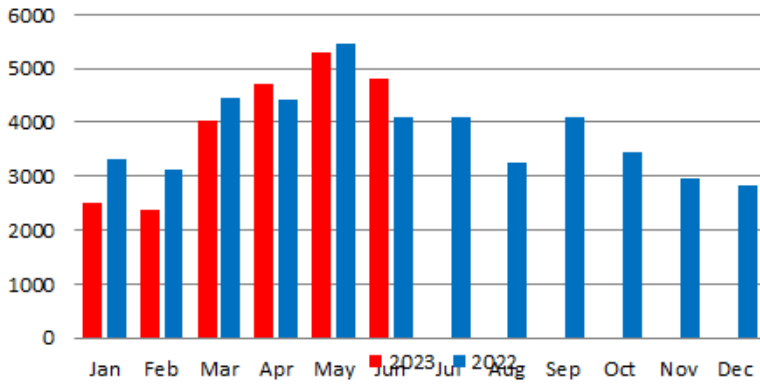


CANADA NOW!

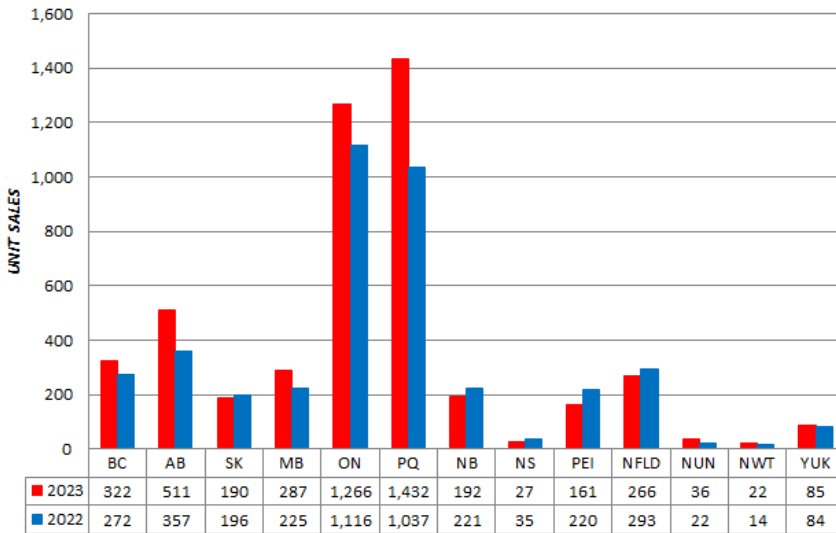
MOTORCYCLE AND MOPED INDUSTRY COUNCIL • CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

ATVs

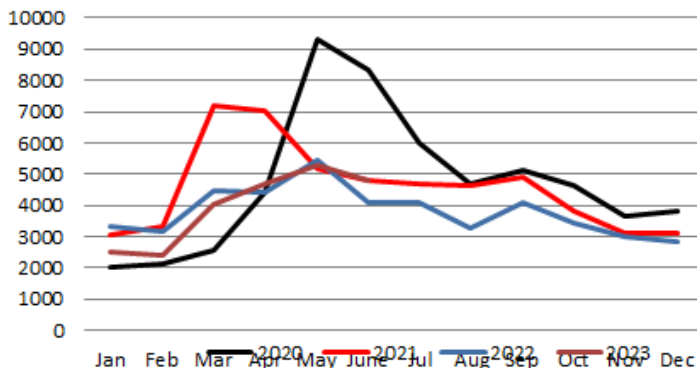
ATV Sales 2023 vs 2022



ATV Sales by Province June 2023



ATV Sales by Year



RETAIL SALES ANALYSIS 2023 June Edition



2024 Motorcycle and Powersport Show Dates

- January 12-14 Vancouver Tradex in Abbotsford
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MMIC / COHV AFFINITY PARTNERS



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MOTORCYCLE AND MOPED INDUSTRY COUNCIL - CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

COHV Statistics Report

Retail OHV Sales Report

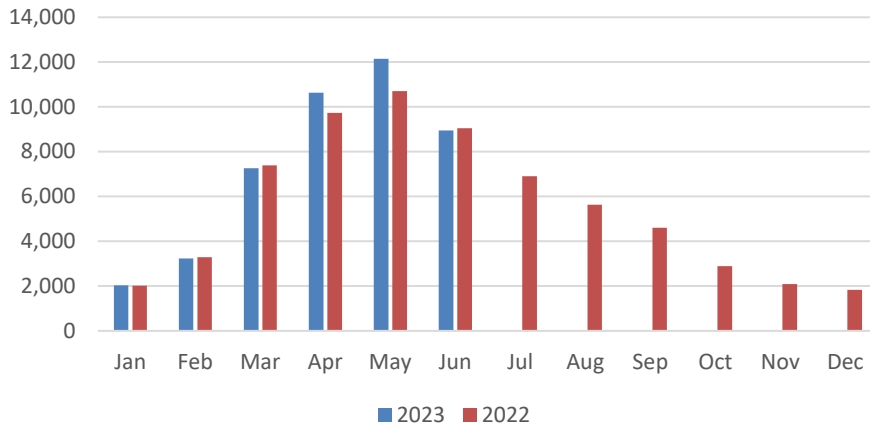
For the Month of June 2023

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	322	6.71%	272	6.65%	50	18.38%	1,596	6.73%	1,769	7.10%	-173	-9.78%
Alberta	511	10.65%	357	8.72%	154	43.14%	2,607	10.99%	2,232	8.96%	375	16.80%
Saskatchewan	190	3.96%	196	4.79%	-6	-3.06%	1,061	4.47%	1,041	4.18%	20	1.92%
Manitoba	287	5.98%	225	5.50%	62	27.56%	1,234	5.20%	1,164	4.68%	70	6.01%
Ontario	1,266	26.39%	1,116	27.27%	150	13.44%	6,646	28.01%	7,723	31.02%	-1,077	-13.95%
Quebec	1,432	29.85%	1,037	25.34%	395	38.09%	6,338	26.71%	6,535	26.25%	-197	-3.01%
New Brunswick	192	4.00%	221	5.40%	-29	-13.12%	1,143	4.82%	1,164	4.68%	-21	-1.80%
Prince Edward Island	27	0.56%	35	0.86%	-8	-22.86%	138	0.58%	187	0.75%	-49	-26.20%
Nova Scotia	161	3.36%	220	5.38%	-59	-26.82%	1,105	4.66%	1,219	4.90%	-114	-9.35%
Newfoundland	266	5.55%	293	7.16%	-27	-9.22%	1,310	5.52%	1,390	5.58%	-80	-5.76%
Northwest Territories	36	0.75%	22	0.54%	14	63.64%	137	0.58%	118	0.47%	19	16.10%
Yukon Territory	22	0.46%	14	0.34%	8	57.14%	94	0.40%	75	0.30%	19	25.33%
Nunavut	85	1.77%	84	2.05%	1	1.19%	322	1.36%	281	1.13%	41	14.59%
Province TOTAL	4,797	100.00%	4,092	100.00%	705	17.23%	23,731	100.00%	24,898	100.00%	-1,167	-4.69%

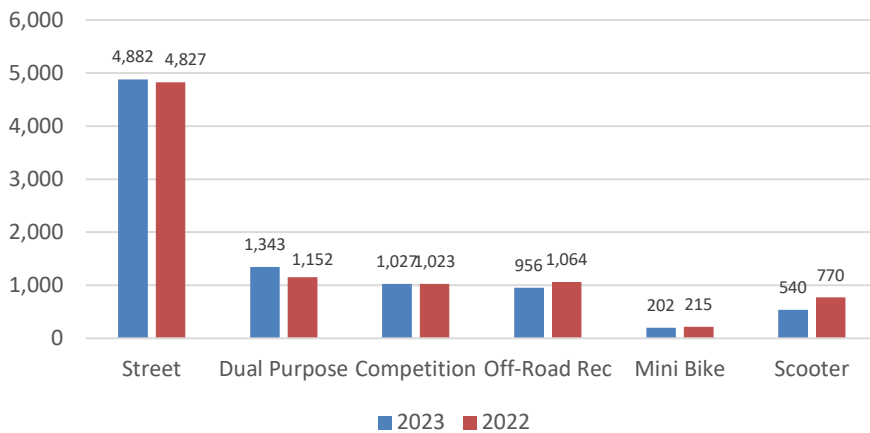


MOTORCYCLE AND MOPED INDUSTRY COUNCIL • CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

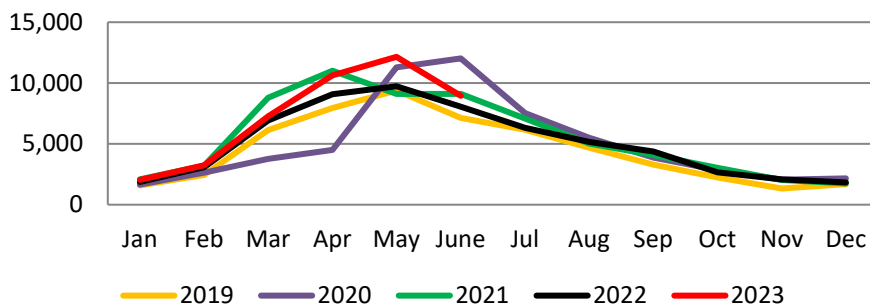
2023 vs 2022 Motorcycle



June 2023 vs 2022



Total Motorcycle Monthly Sales



RETAIL SALES ANALYSIS
2023 June Edition



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MMIC / COHV AFFINITY PARTNERS



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Retail sales report



MOTORCYCLE AND MOPED INDUSTRY COUNCIL • CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

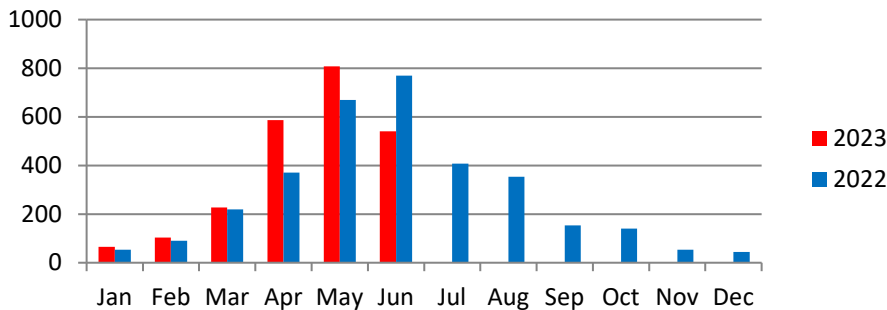
MMIC Statistics Report Retail Motorcycle Sales Report *For the Month of June 2023*

	Current Month	% of Volumes (CM)	Same Month LFY	% of Volumes (CM LY)	Unit Change	% Change	YTD	% of Volumes (YTD)	Prior YTD	% of Volumes (YTD LY)	Unit Change	% Change
Street	4,882	54.55%	4,827	53.33%	55	1.14%	22,197	50.13%	20,619	48.87%	1,578	7.65%
Dual Purpose	1,343	15.01%	1,152	12.73%	191	16.58%	6,626	14.96%	5,702	13.52%	924	16.20%
Competition	1,027	11.47%	1,023	11.30%	4	0.39%	6,840	15.45%	6,223	14.75%	617	9.91%
Off-Road Rec	956	10.68%	1,064	11.76%	-108	-10.15%	5,034	11.37%	6,218	14.74%	-1,184	-19.04%
Mini Bike	202	2.26%	215	2.38%	-13	-6.05%	1,252	2.83%	1,252	2.97%	0	0.00%
Scooter	540	6.03%	770	8.51%	-230	-29.87%	2,332	5.27%	2,175	5.16%	157	7.22%
Categories TOTAL	8,950	100.00%	9,051	100.00%	-101	-1.12%	44,281	100.00%	42,189	100.00%	2,092	4.96%
British Columbia	1,325	14.80%	1,419	15.68%	-94	-6.62%	7,220	16.30%	7,271	17.23%	-51	-0.70%
Alberta	1,271	14.20%	1,193	13.18%	78	6.54%	6,800	15.36%	6,214	14.73%	586	9.43%
Saskatchewan	280	3.13%	178	1.97%	102	57.30%	1,304	2.94%	1,101	2.61%	203	18.44%
Manitoba	286	3.20%	224	2.47%	62	27.68%	1,389	3.14%	1,127	2.67%	262	23.25%
Ontario	2,140	23.91%	2,231	24.65%	-91	-4.08%	10,209	23.06%	10,135	24.02%	74	0.73%
Quebec	2,876	32.13%	3,060	33.81%	-184	-6.01%	14,199	32.07%	13,322	31.58%	877	6.58%
New Brunswick	274	3.06%	260	2.87%	14	5.38%	1,164	2.63%	1,089	2.58%	75	6.89%
Prince Edward Island	35	0.39%	38	0.42%	-3	-7.89%	140	0.32%	155	0.37%	-15	-9.68%
Nova Scotia	258	2.88%	250	2.76%	8	3.20%	1,103	2.49%	1,079	2.56%	24	2.22%
Newfoundland	157	1.75%	156	1.72%	1	0.64%	555	1.25%	534	1.27%	21	3.93%
Nunavut	12	0.13%	8	0.09%	4	50.00%	20	0.05%	15	0.04%	5	33.33%
Northwest Territories	7	0.08%	15	0.17%	-8	-53.33%	65	0.15%	47	0.11%	18	38.30%
Yukon	29	0.32%	19	0.21%	10	52.63%	113	0.26%	100	0.24%	13	13.00%
Provinces TOTAL	8,950	100.00%	9,051	100.00%	-101	-1.12%	44,281	100.00%	42,189	100.00%	2,092	4.96%

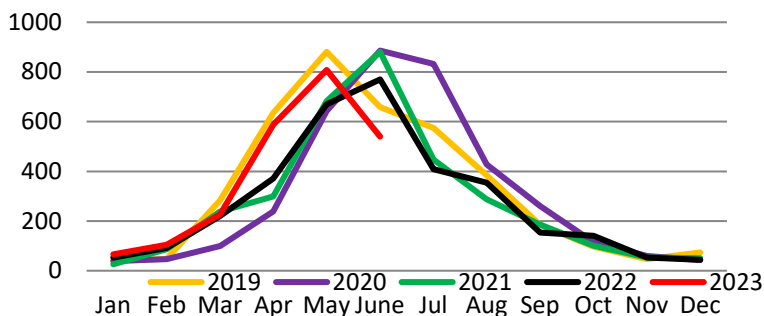


MOTORCYCLE AND MOPED INDUSTRY COUNCIL • CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

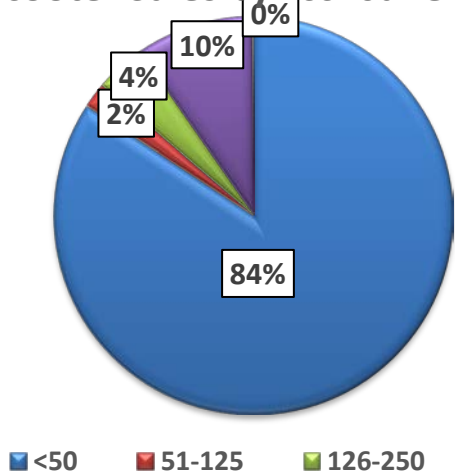
Scooters 2023 vs 2022



Scooter Monthly Sales



Scooter Sales by "cc" June 2023



RETAIL SALES ANALYSIS 2023 June Edition



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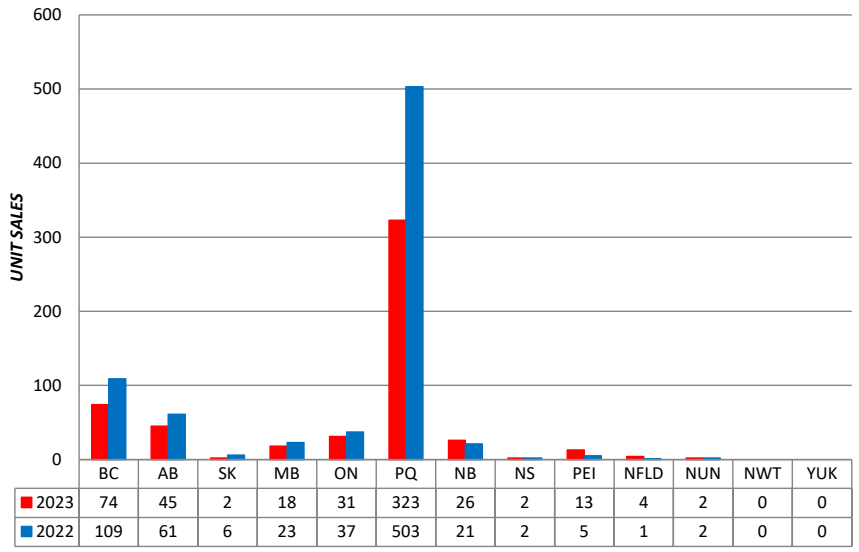




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Scooters

Scooter Sales by Province June 2023



RETAIL SALES ANALYSIS 2023 June Edition



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Retail sales report



MOTORCYCLE AND MOPED INDUSTRY COUNCIL • CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

Retail Scooter Sales Report For the Month of June 2023 By Province

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	74	13.70%	109	14.16%	-35	-32.11%	334	14.32%	276	12.69%	58	21.01%
Alberta	45	8.33%	61	7.92%	-16	-26.23%	209	8.96%	153	7.03%	56	36.60%
Saskatchewan	2	0.37%	6	0.78%	-4	-66.67%	20	0.86%	13	0.60%	7	53.85%
Manitoba	18	3.33%	23	2.99%	-5	-21.74%	55	2.36%	46	2.11%	9	19.57%
Ontario	31	5.74%	37	4.81%	-6	-16.22%	142	6.09%	144	6.62%	-2	-1.39%
Quebec	323	59.81%	503	65.32%	-180	-35.79%	1,405	60.25%	1,415	65.06%	-10	-0.71%
New Brunswick Prince Edward Island	26	4.81%	21	2.73%	5	23.81%	105	4.50%	79	3.63%	26	32.91%
Nova Scotia	2	0.37%	2	0.26%	0	0.00%	6	0.26%	4	0.18%	2	50.00%
Nova Scotia	13	2.41%	5	0.65%	8	160.00%	32	1.37%	33	1.52%	-1	-3.03%
Newfoundland	4	0.74%	1	0.13%	3	300.00%	18	0.77%	10	0.46%	8	80.00%
Nunavut Northwest Territories	2	0.37%	2	0.26%	0	0.00%	4	0.17%	2	0.09%	2	100.00%
Yukon	0	0.00%	0	0.00%	0	0.00%	1	0.04%	0	0.00%	1	0.00%
Province TOTAL	540	100.00%	770	100.00%	-230	-29.87%	2,332	100.00%	2,175	100.00%	157	7.22%

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ATV SAFETY TIPS



Tips to help keep ATV operators safe

While all-terrain vehicles (ATV) are useful in many lines of business and can also be a great source of entertainment, they come with many risks. That's why it's critical that ATV operators clearly understand how to keep themselves and their passengers safe at all times.

Whether you use an ATV for business or recreation, we've developed a risk management resource outlining the steps you can take to help minimize risk and prevent potential losses.

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