

## North America ATVs



# 288,000

## 2023 Production Forecast

288,000 units is the estimate by Power Systems Research of the number of ATVs to be produced in North America in 2023.

ATV is a short term for All Terrain Vehicle. It commonly has 4 wheels and is designed to be driven off road. It seats one person, or sometimes two, one in front of the other.

This 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.

**Market Share:** With 28% of total units produced, Polaris leads in the production of 4-wheeled ATVs in North America. In second position and third position are Honda and Yamaha Motor with 22% and 18.5%, respectively.

**Exports:** Mexico exports up to 45% of its production worldwide. The United States exports up to 30% of its production worldwide. Approximately 60% of Suzuki's production in Rome, GA, remain in the US, while the rest are sold internationally.

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**Trends:** In 2022, production of ATVs in North America decreased nearly 5% from 2021. However, production is expected to rebound 5% in 2023. The 2022 decrease was partially COVID-19 related. Other factors included overstock, the uncertain economic outlook, and the growing popularity of side x side units (utility vehicles).

Manufacturers have discontinued less popular models/variants and are concentrating on bestselling units. ATVs are used in many activities that meet recreation, sport and military needs.

Investor relations communications from Yamaha, Polaris Industries and Arctic Cat, forecast increased sales, based on rising consumer discretionary spending and favorable gas prices. Production is expected to increase, considering current economic factors along with the introduction of innovative products and technologies. Look for additional production up to 10% by 2025. **PSR**

### DataPoint author



*Carol Turner is Senior Analyst, Global Operations, at Power Systems Research*

### CONTACT US FOR DETAILS

+1 651.905.8400 | info@powersys.com



## LOCATIONS

Headquarters

St. Paul, USA

+1 651 905 8400

info@powersys.com

Beijing, China

+86 10 5737 9201

infocn@powersys.com

Brussels, Belgium

+32 2 643 2828

infofr@powersys.com

Campinas, Brazil

+55 19 3305 5657

infosa@powersys.com

Detroit, USA

+1 734 545 0474

infode@powersys.com

Moscow, Russia

+32 2 643 2828

inforu@powersys.com

Pune, India

+91 20 25671110

Mobile: +91 9960641110

infoin@powersys.com

Tokyo, Japan

+81 90 9139 0934

infojp@powersys.com

## 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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