

## North America Snowmobiles



# 60,300

### 2025 Production Forecast

60,300 units is the estimate by Power Systems Research of the number of Trenchers expected to be produced in the United States in 2025.

Snowmobiles are motor vehicles that have a revolving tread in the rear and steerable runners in the front, for traveling over snow off-road, often at speeds exceeding 100 mph.

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.

**Exports:** Up to 75% worldwide.

**Market Share:** With combined plant totals of 59.5%, Bombardier Recreational Products (BRP) leads in production of Snowmobiles. In second position is US based Polaris with 15%; third US based Arctic Cat with 14%.

**Trends.** In 2024, production of Snowmobiles globally (excluding Russia) decreased 28.5%, and production is expected to drop nearly 24% in 2025. Declines are credited to Arctic Cat and Yamaha ending production after 2025 Model Year, mostly due to lack of snowfall in many key

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riding areas worldwide especially during the months from January - March.

Also attributing to the decline were the high cost of new machines and also parts availability, which put deliveries behind schedule. Despite weather related issues, manufacturers have introduced an array of new models that are likely to entice buyers. Even though there are economic struggles, unstable fuel prices, and uncertain tariff issues, it appears that when it snows powersports riders still want to play. Expect production of snowmobiles to remain flat through 2030.

### Battery Electric Units

#### Taiga Motors

2023: 258      2024: 33      2025: 131

**2023-2024:** 87% decrease (In 2024, Taiga snowmobile production was paused. In July of 2024, Taiga sought bankruptcy protections after announcing layoffs and paused production three months earlier.)

**2024-2025:** 296% increase

**Note:** BRP Finland introduces Adventure Electric model in 2025 with an estimate of 52 units. **PSR**

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## 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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