

**2020**

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

**FOR THE YEAR**

**JANUARY 1<sup>ST</sup>, 2020 TO DECEMBER 31<sup>ST</sup>, 2020.**

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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 twenty three thousand (123,514) new units of motorcycles, scooters and OHVs plus parts and accessories were sold during 2020. When combined with part and accessories the result was an estimated retail value of one billion, four hundred and eighty three million dollars (\$ 1,483,099,000 ). Motorcycles and scooters accounted for 54.02% of total new units sold, while OHVs made up the remaining 45.98%. By dollar value, new motorcycle sales accounted for 50.49% of the total retail value of sales and new OHV sales accounted for 49.51% of the total retail value of sales. In 2020, 75.70% of new motorcycle and scooter retail sales occurred in the spring and summer from April to September inclusive, and 24.30% in the fall and winter combined. New retail sales for OHVs in 2020 were 66.73% in the spring and summer from April to September inclusive, and 33.27% in the fall and winter combined.

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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% of total motorcycle sales in Canada in 2020.

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

In 2020 motorcycle retail sales recovered nicely after a spring time Covid shutdown to end the year 11% higher than the previous year.

In 2020, the motorcycle business was approximately eight hundred and twenty million dollars at retail(^). New motorcycles represented 82.50% of the value of total sales and Parts and Accessories represent 17.50% of the value of total sales.

Graph 1.1 Retail Motorcycle New Unit Sales 2016-2020

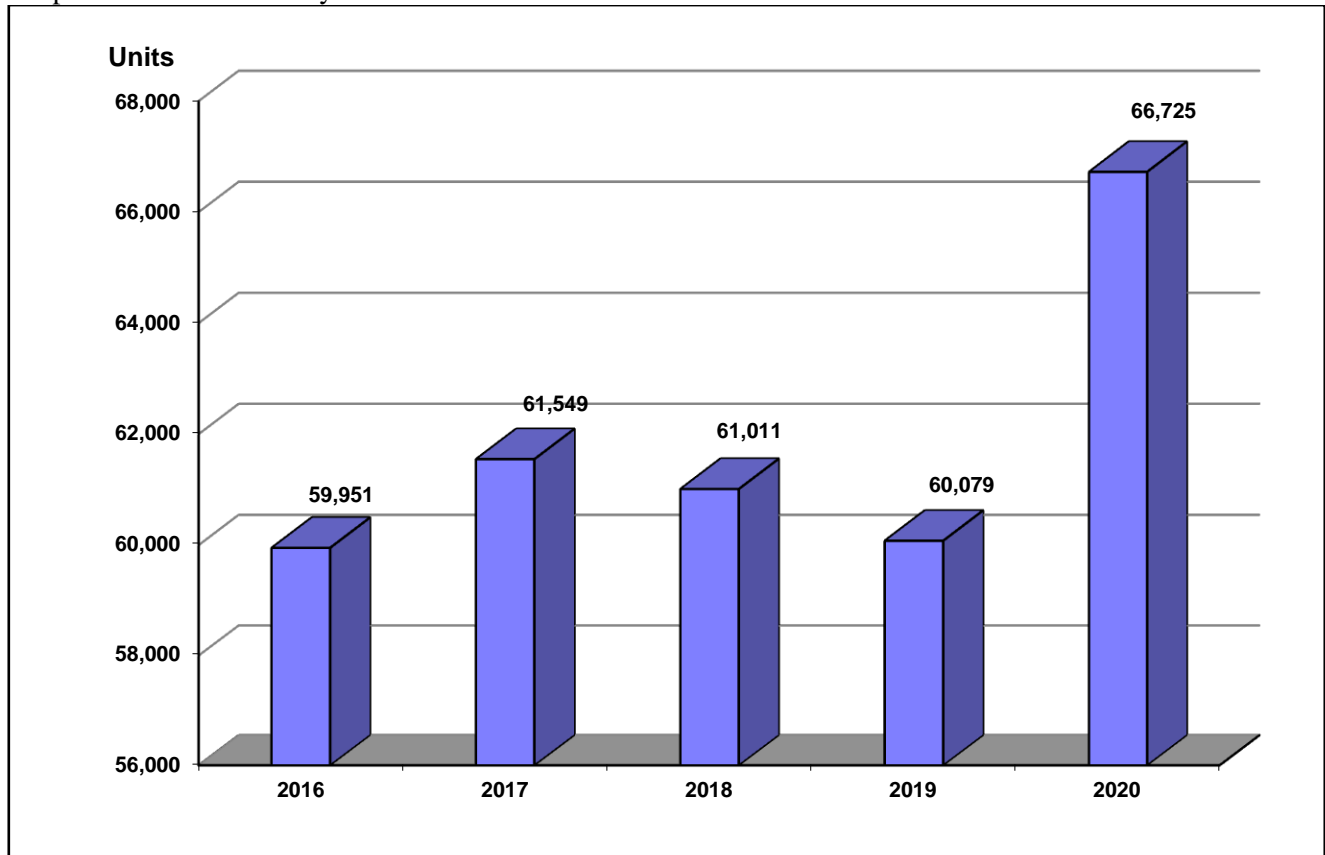


Table 1.2-1 Estimated New Motorcycle Retail Dollar Sales 2016-2020 (expressed in \$000) (^)

	2016	2017	2018	2019	2020
New Motorcycle	745,949	772,483	816,962	814,532	676,386
Parts & Accessories	162,629	162,200	152,944	143,767	143,462
Total	908,578	934,683	969,906	958,299	819,848

Table 1.2-2 Estimated New Motorcycle Retail Dollar Sales 2016-2020 (expressed in % of dollar sales)

	2016	2017	2018	2019	2020
New Motorcycle	82.10	82.65	84.23	85.00	82.50
Parts & Accessories	17.90	17.35	15.77	15.00	17.50
Total	100.00	100.00	100.00	100.00	100.00

(^) Note: Estimated Retail Dollar Sales are calculated based on the wholesale numbers provided by the MMIC member companies. In 2020 wholesales were down in comparison to the previous year. For consistency in reporting the formula for calculation was not changed to compensate for the unusual circumstances occurring due to pandemic.

Graph 1.2-1 Estimated New Motorcycle Retail Dollar Sales 2016-2020

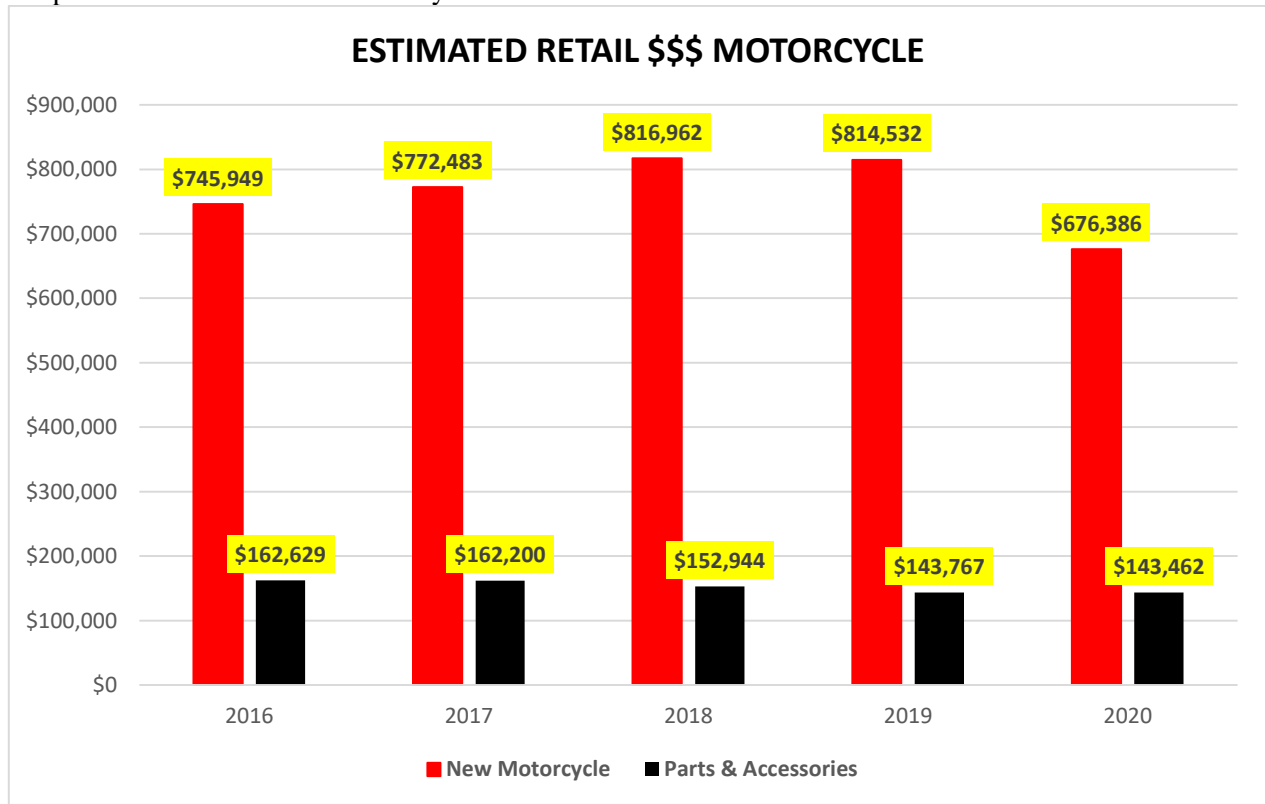


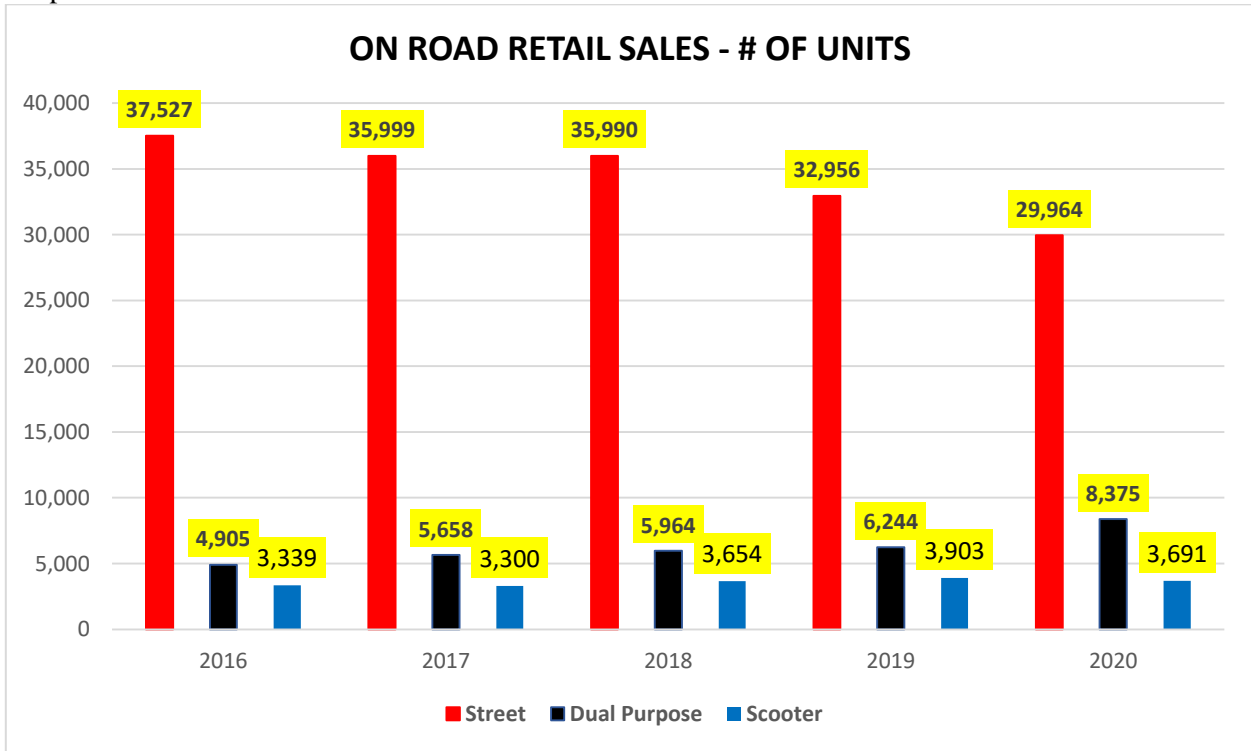
Table 1.3-1 Motorcycle Retail Sales by National Categories 2016-2020

Category	2016	2017	2018	2019	2020
Street	37,527	35,999	35,990	32,956	29,964
Dual Purpose	4,905	5,658	5,964	6,244	8,375
Competition	8,033	8,987	8,568	9,025	12,086
Off-Road Recreation	4,522	5,411	4,625	5,792	9,456
Mini Bike	1,625	2,194	2,210	2,159	3,153
Scooter	3,339	3,300	3,654	3,903	3,691
Total	59,951	61,549	61,011	60,079	66,725

Table 1.3-2 Percent Change in Retail Motorcycle Sales by National Category 2016-2020

Category	2017 vs 2016	2018 vs 2017	2019 vs 2018	2019 vs 2020
Street	-4.07	-0.03	-8.43	-9.08
Dual Purpose	15.35	5.41	4.69	34.13
Competition	11.88	-4.66	5.33	33.92
Off-Road Recreation	19.66	-14.53	25.23	63.26
Mini Bike	35.02	0.73	-2.31	46.04
Scooter	-1.17	10.73	6.81	-5.43
Total	2.67	-0.87	-1.53	11.06

Graph 1.3-1a On Road retail Sales 2016-2020



Graph 1.3-1b Off Road retail Sales 2016-2020

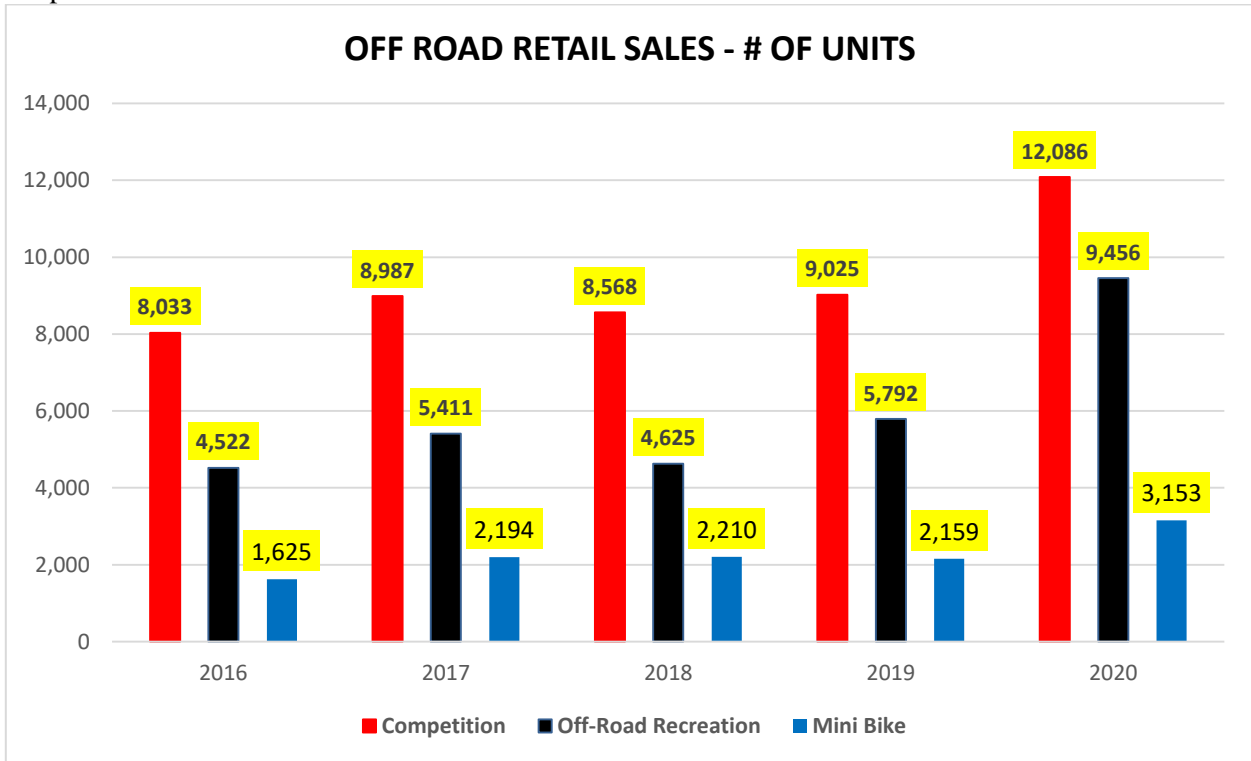


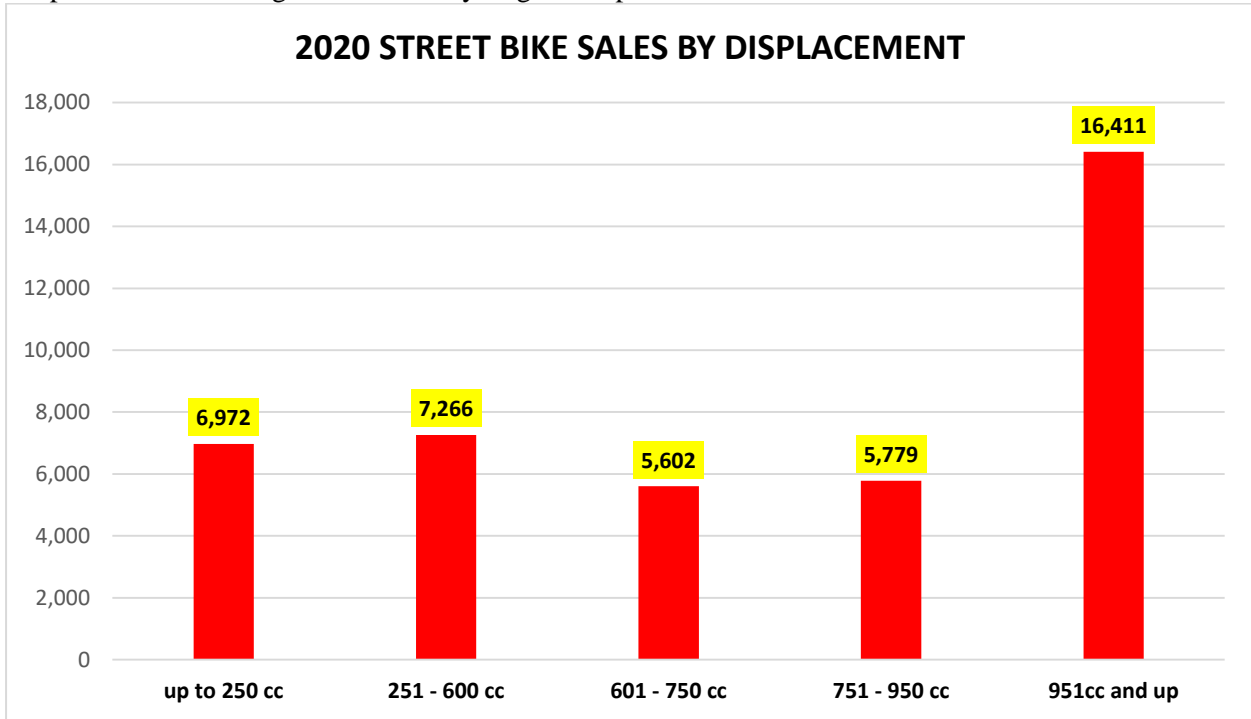
Table 1.4 Retail Motorcycle Sales by Engine Displacement 2016-2020

Engine Displacement	2016		2017		2018		2019		2020	
	# 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	5,418	11.84	5,631	12.53	6,585	14.44	6,529	15.15	6,972	16.59
251 - 600 cc	6,212	13.57	6,162	13.71	6,688	14.66	6,869	15.94	7,266	17.29
601 - 750 cc	6,764	14.78	5,968	13.27	6,051	13.27	5,058	11.73	5,602	13.33
751 - 950 cc	5,056	11.05	5,181	11.52	4,793	10.51	5,972	13.86	5,779	13.75
951cc and up	22,321	48.77	22,015	48.97	21,491	47.12	18,675	43.33	16,411	39.05
Total	45,771	100	44,957	100	45,608	100	43,103	100	42,030	100
<u>Off-Road</u>										
up to 125 cc	5,616	39.61	7,082	42.68	6,842	44.42	7,426	43.74	11,437	46.31
126 - 250 cc	4,957	34.96	5,462	32.92	4,454	28.92	5,648	33.27	8,132	32.93
251cc and over	3,607	25.44	4,048	24.4	4,107	26.66	3,902	22.99	5,126	20.76
Total	14,180	100	16,592	100	15,403	100	16,976	100	24,695	100

Note: Street legal motorcycles includes street bikes, dual purpose motorcycles and scooters  
Off-road motorcycles includes competition, off-highway motorcycles and mini bikes.



Graph 1.4a Street Legal Bike Sales by Engine Displacement 2020



Graph 1.4b Off Road Bike Sales by Engine Displacement 2020

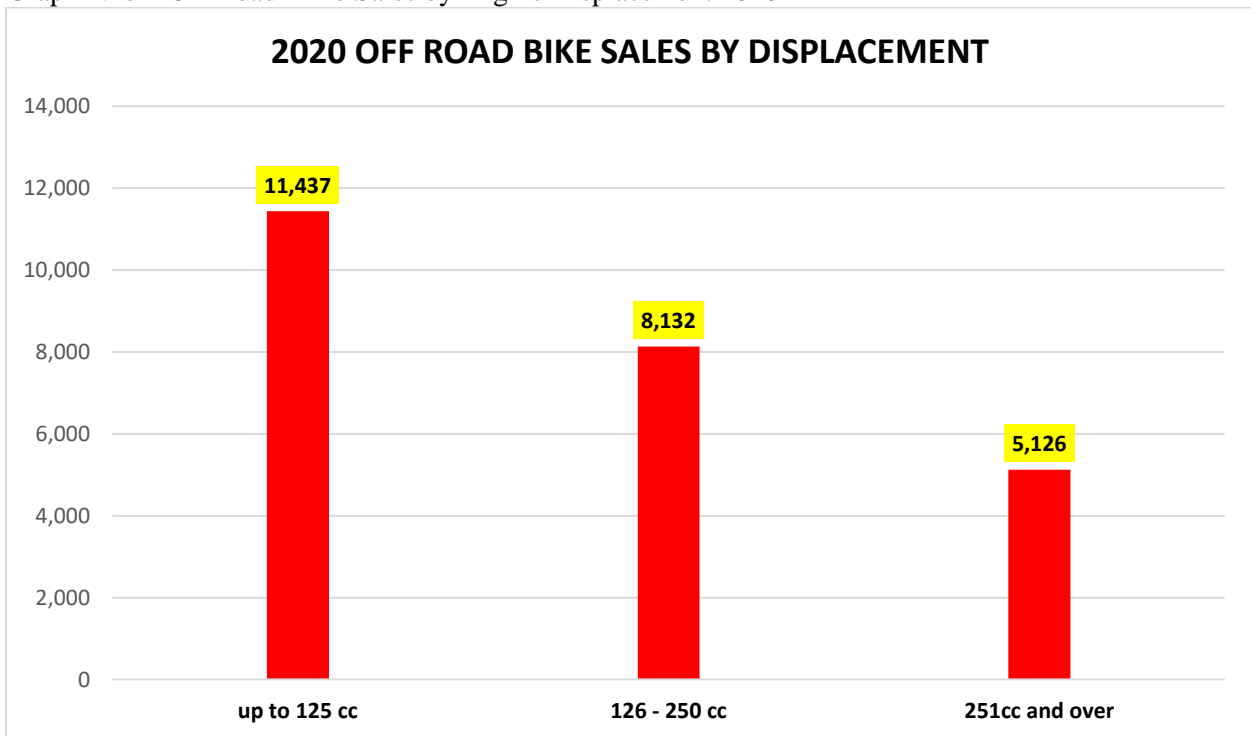


Table 1.5-1 Retail Motorcycle Sales by Province 2016-2020: (in # of units)

Province	Estimated Population as of December 31 <sup>st</sup> 2020 (Statistics Canada)	New Unit Sales				
		2016	2017	2018	2019	2020
British Columbia	5,145,785	10,237	10,414	10,397	9,845	11,999
Alberta	4,428,082	10,010	9,957	9,251	8,340	9,689
Saskatchewan	1,177,782	1,549	1,510	1,369	1,364	1,570
Manitoba	1,379,469	1,568	1,580	1,543	1,556	1,933
Ontario	14,733,506	13,798	14,843	14,349	14,226	15,565
Quebec	8,575,812	18,440	18,818	20,092	20,695	21,237
New Brunswick	781,282	1,347	1,399	1,305	1,383	1,510
Prince Edward Island	159,747	217	267	204	214	273
Nova Scotia	979,089	1,427	1,506	1,501	1,471	1,739
Newfoundland & Labrador	520,961	1,125	973	762	735	935
Northwest Territories	45,037	86	106	80	68	55
Yukon Territory	42,165	111	128	118	145	191
Nunavut	39,288	36	48	40	37	29
<b>Total</b>	<b>38,008,005</b>	<b>59,951</b>	<b>61,549</b>	<b>61,011</b>	<b>60,079</b>	<b>66,725</b>

Table 1.5-2 Retail Motorcycle Sales by Province 2016-2020: (in % of units)

Province	Percent of estimated Population as of December 31 <sup>st</sup> 2020 (Statistics Canada)	Percent of New Unit Sales				
		2016	2017	2018	2019	2020
British Columbia	13.54	17.08	16.92	17.04	16.39	17.98
Alberta	11.65	16.7	16.18	15.16	13.88	14.52
Saskatchewan	3.10	2.58	2.45	2.25	2.27	2.35
Manitoba	3.63	2.62	2.57	2.53	2.59	2.90
Ontario	38.76	23.02	24.12	23.52	23.68	23.33
Quebec	22.56	30.76	30.57	32.93	34.45	31.83
New Brunswick	2.06	2.25	2.27	2.14	2.30	2.26
Prince Edward Island	0.42	0.36	0.43	0.33	0.36	0.41
Nova Scotia	2.58	2.38	2.45	2.46	2.45	2.61
Newfoundland & Labrador	1.37	1.88	1.58	1.25	1.22	1.40
Northwest Territories	0.12	0.14	0.17	0.13	0.11	0.08
Yukon Territory	0.11	0.19	0.21	0.19	0.24	0.29
Nunavut	0.10	0.06	0.08	0.07	0.06	0.04
<b>Total</b>	<b>100.00</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Graph 1.5-1 Retail Motorcycle Sales by Province 2020

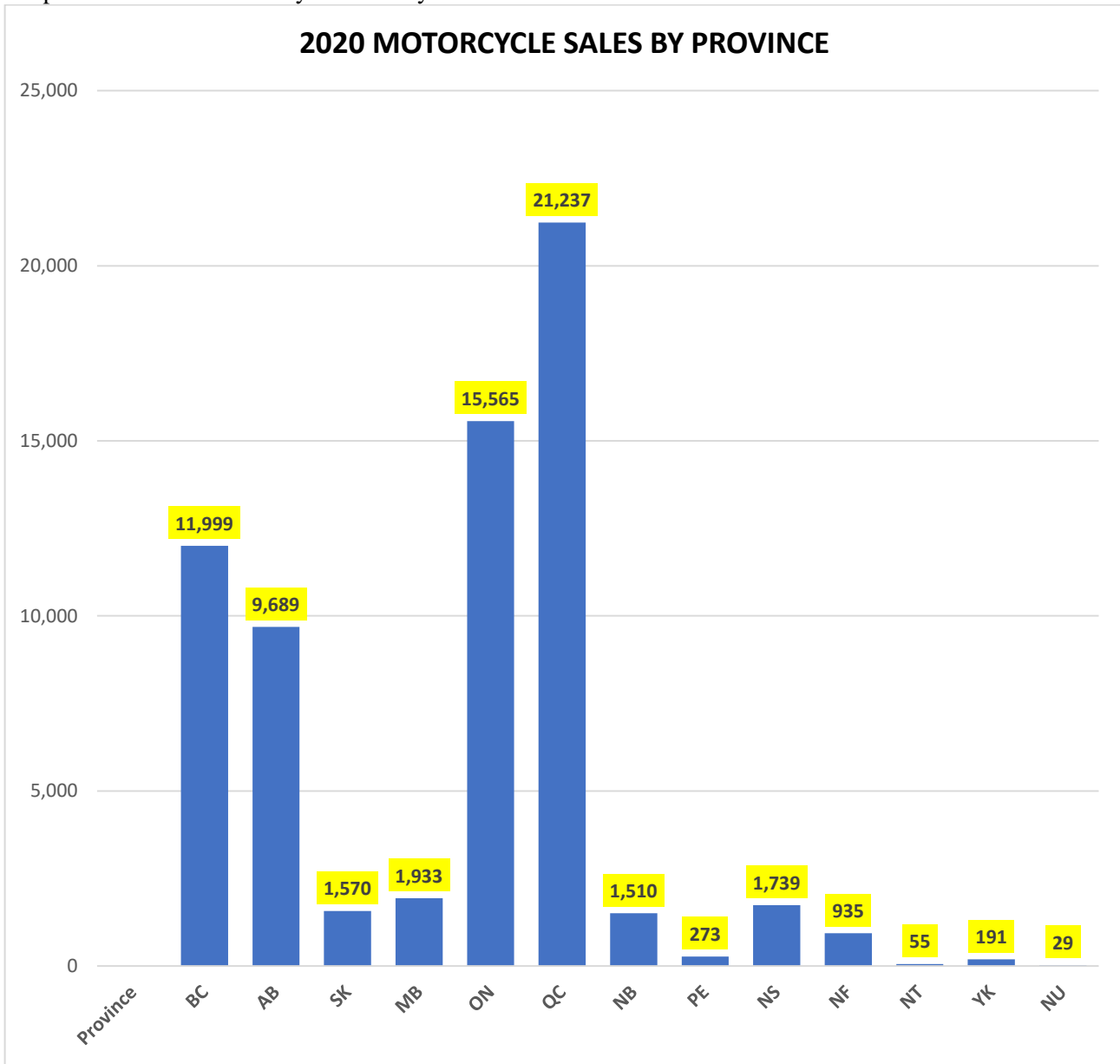
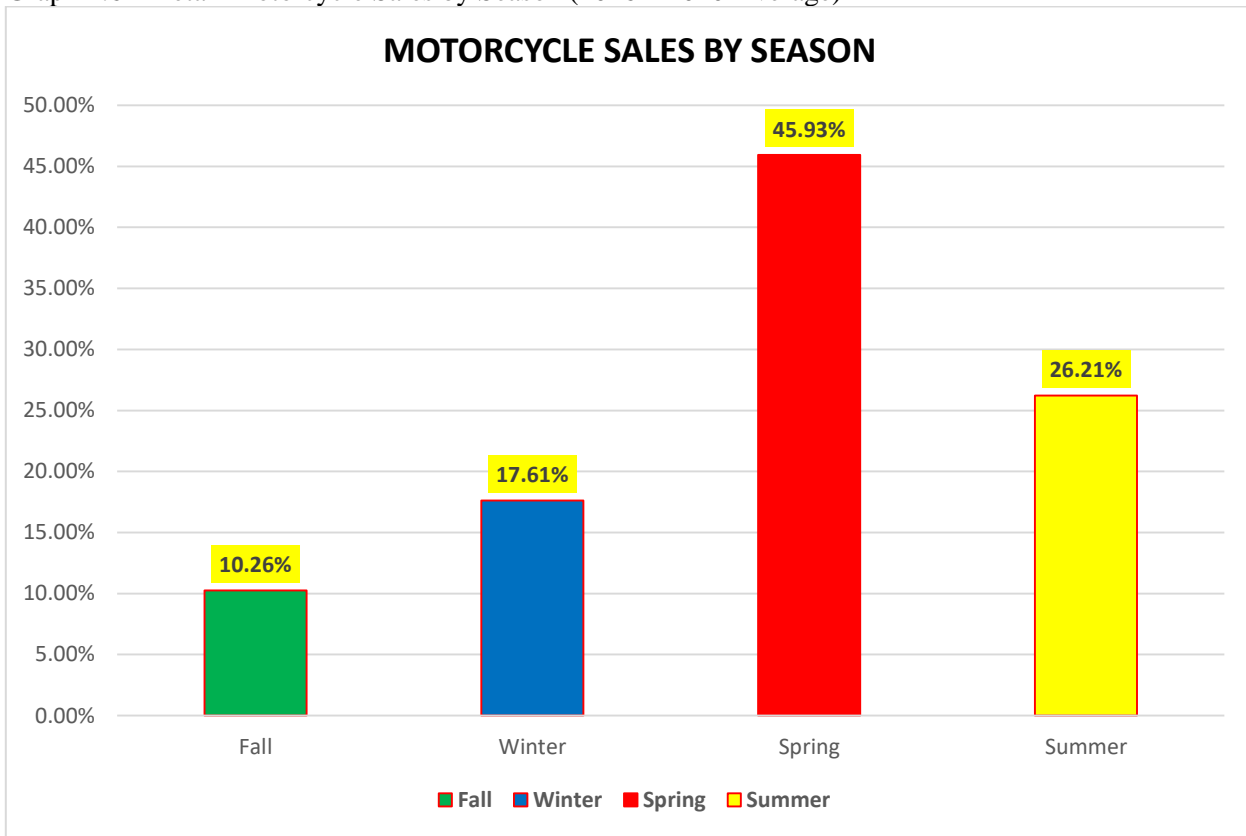


Table 1.6 Motorcycle Sales by Season 2016-2020: (in % of new unit sales)

Season	2016	2017	2018	2019	2020
Jan - Mar	19.55	18.84	18.77	18.08	12.78
Apr - June	44.84	45.75	46.22	46.02	46.80
July – Sept	25.62	25.23	25.10	26.18	28.90
Oct – Dec	9.99	10.18	9.91	9.72	11.52
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Graph 1.6 Retail Motorcycle Sales by Season (2016 – 2020 Average)



## Motorcycle & Limited Speed Motorcycle Registrations

MMIC statistics indicate over eight hundred thousand Motorcycles were registered for on-road use in Canada during 2018(^). In addition, over forty three thousand Limited Speed Motorcycles (Mopeds) were registered in that year. The following Motorcycle and LSM registrations information was obtained from the provincial Ministries responsible for motor vehicle registrations.

(^) Registration by province report for 2019 is not yet available. The report will be updated as soon as the information becomes available.

Table 1.7-1 Motorcycle Registrations by Province 2010-2018(^)

Province	2010	2011	2012	2013	2014	2015	2016	2017	2018
British Columbia	96,000	89,210	92,170	95,690	97,790	100,860	107,830	109,908	112,573
Alberta	105,933	108,704	112,664	117,891	122,019	127,247	121,968	123,605	125,965
Saskatchewan	25,464	26,792	27,991	27,728	25,703	25,105	23,321	21,298	21,961
Manitoba	14,874	15,596	16,796	18,377	16,020	17,371	18,493	19,333	19,213
Ontario	211,536	220,026	228,303	232,717	234,893	237,698	239,796	239,983	236,602
Quebec	126,988	132,184	160,058	162,848	170,211	179,082	180,895	188,097	193,465
New Brunswick	22,294	27,924	23,164	24,255	24,970	25,693	24,358	24,525	24,809
Prince Edward Island	2,461	2,594	2,651	4,030	4,046	2,817	2,765	2,723	2,794
Nova Scotia	25,067	31,814	23,989	29,224	23,634	22,182	17,514	28,035	28,201
Newfoundland	15,288	18,599	19,644	20,641*	21,303*	21,960*	22,485*	22,318*	32,724*
Northwest Territories	693	666	713	729	785	790	800	816	829
Yukon	1005	1004	1,080	1089*	1,152*	1,130*	1,181*	1,149*	1,290*
<b>Total</b>	<b>647,603</b>	<b>675,113</b>	<b>709,223</b>	<b>735,219</b>	<b>742,526</b>	<b>761,935</b>	<b>761,406</b>	<b>781,790</b>	<b>800,426</b>

(\*) Includes moped.

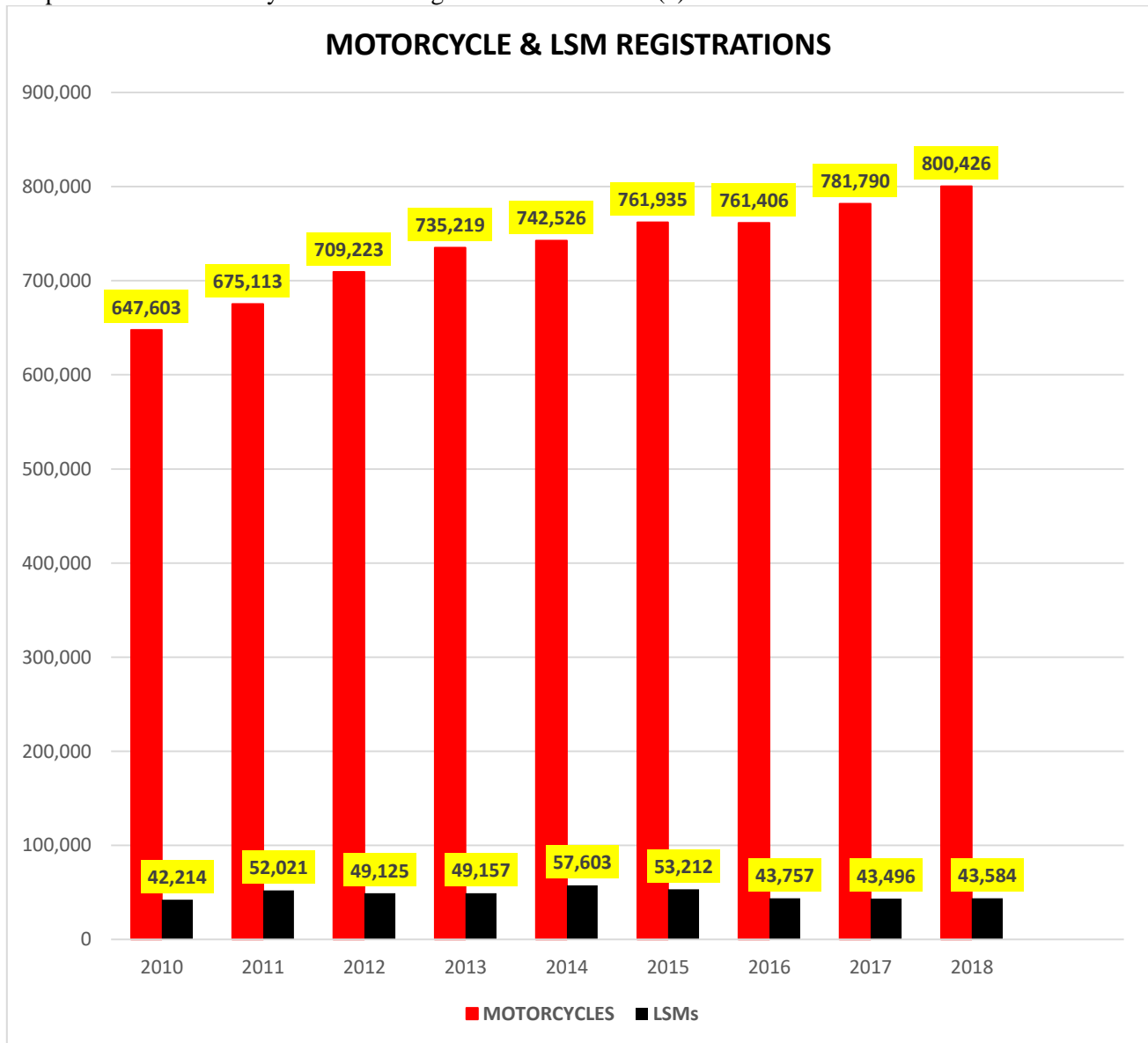
Table 1.7-2 Limited Speed Motorcycle / Moped Registrations by Province 2010-2018(^)

Province	2010	2011	2012	2013	2014	2015	2016	2017	2018
British Columbia	n/a	9,300	9300	9,400	9,400	9,200	9,010	8,540	8446
Alberta	1,709	1,871	1,953	2,055	2,115	2,138	2,077	2,018	2,044
Saskatchewan	28	26	17	19	18	12	16	16	12
Manitoba	2792	2,919	2,955	2,909	2,399	2,252	2,113	1,983	1,893
Ontario	1,256	1,136	1,033	920	840	717	608	608	517
Quebec	33,882	33,724	31,440	31,440	40,410	36,493	27,662	27,977	28,380
New Brunswick	2186	2605	2,108	2,140	2,150**	2,174	2087	2104	2108
Prince Edward Island	15	63	12	17	15	11	11	19	16
Nova Scotia	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
North West Territories	46	41	43	n/a	47	47	48	49	50
Yukon	n/a	3	4	n/a	n/a	n/a	n/a	n/a	n/a
<b>Total</b>	<b>42,214</b>	<b>52,021</b>	<b>49,125</b>	<b>49,157</b>	<b>57,603</b>	<b>53,212</b>	<b>43,757</b>	<b>43,496</b>	<b>43,584</b>

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

(^) Note: Registration by province report is not yet available for 2019. The report will be updated as soon as the information becomes available.

Graph 1.7-1&2 Motorcycle & LSM Registrations 2010-2018(^)



(^) Note: Registration by province report is not yet available for 2019. The report will be updated as soon as the information becomes available.

Table 1.8 Vehicle Registrations by Type of Vehicle 2010-2019

<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>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
<b>2018</b>	23,137	1,194	730	26,583
<b>2019</b>	23,472	1,214	736	26,746

- (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



## 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 2020 sales of new all-terrain vehicles were approximately six hundred and sixty three million dollars at retail based on industry estimates.

Graph 2.1 Retail ATV New Unit Sales 2016-2020

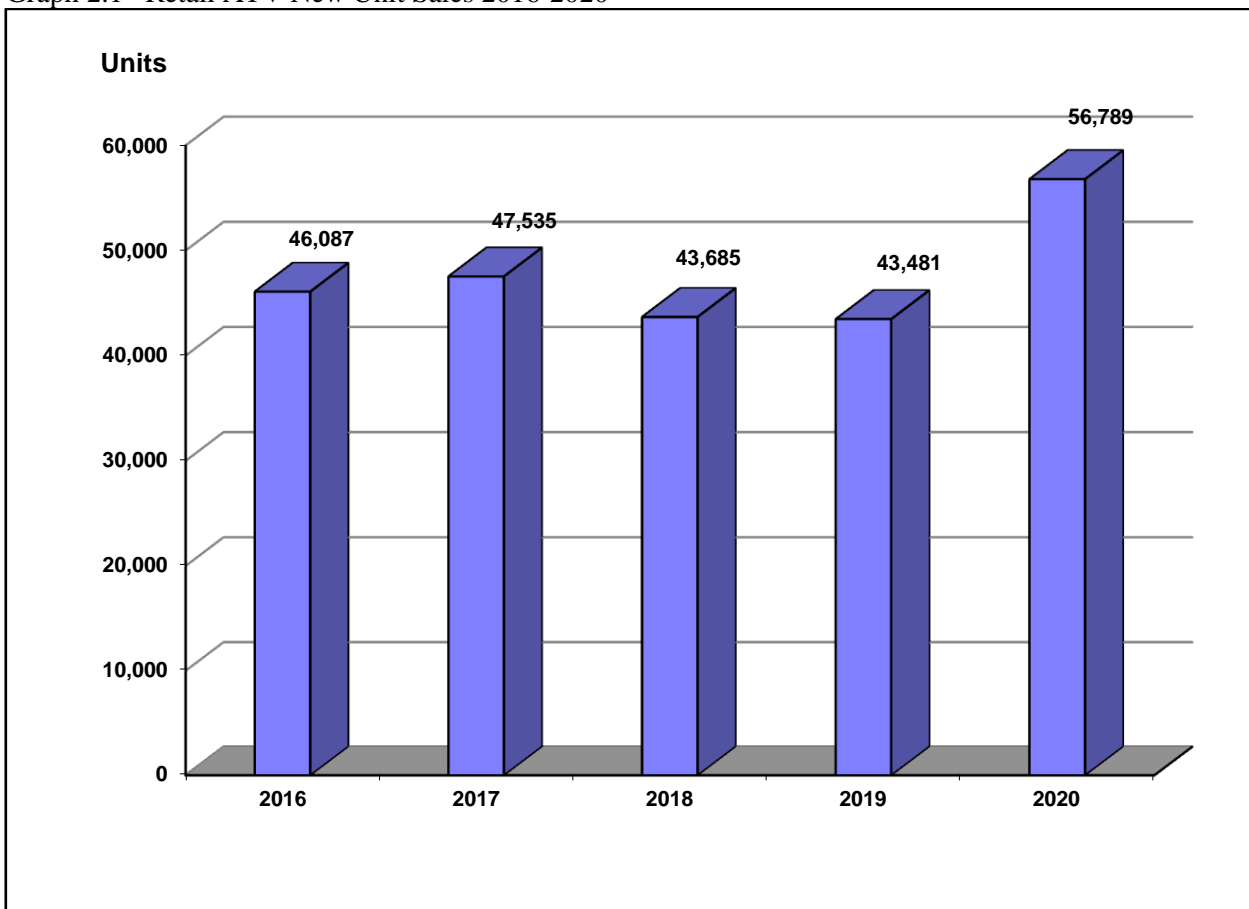


Table 2.2 Estimated ATV Retail Dollar Sales 2016-2020: (expressed in \$000)

2016	2017	2018	2019	2018
644,575	646,962	612,098	519,382	663,251

Graph 2.2 Estimated ATV Retail Dollar Sales 2016-2020

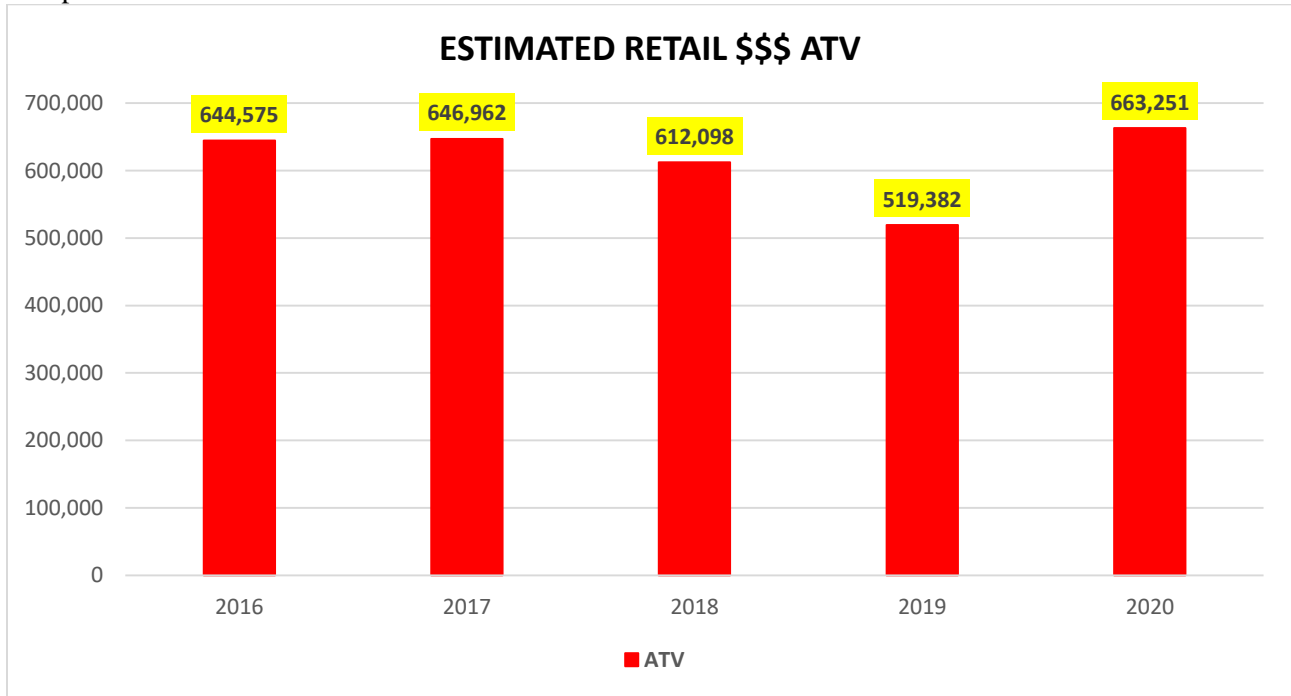


Table 2.3-1 Retail ATV Sales by Province 2016-2020: (in # of units)

Province	Estimated Population in thousands as of December 31 <sup>st</sup> 2020, (Statistics Canada)	New Unit Sales				
		2016	2017	2018	2019	2020
British Columbia	5,145,785	3,387	3,512	3,149	3,163	4,109
Alberta	4,428,082	5,204	5,186	4,708	4,214	5,039
Saskatchewan	1,177,782	2,690	2,242	1,789	1,626	2,058
Manitoba	1,379,469	2,095	2,157	1,715	1,644	2,557
Ontario	14,733,506	12,558	13,898	12,986	12,534	16,758
Quebec	8,575,812	10,331	11,343	11,066	11,628	15,325
New Brunswick	781,282	2,377	2,198	1,931	2,085	2,677
Prince Edward Island	159,747	263	332	341	425	460
Nova Scotia	979,089	2,509	2,315	2,127	2,230	2,940
Newfoundland	520,961	3,808	3,418	2,871	2,941	3,524
Northwest Territories	45,037	216	198	184	174	285
Yukon Territory	42,165	154	206	189	222	241
Nunavut	39,288	495	530	629	595	816
Total	38,008,005	46,087	47,535	43,685	43,481	56,789

Table 2.3-2 Retail ATV Sales by Province 2016-2020: (in % of units)

Province	Percent of estimated population in thousands as of December 31 <sup>st</sup> 2020, (Statistic Canada)	Percent of New Unit Sales				
		2016	2017	2018	2019	2020
British Columbia	13.54	7.35	7.39	7.21	7.27	7.24
Alberta	11.65	11.29	10.91	10.78	9.69	8.87
Saskatchewan	3.10	5.84	4.72	4.09	3.74	3.62
Manitoba	3.63	4.55	4.54	3.93	3.78	4.50
Ontario	38.76	27.25	29.24	29.73	28.83	29.51
Quebec	22.56	22.42	23.86	25.33	26.74	26.99
New Brunswick	2.06	5.16	4.62	4.42	4.80	4.71
Prince Edward Island	0.42	0.57	0.70	0.78	0.98	0.81
Nova Scotia	2.58	5.44	4.87	4.87	5.13	5.18
Newfoundland	1.37	8.26	7.19	6.57	6.76	6.21
Northwest Territories	0.12	0.47	0.42	0.42	0.40	0.50
Yukon Territory	0.11	0.33	0.43	0.43	0.51	0.42
Nunavut	0.10	1.07	1.11	1.44	1.37	1.44
Total	100.00	100	100	100	100	100

Graph 2.3-1 Retail ATV Sales by Province 2020: (in # of units)

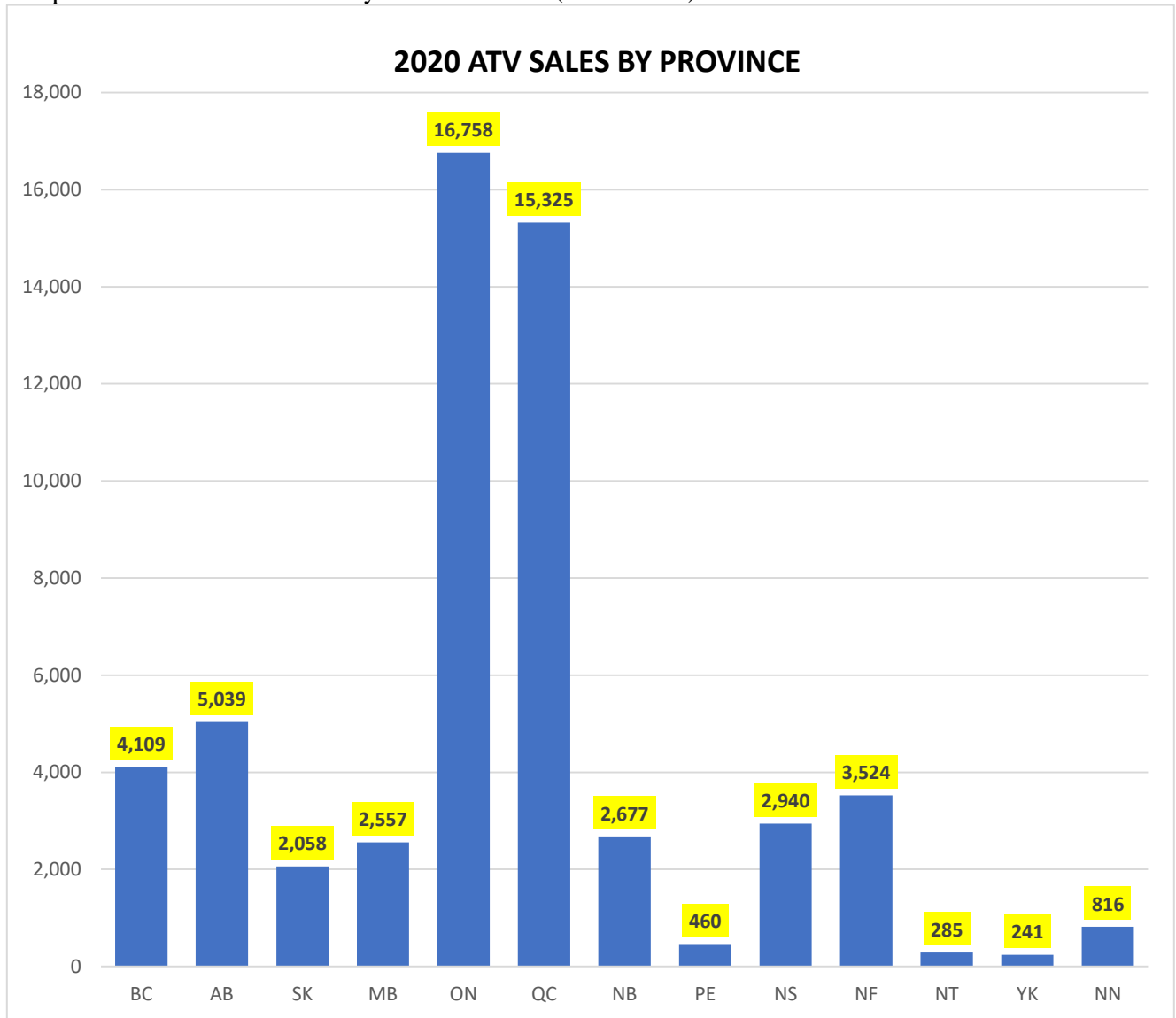
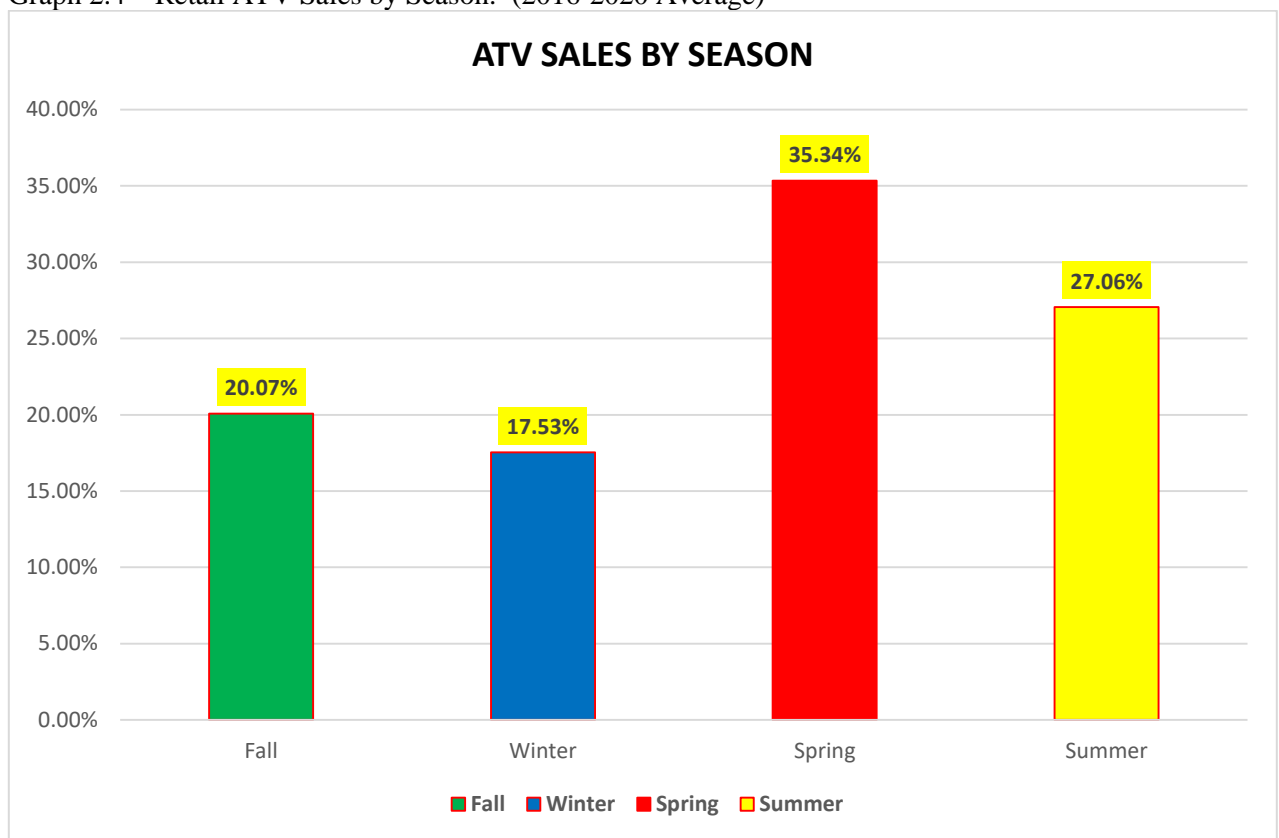


Table 2.4 Retail ATV Sales by Season 2016-2020: (in % of new unit sales)

Season	2016	2017	2018	2019	2020
Jan – Mar	20.53	18.72	18.85	17.62	11.92
Apr – Jun	33.64	35.26	33.89	35.07	38.86
July – Sept	26.49	26.59	27.21	27.13	27.87
Oct - Dec	19.34	19.43	20.05	20.18	21.35
Total	100	100	100	100	100

Graph 2.4 Retail ATV Sales by Season: (2016-2020 Average)



**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/>

**Royal Enfield North America**  
<https://www.royalenfield.com/>

**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

**Ascoll**  
<https://www.askollelectric.com>

**Automotive Retailers Association**  
<https://www.ara.bc.ca>

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

**Beta Canada Inc.**  
<https://betacanada.net>

**Canada Safety Council**  
<https://canadasafetycouncil.org>

**Daymark Inc.**  
<https://www.daymak.com>

**Grande Prairie Regional College**  
[www.gprc.ab.ca](http://www.gprc.ab.ca)

**Importation Thibault Ltee.**  
[www.importationsthibault.com](http://www.importationsthibault.com)

**Les Produits Denray**  
[www.produits-denray.com](http://www.produits-denray.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)

**Rev'it! Sport USA**  
[www.revitsport.com](http://www.revitsport.com)