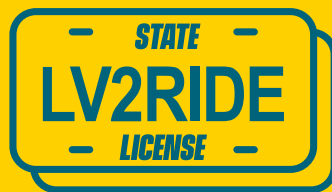


# U.S. POWERSPORTS INDUSTRY BY THE NUMBERS

**\$50.9 Billion** POWERSPORTS INDUSTRY  
ECONOMIC IMPACT

Source: 2025 Motorcycle Industry Council Economic Impact Report



**9.5 MILLION**

**Registered motorcycles**

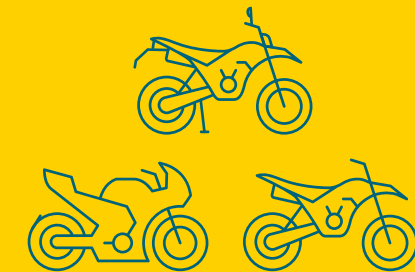
Source: U.S. Department of  
Transportation, Federal Highway  
Administration 2023 Highway Statistics



**30 MILLION**

**Riders enjoying  
motorcycling annually**

Source: 2018 Motorcycle Industry  
Council Motorcycle/ATV Owner Survey



**11 MILLION**

**Motorcycles in use in  
the United States, including  
on- and off-road bikes**

Source: 2025 Motorcycle Industry Council Statistical Annual