5,648	33.27
251cc and over	3,275	23.37	3,607	25.44	4,048	24.40	4,107	26.66	3,902	22.99
Total	14,015	100	14,180	100	16,592	100	15,403	100	16,976	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 2015-2019

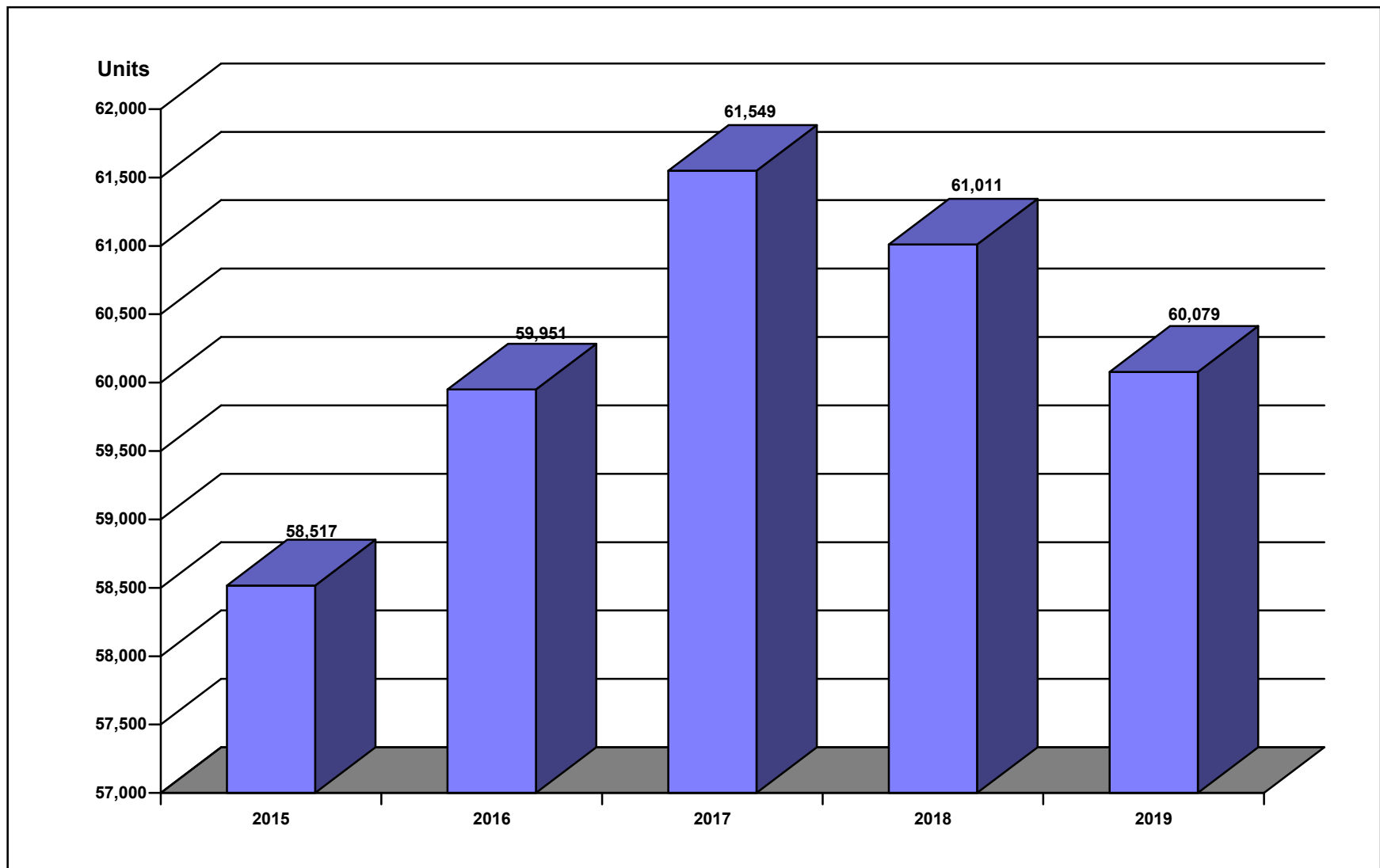


Table 1.7 Retail Motorcycle Sales by Province 2015-2019: (in # of units)

Province	Estimated Population as of December 31 st 2019 (Statistics Canada)	New Unit Sales				
		2015	2016	2017	2018	2019
British Columbia	5,105,576	9,526	10,237	10,414	10,397	9,845
Alberta	4,395,586	11,240	10,010	9,957	9,251	8,340
Saskatchewan	1,178,657	1,657	1,549	1,510	1,369	1,364
Manitoba	1,373,859	1,398	1,568	1,580	1,543	1,556
Ontario	14,659,616	12,954	13,798	14,843	14,349	14,226
Quebec	8,522,800	17,483	18,440	18,818	20,092	20,695
New Brunswick	780,021	1,306	1,347	1,399	1,305	1,383
Prince Edward Island	157,901	191	217	267	204	214
Nova Scotia	976,768	1,268	1,427	1,506	1,501	1,471
Newfoundland & Labrador	521,922	1,268	1,125	973	762	735
Northwest Territories	44,895	80	86	106	80	68
Yukon Territory	41,022	116	111	128	118	145
Nunavut	38,873	30	36	48	40	37
Total	37,797,496	58,517	59,951	61,549	61,011	60,079

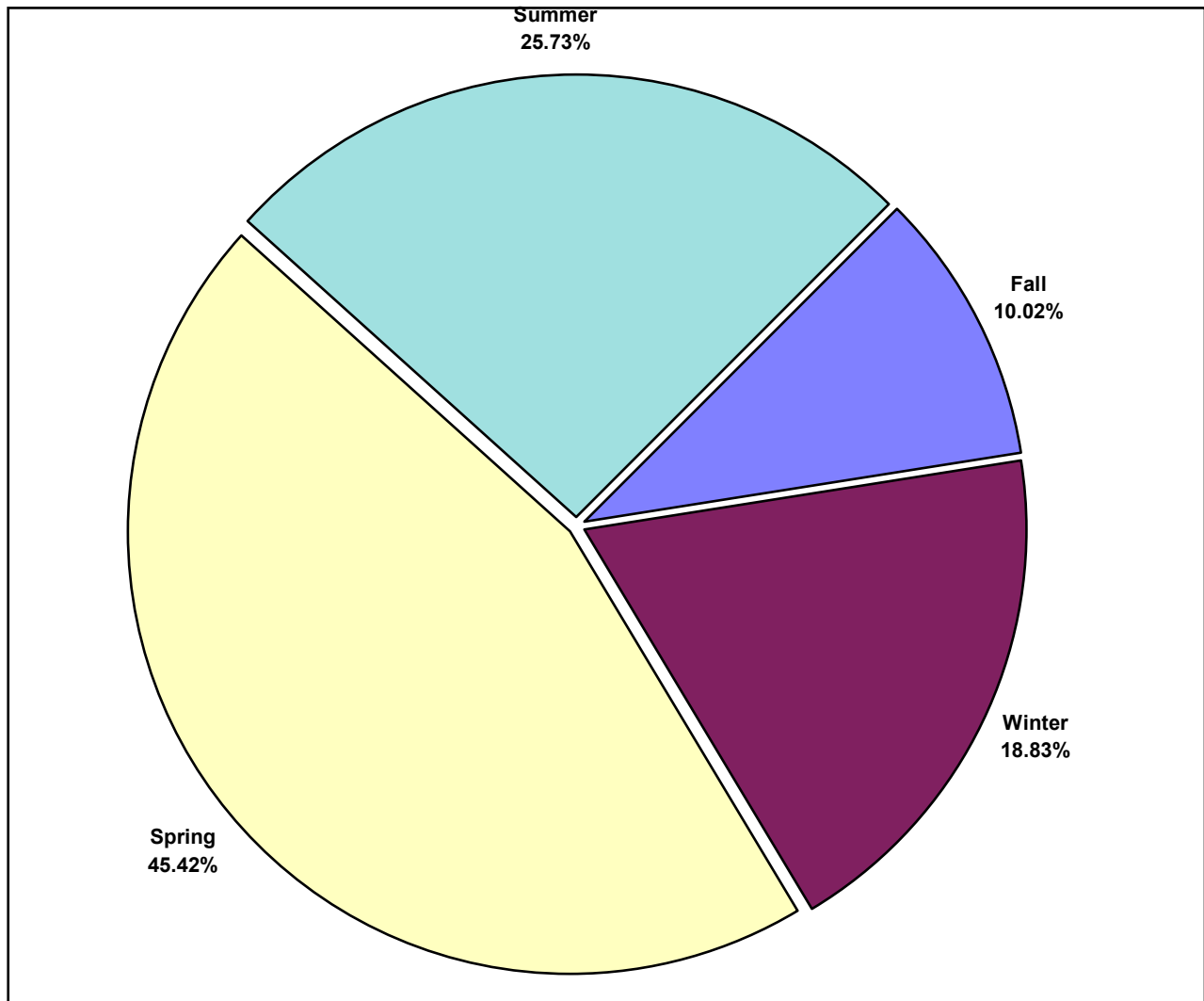
Table 1.8 Retail Motorcycle Sales by Province 2015-2019: (in % of units)

Province	Percent of estimated population as of December 31 st 2019 (Statistics Canada)	Percent of New Unit Sales				
		2015	2016	2017	2018	2019
British Columbia	13.51	16.28	17.08	16.92	17.04	16.39
Alberta	11.63	19.21	16.7	16.18	15.16	13.88
Saskatchewan	3.12	2.83	2.58	2.45	2.25	2.27
Manitoba	3.63	2.39	2.62	2.57	2.53	2.59
Ontario	38.78	22.14	23.02	24.12	23.52	23.68
Quebec	22.55	29.87	30.76	30.57	32.93	34.45
New Brunswick	2.06	2.23	2.25	2.27	2.14	2.30
Prince Edward Island	0.42	0.32	0.36	0.43	0.33	0.36
Nova Scotia	2.58	2.17	2.38	2.45	2.46	2.45
Newfoundland & Labrador	1.38	2.17	1.88	1.58	1.25	1.22
Northwest Territories	0.12	0.14	0.14	0.17	0.13	0.11
Yukon Territory	0.11	0.2	0.19	0.21	0.19	0.24
Nunavut	0.10	0.05	0.06	0.08	0.07	0.06
Total	100.00	100	100	100	100	100.00

Table 1.9 Motorcycle Sales by Season 2015-2019: (in % of new unit sales)

Season	2015	2016	2017	2018	2019
Jan - Mar	18.88	19.55	18.84	18.77	18.08
Apr - June	44.28	44.84	45.75	46.22	46.02
July – Sept	26.52	25.62	25.23	25.10	26.18
Oct – Dec	10.32	9.99	10.18	9.91	9.72
Total	100	100	100	100	100

Table 1.10 Retail Motorcycle Sales by Season (2015 – 2019 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 2019, sales of new all-terrain vehicles were approximately five hundred and nineteen million dollars at retail based on industry estimates.

Table 2.1 Estimated ATV Retail Dollar Sales 2015-2019: (expressed in \$000)

2015	2016	2017	2018	2019
643,776	644,575	646,962	612,098	519,382

Table 2.2 Retail ATV New Unit Sales 2015-2019

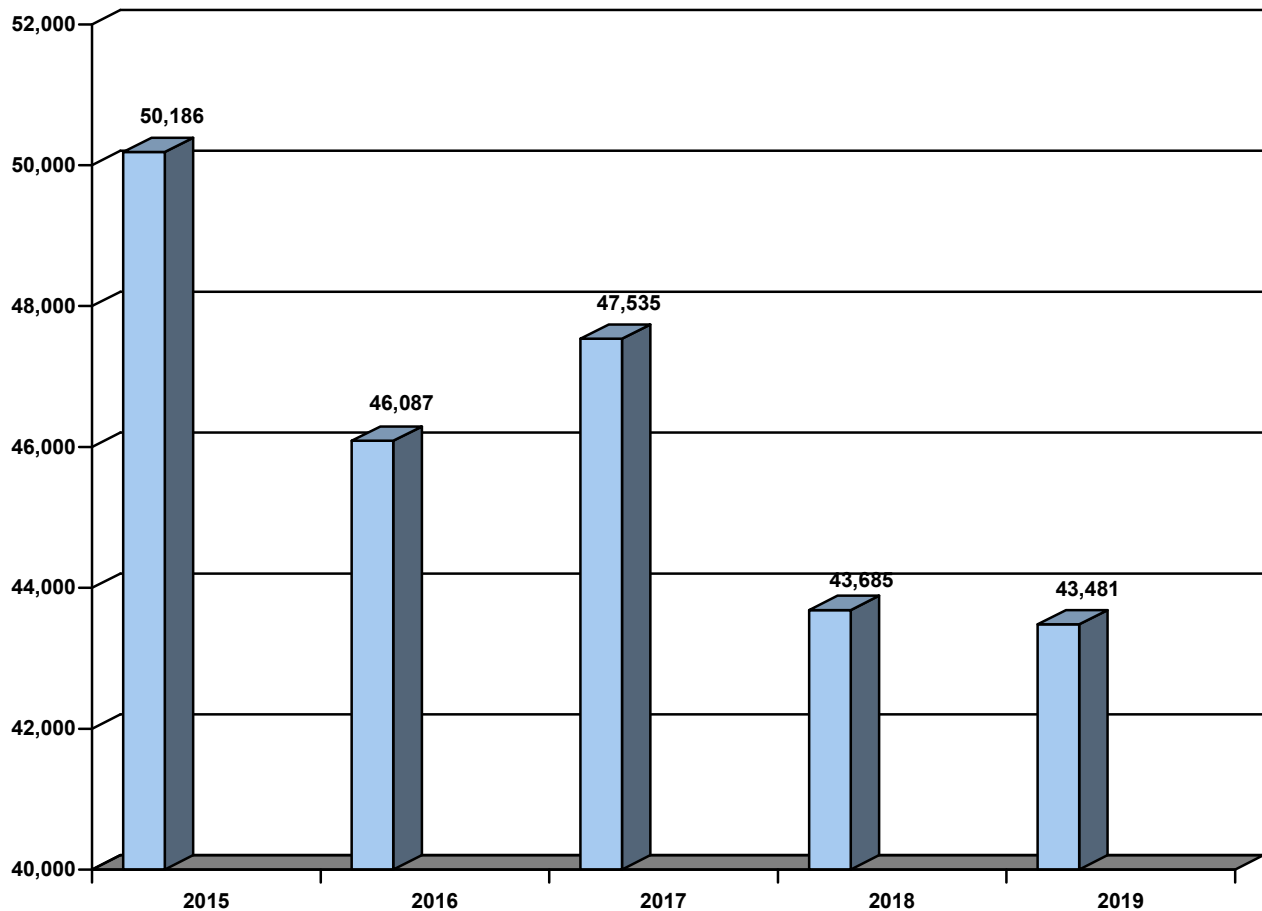


Table 2.3 Retail ATV Sales by Province 2015-2019: (in # of units)

Province	Estimated Population as of December 31 st 2019, (Statistics Canada)	New Unit Sales				
		2015	2016	2017	2018	2019
British Columbia	5,105,576	3,953	3,387	3,512	3,149	3,163
Alberta	4,395,586	7,472	5,204	5,186	4,708	4,214
Saskatchewan	1,178,657	3,435	2,690	2,242	1,789	1,626
Manitoba	1,373,859	2,405	2,095	2,157	1,715	1,644
Ontario	14,659,616	12,268	12,558	13,898	12,986	12,534
Quebec	8,522,800	10,645	10,331	11,343	11,066	11,628
New Brunswick	780,021	2,324	2,377	2,198	1,931	2,085
Prince Edward Island	157,901	277	263	332	341	425
Nova Scotia	976,768	2,460	2,509	2,315	2,127	2,230
Newfoundland	521,922	4,113	3,808	3,418	2,871	2,941
Northwest Territories	44,895	276	216	198	184	174
Yukon Territory	41,022	168	154	206	189	222
Nunavut	38,873	390	495	530	629	595
Total	37,797,496	50,186	46,087	47,535	43,685	43,481

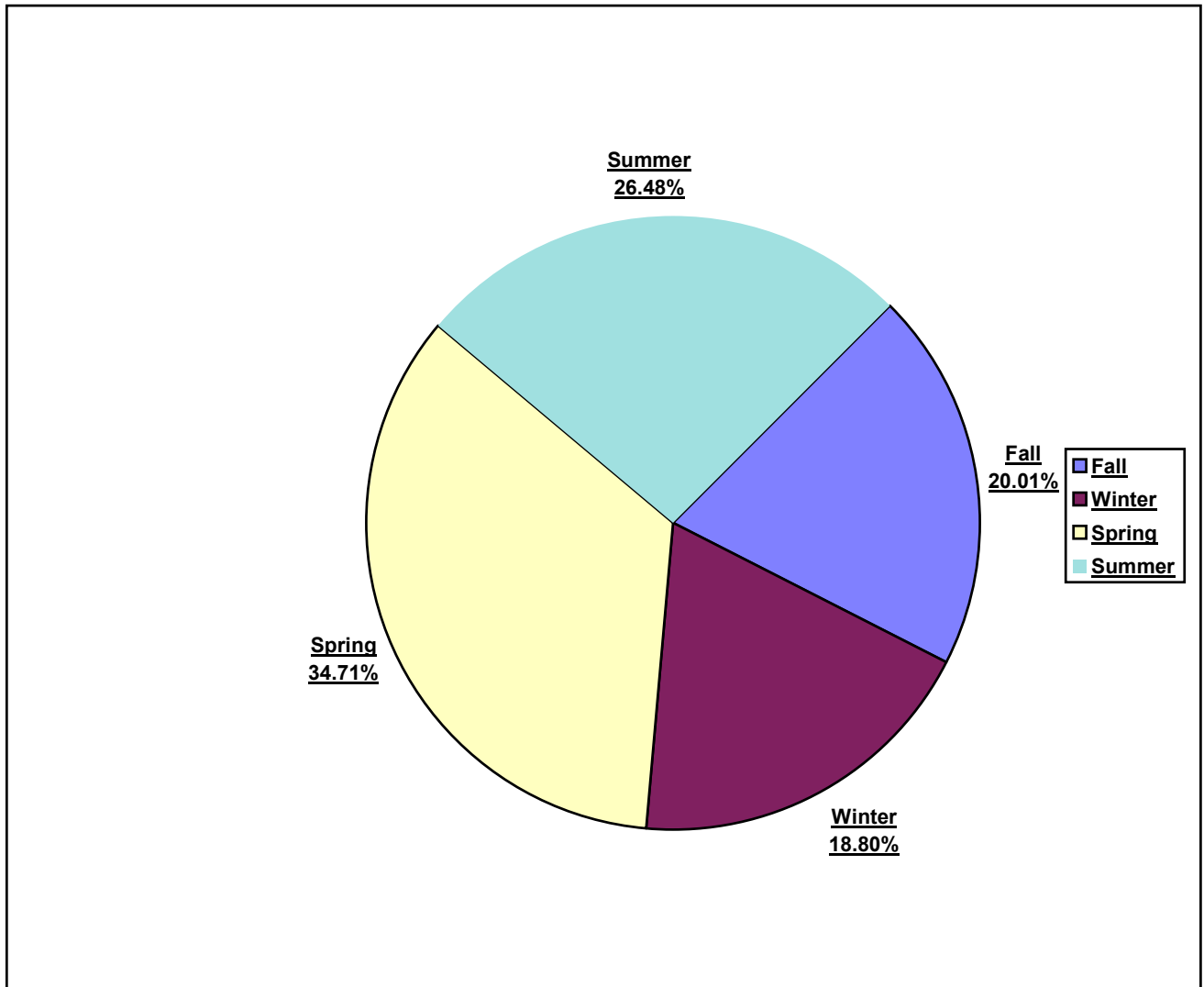
Table 2.4 Retail ATV Sales by Province 2015-2019: (in % of units)

Province	Percent of estimated population as of December 31 st 2019 (Statistic Canada)	Percent of New Unit Sales				
		2015	2016	2017	2018	2019
British Columbia	13.51	7.88	7.35	7.39	7.21	7.27
Alberta	11.63	14.89	11.29	10.91	10.78	9.69
Saskatchewan	3.12	6.84	5.84	4.72	4.09	3.74
Manitoba	3.63	4.79	4.55	4.54	3.93	3.78
Ontario	38.78	24.45	27.25	29.24	29.73	28.83
Quebec	22.55	21.21	22.42	23.86	25.33	26.74
New Brunswick	2.06	4.63	5.16	4.62	4.42	4.80
Prince Edward Island	0.42	0.55	0.57	0.70	0.78	0.98
Nova Scotia	2.58	4.90	5.44	4.87	4.87	5.13
Newfoundland	1.38	8.2	8.26	7.19	6.57	6.76
Northwest Territories	0.12	0.55	0.47	0.42	0.42	0.40
Yukon Territory	0.11	0.33	0.33	0.43	0.43	0.51
Nunavut	0.10	0.78	1.07	1.11	1.44	1.37
Total	100.00	100	100	100	100	100.00

Table 2.5 Retail ATV Sales by Season 2015-2019: (in % of new unit sales)

Season	2015	2016	2017	2018	2019
Jan – Mar	18.3	20.53	18.72	18.85	17.62
Apr – Jun	35.68	33.64	35.26	33.89	35.07
July – Sept	24.99	26.49	26.59	27.21	27.13
Oct - Dec	21.03	19.34	19.43	20.05	20.18
Total	100	100	100	100	100

Table 2.6 Retail ATV Sales by Season: (2015 - 2019 Average)



Motorcycle & Moped Registrations

MMIC statistics indicate over eight hundred and sixteen thousand motorcycles were registered for on-road use in Canada during 2018. In addition, over thirty-seven thousand and seven hundred 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 2009-2018

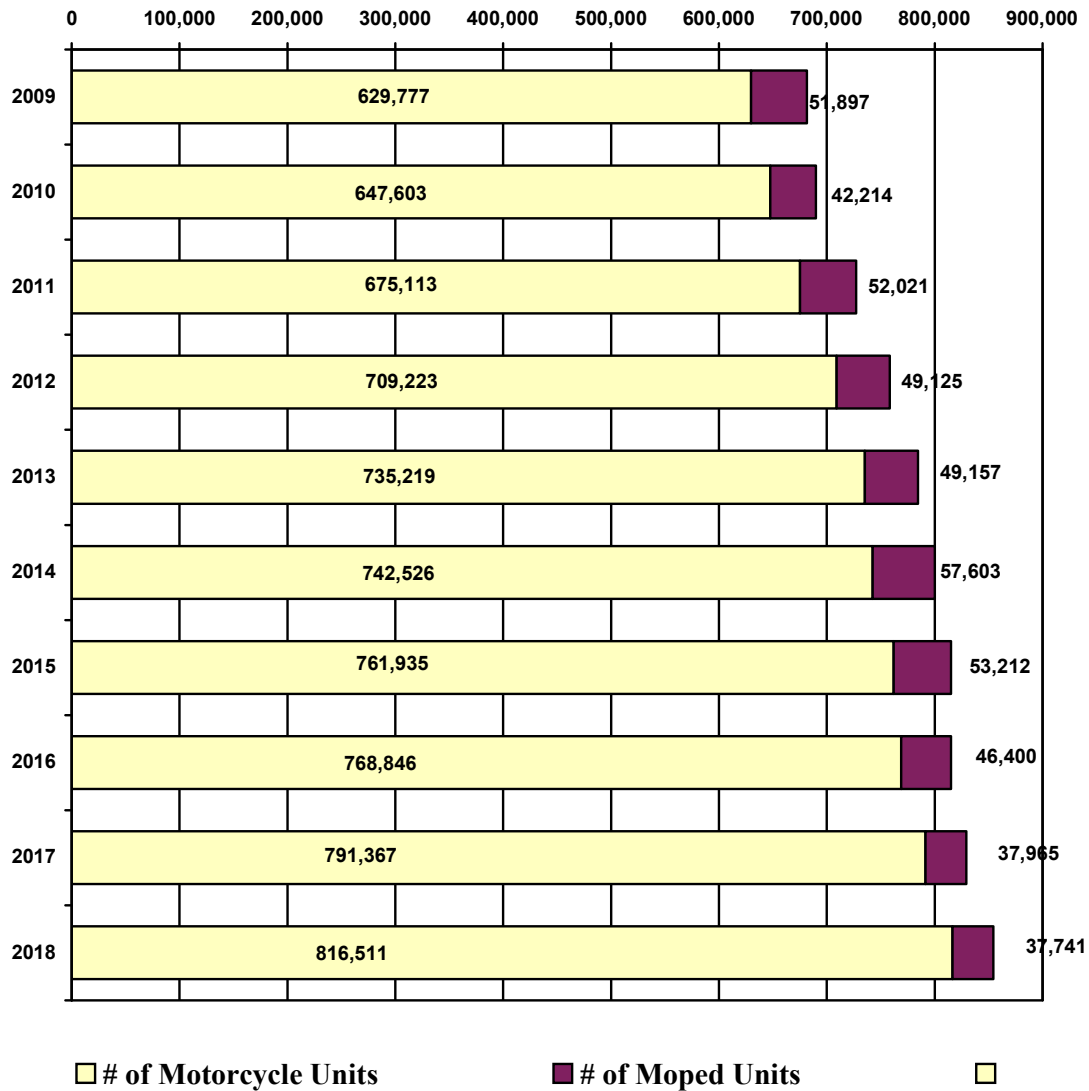


Table 4.2 Motorcycle Registrations by Province 2009-2018

Province	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
British Columbia	85,000	96,000	89,210	92,170	95,690	97,790	100,860	108,594	115,000	120,000
Alberta	101,192	105,933	108,704	112,664	117,891	122,019	127,247	121,968	123,605	125,965
Saskatchewan	23,063	25,464	26,792	27,991	27,728	25,703	25,105	23,321	21,298	21,961
Manitoba	14,611	14,874	15,596	16,796	18,377	16,020	17,371	18,493	19,333	19,213
Ontario	200,810	211,536	220,026	228,303	232,717	234,893	237,698	239,796	239,983	236,602
Quebec	142,785	126,988	132,184	160,058	162,848	170,211	179,082	187,465	192,376	202,442
New Brunswick	20,284*	22,294	27,924	23,164	24,255	24,970 **	25,693	24,448	24,731	24,490
Prince Edward Island	2,624	2,461	2,594	2,651	4,030	4,046	2,817	2,765	2,723	2,794
Nova Scotia	23,530	25,067	31,814	23,989	29,224	23,634	22,182	17,514	28,035	28,201
Newfoundland	14,286	15,288	18,599	19,644	20,641*	21,303*	21,960*	22,485*	22,318*	32,724*
Northwest Territories	664	693	666	713	729*	785	790	816	816	829
Yukon	928	1005	1,004	1080	1,089*	1,152*	1,130*	1,181*	1,149*	1,290*
Total	629,777	647,603	675,113	709,223	735,219	742,526	761,935	768,846	791,367	816,511

(*) 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 2009-2018

Province	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
British Columbia	8,600	n/a	9,300	9,300	9,400	9,400	9,200	7,406	n/a	n/a
Alberta	1,650	1,709	1,871	1,953	2,055	2,115	2,138	2,077	2,018	2,044
Saskatchewan	30	28	26	17	19	18	12	16	16	12
Manitoba	2,824	2,792	2,919	2,955	2,909	2,399	2,252	2,113	1,983	1,893
Ontario	1,471	1,256	1,136	1,033	920	840	717	655	608	517
Quebec	36,950	33,882	33,724	31,440	31,440	40,410	36,493	31,862	31,000*	31,000*
New Brunswick	n/a	2,186	2,605	2,108	2,140	2,150*	2174	2086	2090	2091
Prince Edward Island	33	15	63	12	17	15	11	11	19	16
Nova Scotia	290	300	333	260	257	209	168	125	182	118
Newfoundland	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
North West Territories	46	46	41	43	n/a	47	47	49	49	50
Yukon	3	n/a	3	4	n/a	n/a	n/a	n/a	n/a	n/a
Total	51,897	42,214	52,021	49,125	49,157	57,603	53,212	46,400	37,965	37,741

(*) Not available. Registration number is an estimation based on trends.

Table 4.4 Vehicle Registrations by Type of Vehicle 2009-2018

<i>Year</i>	<i>Vehicle Type (000)</i>			<i>000 Driver Licenses</i>
	<i>Light Duty Vehicles(i)</i>	<i>Commercial Vehicles (ii)</i>	<i>Motorcycles (iii)</i>	
2009	19,877	915	595	23,198
2010	20,268	964	616	23,541
2011	20,608	1,008	631	23,831
2012	20,652	1,053	661	24,147
2013	21,262	1,072	672	24,630
2014	21,730	1,121	688	24,914
2015	22,068	1,147	709	25,273
2016	22,410	1,144	716	25,580
2017	22,678	1,168	721	26,004
2018	23,137	1,194	730	26,583

(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 2018