



CANADA

MOTORCYCLE AND POWERSPORT

ECONOMIC IMPACT



The use of motorcycles and off-highway vehicles not only encourages Canadians to enjoy the country's network of roads and trails, but serves as a key form of transportation for daily use, generates critical tourism activity, and contributes to Canada's overall economic output.

**Off-highway vehicles include motocross, dirt and adventure motorcycles, all-terrain vehicles (ATVs), and side-by-sides. Source by MNP LLP.



**TOTAL
ECONOMIC
OUTPUT**
\$17.3B



TOTAL JOBS
88,375



TOTAL GDP
\$9B



*Representing annual economic contributions, per most available data (2022)

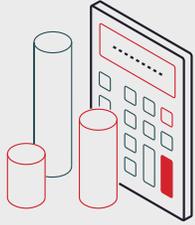
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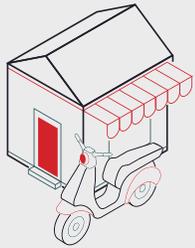
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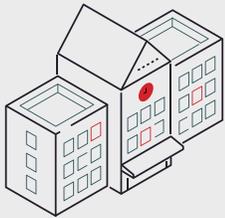
ECONOMIC IMPACT



TAX REVENUE
\$3.2B



GENERATED TOURISM SPENDING
\$7.3B



TOUR BUSINESSES & RIDING SCHOOLS
195

SHARE



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MOTO CANADA™ is a not-for-profit organization representing the interests of the manufacturers and distributors of motorcycles, scooters, all-terrain vehicles, side-by-sides and related industries in Canada. MOTO CANADA™ works to promote the positive and responsible sales and use of these vehicles in every jurisdiction in Canada.

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