

Industry Background Information

- 16.3 million American operate all-terrain vehicles¹
- On average, ATVs are used three-fourths of the time for recreation/fun
- Sales of ATVs have increased over 200 percent since 1995 to an estimated 856,000 new units in 2006
- The median age of an ATV owner is 37 years
- Nearly 60 percent of ATV owners are married
- Over 86 percent of ATV owners are male
- One quarter of ATV owners classified themselves as blue-collar laborers, and more than half gave their level of education as high school or less
- The median annual household income of \$52,800

(Source: Specialty Vehicle Institute of America)

¹ (Source: U.S. Consumer Product Safety Commission)