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## Press Release

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### **Snowmobile Sales Outperform Economic Growth Worldwide**

HASLETT, MI, August 2, 2018: A long lasting cold and snowy winter in much of the snowmobile community, and continued enthusiasm and interest in snowmobiling powered snowmobile sales to increase worldwide to 124,786 new sleds sold this past year. This is an increase of over 6,100 units, which is a 5 percent gain from last year. Sales in the United States grew to 53,179 new snowmobiles sold – a 5 percent gain from last year, while sales in Canada rose over 6.4 percent to 47,024 new snowmobiles sold. The sales increase wasn't confined to North America. Sales increases were realized in Norway, Sweden, and Finland in Europe.



The snowmobile community is optimistic following the above average late snow fall throughout most of North America this past season. The 2018 manufacturers' spring snowmobile shows reported increases in attendance. In many of the spring shows, attendance was up over 20 percent. Spring orders were strong and that points to a good 2019 sales year.

The snowmobile industry reports that registered snowmobiles in North America remained at 2 million registered snowmobiles. Increased registration in Northern Europe continues.

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 an increase from the 2017-2018 season. This is a result of riding conditions and improved and expanded riding areas and trail systems.

The average age of a snowmobiler this past season was determined to be 45 years of age. Snowmobilers are active, outdoor enthusiasts who enjoy snowmobiling with family and friends.

Surveys conducted by ISMA have shown that 73 percent 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 60 percent). These active, involved, outdoor enthusiasts build the trails and support snowmobiling access. Snowmobilers are also active charity fundraisers who raised over \$3.5 million dollars for National Charities last year.

The Go Snowmobiling website serves as another strong indicator for the interest in snowmobiling. This year, the Go Snowmobiling site received more than 2.4 million hits. 40 percent of those visitors to the website were new snowmobilers or individuals who do not own a snowmobile but are expressing a great deal of interest in owning a snowmobile and going snowmobiling. 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 high level of 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. Snowmobilers are also boaters, motorcycle riders, camping enthusiasts, hunting enthusiasts and general outdoor recreationists.

Many families have discovered that snowmobiling is a great winter recreational activity. Research shows people go snowmobiling for reasons such as viewing the scenery, be with family and friends, to get away from the usual demands of life and be close to nature.



State and provincial snowmobile 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. Studies 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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