



INDUSTRY BACKGROUND

- ▶ Sixteen million Americans ride all-terrain vehicles
- ▶ 77% of families with children 16 and under ride as a family recreation activity
- ▶ Sales of ATVs have increased since 1993 to more than 752,000 units in 2007
- ▶ Median rider age is 36 years
- ▶ 81% are male
- ▶ Female ridership is up 35% since 2003
- ▶ Average miles ridden is up 48% over the last 5 years
- ▶ 22% have professional/managerial occupations
- ▶ Median household income is \$52,220