



Massachusetts New Retail Sales

	<u>Off-Highway Motorcycles</u>	<u>ATVs</u>	<u>Total</u>
2010	1,469	1,728	3,197
2008	2,424	2,829	5,253
2006	3,751	5,520	9,271
2005	4,084	5,607	9,691
2001	5,092	7,114	12,206
1996	1,583	1,375	2,958

U.S. New Retail Sales

YTD 2012 ATV sales are up 5.6% from 2011

2010	104,494	256,750	361,244
2008	192,029	484,098	676,127
2005	306,592	780,433	1,087,025
2001	270,208	729,054	999,262
1996	317,876	98,004	415,880

Source: *MIC Retail Sales Report*, based on actual sales registrations from Arctic Cat, BRP, Honda, Kawasaki, KTM, Polaris, Suzuki, and Yamaha. Off-highway includes dual motorcycles.

Estimated Vehicle Population

	<u>Off-Highway Motorcycles (2009)</u>	<u>ATVs (2001)</u>	<u>Total</u>
Massachusetts	42,500	44,100	86,600

Source: MIC estimate for motorcycles. U.S. Consumer Product Safety Commission for ATVs.

Recreational Off-Highway Vehicles (ROVs) are an emerging, growing category of OHV. ROHVA* member company ROV (side-by-side) sales in the U.S. in 2010 were approximately 105,200, up 15% from 2010.

ROHVA – Recreational Off-Highway Vehicle Association members: Arctic Cat, BRP, Kawasaki, Polaris and Yamaha. (John Deere just joined, but its sales not reflected in these numbers)