



FOR IMMEDIATE RELEASE

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Tariffs Risk Significant Impact to Canadian Motorcycle Industry

MARKHAM, Ont. – The 25 per cent tariff on Canadian goods applied by the U.S. administration and counter-tariffs by Canada will significantly impact Canada's motorcycle, ATV, and off-road vehicle market if implemented. While Moto Canada understands and supports a strong Canadian response, counter-tariffs on motorcycles and the parts needed to maintain them will significantly impact our industry.

"We must do everything we can to support the Canadians who work in this industry," said Landon French, President & CEO of Moto Canada. "The motorcycle and recreational vehicle industry in Canada plays a critical role in our economy, employing more than 88,000 people and generating more than \$17.3 billion in annual economic activity."

"Make no mistake, a tariff war on parts and motorcycles, in particular, would affect Canadian dealerships, hindering their ability to buy, sell, repair and service riders, leading to possible job losses."

Impacts on our dealerships, repair shops and manufacturing facilities would leave hard-working Canadians without jobs and drive up costs for the 2.2 million Canadians who ride motorcycles, ATVs, Side by Sides and scooters. American factories on the other hand, could simply ship products to other countries.

The industry depends on an integrated trade system with the United States, Mexico and many other countries around the world. Tariffs disrupt this system, leaving Canadian businesses vulnerable and making it more difficult to compete. While U.S. manufacturers may find alternative markets, Canada will face a significant void, with dealerships facing a possible downturn and job losses.

"We want our community to know we are doing everything we can to make sure political leaders understand the impact of these tariffs. We encourage riders to speak up, be prepared, stay in touch with dealers on upcoming orders and help everyone understand, from connected business leaders to elected officials, what's at stake for our industry," French said.

Let's Ride, Canada Wide. Roulons ensemble à travers le Canada.

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Moto Canada urges both governments to reconsider these measures and prioritize the preservation of jobs and economic stability on both sides of the border.

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 – including Arctic Cat, Argo, Aprilia, BMW Motorrad, BRP, Can-AM, Ducati, GasGas, Harley-Davidson, Honda, Husqvarna, Indian Motorcycles, Kawasaki, KTM, MV Agusta, Moto Guzzi, Piaggio, Polaris, Royal Enfield, Suzuki, Triumph, Vespa, and Yamaha. 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 \$17.3 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.

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