

2025 CANADIAN ANNUAL INDUSTRY STATISTICS REPORT



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GLOSSARY OF TERMS

The following terms are being used for the purposes of this report. Competition motorcycles are modified for racing. They are designed for closed-course competition and are not intended for practical use on public roads. Limited-speed motorcycles (LSM) have a maximum speed of 70 km/h or less, a displacement of 50 cc or less, or a power source of 1.5 KW or less.

Minibikes are small, lightweight, one-person motorcycles with a low frame and raised handlebars. They are designed for off-highway use and recreational riding.

Off-highway vehicles (OHVs) are motorized vehicles designed for travel on unimproved terrain. They are often used for recreational purposes on trails, unpaved roads, and other areas not suitable for conventional vehicles. Examples of OHVs included in this report are All-terrain vehicles (ATVs), Motocross motorcycles, and Minibikes. Off-road vehicles (ORV) are motorized vehicles designed to be driven on unpaved or rough terrain, such as marshland, open country, or undeveloped road rights of way. ORVs are also known as off-highway vehicles, adventure vehicles, or overland vehicles.

On-road motorcycles have been defined as on-road vehicles that have two or three wheels and a curb weight of 793 kilograms (kg) (1749 pounds) or less. Any motorcycle that cannot exceed a maximum speed of 40 kilometres per hour (km/hr) (25 miles per hour [mph]) over a paved level surface is not considered to be an "on-road vehicle." Recreational off-highway vehicles (ROVs) or side-by-sides are motorized off-road vehicles designed to travel on four or more non-highway tires. They have a steering wheel, non-straddle seating, seat belts, and an occupant protective structure. Scooters (motor scooter) are motorcycles with an underbone or step-through frame, a seat, a transmission that shifts without the operator having to operate a clutch lever and a platform for their feet.



CHAPTER 1: INTRODUCTION

2025 ANNUAL INDUSTRY STATISTICS REPORT



PRESIDENT'S MESSAGE



Moto Canada: On a Mission to Ride

As we reflect on 2025, Canada's powersports industry continues to demonstrate resilience, adaptability, and lasting appeal among riders across the country.

After several years of exceptional growth, the industry entered a period of normalization in 2025. While new motorcycle retail sales declined modestly from recent record levels, the market remains significantly stronger than it was before the pandemic. Canadians continue to embrace motorcycling and powersports for recreation, adventure, transportation, and connection to the outdoors.

A strong sign of the industry's long-term health is the continued growth in vehicle registrations. More than 915,000 on-road motorcycles are now registered across Canada, the highest level in the past five years. Canadians are not only buying motorcycles – they are continuing to ride.

The off-road sector also remains a major contributor. Nearly 49,000 ATVs and almost 38,000 recreational off-highway vehicles were sold in 2025. While ATV unit sales softened slightly, retail dollar sales increased, reflecting continued investment in premium products and experiences. Recreational off-highway vehicle sales reached a five-year high, underscoring the growing popularity of trail-based recreation. Beyond the numbers, 2025 reinforced the importance of access, trail infrastructure, safety, and collaboration among industry, governments, clubs, and riding communities.

At Moto Canada, we remain committed to advocating for riders, supporting trail stewardship, promoting safety, and providing the research and data needed to strengthen our industry.

Thank you to our members, partners, dealers, clubs, volunteers, and the riding community for your continued support. Together, we will continue to ensure that Canadians can ride.

Landon French
President & CEO
Moto Canada



ABOUT MOTO CANADA

Moto Canada was established to represent the interests of manufacturers and distributors of motorcycles, scooters, all-terrain vehicles, side-by-sides, and related industries in Canada. We work every day to promote the positive and responsible sale and use of these vehicles in every jurisdiction and we welcome new members to join our organization.

We work directly with our member companies through government advocacy at all levels, public communications and marketing, technical standards and reporting, collaboration with other like-minded organizations, market statistics and research, and support for rider communities. The statistical information in this report was compiled using data provided by member companies.

Our member companies are as follows: Arctic Cat, CMI Motor, BMW, BRP, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Polaris, Indian Motorcycle, Piaggio, Royal Enfield, Suzuki, Triumph, and Yamaha. Moto Canada also worked with Canadian provinces and territories for additional information. In 2025, member companies accounted for approximately 99% of total sales within the Motorcycle, All Terrain Vehicle (ATV) and Recreational Off Highway Vehicle (ROV) market within Canada. Moto Canada's financial year is January 1st to December 31st. This report is the property of Moto Canada and is protected by copyright. Images and other information in this report is used with permission.

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ONE COMMUNITY. ENDLESS ROADS.

RIDE NORTH

THE
MOTORCYCLE
AND POWERSPORT SHOWS

2027

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BRITISH
COLUMBIA

TRADEX
EXHIBITION CENTRE

JAN.
15-17

CALGARY

ALBERTA

BMO CENTRE,
STAMPEDE PARK

FEB.
5-7

TORONTO

ONTARIO

ENERCARE CENTRE,
EXHIBITION PLACE

FEB.
19-21

MONTREAL

QUÉBEC

PALAIS DES CONGRÈS
DE MONTRÉAL

FEB.
26-28

CANADA'S PREMIER POWERSPORTS SHOWS



NEW BIKES
& VEHICLES



GEAR, PARTS
& ACCESSORIES



ADVENTURE
& TRAVEL



COMMUNITY
& CONNECTIONS



ELECTRIC
FUTURE



EXPERIENCES
& DEMOS

Learn More



GET TICKETS NOW!

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Professional riders on a closed circuit. Do not attempt. Always ride responsibly and within your skill level. Follow all safety guidelines and laws.
Photos depict trained riders in controlled conditions.

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OUR MEMBERS





CHAPTER 2: 2025 ON-ROAD MOTORCYCLE SALES

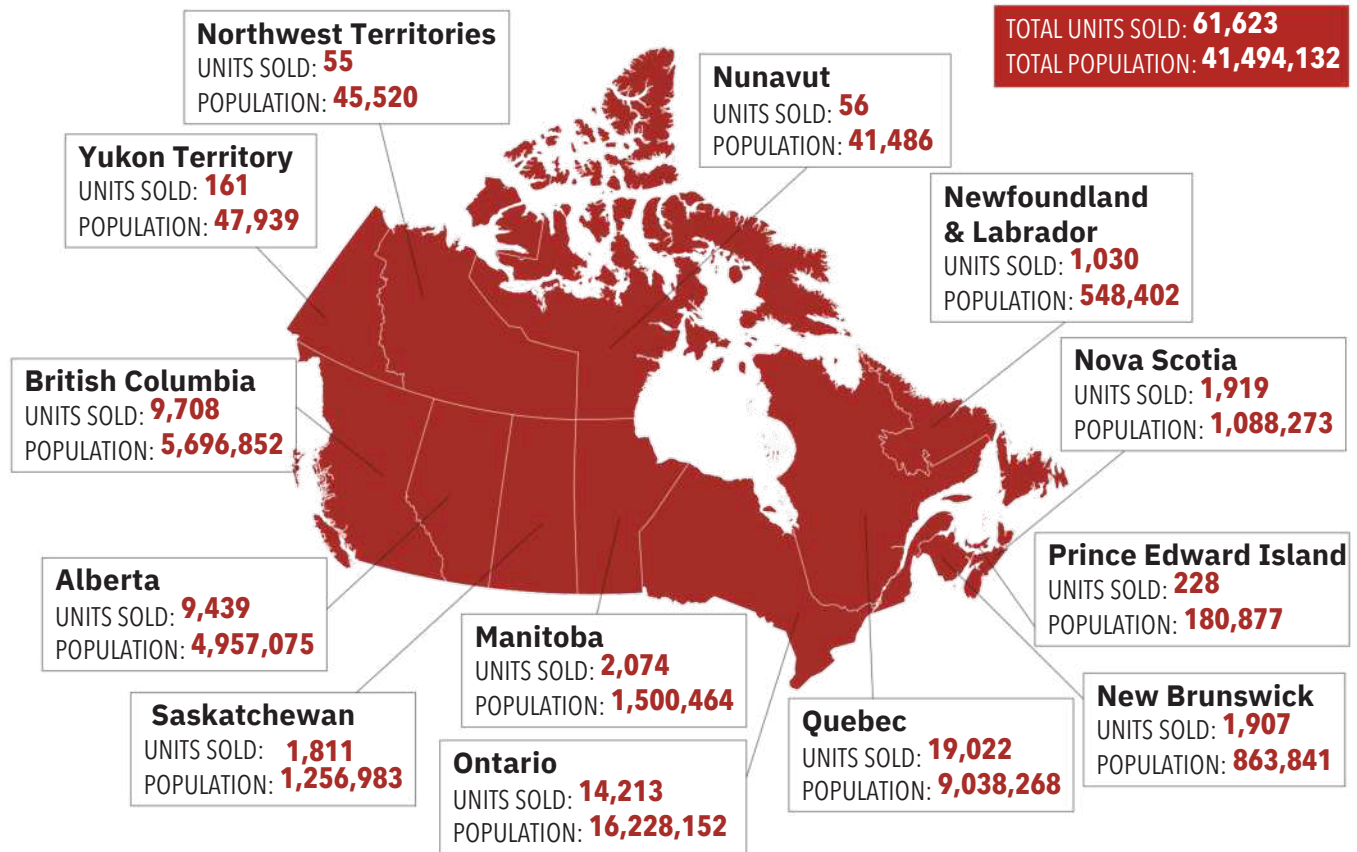
OVERVIEW

In 2025, Moto Canada's member companies drove the retail sales market, accounting for approximately 99% of total new motorcycles sales in the country. The estimated total retail sales of new motorcycles reached \$941,991,000 and when combined with estimated Parts and Accessories, total sales surged to \$1,124,583,000.

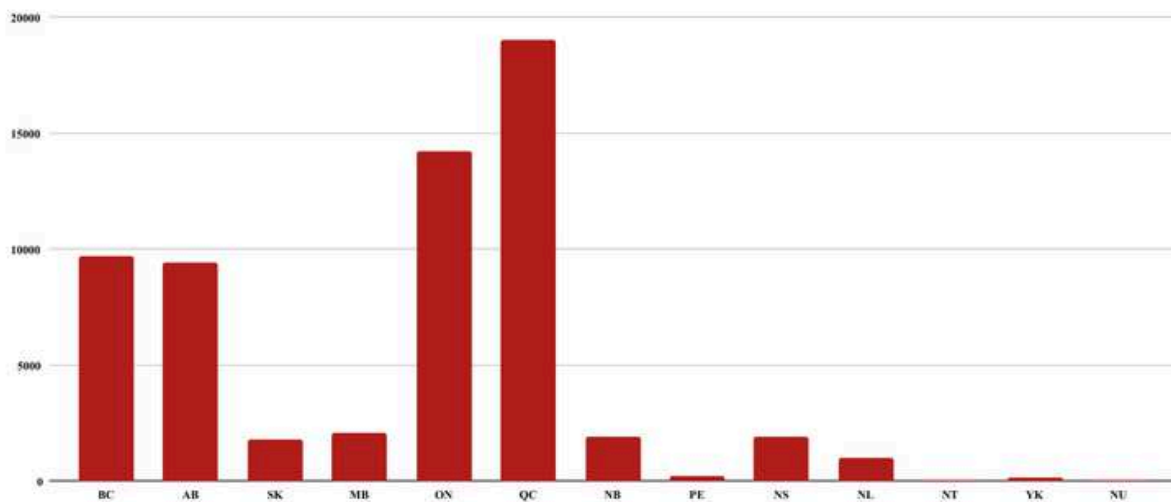
A total of 61,623 new units of Motorcycles and Scooters were sold throughout the year with 70.89% of these sales occurring during the peak Spring and Summer months (April to September) and 29.12% during the Fall and Winter months (October to March).



2025 RETAIL MOTORCYCLE UNITS SOLD BY PROVINCE



Sales by Province - 2025

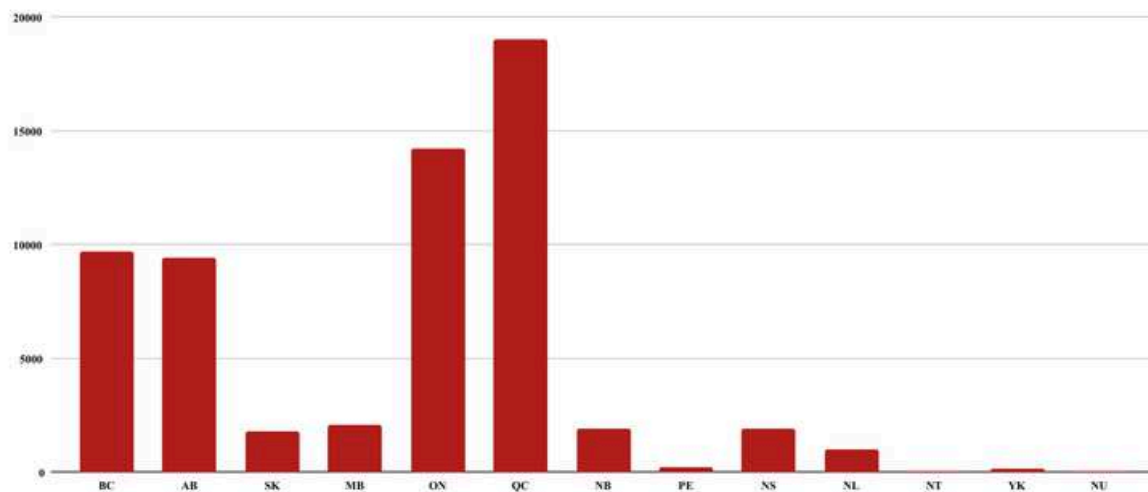


Ontario and Quebec accounted for 53.9% of the units sold for the year, with Quebec having the highest number of units sold (19,022) and maintaining the five-year trend.



2021-2025 RETAIL MOTORCYCLE UNITS SOLD BY PROVINCE

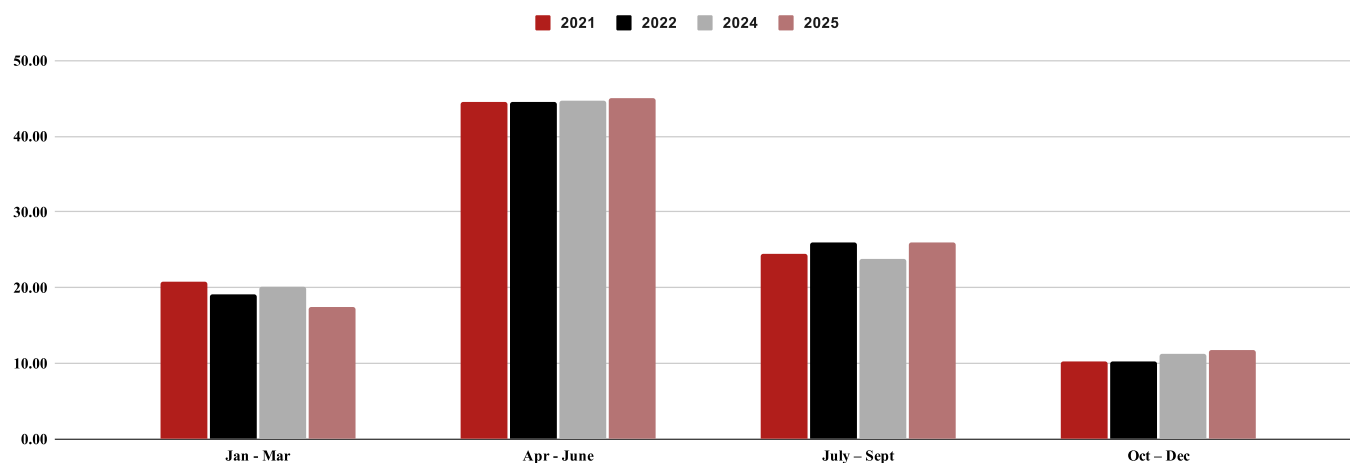
Province		2021	2022	2023	2024	2025
British Columbia		12,663	11,503	11,243	10,717	9,708
Alberta		10,175	9,218	10,261	9,996	9,439
Saskatchewan		1,745	1,622	1,909	1,856	1,811
Manitoba		2,160	1,807	2,134	2,156	2,074
Ontario		17,521	16,338	15,760	15,379	14,213
Quebec		23,272	20,937	21,060	20,568	19,022
New Brunswick		1,656	1,664	1,784	1,952	1,907
Prince Edward Island		261	240	217	247	228
Nova Scotia		1,742	1,722	1,802	1,963	1,919
Newfoundland & Labrador		858	822	905	1,016	1,030
Northwest Territories		66	69	93	78	55
Yukon Territory		172	147	160	171	161
Nunavut		69	43	42	61	56
Total		72,360	66,132	67,370	66,060	61,623



Retail Motorcycle Unit Sales by Season (Percentages)

Season	2021	2022	2023	2024	2025
Jan - Mar 	20.71	19.19	18.66	20.12	17.37
Apr - June 	44.57	44.61	47.42	44.74	44.95
July - Sept 	24.44	25.90	23.92	23.81	25.94
Oct - Dec 	10.28	10.30	10.00	11.33	11.75

Retail Motorcycle Unit Sales by Season



There was a reduction in the overall number of units sold in 2025 (61,623), compared to last year's 66,060. Newfoundland & Labrador was the only province that recorded a 1.38% increase.

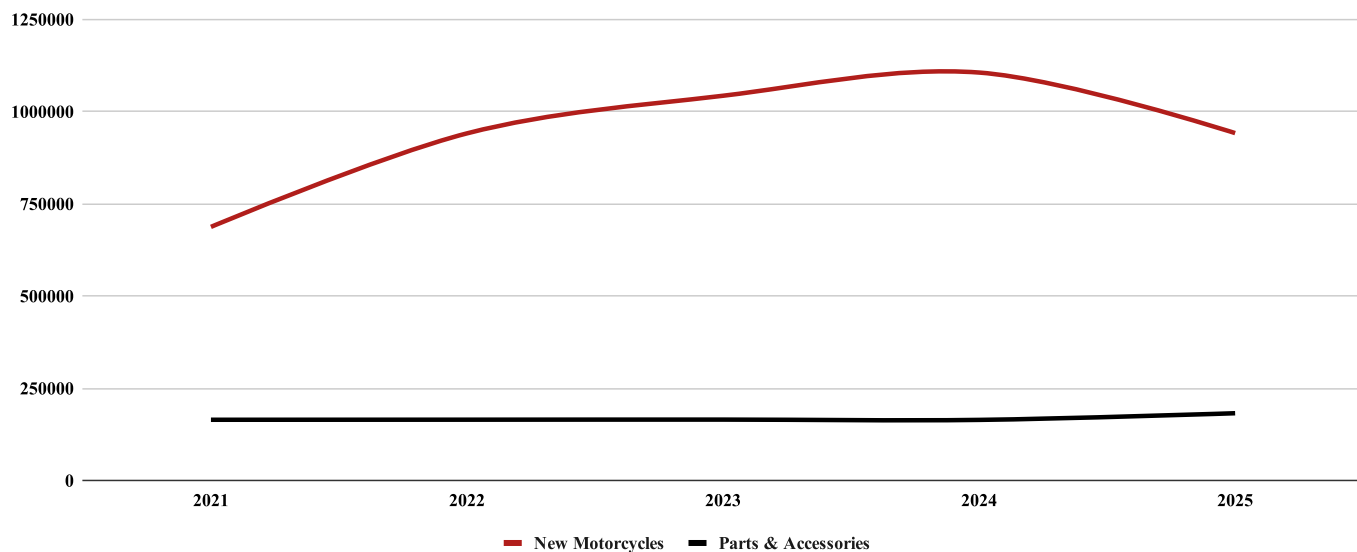
The overall sales trend peaked during the spring and summer months, particularly from April to September, while sales were noticeably lower from January to March. The lowest sales figures over the past five years were consistently recorded in October and December, reflecting the typical downturn during the colder months.



2021-2025 ESTIMATED NEW MOTORCYCLE RETAIL DOLLAR SALES (EXPRESSED IN \$000S)

	2021	2022	2023	2024	2025
New Motorcycles	687,751	941,260	1,047,408	1,115,157	941,991
Parts & Accessories	164,869	165,091	165,310	164,538	182,592
Total	852,620	1,106,351	1,212,718	1,279,695	1,124,583

Sales - New Motorcycles



The above totals were calculated using actual wholesale numbers provided by member companies and adjusted with an estimated retail sales percentage. Based on this estimation, total retail sales, including Parts and Accessories, decreased by 12.12% compared to 2024, reaching \$1,124,583 in 2025. New motorcycle retail sales declined to \$941,991,000, while Parts and Accessories increased to \$182,592,000. Overall, the data shows a moderate decline from the 2024 peak, but sales remained above 2021-2022 levels.

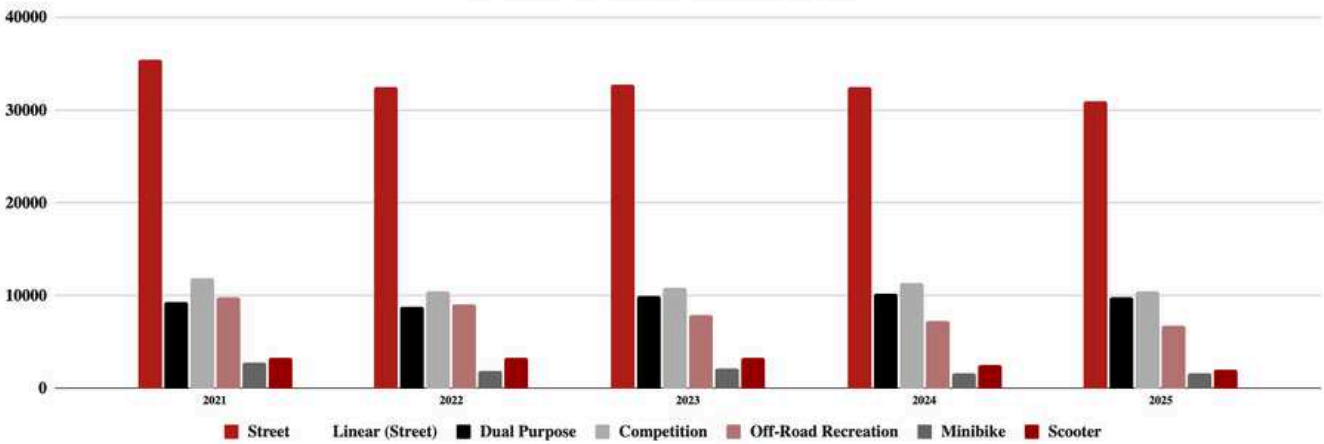
2021-2025 ON-ROAD MOTORCYCLE RETAIL SALES BY NATIONAL CATEGORIES

Categories		2021	2022	2023	2024	2025
Street		35,389	32,527	33,185	33,052	30,961
Dual Purpose		9,279	8861	10,035	10,184	9,766
Competition		11,812	10,466	10,814	11,249	10,447
Off-Road Recreation		9,819	9056	7,936	7,355	6,719
Minibike		2,721	1,893	2,096	1,712	1,689
Scooter		3,340	3,329	3,303	2,508	2,041
Total		72,360	66,132	67,370	66,060	61,623

Change in Retail Motorcycles Sales by National Category 2021-2025 (Percentages)

Categories		2022 vs 2021	2023 vs 2022	2024 vs 2023	2025 vs 2024
Street		-8.90	2.03	-0.40	-6.33
Dual Purpose		-4.5	13.25	1.48	-4.10
Competition		-11.4	3.33	4.02	-7.13
Off-Road Recreation		-7.77	-12.37	-7.32	-8.65
Minibike		-30.43	10.72	-18.32	-1.34
Scooter		-0.33	-0.78	-24.07	-18.62
Total		-8.61	1.97	-1.94	-6.72

2021-2025 On Road Motorcycle Retail Sales by Categories



Retail sales across the national categories have been stable over the years. Member companies recorded an overall sales decrease of approximately 6.7% in 2025 compared to 2024. Street Motorcycle sales continued to dominate with just over 30,000 units sold for the year, significantly outpacing other categories.

Competition units recorded the second highest sales at 10,447 followed by Dual Purpose with 9,766 and Off-Road Recreational with 6,719 units sold for 2025. Sales for Dual Purpose have fluctuated for the past five years while Off Road Recreational sales have been declining for the same period.

Meanwhile, Minibikes and Scooters have had consistently low sales with Scooters showing a 5-year downward trend.



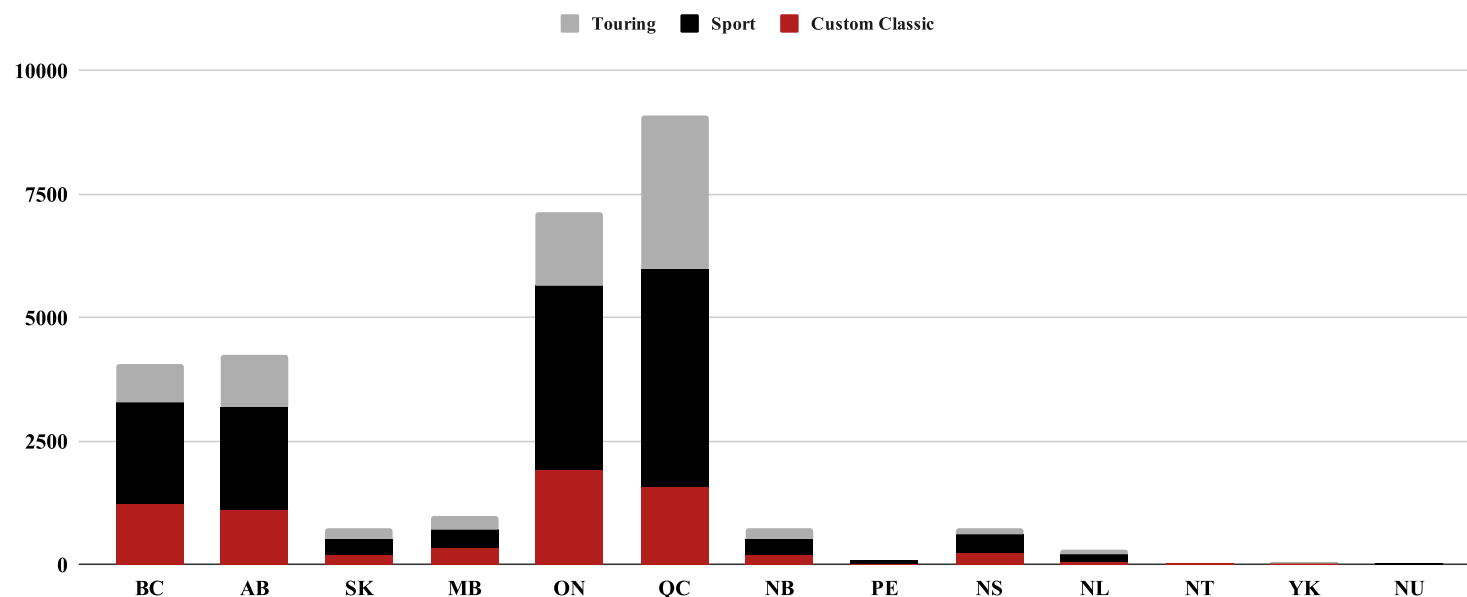
2025 ON-ROAD MOTORCYCLE RETAIL SALES BY NATIONAL CATEGORIES AND PROVINCES

On-Road Motorcycle Retail Sales by Province

Province	Custom Classic	Sport	Touring	3wheeler	Dual Purpose	Scooter
BC 	1,242	2,029	797	234	2,070	315
AB 	1,109	2,075	1,059	203	1,382	197
SK 	195	313	234	46	250	18
MB 	342	358	268	66	289	76
ON 	1,925	3,717	1,503	491	1,897	195
QC 	1,568	4,427	3,090	1,711	2,543	1,119
NB 	198	326	197	67	433	73
PE 	21	56	17	11	47	6
NS 	240	383	109	74	425	26
NL 	64	131	96	30	249	8
NT 	7	6	5	-	5	1
YK 	6	24	5	-	46	
NU 	1	9	-	-	6	7
Total	6,918	13,854	7,380	2,933	9,642	2,041

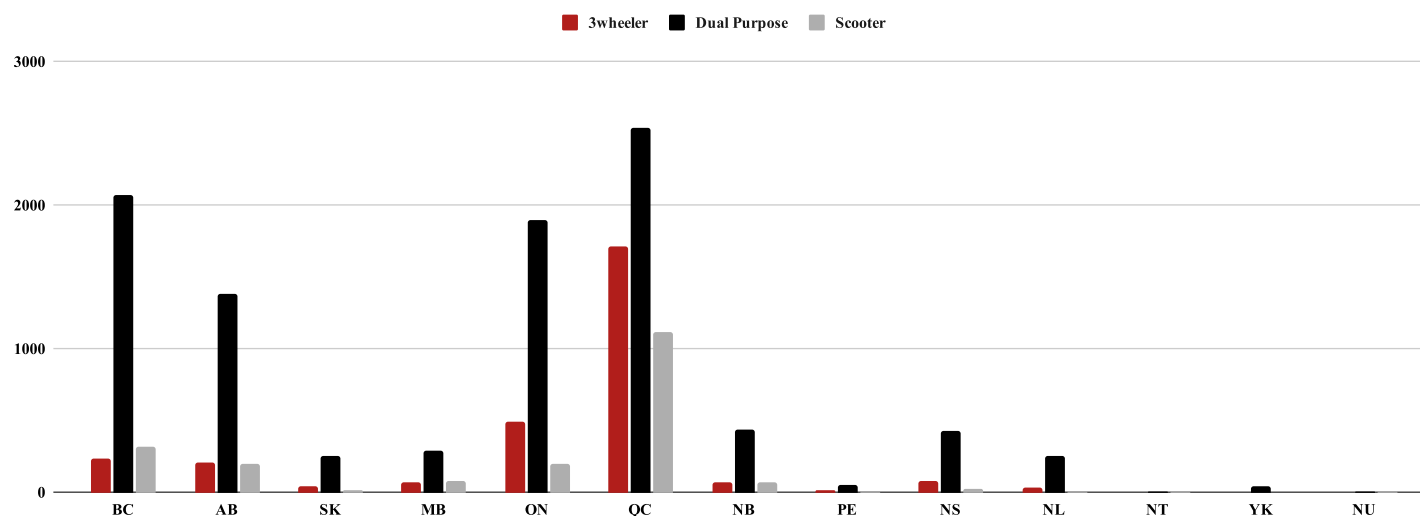
Sales By Categories & Provinces

Custom Classic, Sport & Touring



Sales By Categories & Provinces

3 Wheeler, Dual Purpose & Scooter

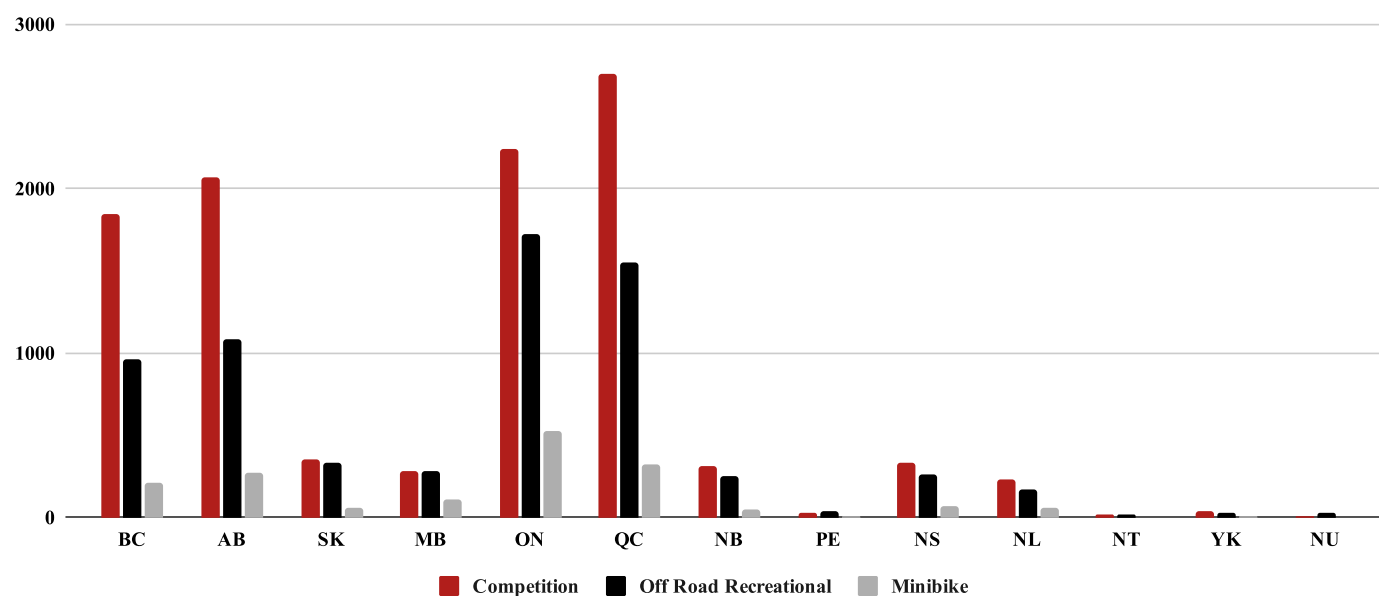


In 2025, a total of 30,961 Street units were sold, with the Sport category making up a significant 44.74% (13,854 units) of these sales. Ontario and Quebec led the nation in sales across the sport category and all the other specific categories. Notably, Quebec recorded the highest sales of 3 Wheelers in the country.

Sales - Off-Road Motorcycles by Province

Province	Competition	Off-Road Rec	Minibike
BC 	1,845	964	212
AB 	2,064	1,079	271
SK 	356	337	62
MB 	279	286	110
ON 	2,237	1,725	523
QC 	2,696	1,548	320
NB 	312	250	51
PE 	28	33	9
NS 	336	260	66
NL 	231	165	56
NT 	13	17	1
YK 	42	31	7
NU 	8	24	1
Total	10,447	6,719	1,689

Sales - Off-Road Motorcycles by Province



In 2025, Alberta and British Columbia combined sales, amounted to 2614 units less than Ontario's and Quebec's total of 9,049 units within the Specific Categories – Competition, Off Road Recreational and Minibikes.



A photograph of two riders on a black and grey Can-Am ATV driving on a dirt trail through a grassy field with a forest in the background. The lead rider is wearing a black jacket and helmet, and the passenger is also in black gear. The ATV has its headlights on and is kicking up a cloud of dust. The background consists of green trees and a rocky hillside.

CHAPTER 3: OFF HIGHWAY VEHICLES - ATV

OVERVIEW

The 2022-2023 season was a challenging one for the industry, with a combination of factors including a global pandemic, a severe winter, and a drought. Despite these challenges, the industry managed to maintain a steady pace of production and sales, with a focus on innovation and customer service. The 2023-2024 season is expected to be a more stable one, with a focus on expanding the market and increasing production.

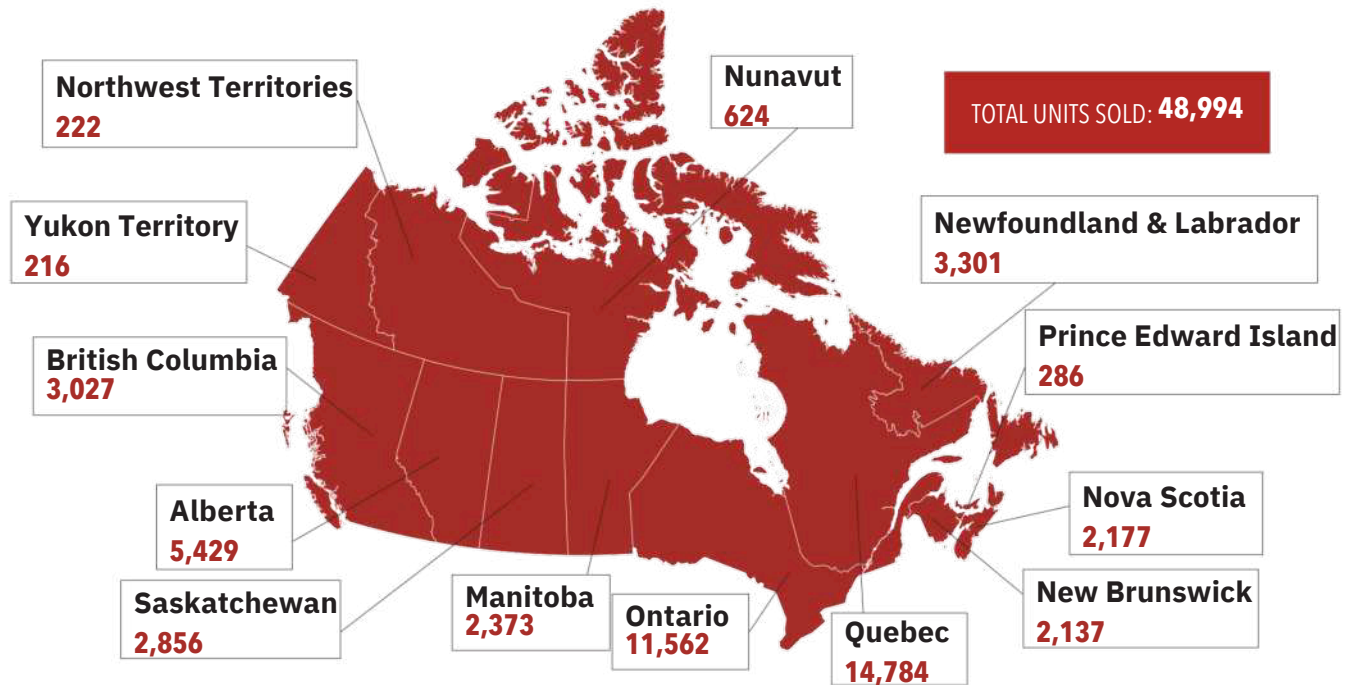
The 2024-2025 season is expected to be a more stable one, with a focus on expanding the market and increasing production. The 2025-2026 season is expected to be a more stable one, with a focus on expanding the market and increasing production. The 2026-2027 season is expected to be a more stable one, with a focus on expanding the market and increasing production.



Photo provided by ATV Association of Nova Scotia

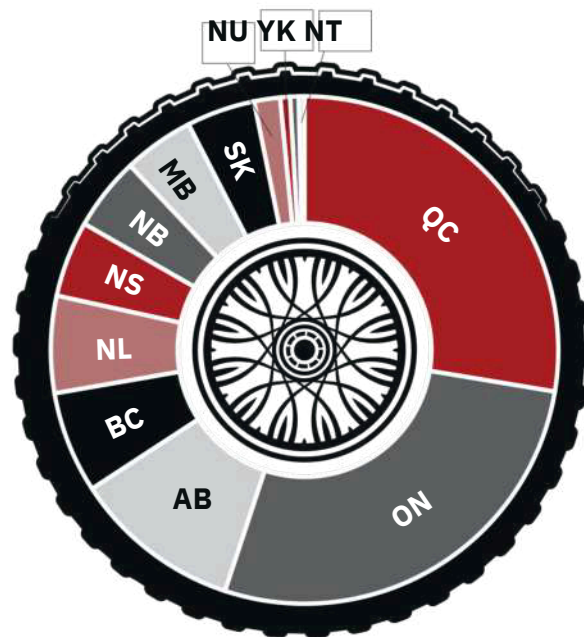
2025 RETAIL UNITS OF OFF-HIGHWAY VEHICLES (ATV) SOLD BY PROVINCE

2025 Retail Units of Off-Road Vehicles Sold by Province



ATV - Sales by Province 2025

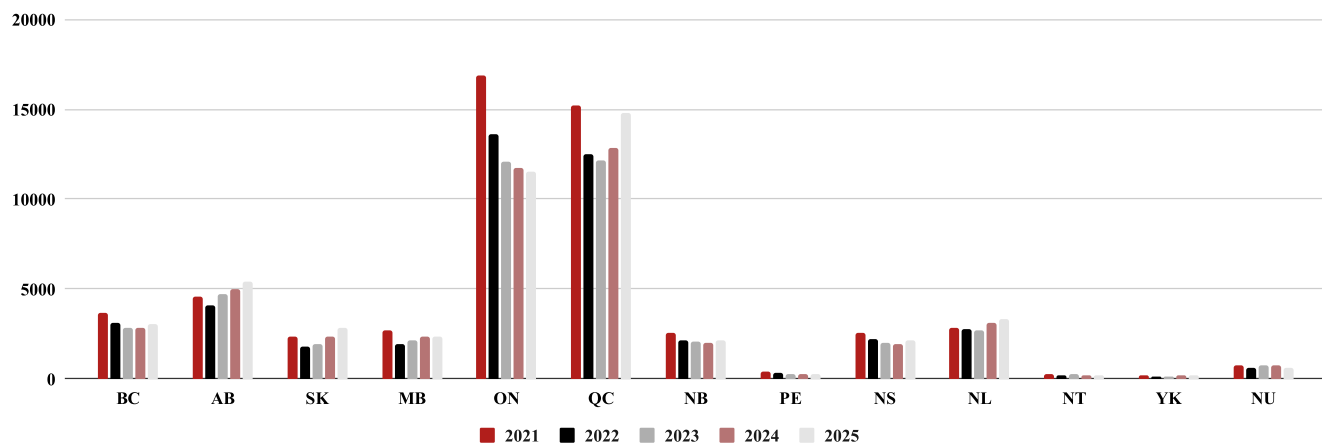
Ontario and Quebec dominated with a 53.77% share of the total 48,994 units sold. Alberta's 11.08% share was the second highest, followed by Newfoundland and Labrador and British Columbia, a continuous trend for the last 5 years.



2021-2025 RETAIL SALES OF OFF-HIGHWAY VEHICLES (ATV) BY PROVINCE

Province		2021	2022	2023	2024	2025
British Columbia		3,682	3,121	3,094	3,017	3,027
Alberta		4,603	4,104	5,047	5,325	5,429
Saskatchewan		2,383	1,812	2,133	2,564	2,856
Manitoba		2,734	1,954	2,299	2,557	2,373
Ontario		16,893	13,599	13,381	12,803	11,562
Quebec		15,193	12,510	13,755	14,096	14,784
New Brunswick		2,551	2,147	2,334	2,271	2,137
Prince Edward Island		405	332	372	326	286
Nova Scotia		2,575	2,246	2,385	2,268	2,177
Newfoundland & Labrador		2,868	2,802	3,119	3,457	3,301
Northwest Territories		274	176	244	220	222
Yukon Territory		192	164	244	238	216
Nunavut		782	634	736	780	624
Total		55,135	45,601	49,081	49,922	48,994

2021-2025 ATV Sales by Province



Over the years, Ontario and Quebec have consistently outpaced the other provinces in the number of ATV units sold. However, even with increases in sales in five of the provinces, the overall number of units sold in 2025 decreased by a small percentage.



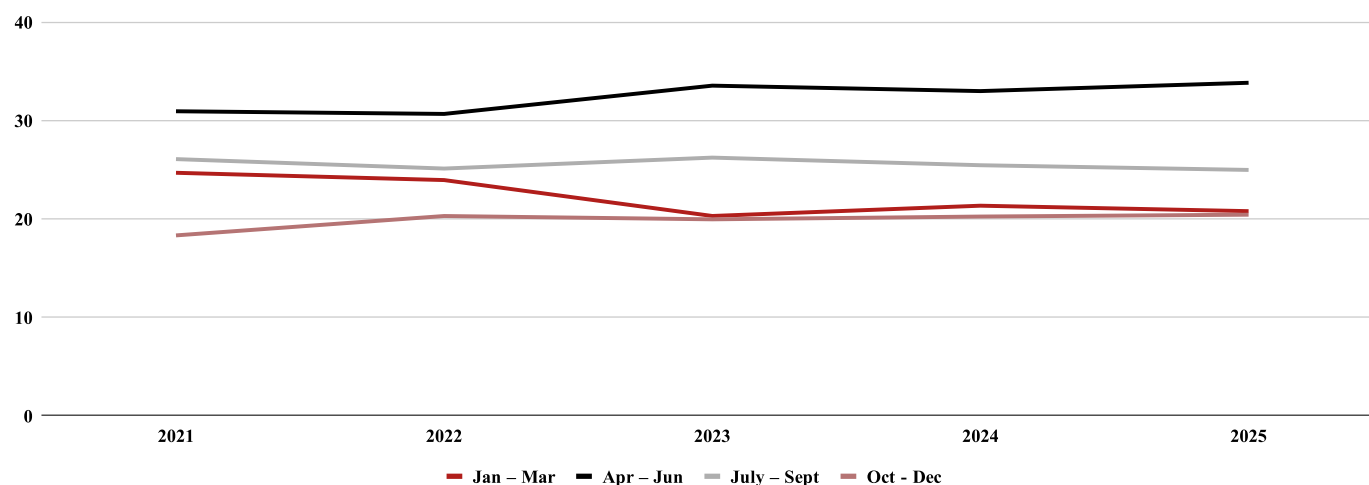
Photo provided by ATV Association of Nova Scotia



ATV - Sales for each Season - Expressed as Percentages

Season	2021	2022	2023	2024	2025
Jan - Mar 	24.68	23.94	20.31	21.14	20.78
Apr - June 	30.93	30.66	33.51	32.90	33.82
July - Sept 	26.07	25.11	26.11	25.28	24.97
Oct - Dec 	18.32	20.29	20.07	20.68	20.42

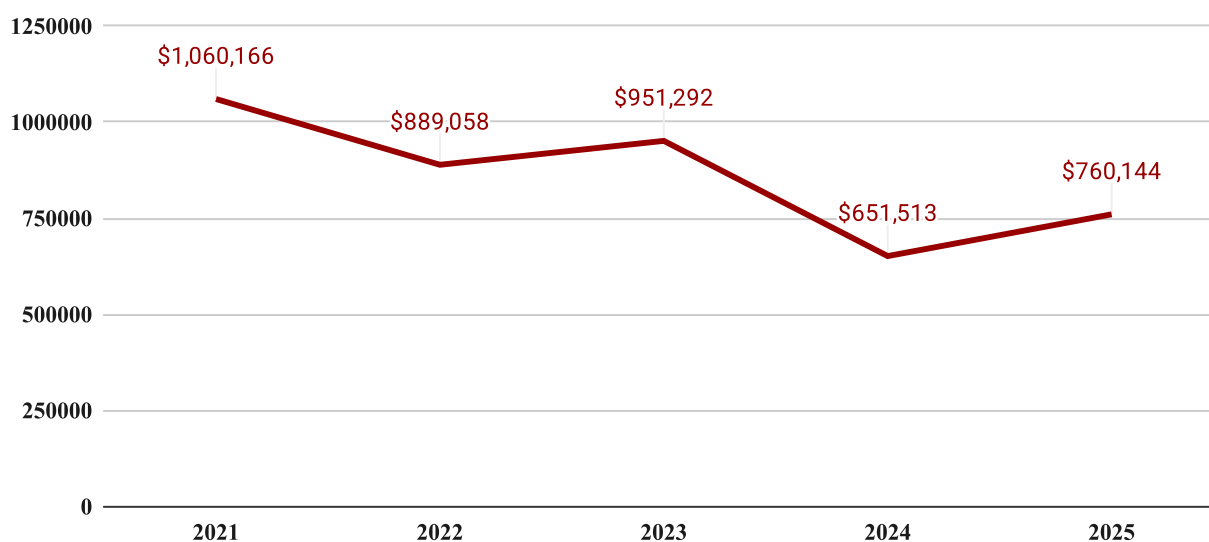
ATV Sales for Each Season
Expressed as Percentages



Seasonal trends have consistently influenced sales over the years, and 2025 was no exception. Although there was a slight dip compared to 2024, the Spring and Summer months continued to drive higher sales, with April to June of 2025 accounting for 33.82% while July to September recorded 24.97% of total sales.

2021-2025 ESTIMATED ATV RETAIL DOLLAR SALES

Sales Trend over 5 Years



The calculations for the years were derived from actual wholesale figures provided by member companies, multiplied by an estimated percentage to reflect retail sales. While sales fluctuated over the five-year period, the 2025 estimated ATV retail dollar sales increased by 8.53% compared with 2024, culminating in \$760,144,000 in industry sales.



Photo provided by PEI ATV Federation



CHAPTER 4: RECREATIONAL OFF HIGHWAY VEHICLES - ROV



2025 RETAIL RECREATIONAL OFF-HIGHWAY VEHICLES (ROV) SOLD BY PROVINCE

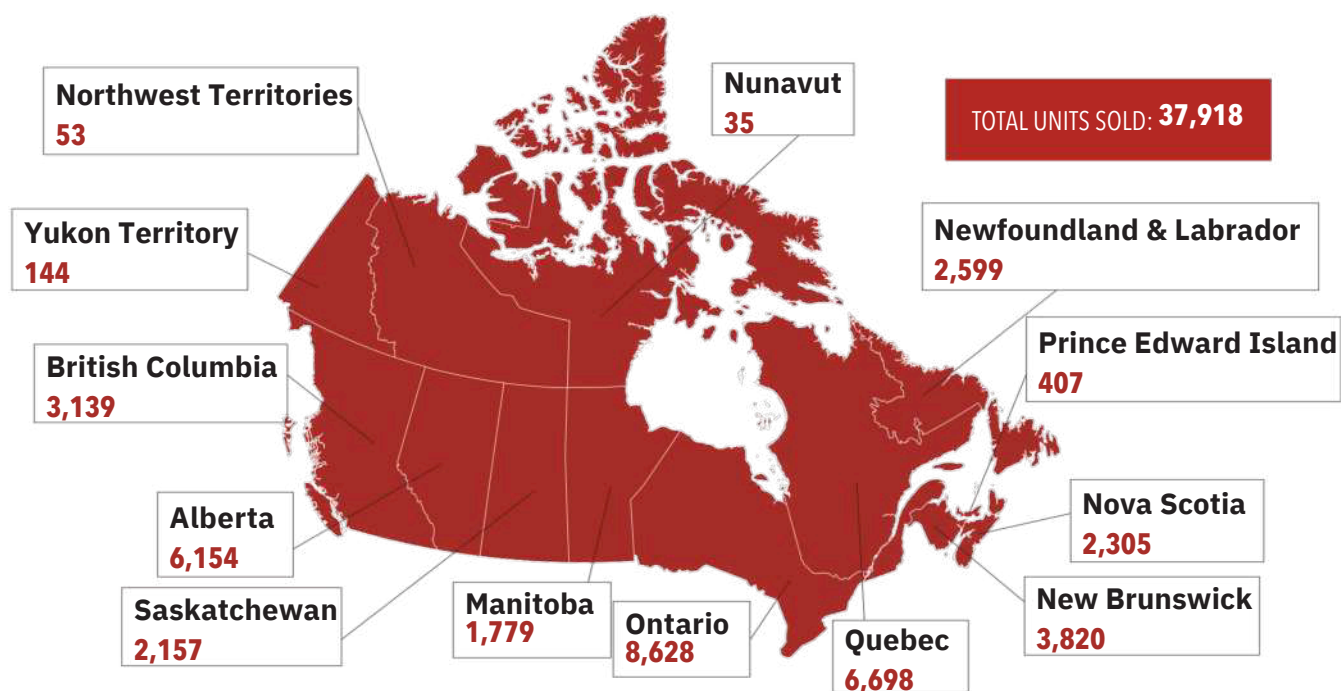
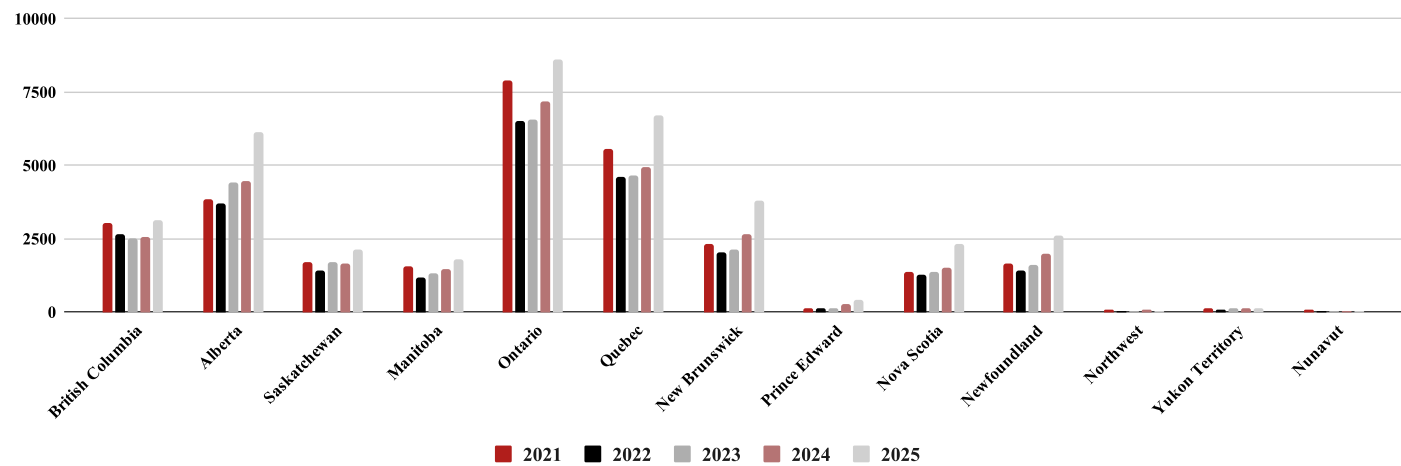


Photo provided by ATV Association of Nova Scotia

2021-2025 RETAIL RECREATIONAL OFF-HIGHWAY VEHICLES (ROV) SOLD BY PROVINCE

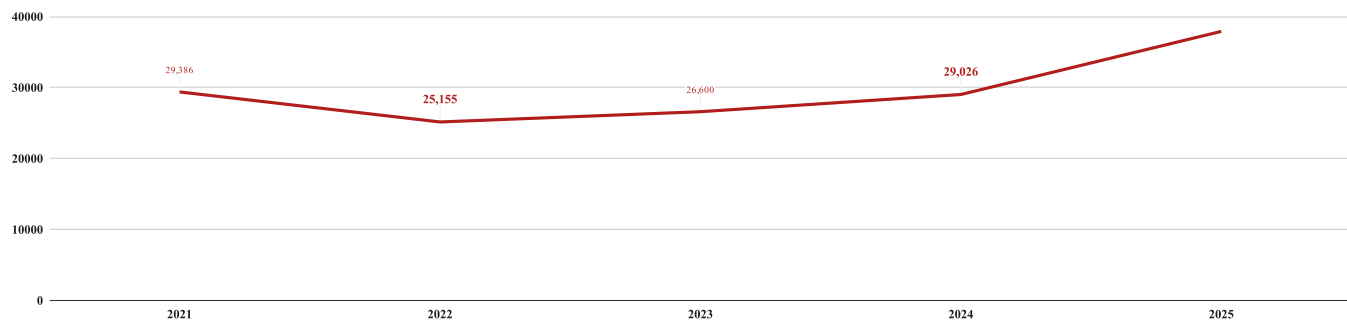
Province		2021	2022	2023	2024	2025
British Columbia		3,041	2,659	2,795	2,817	3,139
Alberta		3,858	3,729	4,911	4,907	6,154
Saskatchewan		1,699	1,406	1,942	1,847	2,157
Manitoba		1,570	1,177	1,472	1,643	1,779
Ontario		7,908	6,504	8,302	8,491	8,628
Quebec		5,563	4,622	5,913	5,898	6,698
New Brunswick		2,318	2,056	2,709	3,150	3,820
Prince Edward Island		143	152	267	362	407
Nova Scotia		1,381	1,270	1,916	2,006	2,305
Newfoundland & Labrador		1,647	1,398	1,971	2,198	2,599
Northwest Territories		69	48	57	73	53
Yukon		120	103	139	152	144
Territory Nunavut		69	31	45	41	35
Total		29,386	25,155	32,454	33,585	37,918

2021-2025 Retail Units of Recreational Off Highway Vehicles (ROV) Sold By Province



There has been a steady increase in sales for the past 4 years with a 50.73% increase in sales in 2025 over 2022.

Sales Trend over 5 Years





CHAPTER 5:

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2025 ANNUAL INDUSTRY STATISTICS REPORT

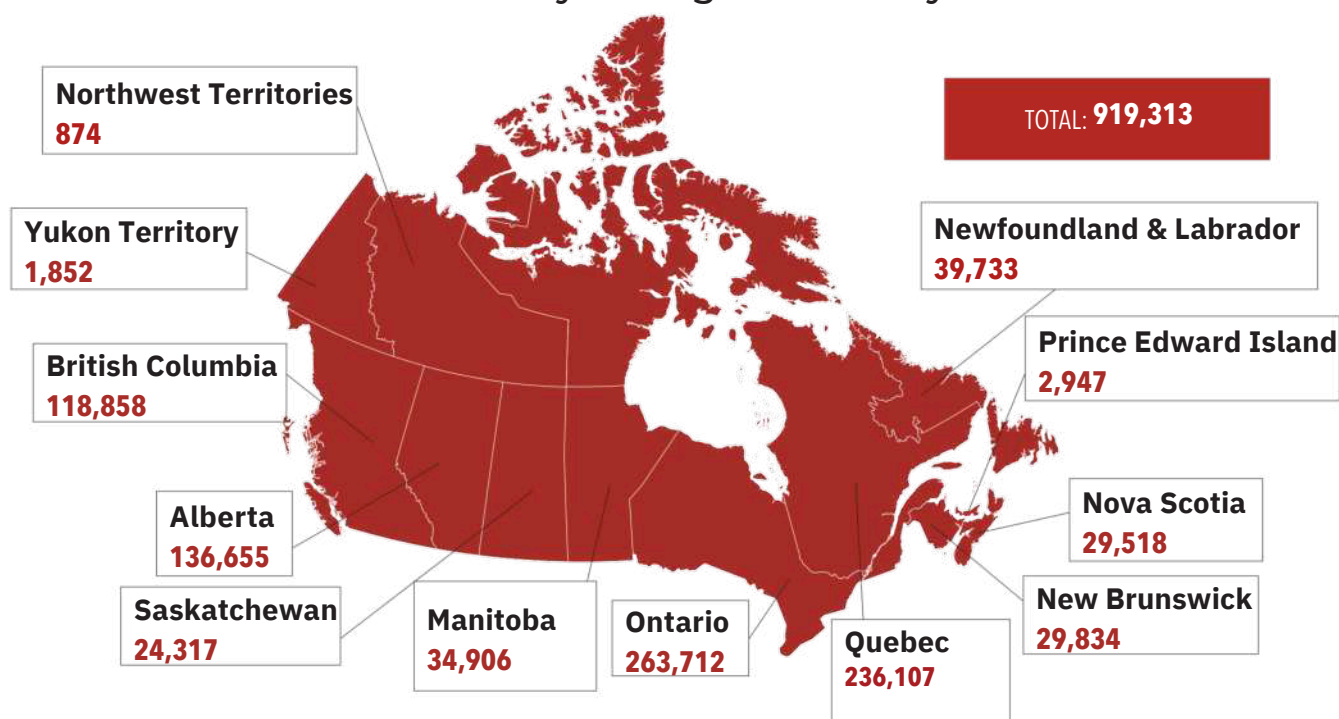


OVERVIEW

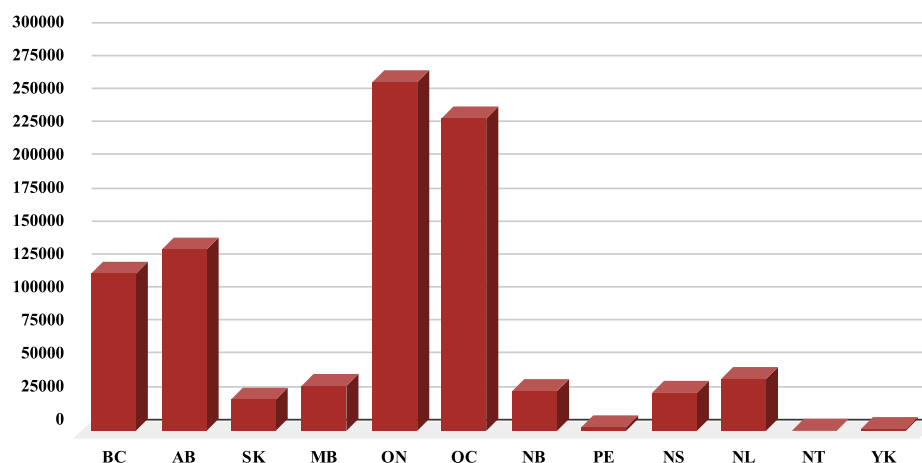
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2025 NUMBER OF REGISTERED ON-ROAD MOTORCYCLES BY PROVINCE

On-Road Motorcycle Registrations by Province



On-Road 2025 Motorcycle Registrations by Province



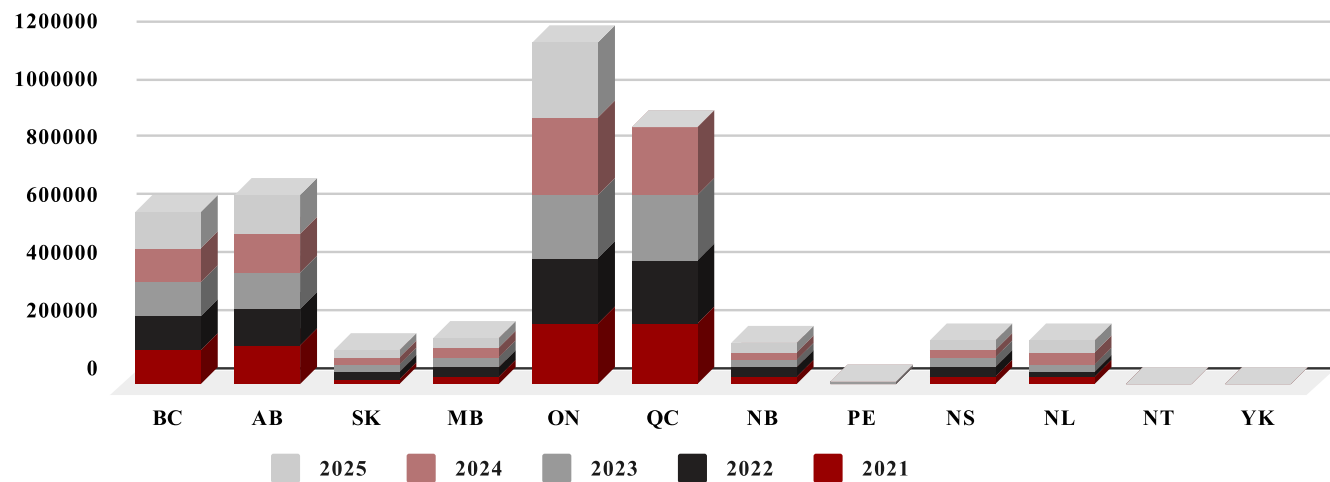
In 2025, Ontario, Quebec, and Alberta emerged as the top three provinces with the highest number of on-road motorcycle registrations. With populations of 16.2 million in Ontario, 9.03 million in Quebec, and 4.9 million in Alberta (according to Stats Canada), these provinces continue to lead the way in motorcycle ownership across the country.

2021-2025 NUMBER OF REGISTERED ON-ROAD MOTORCYCLES BY PROVINCE

2021-2025 Motorcycle Registrations by Province

Province		2021	2022	2023	2024	2025
British Columbia		119,891	119,970	118,091	118,360	118,858
Alberta		134,137	128,624	124,002	133,497	136,655
Saskatchewan		22,897	23,488	24,060	24,294	24,317
Manitoba		28,663	31,029	32,312	33,679	34,906
Ontario		213,941	226,471	218,584	264,433	263,712
Quebec		209,021	219,072	231,482	230,413	236,107
New Brunswick		29,583	28,014	28,558	29,318	29,834
Prince Edward Island		2,923	3,150	2,841	2,985	2,947
Nova Scotia		29,390	35,865	28,889	28,920	29,518
Newfoundland & Labrador		24,242	24,649	25,021	38,749	39,733
Northwest Territories		865	858	869	882	874
Yukon Territory		1,781	N/A	1,757	1,500	1,852
Total		817,334	841,190	836,466	907,030	919,313

2021-2025 On-Road Motorcycle Registrations by Province



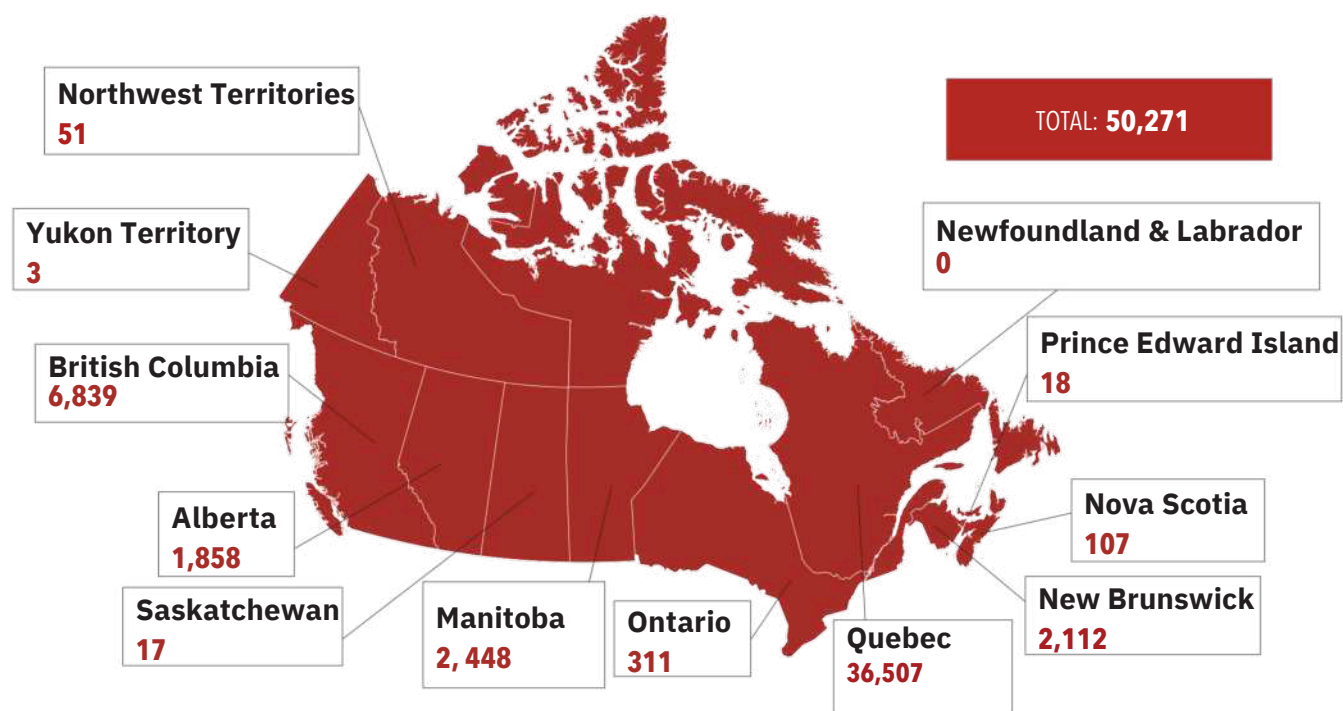
Over the past five years (2021-2025), provinces such as Alberta and British Columbia have seen a steady rise in the number of registered on-road motorcycles, with gradual increases each year. Ontario also maintained its broader pattern of fluctuating registrations over the 5-year span with a slight decrease in 2025. Newfoundland & Labrador registrations continued its upward trend with a 2.54% increase in 2025.



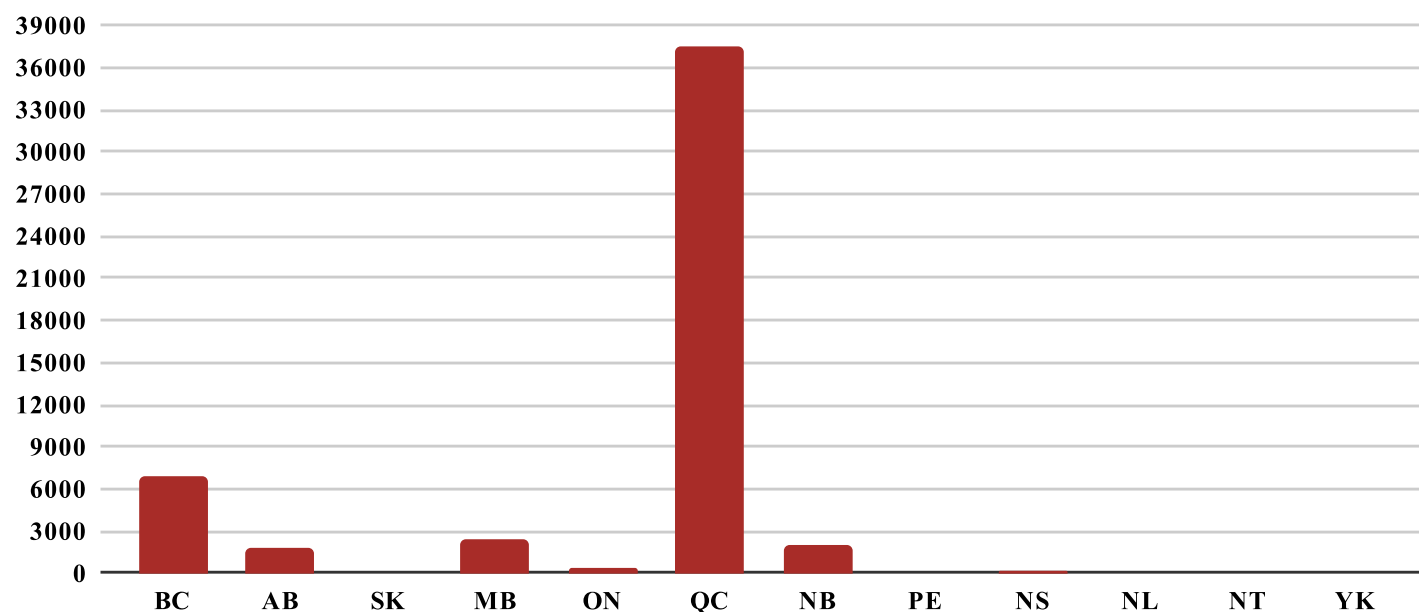
Photo provided by CMA- Bill Petro



Limited Speed Scooter, Motorcycle & Moped Registrations by Province



2025 Limited Speed Scooter, Motorcycle & Moped Registrations by Province

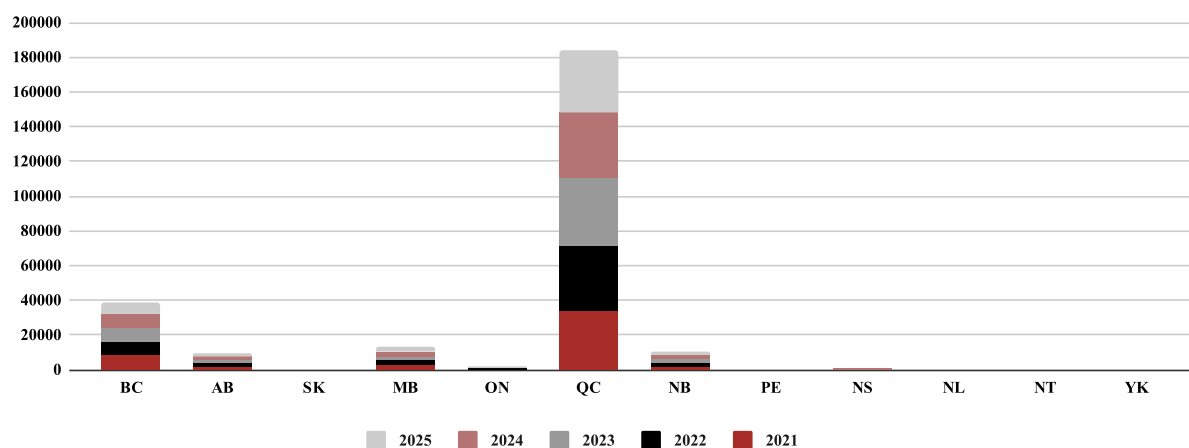


In 2025, Quebec, British Columbia, and New Brunswick topped the charts for Limited Speed Scooter, Motorcycle & Moped registrations. Quebec stands out as the clear leader in this category, showcasing its strong presence in the limited-speed scooter, motorcycle and moped market.

2021-2025 Limited Speed Motorcycle, Scooter & Moped Registrations by Province

Province		2021	2022	2023	2024	2025
British Columbia		8,281	8,190	7,890	7,409	6,839
Alberta		1,931	1,815	1,759	1,914	1,858
Saskatchewan		20	25	21	16	17
Manitoba		2,604	2,805	2,642	2,563	2,448
Ontario		320	343	330	379	311
Quebec		34,487	37,421	38,322	37,518	36,507
New Brunswick		2,245	1,962	2,135	2,154	2,112
Prince Edward Island		22	32	16	17	18
Nova Scotia		155	213	138	131	107
Newfoundland & Labrador		N/A	N/A	N/A	N/A	N/A
Northwest Territories		51	51	51	51	51
Yukon Territory		N/A	N/A	N/A	N/A	3
Total		50,116	52,857	53,304	52,152	50,271

2021-2025 Limited Speed Scooter, Motorcycle & Moped Registrations by Province



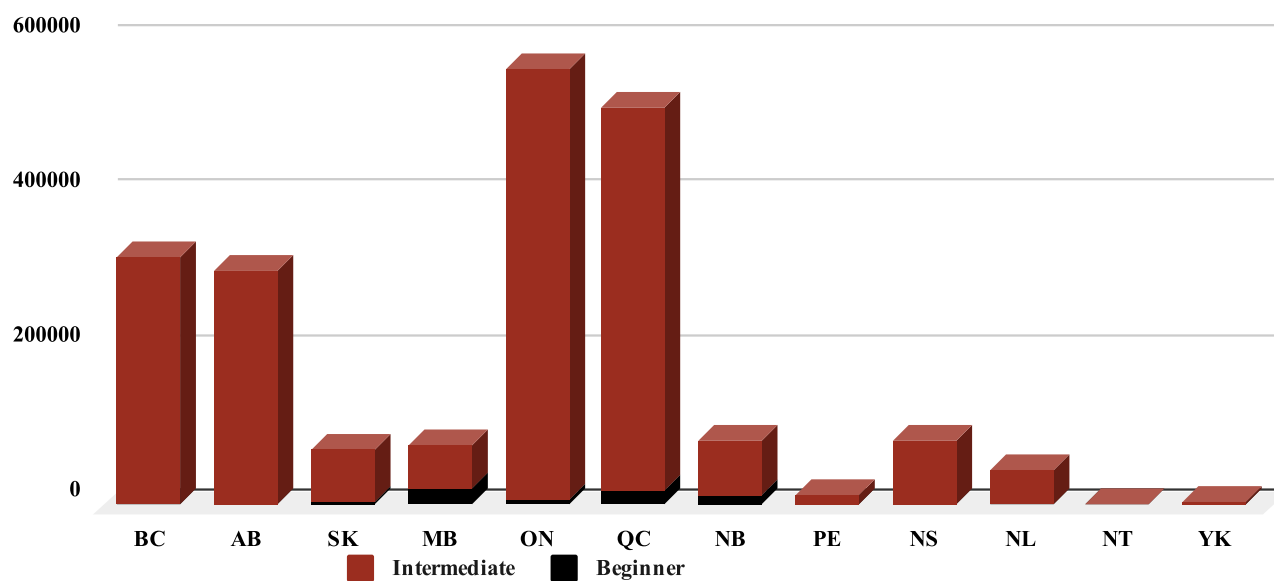
The data from 2021 to 2025 on limited-speed scooter, motorcycle and moped registrations shows that no province experienced significant fluctuations in registration numbers. Any changes observed over this period were minimal.

2025 ON-ROAD MOTORCYCLE LICENSES BY PROVINCE

2025 Motorcycle License by Province

Province		Beginner	Intermediate	Full License
British Columbia		N/A	N/A	320,894
Alberta		N/A	N/A	302,981
Saskatchewan		2,823	N/A	69,780
Manitoba		20,915	13	56,098
Ontario		8,270	99,792	555,202
Quebec		20,163	427	429,597
New Brunswick		13,251	N/A	69,503
Prince Edward Island		N/A	N/A	12,906
Nova Scotia		N/A	N/A	82,394
Newfoundland & Labrador		100	137	45,007
Northwest Territories		N/A	N/A	1,880
Yukon Territory		91	N/A	4,333
Total		65,613	100,369	2,013,575

2025 On-Road Motorcycle Licenses by Province



Motorcycle licensing varied significantly across provinces, as reflected in the data above. Most motorcycle licenses fall under the "Full License" category. This is largely due to differences in provincial licensing systems, with some provinces not adopting a graduated licensing system like Ontario. Additionally, in provinces with beginner licenses, many riders have already progressed to a more advanced license.

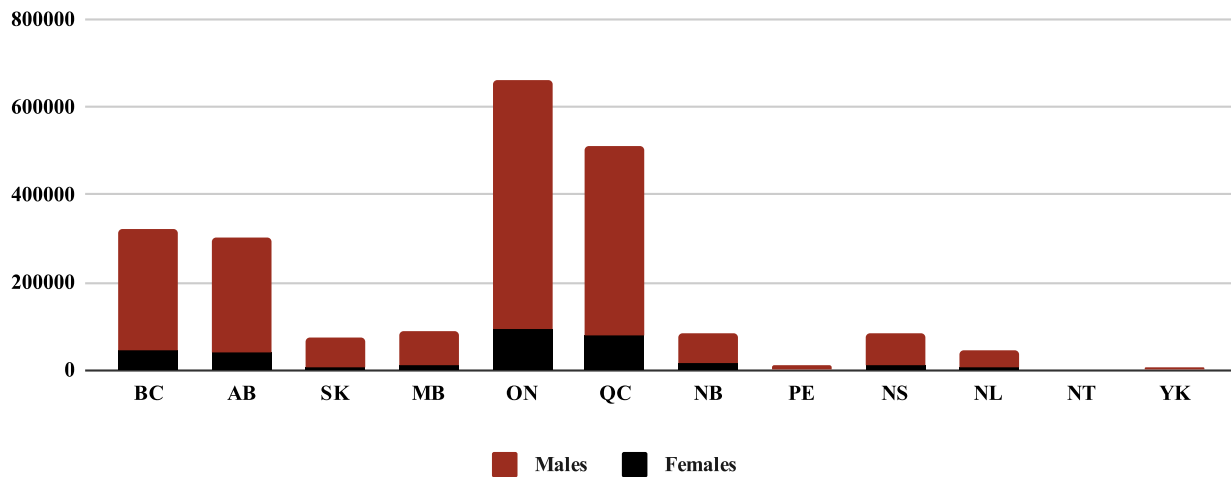


DRIVER'S LICENSES FOR ON-ROAD MOTORCYCLES BY GENDER

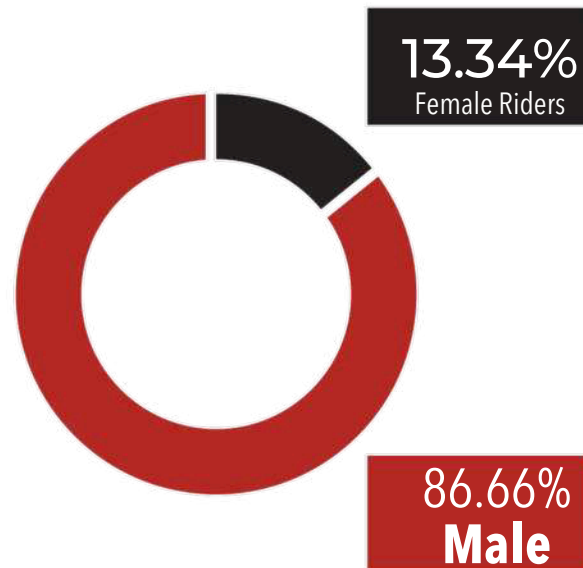
2025 Driver's Licenses for On-Road Motorcycles by Gender

Province		Females	Males
British Columbia		47,081	273,781
Alberta		40,497	262,419
Saskatchewan		8,665	63,934
Manitoba		12,999	76,995
Ontario		92,023	570,353
Quebec		79,767	433,450
New Brunswick		14,395	69,108
Prince Edward Island		1,806	11,133
Nova Scotia		12,567	69,805
Newfoundland & Labrador		5,907	39,088
Northwest Territories		885	995
Yukon Territory		740	3,670

2021-2025 Driver's Licenses for On-Road Motorcycles by Gender by Province



The significant trend remained with male dominance over the female gender in all provinces. The numbers revealed that 86.66% of riders were males above a minimal 13.34% females. This mirrors the longstanding pattern observed over the years.



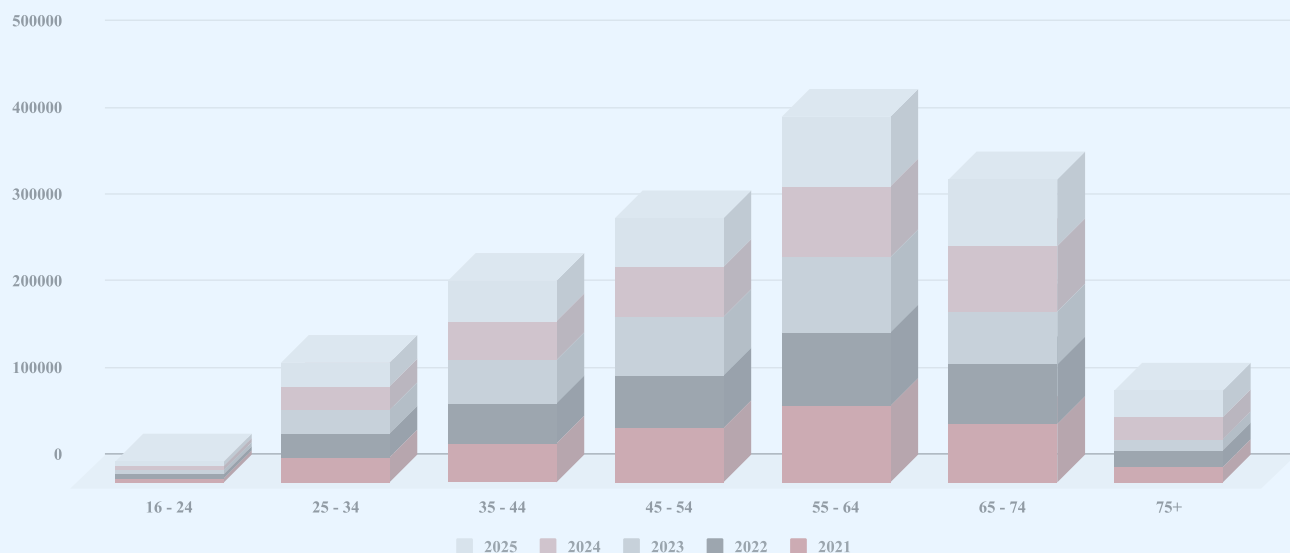
2021-2025 ON-ROAD MOTORCYCLE LICENSES BY AGE AND PROVINCE



BRITISH COLUMBIA

2021-2025 BC Motorcycle License by Age

AGE BC	2021	2022	2023	2024	2025
16 - 24	4,195	4,381	4,574	4,853	5,140
25 - 34	27,705	27,817	27,795	27,165	26,402
35 - 44	44,908	45,403	49,460	46,018	46,102
45 - 54	62,356	60,727	67,434	57,578	56,226
55 - 64	87,573	85,662	86,043	82,010	79,913
65 - 74	66,358	69,740	61,247	75,005	77,206
75+	16,794	19,490	12,638	26,156	29,905



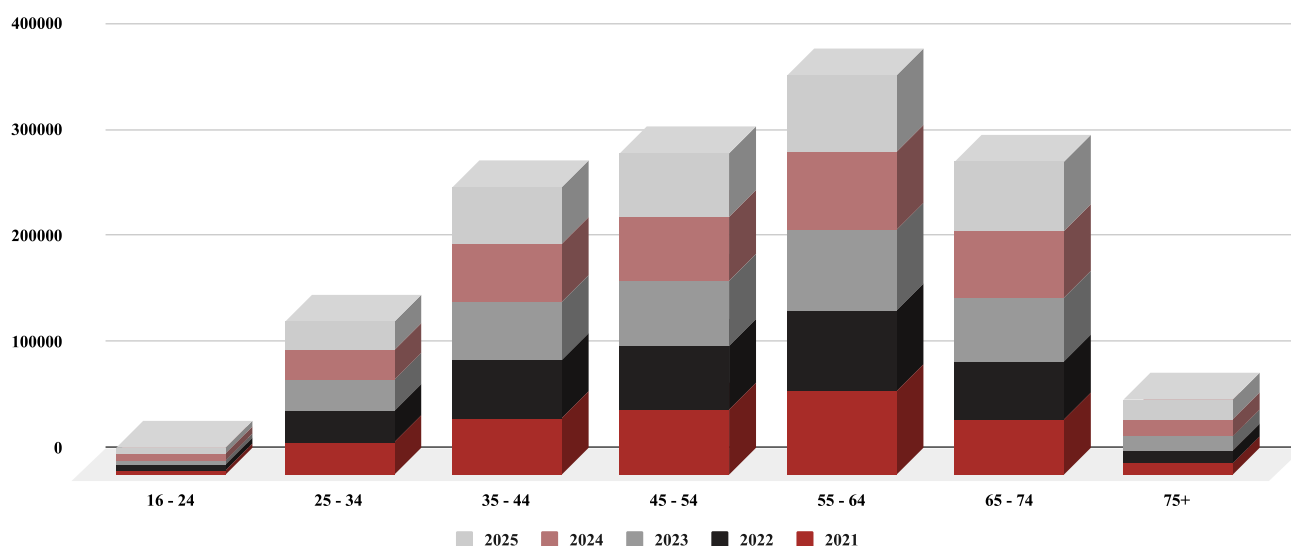
The 2025 data for British Columbia shows a steady rise in motorcycle licenses among the 16-24 age group. Additionally, the 25-34 and 35-44 age groups held an average trend of over 27,000 and 46,000 licenses per year, respectively. For other age groups, license numbers remained relatively consistent with past years, showing stability across the broader demographic.



Alberta

2021-2025 Alberta Motorcycle License by Age

AGE AB	2021	2022	2023	2024	2025
16 - 24	4,063	4,786	4,999	5,400	5,884
25 - 34	30,443	29,889	28,624	27,713	26,885
35 - 44	53,769	54,508	54,490	54,123	53,748
45 - 54	60,963	60,916	60,705	60,436	60,074
55 - 64	78,225	77,014	75,445	73,796	72,119
65 - 74	51,261	55,460	59,391	62,819	66,023
75+	10,248	11,956	13,999	15,976	18,248



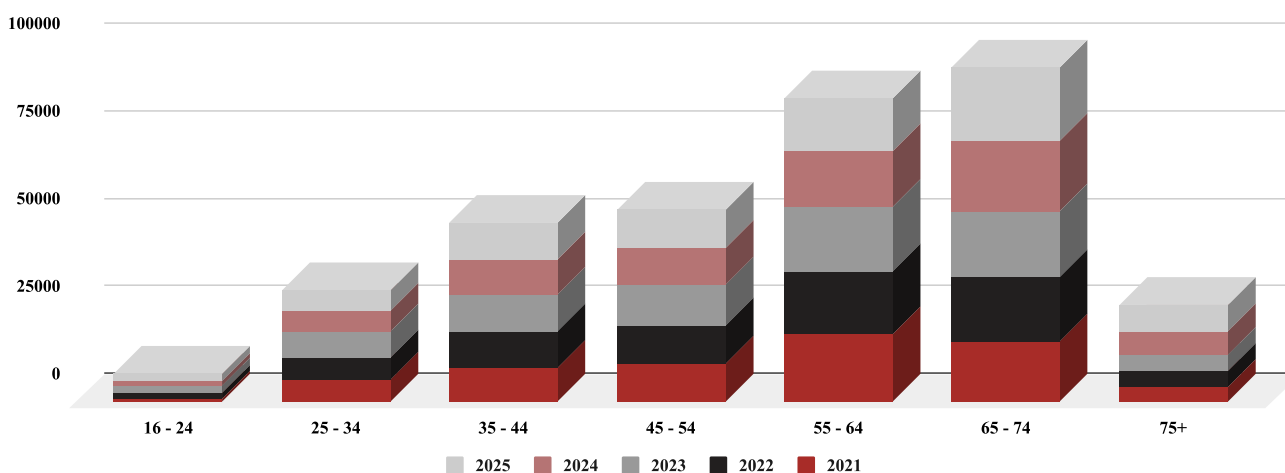
Alberta's 2025 motorcycle licensing data reveals a clear trend in age demographics. The 25-34 age group has experienced a steady decline, dropping from 30,443 riders in 2021 to 26,885 in 2025. In contrast, older age groups show a consistent upward trend. The 65-74 age group increased from 51,261 riders in 2021 to 66,023 in 2025, while the 75+ age group nearly doubled, rising from 10,248 riders in 2021 to 18,248 in 2025. These shifts indicate a growing interest in motorcycle riding among older adults in Alberta.



Saskatchewan

2021-2025 Saskatchewan Motorcycle License by Age

AGE SK	2021	2022	2023	2024	2025
16 - 24	923	1,391	2,108	1,432	1,915
25 - 34	6,024	6,440	7,476	5,788	6,019
35 - 44	9,673	10,091	10,732	10,081	10,247
45 - 54	10,651	11,027	11,531	10,713	10,792
55 - 64	18,991	18,106	18,413	15,942	15,175
65 - 74	16,849	18,549	18,706	20,298	20,869
75+	3,888	4,775	4,802	6,403	7,586



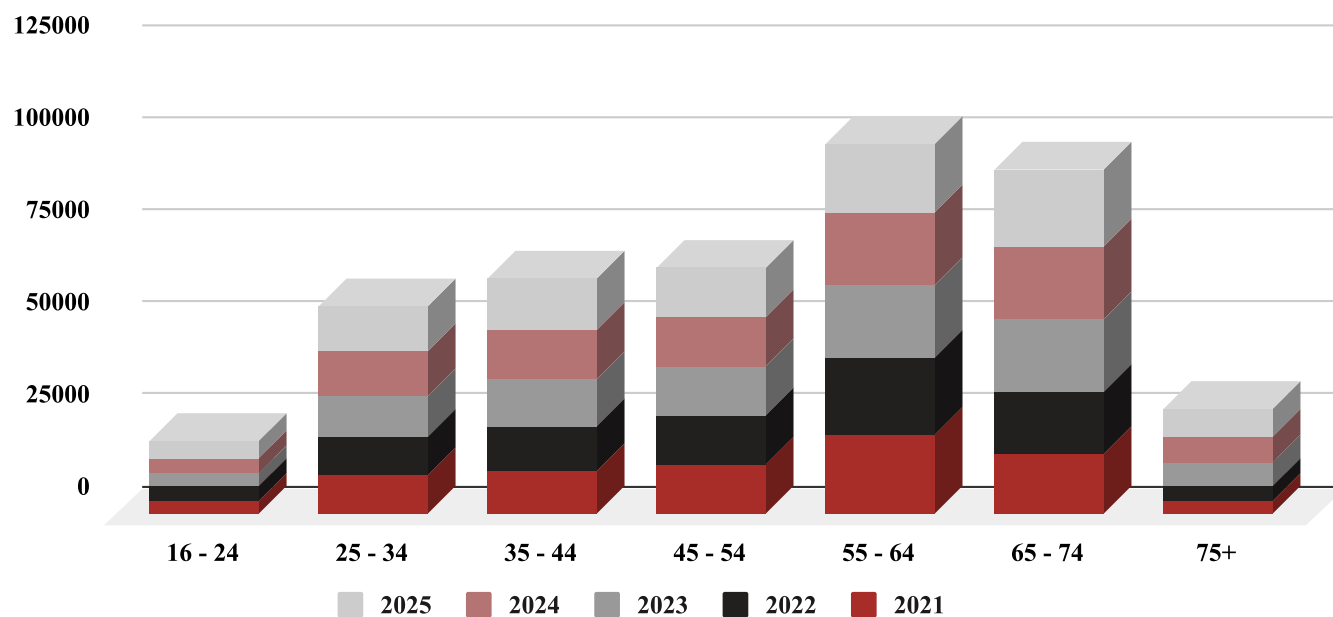
According to Saskatchewan's 2025 data, motorcycle licensing increased across all age categories. Notably, the 16-24 age group experienced a significant rise, growing from 923 riders in 2021 to 1,915 in 2025. Similarly, the 75+ age category also saw a marked increase, with numbers climbing from 3,888 in 2021 to 7,586 in 2025.



Manitoba

2021-2025 Manitoba Motorcycle License by Age

AGE MB	2021	2022	2023	2024	2025
16 - 24	3,722	3,630	3,731	4,135	4,327
25 - 34	10,320	10,371	11,347	11,882	12,085
35 - 44	11,653	11,886	13,092	13,415	13,505
45 - 54	13,467	13,167	13,237	13,231	13,355
55 - 64	21,571	20,702	20,020	19,279	18,774
65 - 74	15,999	17,057	19,520	20,127	20,327
75+	3,394	4,051	6,236	7,166	7,660



Manitoba's data shows stability across all age groups, with no significant fluctuations. The numbers in each age group remain relatively steady, with only minimal increases observed except for the 75+ age group having more than doubled since 2021. This suggests a consistent pattern of motorcycle licensing in the province without any notable shifts in age demographics.

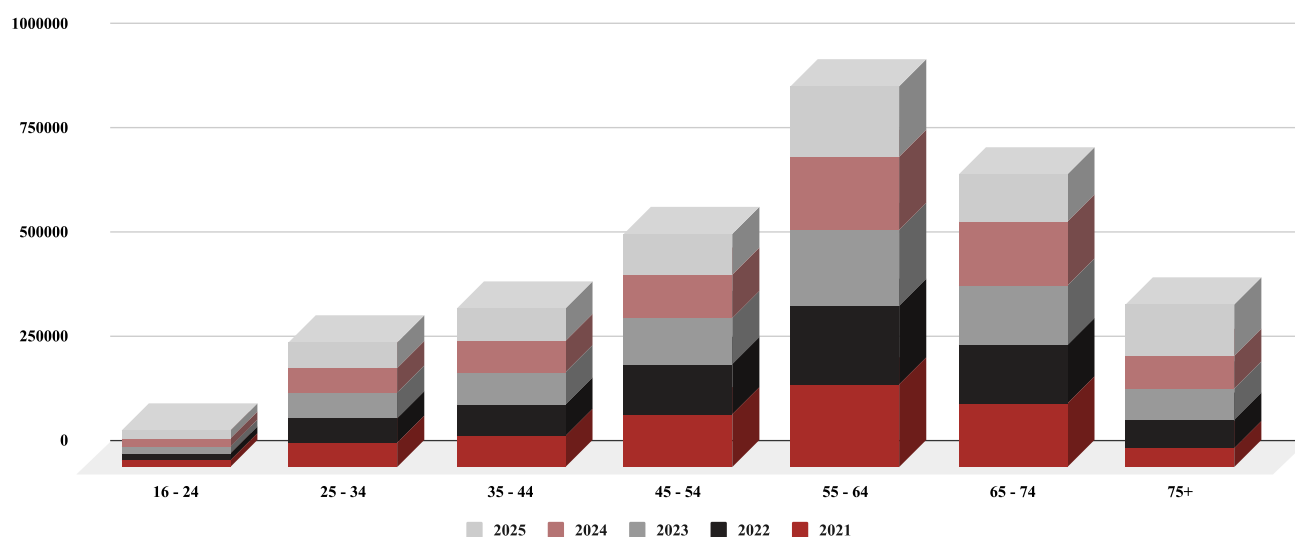




Ontario

2021-2025 Ontario Motorcycle License by Age

AGE ON	2021	2022	2023	2024	2025
16 - 24	15,910	16,586	17,577	19,225	19,567
25 - 34	58,200	60,262	60,180	60,127	59,825
35 - 44	74,520	76,435	76,145	76,004	76,431
45 - 54	126,750	120,296	111,540	104,506	97,846
55 - 64	197,306	190,239	181,961	174,886	169,550
65 - 74	154,061	139,083	143,518	150,821	116,191
75+	47,050	68,096	73,892	76,847	123,854



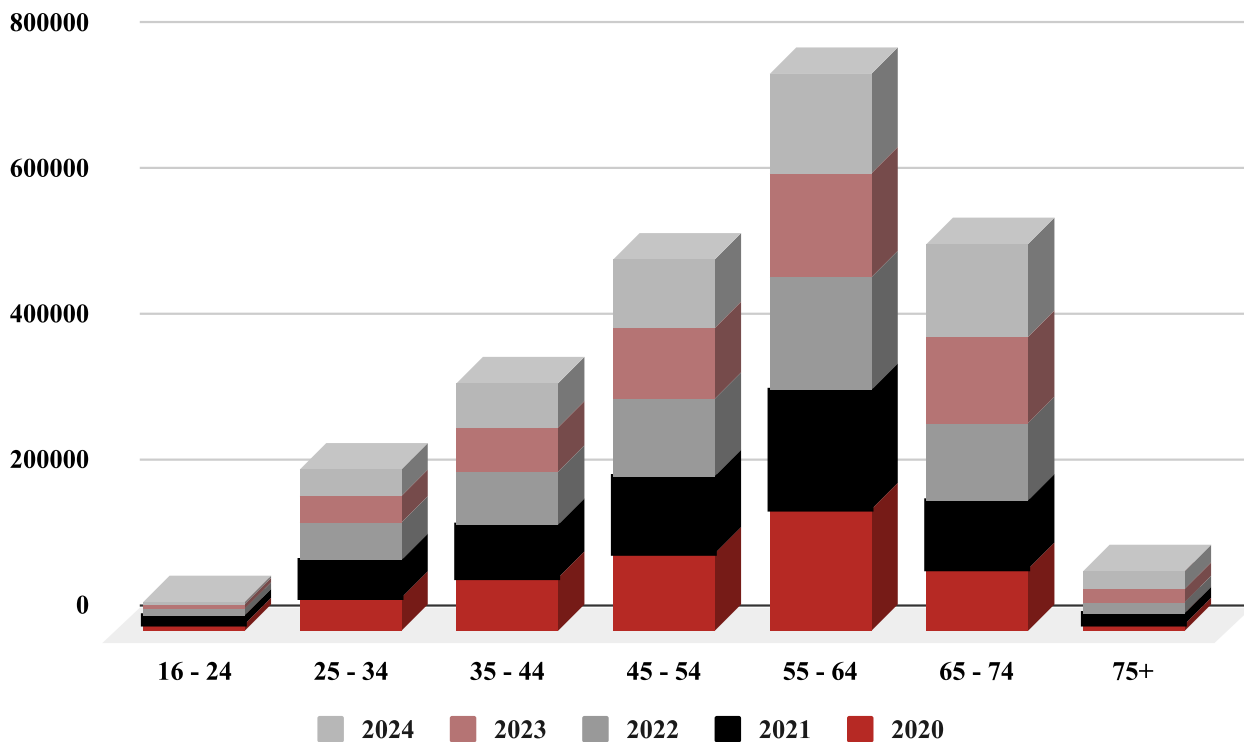
According to 2025 data, Ontario has experienced noticeable shifts in two key age groups: 45-54 and 75+. The 45-54 age group saw a decline of 6,660 from 2024 to 2025, continuing a gradual decrease from 126,750 licenses in 2021 to 97,846 in 2025. In contrast, the 75+ age group has seen a significant increase, with the number of riders nearly tripled from 47,050 in 2021 to 123,854 in 2025.



Quebec

2021-2025 Quebec Motorcycle License by Age

AGE QC	2021	2022	2023	2024	2025
16 - 24	11,515	10,844	4,500	4,800	9,649
25 - 34	50,934	49,776	37,500	36,800	41,582
35 - 44	73,613	72,104	61,700	60,900	65,091
45 - 54	106,915	105,300	96,700	95,200	97,814
55 - 64	163,876	156,384	142,900	134,200	130,901
65 - 74	94,482	106,761	117,500	129,100	139,621
75+	13,451	16,091	18,900	23,400	28,529



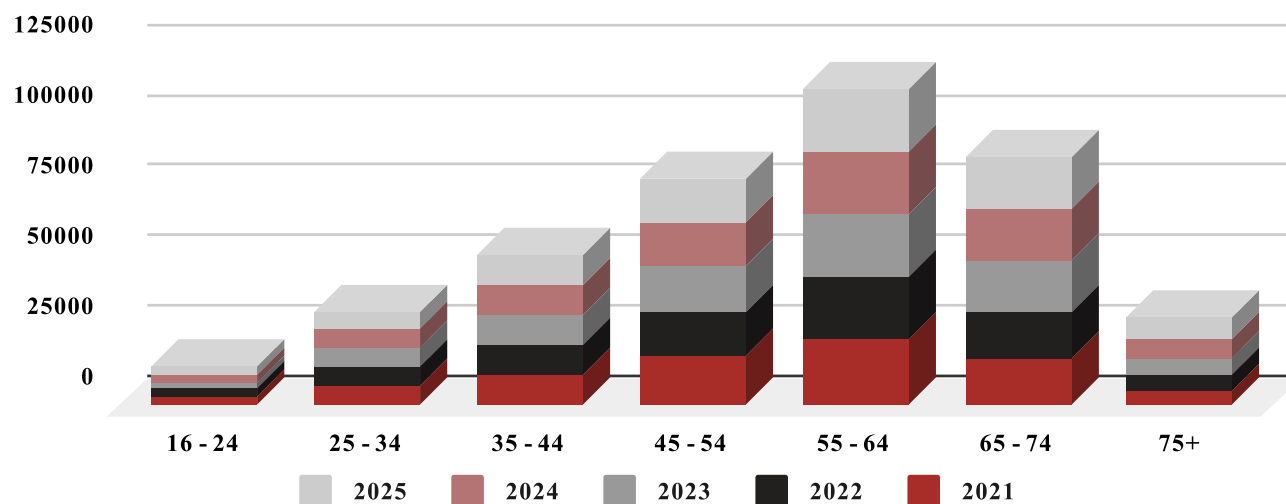
According to Quebec's data source, there was a steady rise in motorcycle riders within the 65-74 age group, growing from 94,482 in 2021 to 139,621 in 2025. A similar trend was identified in the 75+ age group, with a 100% increase in ridership from 13,451 riders in 2021 to 28,529 in 2025. Conversely, the 55-64 age group experienced a 20.12% decline, with the number of riders decreasing from 163,876 in 2021 to 130,901 in 2025.



New Brunswick

2021-2025 New Brunswick Motorcycle License by Age

AGE NB	2021	2022	2023	2024	2025
16 - 24	2,788	2,325	2,394	2,635	2,707
25 - 34	6,601	6,631	6,680	6,755	5,852
35 - 44	10,655	10,486	10,510	10,511	10,170
45 - 54	16,511	16,296	16,037	15,902	15,409
55 - 64	22,598	22,572	22,353	22,211	21,571
65 - 74	15,534	16,904	17,919	18,600	18,947
75+	4,360	5,432	6,230	6,861	7,455



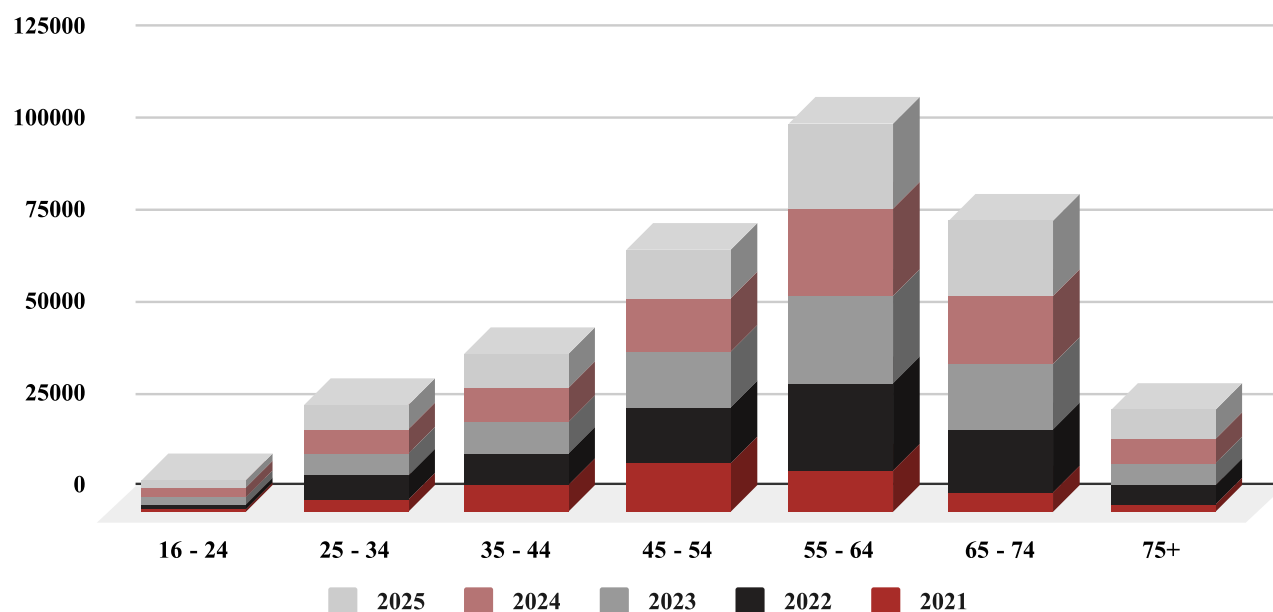
New Brunswick's data shows stability across all age groups, with no significant fluctuations. The numbers in each age group remain relatively steady, with only minimal increases observed in the 16-24, 64-75, and 75+ groups. This suggests a consistent pattern of motorcycle licensing in the province without any notable shifts in age demographics.



Nova Scotia

2021-2025 Nova Scotia Motorcycle License by Age

AGE NS	2021	2022	2023	2024	2025
16 - 24	294	1,806	1,943	2,202	2,018
25 - 34	3,442	6,319	6,323	6,523	6,287
35 - 44	6,905	8,915	8,913	9,065	9,154
45 - 54	12,888	15,735	14,819	14,442	13,628
55 - 64	11,134	23,957	23,868	23,340	23,217
65 - 74	5,253	17,020	17,993	18,674	20,079
75+	1,713	5,403	5,982	6,754	8,011



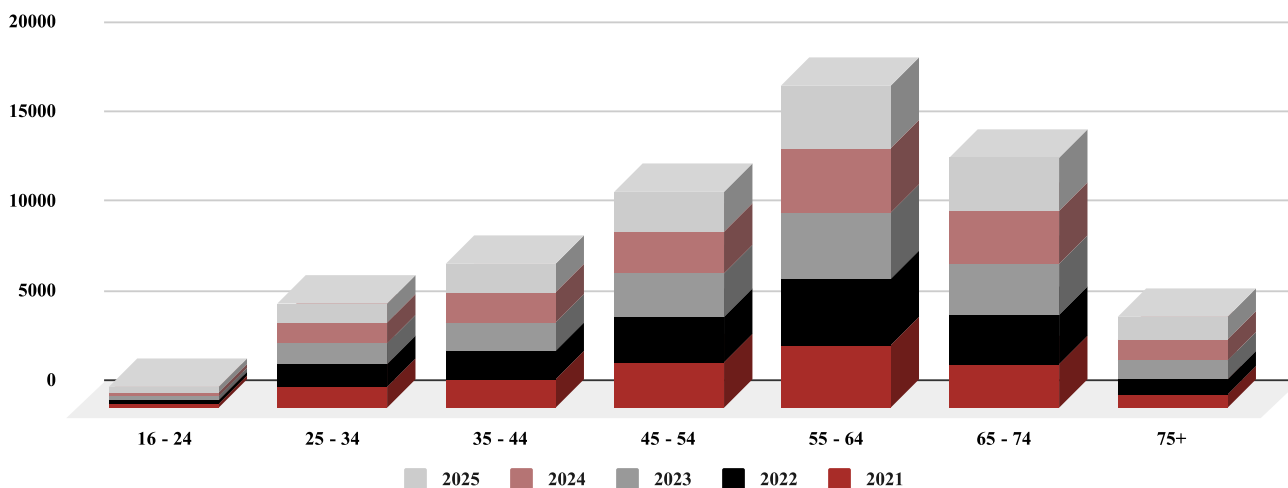
Nova Scotia's data shows a steady increase in motorcycle riders within the 35-44, 65-74 and 75+ age groups. Additionally, the riders within the 65-74 age group grew from 5,253 in 2021 to 20,079 in 2025. The 75+ age group also experienced significant growth, with riders increasing from 1,713 in 2021 to 8,011 in 2025. All the other groups had modest decreases for the year.



Prince Edward Island

2021-2025 PEI Motorcycle License by Age

AGE PEI	2021	2022	2023	2024	2025
16 - 24	231	229	259	226	223
25 - 34	1,215	1,238	1,192	1,137	1,088
35 - 44	1,600	1,641	1,604	1,614	1,634
45 - 54	2,569	2,575	2,437	2,312	2,177
55 - 64	3,584	3,583	3,654	3,559	3,498
65 - 74	2,511	2,677	2,892	2,906	3,040
75+	791	875	1,022	1,119	1,279



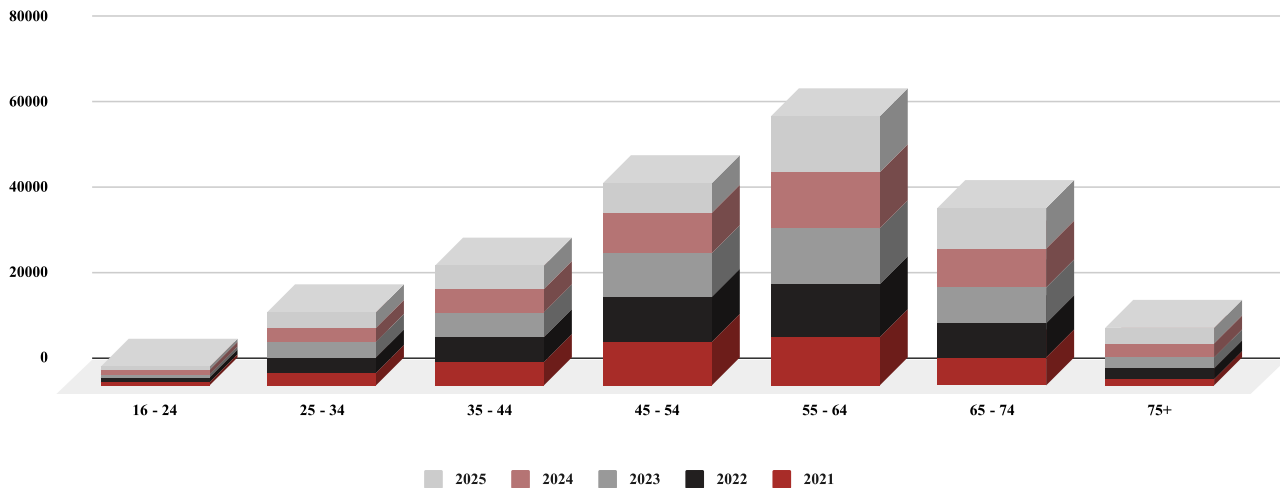
Prince Edward Island's data shows stability across all age groups, with no significant fluctuations. The numbers in each age group remain relatively steady, with only minimal increases observed. This suggests a consistent pattern of motorcycle licensing in the province without any notable shifts in age demographics.



Newfoundland & Labrador

2021-2025 Newfoundland & Labrador Motorcycle License by Age

AGE NL	2021	2022	2023	2024	2025
16 - 24	885	909	888	876	970
25 - 34	3,033	3,579	3,563	3,473	3,366
35 - 44	5,455	5,964	5,698	5,450	5,362
45 - 54	10,150	10,584	10,126	9,667	6,766
55 - 64	11,276	12,583	12,906	13,053	13,244
65 - 74	6,561	7,953	8,465	9,094	9,601
75+	1,642	2,366	2,738	3,156	3,662



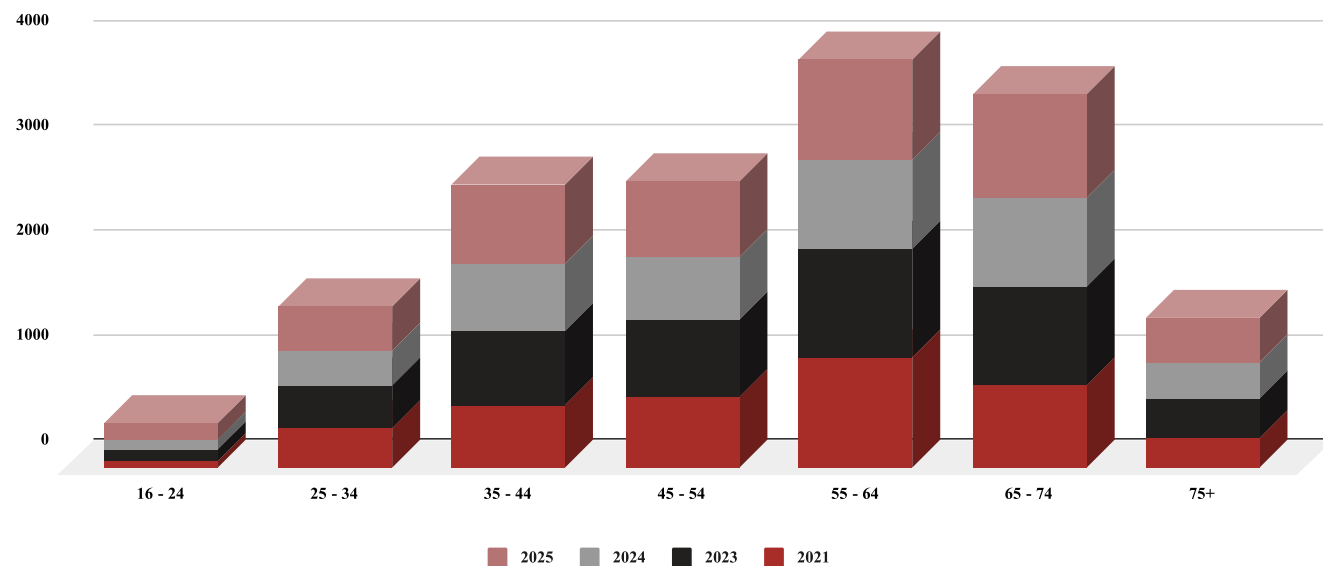
Data from Newfoundland & Labrador indicates that motorcycle licensing remains relatively stable across most age groups. Notably, there has been a gradual increase in the 65-74 age group, with an addition of 3,040 riders from 2021 to 2025. Apart from this, the overall pattern of motorcycle licensing in the province shows consistent trends, with no significant shifts observed within these groups.



Yukon

2021-2025 Yukon Motorcycle License by Age

AGE YK	2021	2022	2023	2024	2025
16 - 24	67	Data is not available	100	96	156
25 - 34	371		411	334	420
35 - 44	601		705	634	756
45 - 54	669		737	597	724
55 - 64	1,047		1,040	853	951
65 - 74	787		933	852	984
75+	284		375	342	433



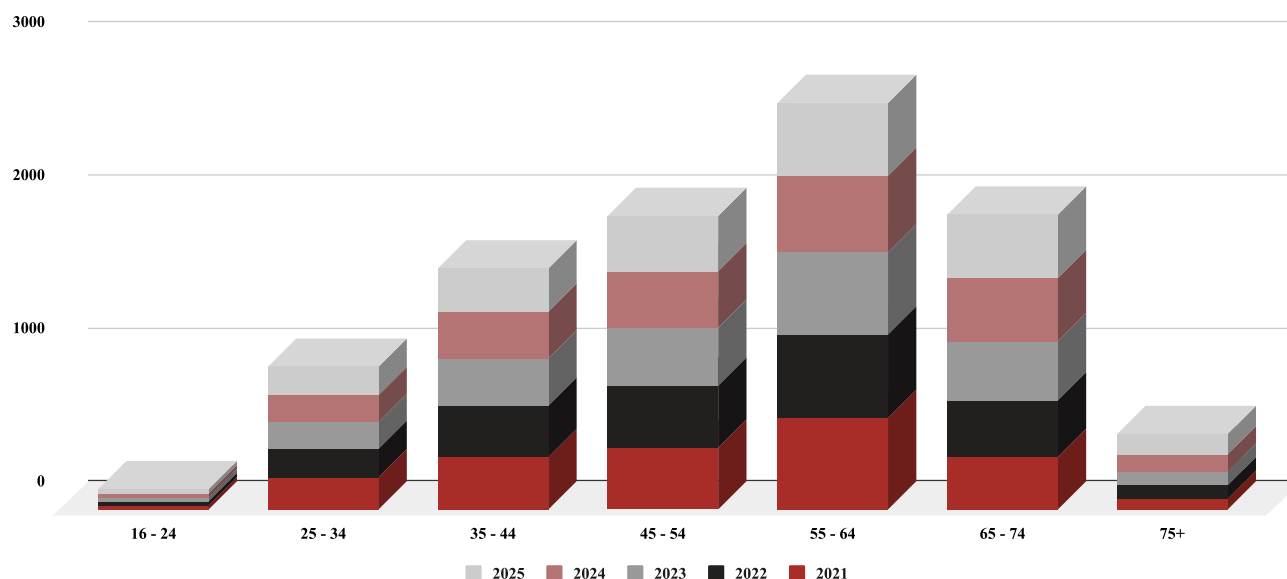
Yukon's data revealed minimal variations in the number of riders across all age groups. There were, however, increases in rider counts notably within all categories in 2025.



Northwest Territories

2021-2025 Northwest Territories Motorcycle License by Age

AGE NT	2021	2022	2023	2024	2025
16 - 24	21	26	28	27	30
25 - 34	209	185	173	181	180
35 - 44	338	335	313	302	281
45 - 54	403	405	375	370	362
55 - 64	597	544	536	500	479
65 - 74	345	368	385	409	415
75+	70	83	95	107	133



The Northwest Territories data reveals minimal variation in the number of riders across the different age groups. Overall, the rider counts have remained relatively stable, with only minor fluctuations observed. There were no significant changes in the trends or distributions across age groups.



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CHAPTER 6: REGISTRATION OF OFF-HIGHWAY VEHICLES

OVERVIEW

This chapter presents detailed data on Off-Highway Vehicle (OHV) registrations across provinces for 2025, along with trends observed from 2021 to 2025. The registration figures encompass all applicable OHVs, including ATVs, UTVs, motocross, and ROVs, noting that each province has distinct regulations regarding OHV registration. By examining this five-year dataset, we can uncover key trends and patterns, providing valuable insights into the evolving landscape of off-road activities across Canada.

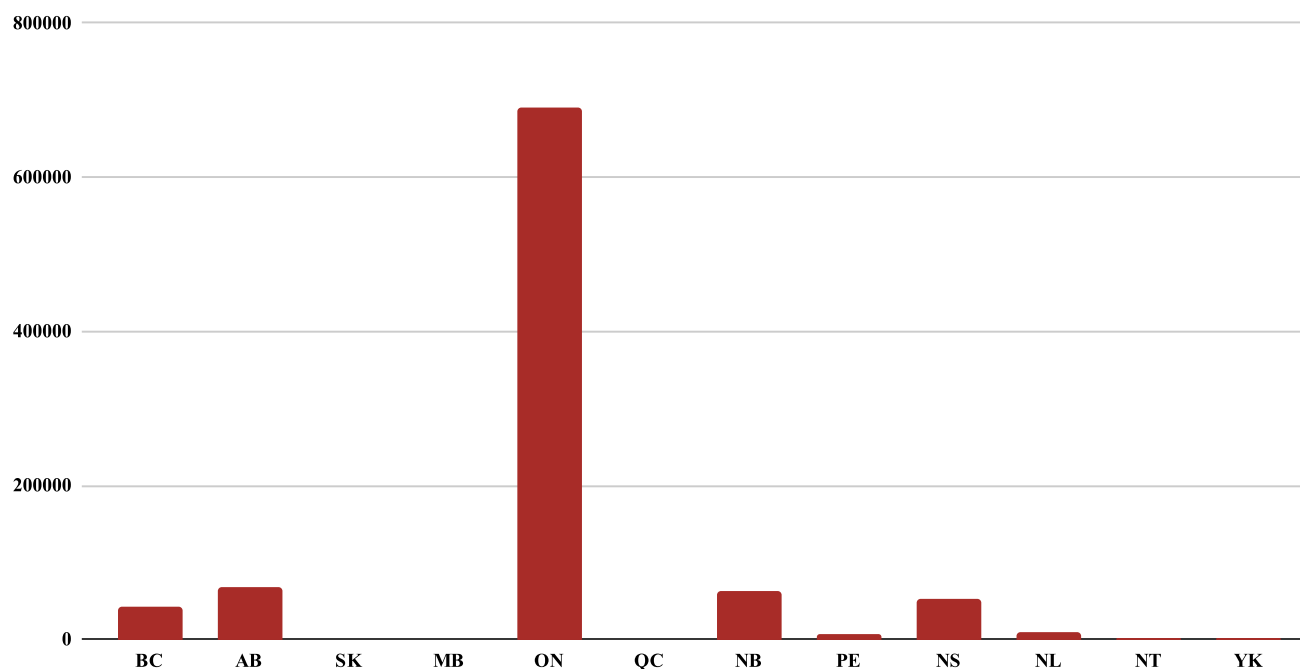


2025 NUMBER OF REGISTERED OFF-HIGHWAY VEHICLES BY PROVINCE

2025 Off-Highway Vehicle Registrations by Province

Province	OHVs
British Columbia 	41,766
Alberta 	68,560
Saskatchewan 	N/A
Manitoba 	Data is not available
Ontario 	690,867
Quebec 	N/A
New Brunswick 	61,826
Prince Edward Island 	7,232
Nova Scotia 	53,494
Newfoundland & Labrador 	10,238
Northwest Territories 	921
Yukon Territory 	1,872
Total	936,776

2025 Off-Highway Vehicles Registrations by Province



According to the 2025 data, Ontario and Alberta lead the country in the number of registered Off-Highway Vehicles (OHVs), mirroring also their dominance in on-road motorcycle registrations. These provinces are consistently in the top spots for both OHV and on-road motorcycle registrations, reflecting their strong riding communities and infrastructure.



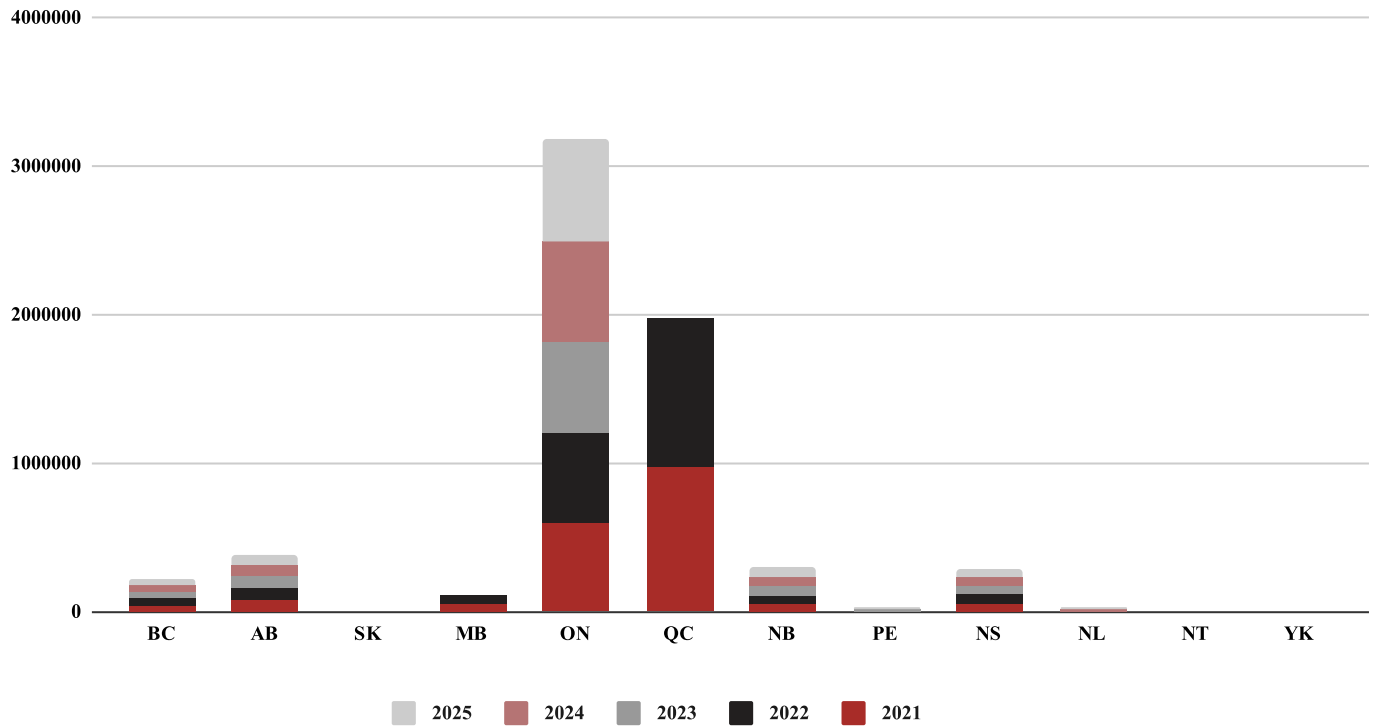
Photo provided by PEI ATV Federation

2021-2025 NUMBER OF REGISTERED OFF-HIGHWAY VEHICLES

2021-2025 OHVs Registrations by Province

Province		2021	2022	2023	2024	2025
British Columbia		49,691	48,123	41,029	41,151	41,766
Alberta		89,620	81,399	73,746	71,364	68,560
Saskatchewan		N/A	N/A	N/A	N/A	N/A
Manitoba		54,852	58,575	Data is not available	Data is not available	Data is not available
Ontario		592,789	620,426	607,149	668,249	690,867
Quebec		978,471	1,000,355	Data is not available	Data is not available	Data is not available
New Brunswick		60,088	56,987	58,462	60,393	61,826
Prince Edward Island		4,238	5,756	6,436	7,098	7,232
Nova Scotia		56,195	73,766	50,869	51,647	53,494
Newfoundland & Labrador		N/A	N/A	7,177	9,701	10,238
Northwest Territories		2,207	N/A	914	927	921
Yukon Territory		908	901	1,800	1,492	1,872
Total		1,889,059	1,946,288	845,075	912,022	936,776

2021-2025 OHVs Registrations by Province



From 2021 to 2025, Alberta experienced a noticeable decline in off-road riders, dropping from 89,620 in 2021 to 68,560 in 2025. Ontario saw an increase of approximately 16.5% from 2021 to 2025. Prince Edward Island also showed a significant rise in off-road riding, with registrations growing from 4,238 in 2021 to 7,232 in 2025. Meanwhile, other provinces have seen only minor fluctuations, generally maintaining similar levels of off-road activity over the past five years.



CHAPTER 7: CONCLUSION

SOURCES

British Columbia		Insurance Corporation of British Columbia (ICBC)
Alberta		Alberta Collision, License & Vehicle Statistics
Saskatchewan		Saskatchewan General Insurance (SGI)
Manitoba		Manitoba Public Insurance (MPI)
Ontario		Ontario Ministry of Transportation (MTO)
Quebec		Société de l'assurance automobile du Québec (SAAQ)
New Brunswick		Department of Public Safety, Motor Vehicle Branch
Prince Edward Island		Department of Public Works
Nova Scotia		Transportation & infrastructure / Highway Safety
Newfoundland & Labrador		Digital Government and Service NL, Motor Registration Division
Northwest Territories		Department of Highways and Public Works / Transport Services
Yukon Territory		NWT Driving & Transportation Department



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CHAPTER 8: MOTO CANADA CONTACTS

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Photo provided by CMA- Bill Petro





CHAPTER 9: MEMBERSHIP

MEMBERSHIP

MOTO CANADA exists to ensure Canadians can ride.

As the national voice of the powersports industry, we represent and advocate for manufacturers and distributors of motorcycles, scooters, ATVs, side-by-sides, and related vehicles across the country. We support our members by advancing policies and initiatives that promote responsible ridership, strengthen market growth, and enable successful operations in Canada.

As a Tier I Member of Moto Canada, your company would be included among the world's best brands in working to develop the industry across the country. Tier I members have full access to monthly industry sales data, Moto Canada industry research and advocacy, a seat on our board of directors with voting rights, full support from staff, discounts for the Motorcycle and Powersports Shows and much more.

Moto Canada is now offering a new Tier II Associate membership to companies with an interest in the Canadian powersport industry. As an Associate Member, your company would have access to insights, research, and other information available only to associate members. Other member benefits include discounted rates for the Motorcycle and Powersport Shows, inclusion in advocacy campaigns, and support from Moto Canada staff.

For information on becoming a member of Moto Canada, visit motocanada.com.



Photo provided by ATV Association of Nova Scotia





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