

North America UTVs



415,900

2024 Production Forecast

415,900 units is the estimate by Power Systems Research of the number of Utility Vehicles (UTVs) expected to be produced in North America in 2024.

4-Wheeled ATV is 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.

Product: Industrial Utility Vehicles These four-wheel gas, electric and diesel vehicles are used for a wide variety of applications such as moving people, equipment and supplies around a college campus, landscaping job or construction site. Most brands are zero-emission, high-performance, affordable, and low maintenance vehicles.

Product: Personnel Carriers These low speed, low cost passenger carts are perfect for shuttling people and cargo. These vehicles can comfortably and smoothly transport up to six people and their belongings. Standard features include headlights, brake lights, and taillights. The carriers are used on golf courses, in neighborhoods, on campuses, at airports and in industrial parks.

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.

Turf Utility Vehicles are specifically designed to meet the needs of sporting facilities such as golf courses and stadiums. They are commonly used for landscaping, heavy loading, dumping and transporting people or light material. Suppliers offer a wide variety of gas, electric or diesel utility vehicles. Vehicles can be customized with enclosed cabs, tool racks, dumpers and more for use on college campuses, parks, corporate campuses, apartment complexes.

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Market Share: With combined plant total of 25.5%, Mexico/US based Polaris leads in production of Utility Vehicles in North America. In second position is Honda with 11%; third, is Kubota with 10.5%.

Export: Canada: Up to 90% worldwide. Mexico: Up to 85% for NA markets. U.S.: Up to 40% worldwide

DataPoint author



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

CONTACT US FOR DETAILS

+1 651.905.8400 | info@powersys.com



Trends. In 2023, production of Utility Vehicles (UTVs) in North America increased 1.5%. Expected production to decrease 3% from in 2024 from 2023. There is a slight lull in manufacturing since the Covid-19 pandemic fed the demand for Utility Vehicles referred to as the “Pandemic Paradox” (sales surged during lockdowns). The popularity of outdoor activities rose as people gravitated to the outdoors. The 2023 gain is attributed to stabilization of the overall economy, demand for products in the golf industry, federal government incentives and the desire for new equipment/greener technology especially within the sport and utility sectors.

Side by Side, also referred to as Utility Task Vehicle (UTV) models are particularly popular now and are edging out ATVs for preference. Many UTVs can accommodate up to 6 passengers and are primarily designed for off-road demands. Production is expected to increase by up to 5% by 2030.

Electric (Battery Units)

2022: 43,884
2023: 48,463 (10.4% increase)
2024: 51,142 (5.5% increase)

Companies (*) Exclusively Battery

American Landmaster-Indiana
Club Car, LLC
Columbia Vehicle Group, Inc. (*)
Deere & Co. Horicon Works
ICON (*)
Intimidator, LLC
JH Global Services, Inc.
Motrec International, Inc. (*)
Polaris Industries - Huntsville AL (starts in 2024).
Textron Specialized Vehicles - GA
Tomcar, LLC
Toro Company - Tomah
Waev Inc. (Taylor-Dunn)
Wesley International (*)
Yamaha Motor Manufacturing Corp. **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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