

DataPoint

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North America (U.S. & Mexico) Motorcycles



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.

944,000

2025 Production Forecast

944,000 units is the estimate by Power Systems Research of the number of On-Road Motorcycles expected to be produced in North America (U.S. and Mexico) in 2025.

An On-Road Motorcycle or Street Bike is a motorized two-wheeled vehicle that is street legal for sport and leisure activities. Motorcycles in this segment include features such as headlights, brake lights and turn signals.

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Exports: Up to 45% worldwide. (37% of Harley-Davidson motorcycles are exported.)

Market Share: Dominating production of motorcycles in NA is Mexico based Italika with 68.5% of total units produced. In second position is US based Harley-Davidson with 15.5%; third is Yamaha Motor de Mexico with 9%.

Trends. In 2024, production of On-Road Motorcycles in North America increased 9.1%. Production is expected to remain flat in 2025 with an insignificant decrease of less



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than 100 units. Some gain will be made mostly due to an increase in production by Italika (Mexico).

In 2024, Italika registered a record production of 1.3 million motorcycles. Additionally, demand can be attributed to the thought that motorcycles are a more affordable alternative to walking, bicycling or using mass transit.

There is always a demand for new fuel-efficient models along with seasonably warm spring/fall weather that entices 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, especially millennials, have not moved to purchasing motorcycles, mostly due to age and financial related factors; this trend has paralleled the recent decline.

Expect production is expected to increase by 10% by 2030. New US tariffs on Chinese electric vehicles, batteries and solar cells could raise consumer prices.

Battery Electric models

2024 Electric Production:	10,010 units
Bell Custom Cycles	9 (*)
Curtiss Motorcycles Co. Inc.	40 (*)
Harley-Davidson Mfg. – York	612
Italika	5238
Lightning Motorcycles	3 (*)
Polaris Industries - Spirit Lake	487 (new for '23)
Z Electric Vehicle	00 (*)
Zero Motorcycles	3621 (*)

* Only electric units manufactured

Battery Electric Units

2023: 13343

2024: 10010

2025: 9412

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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