



International Snowmobile
Manufacturers Association
(ISMA)
1640 Haslett Road
Haslett, Michigan 48840
Phone (517) 339-7788
Fax (517) 339-7798
www.snowmobile.org
www.gosnowmobiling.org
www.avosmotoneiges.org
www.facebook.com/Gosnowmobiling

Press Release

Contact: Ed Klim
Phone: (517) 339-7788

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Worldwide Snowmobile Sales Jump 12%

HASLETT, MI, JUNE 25, 2013: A long lasting winter and continued enthusiasm and interest in snowmobiling powered snowmobile sales to increase worldwide to 144,601 new sleds sold this past year. This is an increase of over 15,000 units, which is a 12 percent gain from last year. Sales in the United States were flat at 48,536 new snowmobiles sold, while sales in Canada rose over 8 percent to 44,022 new sleds sold.

The snowmobile community is optimistic following the above average snowfall throughout most of North America this past season. The 2014 manufacturers spring snowmobile shows reported dramatic increases in attendance. In many of the spring shows, visitation was up over 30 percent. Spring orders are up and that points to a good 2014 sales year!

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The snowmobile industry reports an increase in registered snowmobiles in North America to approximately 2 million registered sleds. Increased registration in Northern Europe and Russia continues, and there are over 700,000 registered units in the European community and Russia.

Snowmobile related tourism also increased in North America and beyond. This can be seen in economic impact studies conducted throughout North America by major business colleges and universities. Miles ridden by snowmobilers (which is always predictive of economic impact) showed a 20 percent increase in the 2012-2013 season. This is a result of good riding conditions and improved and expanded trail systems.

The average age of a snowmobiler this past season was determined to be 43 years of age. The average age increased slightly due to the fact that many younger adults are struggling to pay off school loans and are struggling due to the slower growth of the economy.

Surveys conducted by ISMA have shown that slightly over 70% of first-time buyers in the snowmobile market purchased a used snowmobile. Many of them are young adults and they move on to purchase a new snowmobile later in life.

The majority of snowmobilers in North America are Club members and/or Association-Federation members (over 50%). These active, involved, outdoor enthusiasts build the trails and support snowmobiling access. Snowmobilers are also active charity fundraisers who raised over \$3.4 million dollars for National Charities last year.

The Go Snowmobiling website serves as another strong indicator for the interest in snowmobiling. This year more than 4.4 million visited the Go Snowmobiling site. This is a 15 percent increase above last year. Statistics show that approximately 20 percent of those visitors are individuals who do not own a snowmobile but are expressing a great deal of interest in owning a snowmobile and going snowmobiling. It was also noted that approximately 20 percent of the visitors to the site visited the rental outlet pages of the site. Indications are that many of the individuals visiting the rental site do not own a snowmobile but want to rent one during their winter vacation. This activity and interest in renting bodes well for future sales and the growth in the snowmobile rental market.

Additional surveys have found that snowmobilers are active in many outdoor activities. Many snowmobilers are also boaters, motorcycle riders, camping enthusiasts, hunting enthusiasts and general outdoor recreational activity participants.

Many individuals have discovered that snowmobiling is a great recreational family activity in the winter. Many of those individuals are snowmobiling for reasons such as viewing the scenery, be with family and friends, and to get away from the usual demands of life and be close to nature.

The continued broad-based growth of the snowmobile community includes the increased number of visitors and exhibitors in snowmobile shows. States and provincial organizations continue to grow and expand club membership. Many organizations report that new trails are being developed to support the positive economic impact of snowmobiling and job growth for the rural community. Economic impact studies generated by universities in North America show that snowmobiling is growing in importance as part of the overall economic engine and job growth for winter tourism. Estimates show that snowmobiling now generates more than \$30 Billion Dollars of economic activity in North America. The economic activity generated by snowmobiling provides many jobs and investment opportunities and generates considerable tax revenue for local governments which eagerly support snowmobiling.

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