

MEDIA RELEASE
April 10, 2024

Canada's motorcycle and off-highway vehicle industry contributes billions to the economy

Economic impact study offers biggest look at industry's contributions, with \$17.3 billion in output and \$9 billion in GDP

MARKHAM, Ont. — Canada's motorcycle and off-highway vehicles (OHV) industry has an annual total economic impact of \$17.3 billion, with an additional \$9 billion in total GDP, according to the most in-depth economic impact study done in the sector's history.

The study, commissioned by Moto Canada, The Motorcyclists Confederation of Canada and the Canadian Quad Council, and completed by MNP LLP, provides the most comprehensive look at the industry's contributions to the economy — analyzing jobs, vehicle and equipment sales, tourism and more.

The study found the industry employs more than 88,300 people and contributes over \$3.2 billion in total government and fee revenue.

Moto Canada President and CEO Landon French says what's more important than the numbers is what they represent.

"This research shows both the scale and the stakes when it comes to the powersport industry in Canada," French said. "When we consult with government, lead a safety campaign or promote our activity to new riders, that it's much more than just transportation or recreation – we are a significant contributor to the economy and identity of Canada."

To put some of these numbers in perspective, the direct and indirect employment generated by on-road and OHV recreation is equivalent to the number of jobs created through the construction of approximately 36,600 homes.

Provincially, Quebec is the leader of the industry, contributing \$4.2 billion in output, \$2.2 billion in GDP and providing a third of Canada's jobs.

"Those involved in the powersports industry aren't just building and selling vehicles, running businesses, clubs, and schools and contributing to tourism, they are ultimately helping people explore all of the beauty of this country on and off-road," added Geoff Jilg President of the Motorcyclists Confederation of Canada. Peter Mellish, President of the Canadian Quad Council complimented Geoff's statement by adding that "this study quantifies the increased traffic that we are noticing on managed trails across Canada".

Let's Ride, Canada Wide.

o. 416 491 4449 tf. 877 470 6642 e. info@motocanada.com @motocanada

3000 Steeles Avenue East, Suite 201, Markham, Ontario L3R 4T9

MotoCanada.com



In addition to recreation, these vehicles are used in industries such as agriculture, forestry, mining, search and rescue and energy.

“Knowing the full scale of this industry is something everyone involved in it should know, whether it’s people selling vehicles in stores, or government working on rules and regulations for it,” said Guillaume Ferland, Chair of Moto Canada. “We are so proud to work in this space and serve those who ride.”

To access the entire study and more: [click here](#). (will insert when link is available.)



About Moto Canada

We exist so Canadians can ride.

Moto Canada is the nation’s leading industry association representing the interests of the world’s best powersports brands. Moto Canada is a driving force, uniting Canadians with the exhilarating world of powersports and as industry advocates, we champion Canadians’ ability to ride both on and off road. Moto Canada members represent over 90% of the powersports industry in Canada, generating \$17 billion in economic activity and over 88,000 Canadian jobs.

Moto Canada Connect is a for-profit marketing and media company owned by Moto Canada and powersport manufacturers. Moto Canada Connect owns and produces The Motorcycle and Powersport Shows, Canada’s premier powersport shows.

Learn more at MotoCanada.com.

About the Canadian Quad Council

As the national voice of Canada’s ATV & ROV community, the CQC serves as an educational and policy resource for its members, the federal government and the public with the objective of encouraging safe and responsible use.

The CQC exists for, and at the pleasure of, member federations and associations across Canada to facilitate knowledge transfer; the sharing of best practices; deliver targeted programming; foster the growth of stronger rider federations; and to lend weight and focus to member advocacy efforts.

About Motorcyclists Confederation of Canada



The Motorcyclists Confederation of Canada (MCC) is the voice of motorcycling in Canada. Our purpose is to create a better riding experience for all Canadians, and to make Canada one of the safest countries in the world to ride a motorcycle. Motorcycling is a vital part of our Canadian experience and an important form of transportation and recreation. Today, there are close to one million motorcyclists riding on and off-road motorcycles across Canada.

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For more information, please contact:

Landon French

Moto Canada
President & CEO
705-346-2753

lfrench@motocanada.com

Wayne Daub

Canadian Quad Council & Motorcyclists Confederation
General Manager,
519-500-3715

Generalmanager@quadcouncil.ca / generalmanager@motorcycling.ca

Bella Kasco

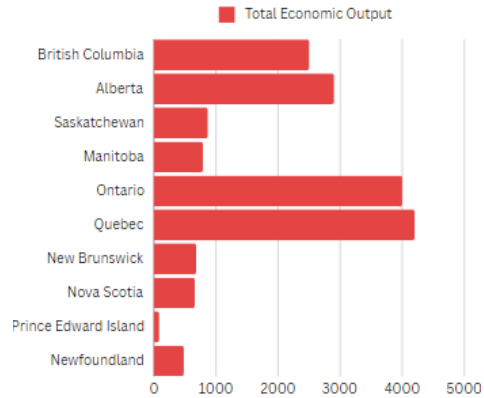
Enterprise Canada
Account Executive, Public Relations
905-518-2815

bkasco@enterprisecanada.com

Backgrounder

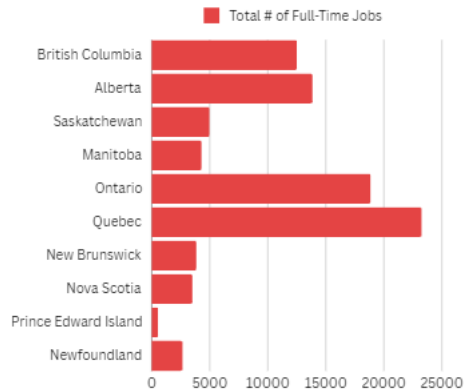
Below are the total economic output figures by province:

- **17.3 billion in Total Economic Output**
 - British Columbia - \$2.5 billion
 - Alberta - \$2.9 billion
 - Saskatchewan - \$866.2 million
 - Manitoba - \$791.0 million
 - Ontario - \$4 billion
 - Quebec - \$4.2 billion
 - New Brunswick - \$679.7 million
 - Nova Scotia - \$658.6 million
 - Prince Edward Island - \$83.4 million



Below is the total number of full-time employment jobs per province:

- **88,375 in Full-Time Employment:**
 - British Columbia - 12,510
 - Alberta - 13,860
 - Saskatchewan - 4,991
 - Manitoba - 4,304
 - Ontario - 18,870
 - Quebec - 23,270
 - New Brunswick - 3,852
 - Nova Scotia - 3,510
 - Prince Edward Island - 556
 - Newfoundland - 2,652



Below is the total amount of taxes generated per province:

- **\$3.2 billion in Total Economic Taxes:**
 - British Columbia - \$443.1 million
 - Alberta - \$394.7 million
 - Saskatchewan - \$162.8 million
 - Manitoba - \$170.9 million
 - Ontario - \$665.4 million
 - Quebec - \$802.9 million
 - New Brunswick - \$174.2 million
 - Nova Scotia - \$172.0 million
 - Prince Edward Island - \$55.3 million
 - Newfoundland - \$120.9 million



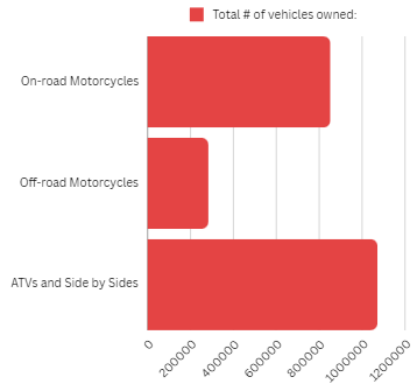
Below is the total \$ amount of retail sales of vehicles, parts, and accessories per province:

- **\$2.5 billion in Total Retail Sales of Vehicles, Parts, and Accessories:**
 - British Columbia - \$304.1 million
 - Alberta - \$283.5 million
 - Saskatchewan - \$90.6 million
 - Manitoba - \$92.2 million
 - Ontario - \$665.2 million
 - Quebec - \$704.1 million
 - New Brunswick - \$120.9 million
 - Nova Scotia - \$91.7 million
 - Prince Edward Island - \$12.3 million
 - Newfoundland - \$120.9 million



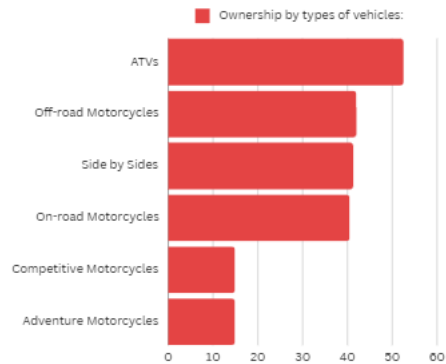
Below is the total number of vehicles owned:

- **Total of Vehicles owned is 2, 207, 500:**
 - On-road Motorcycles – 852, 300
 - Off-road Motorcycles – 283, 400
 - ATVs and Side by Sides – 1, 071, 800



Below is the total number of owned vehicles per type:

- **Ownership by Types of Vehicles:**
 - 52.5% own ATV's
 - 42% own Off-road Motorcycles
 - 41.3% own Side by Sides
 - 40.5% own On-road Motorcycles
 - 14.9% own Competitive Motorcycles
 - 14.9% own Adventure Motorcycles



Below is the total economic output from tourism per province:

- **7.3 billion in Total Economic Output from Tourism Spending:**
 - British Columbia – 1.2 billion
 - Alberta – 1.3 billion
 - Saskatchewan – 283.6 million
 - Manitoba – 290.4 million
 - Ontario – 1.5 billion
 - Quebec – 1.8 billion
 - New Brunswick – 374.5 million
 - Nova Scotia – 356.3 million
 - Prince Edward Island – 37.6 million
 - Newfoundland – 162.5 million

