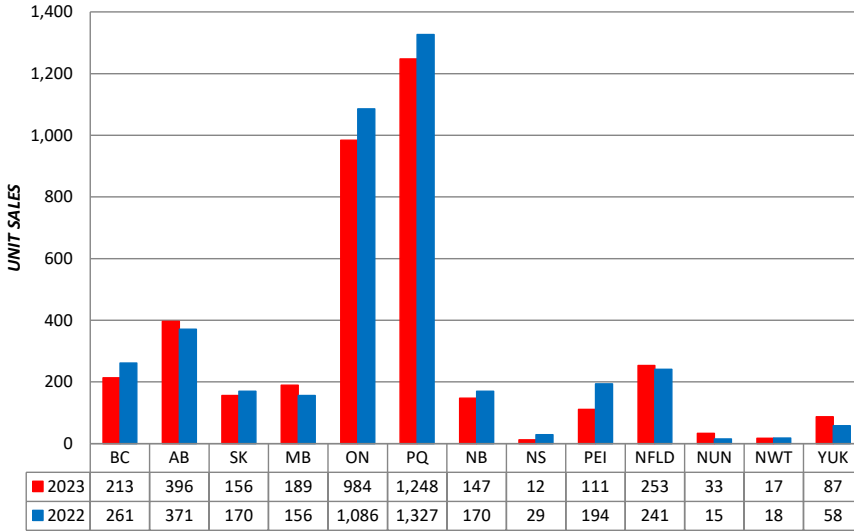


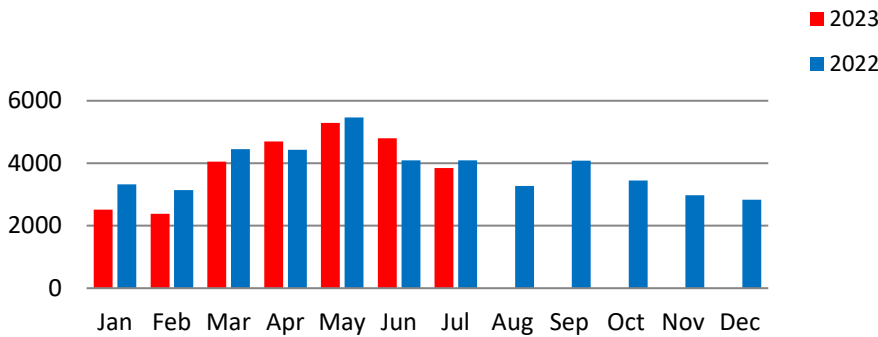
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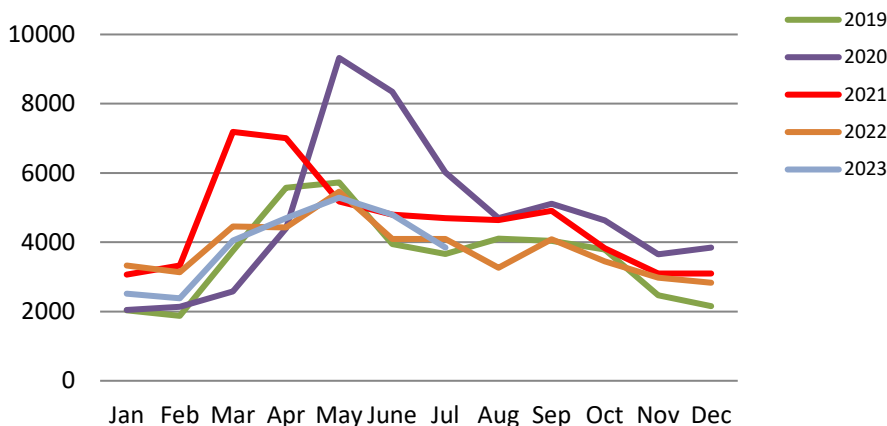
ATV Sales by Province July 2023



ATV Sales 2023 vs 2022



ATV Sales by Year



## Retail Sales Analysis 2023 July Edition



### 2024 Motorcycle and Powersport Show Dates

January 12-14 Vancouver  
Tradex in Abbotsford

January 26-28 Edmonton  
Edmonton Expo Centre

February 2-4 Calgary  
BMO Centre, Stampede Park

February 16-18 Toronto  
Energare Centre, Exhibition Park

February 23-25 Montréal  
Palais des congrès

### MMIC / COHV AFFINITY PARTNERS



COHV • CVHR • MMIC • CIMC





CONSEIL DE L'INDUSTRIE DE LA MOTOCYCLETTE ET DU CYCLOMOTEUR • CONSEIL CANADIEN DES DISTRIBUTEURS DE VÉHICULES HORS ROUTE

**COHV Statistics Report**

**Retail OHV Sales Report**

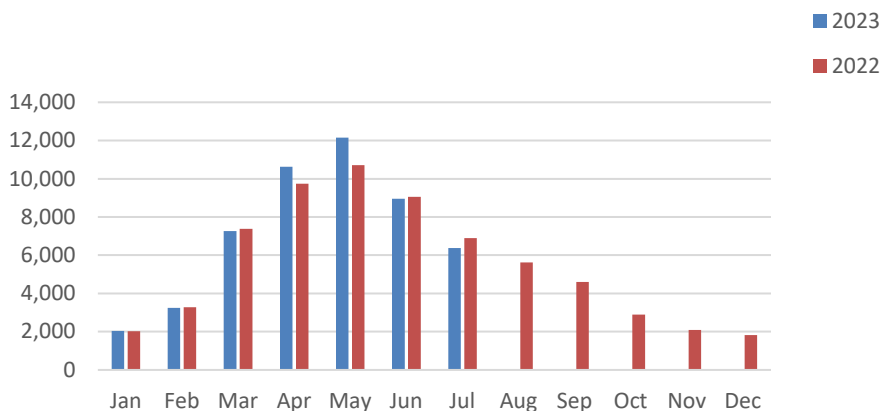
*For the Month of July 2023*

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	213	5.54%	261	6.37%	-48	-18.39%	1,809	6.56%	2,030	7.00%	-221	-10.89%
Alberta	396	10.30%	371	9.06%	25	6.74%	3,003	10.89%	2,603	8.98%	400	15.37%
Saskatchewan	156	4.06%	170	4.15%	-14	-8.24%	1,217	4.41%	1,211	4.18%	6	0.50%
Manitoba	189	4.91%	156	3.81%	33	21.15%	1,423	5.16%	1,320	4.55%	103	7.80%
Ontario	984	25.59%	1,086	26.51%	-102	-9.39%	7,630	27.67%	8,809	30.38%	-1,179	-13.38%
Quebec	1,248	32.45%	1,327	32.40%	-79	-5.95%	7,586	27.51%	7,862	27.12%	-276	-3.51%
New Brunswick	147	3.82%	170	4.15%	-23	-13.53%	1,290	4.68%	1,334	4.60%	-44	-3.30%
Prince Edward Island	12	0.31%	29	0.71%	-17	-58.62%	150	0.54%	216	0.74%	-66	-30.56%
Nova Scotia	111	2.89%	194	4.74%	-83	-42.78%	1,216	4.41%	1,413	4.87%	-197	-13.94%
Newfoundland	253	6.58%	241	5.88%	12	4.98%	1,563	5.67%	1,631	5.63%	-68	-4.17%
Northwest Territories	33	0.86%	15	0.37%	18	120.00%	170	0.62%	133	0.46%	37	27.82%
Yukon Territory	17	0.44%	18	0.44%	-1	-5.56%	111	0.40%	93	0.32%	18	19.35%
Nunavut	87	2.26%	58	1.42%	29	50.00%	409	1.48%	339	1.17%	70	20.65%
<b>Province TOTAL</b>	<b>3,846</b>	<b>100.00%</b>	<b>4,096</b>	<b>100.00%</b>	<b>-250</b>	<b>-6.10%</b>	<b>27,577</b>	<b>100.00%</b>	<b>28,994</b>	<b>100.00%</b>	<b>-1,417</b>	<b>-4.89%</b>



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2023 vs 2022 Motorcycle



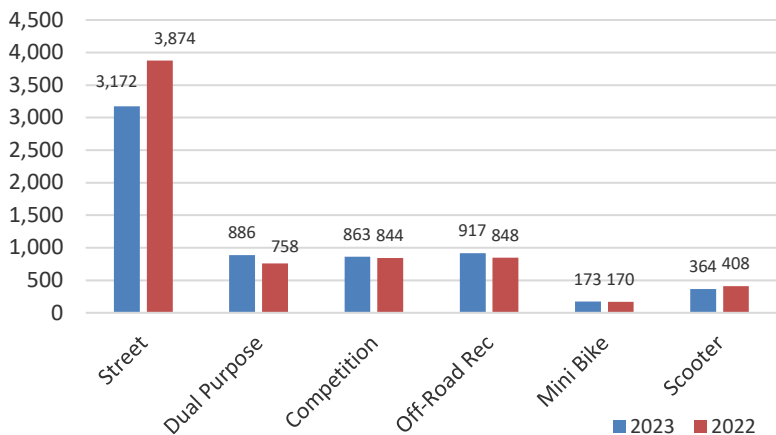
Retail Sales Analysis  
2023 July Edition



2024 Motorcycle and Powersport Show Dates

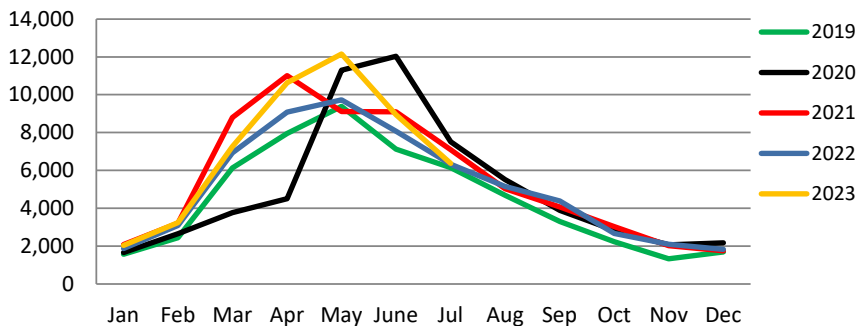
- January 12-14 Vancouver Tradex in Abbotsford
- January 26-28 Edmonton Edmonton Expo Centre
- February 2-4 Calgary BMO Centre, Stampede Park
- February 16-18 Toronto Enercare Centre, Exhibition Park
- February 23-25 Montréal Palais des congrès

July 2023 vs 2022



MMIC / COHV AFFINITY PARTNERS

Total Motorcycle Monthly Sales



COHV • CVHR MMIC • CIMC



## Retail sales report



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

### MMIC Statistics Report Retail Motorcycle Sales Report

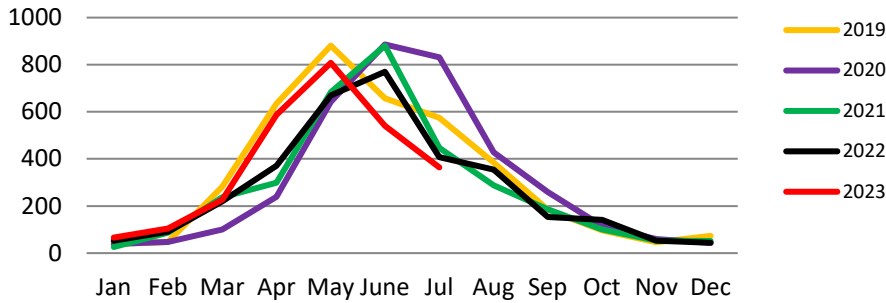
*For the Month of July 2023*

	Current Month	% of Volumes	Same Month	% of Volumes	Unit Change	% Change	YTD	% of Volumes	Prior YTD	% of Volumes	Unit Change	% Change
Street	3,172	49.76%	3,874	56.13%	-702	-18.12%	25,369	50.08%	24,493	49.89%	876	3.58%
Dual Purpose	886	13.90%	758	10.98%	128	16.89%	7,512	14.83%	6,460	13.16%	1,052	16.28%
Competition	863	13.54%	844	12.23%	19	2.25%	7,703	15.21%	7,067	14.40%	636	9.00%
Off-Road Rec	917	14.38%	848	12.29%	69	8.14%	5,951	11.75%	7,066	14.39%	-1,115	-15.78%
Mini Bike	173	2.71%	170	2.46%	3	1.76%	1,425	2.81%	1,422	2.90%	3	0.21%
Scooter	364	5.71%	408	5.91%	-44	-10.78%	2,696	5.32%	2,583	5.26%	113	4.37%
<b>Categories TOTAL</b>	<b>6,375</b>	<b>100.00%</b>	<b>6,902</b>	<b>100.00%</b>	<b>-527</b>	<b>-7.64%</b>	<b>50,656</b>	<b>100.00%</b>	<b>49,091</b>	<b>100.00%</b>	<b>1,565</b>	<b>3.19%</b>
British Columbia	1,052	16.50%	1,126	16.31%	-74	-6.57%	8,272	16.33%	8,397	17.10%	-125	-1.49%
Alberta	949	14.89%	825	11.95%	124	15.03%	7,749	15.30%	7,039	14.34%	710	10.09%
Saskatchewan	171	2.68%	161	2.33%	10	6.21%	1,475	2.91%	1,262	2.57%	213	16.88%
Manitoba	223	3.50%	174	2.52%	49	28.16%	1,612	3.18%	1,301	2.65%	311	23.90%
Ontario	1,454	22.81%	1,673	24.24%	-219	-13.09%	11,663	23.02%	11,808	24.05%	-145	-1.23%
Quebec	2,004	31.44%	2,434	35.27%	-430	-17.67%	16,203	31.99%	15,756	32.10%	447	2.84%
New Brunswick	172	2.70%	172	2.49%	0	0.00%	1,336	2.64%	1,261	2.57%	75	5.95%
Prince Edward Island	22	0.35%	25	0.36%	-3	-12.00%	162	0.32%	180	0.37%	-18	-10.00%
Nova Scotia	184	2.89%	198	2.87%	-14	-7.07%	1,287	2.54%	1,277	2.60%	10	0.78%
Newfoundland	114	1.79%	85	1.23%	29	34.12%	669	1.32%	619	1.26%	50	8.08%
Nunavut	8	0.13%	4	0.06%	4	100.00%	28	0.06%	19	0.04%	9	47.37%
Northwest Territories	8	0.13%	9	0.13%	-1	-11.11%	73	0.14%	56	0.11%	17	30.36%
Yukon	14	0.22%	16	0.23%	-2	-12.50%	127	0.25%	116	0.24%	11	9.48%
<b>Provinces TOTAL</b>	<b>6,375</b>	<b>100.00%</b>	<b>6,902</b>	<b>100.00%</b>	<b>-527</b>	<b>-7.64%</b>	<b>50,656</b>	<b>100.00%</b>	<b>49,091</b>	<b>100.00%</b>	<b>1,565</b>	<b>3.19%</b>



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### Scooter Monthly Sales



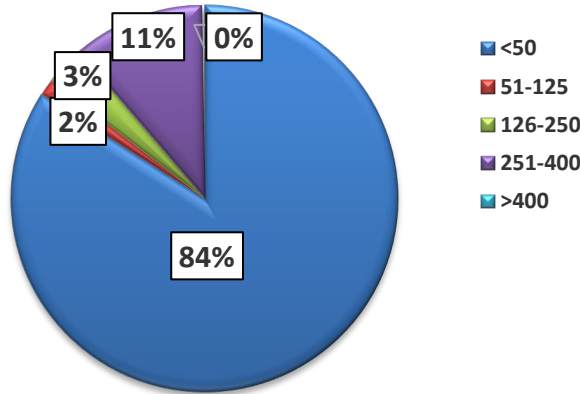
### Retail Sales Analysis 2023 July Edition



#### 2024 Motorcycle and Powersport Show Dates

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- February 23-25 Montréal Palais des congrès

### Scooter Sales by "cc" July 2023



#### MMIC / COHV AFFINITY PARTNERS





## Retail sales report



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

### Retail Scooter Sales Report For the Month of July 2023

#### By Province

	Current Month	% of Volume	Same Month	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	52	14.29%	72	17.65%	-20	-27.78%	386	14.32%	348	13.47%	38	10.92%
Alberta	43	11.81%	40	9.80%	3	7.50%	252	9.35%	193	7.47%	59	30.57%
Saskatchewan	3	0.82%	1	0.25%	2	200.00%	23	0.85%	14	0.54%	9	64.29%
Manitoba	8	2.20%	7	1.72%	1	14.29%	63	2.34%	53	2.05%	10	18.87%
Ontario	18	4.95%	40	9.80%	-22	-55.00%	160	5.93%	184	7.12%	-24	-13.04%
Quebec	219	60.16%	235	57.60%	-16	-6.81%	1,624	60.24%	1,650	63.88%	-26	-1.58%
New Brunswick	14	3.85%	8	1.96%	6	75.00%	119	4.41%	87	3.37%	32	36.78%
Prince Edward Island	0	0.00%	0	0.00%	0	0.00%	6	0.22%	4	0.15%	2	50.00%
Nova Scotia	2	0.55%	4	0.98%	-2	-50.00%	34	1.26%	37	1.43%	-3	-8.11%
Newfoundland	2	0.55%	1	0.25%	1	100.00%	20	0.74%	11	0.43%	9	81.82%
Nunavut	1	0.27%	0	0.00%	1	0.00%	5	0.19%	2	0.08%	3	150.00%
Northwest Territories	2	0.55%	0	0.00%	2	0.00%	3	0.11%	0	0.00%	3	0.00%
Yukon	0	0.00%	0	0.00%	0	0.00%	1	0.04%	0	0.00%	1	0.00%
<b>Province TOTAL</b>	<b>364</b>	<b>100.00%</b>	<b>408</b>	<b>100.00%</b>	<b>-44</b>	<b>-10.78%</b>	<b>2,696</b>	<b>100.00%</b>	<b>2,583</b>	<b>100.00%</b>	<b>113</b>	<b>4.37%</b>

# CANADA NOW!

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## ATV SAFETY TIPS



### **Summer storm safety tips for your business property**

Keeping yourself safe during a thunderstorm involves staying indoors and avoiding open areas, tall trees, and metal objects. Keeping your business property safe during a thunderstorm requires different measures. Though lightning, trees, and rainwater can damage your building, you and your employees can help mitigate those risks by implementing storm safety measures before, during, and after a thunderstorm.

Here are some tips that may help protect your business:

[Summer storm safety tips for your business – Federated Insurance](#)

To learn more about Federated Insurance, visit [www.federated.ca](http://www.federated.ca) or if you're a Federated customer, you can contact your Commercial Insurance Specialist with any questions.