

DataPoint

August 10, 2024

www.powersys.com | +1-651-905-8400 | info@powersys.com

North America Motorcycle Production



392,500

2024 Production Forecast

392,500 units is the estimate by Power Systems Research of the number of on-highway Motorcycles expected to be produced in North America (US and Mexico) in 2024.

On-Road Motorcycles or Street Bikes are motorized two-wheeled vehicles that are street legal for sport and leisure activities. They include features such as headlights, brake lights and turn signals.

This product 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.

Export: Italika exports to Guatemala, Honduras, Panama, Costa Rica, Brazil & Puerto Rico. Indeed, in 2023, sales were 816,480; difficulties in Guatemala (-4.6%) and Peru (-64.3%) and the exit from both Panama and Costa Rica were seen. Harley: 37%.

Market Share: Manufacturing nearly half total units produced, US-based Harley-Davidson leads production of Motorcycles (On-Road) in North America with 45.5%. In

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second position is Mexico-based Italika with 36%; third, is Honda de Mexico with 11%.

Trends. In 2023, production of On-Road Motorcycles in North America increased 12%, but production is expected to drop 15% in 2024. The gain is mostly due to the increase in production by Italika (Mexico). Additionally, demand can be attributed to the rationale that motorcycles are a more affordable alternative to walking, bicycling or using mass

DataPoint author



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

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+1 651.905.8400 | info@powersys.com



transit. There is always a demand for new fuel-efficient models along with seasonably warm spring/fall weather enticing buyers.

Lower pricing has also led to an increase in purchases. According to Motorcycle Industry Data, “Baby Boomers have been the main target in the motorcycle industry for the last four decades;” new customers millennials have not transitioned to purchasing motorcycles mostly due to age and financial related factors that parallel the recent decline. Expect production to gain up to 10% by 2030.

Battery Electric models

2023 Electric Production: 10,851

Bell Custom Cycles	12 (*)
Curtiss Motorcycles Co. Inc.	64 (*)
Harley-Davidson Mfg. – York	598
Italika	5238
Lightning Motorcycles	15 (*)
Polaris Industries - Spirit Lake	398 (new for '23)
Z Electric Vehicle	27 (*)
Zero Motorcycles	4499 (*)

(*) Only electric manufactured

Electric:

2022: 10969

2023: 10851

2024: 8792

From 2022-2023 production of electric on-road motorcycles dropped 1%. Expect a year-over-year production decrease of 19% in 2024. The production decline is due to Z Electric Vehicle temporarily ceasing production because of US federal imposed tariffs on imports from China that includes battery imports.

From apnews.com: New tariffs on Chinese electric vehicles and batteries, solar cells, medical equipment and other goods are **intended to protect U.S. jobs and manufacturers**. Under the White House action, tariffs on EVs from China will quadruple, from 25% to 100% this year (2024).

New US tariffs on Chinese electric vehicles, batteries and solar cells could raise consumer prices | AP News. PSR



CONTACT US

Purchasing and Inquiries

Headquarters

St. Paul, USA

+1 651 905 8400

info@powersys.com

Detroit, USA

+1 734 545 0474

infode@powersys.com

Beijing, China

+86 10 5737 9201

infocn@powersys.com

Campinas, Brazil

+55 19 3305 5657

infos@powersys.com

European Headquarters

Brussels, Belgium

+32 2 643 2828

infobr@powersys.com

Frankfurt, Germany

+49 160 1807 044

infofe@powersys.com

Pune, India

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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