

DataPoint

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North America ATVs



281,000

2023 Production Forecast

281,000 units is the estimate by Power Systems Research of the number of ATVs expected to be produced in North America in 2024.

ATV is short term for All Terrain Vehicle. This vehicle commonly has four wheels and is designed to be driven off road. It seats one person, or sometimes two, one in front of the other. ATVs are utilized in a variety of activities that include recreation, sport and military related needs.

This product information comes from industry interviews and from two proprietary databases maintained by Power Systems Research: **EnginLink™**, which provides information on engines, and **OE Link™**, a database of equipment manufacturers.

Exports: Mexico, up to 45% worldwide, and United States, up to 30% worldwide. As of 2022, approximately 60% of the ATVs Suzuki made in its Rome, GA, facility remained in the U.S. while the remainder were sold internationally.

Market Share: With combined plant totals of 26%, Polaris leads in production of 4-Wheeled ATVs in North America. In second position is Honda with 25%; third, is Yamaha with 16%.

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Trends. In 2023, production of ATVs in North America decreased nearly 5% to about 270,000 units. Production is expected to gain 4% in 2024 to about 281,000 units.

Past recent years production decreases have been related to COVID-19, overstocks, reduced demand caused by an uncertain economic outlook and the growing popularity of side x side units (SxS or utility vehicles). Manufacturers have discontinued less popular models/variants of ATVs and are concentrating on bestselling units.

Investor relations reports from Yamaha, Polaris Industries and Arctic Cat, indicate consumer discretionary spending is on the rise, supported by favorable gas prices.

Production is expected to increase due to current positive economic factors supported by the introduction of innovative products and technologies. Look for an additional increase up to 5-10% by 2030. **PSR**

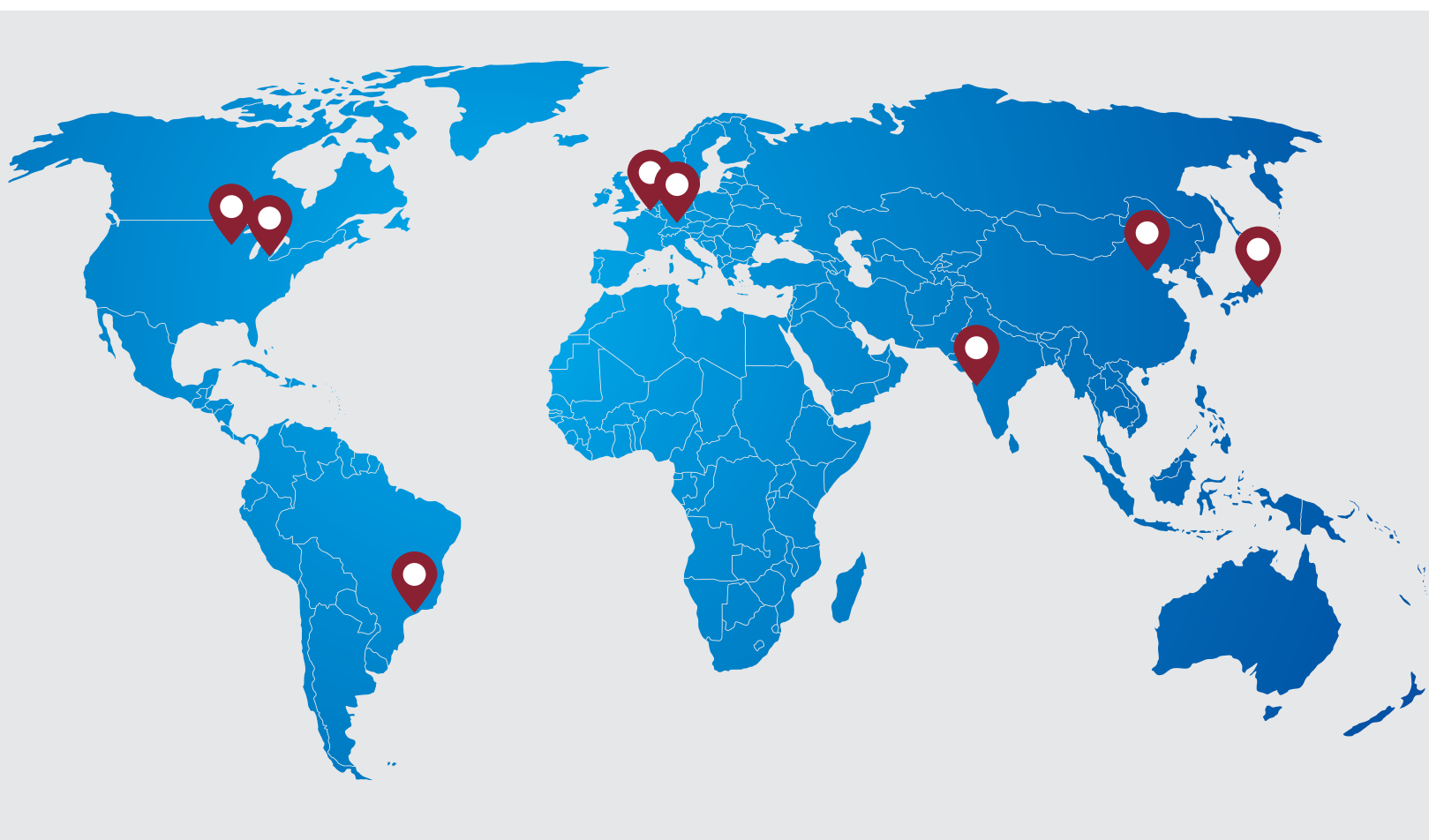
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About Power Systems Research

Power Systems Research (PSR), established in 1976, is the leading source of data, analysis and forecasting on the global production of engines and engine-powered equipment, including class 8 vehicles. One of its databases, EnginLink,™ includes production figures down to the model level for OEMs in key market segments, such as commercial vehicles. PSR's global research network includes eight offices and stretches across 200 countries and four continents.



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