

North America 2026 ATV Production



232,100

2026 Production Forecast

232,100 units is the estimate by Power Systems Research of the number of 4-Wheel ATVs expected to be produced in the US and Mexico during 2026.

A 4-Wheeled ATV is another term for All Terrain Vehicle. It is designed to be driven off road. It seats one person, or sometimes two, one in front of the other.

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.

Market Share. With 27% of total units produced, Honda leads the production of 4-Wheeled ATVs in North America. In second position is Polaris with 26%; third, Yamaha with 15.5%.

Exports: Mexico: up to 45% worldwide. United States: up to 30% worldwide. Approximately 60% of the ATVs made by Suzuki in Rome, GA, remain in the U.S. while the remainder are sold internationally.

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Trends. In 2025, production of ATVs in North America decreased 12%. But production is expected to gain a nominal 1% in 2026. Uncertain economic outlook, rising production costs and the growing popularity of side x side units (utility vehicles) are main reasons for the production decline.

Manufacturers have discontinued less popular models/variants and are concentrating on bestselling units due to saturation in the market. ATVs are used in a variety of activities that include recreation, sport and military related needs.

According to investor relations for Yamaha, Polaris Industries and Arctic Cat, consumer discretionary spending is on the rise. Production is expected to improve as indicated by current economic factors along with the introduction of innovative products and technologies. Look for an additional increase up to 5-10% by 2035, although gas price increases caused by the war in Iran may affect sales.

No electric/battery powered units were produced until 2026 MY. BRP Mexico has two Outlander electric models it is introducing 2026 MY. **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,TM 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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