



ATV Sales on the Increase

The sales of All Terrain Vehicles and aftermarket accessories is on the incline. The ATV industry is experiencing steady growth throughout the world. However, safety issues still remain at the center of related discussions.

([PRWEB](#)) September 16, 2004 -- All Terrain Vehicle (ATV) sales have steadily inclined over the past 6 years. From 1998 to 2002 ATV sales saw an average yearly increase of approximately 17 percent, while the years 2003 and 2004 have shown single digit percentage increases. This is promising for an industry riddled with negative press regarding the safety of these off-road machines.

The number of available models has also increased steadily. Each of the major manufacturers offers different ATVs for different uses. They offer 4x4 models for serious working and hunting applications, youth models for youngsters, sport models for recreational riders, and high performance models for the serious recreational rider and racer. The companies listen to what the buyers want through various surveys and public forums, and respond with models to suit their needs. And the aftermarket parts manufacturers are listening too. With the majority of ATV owners altering their machines in one way or another, the available choices of aftermarket exhausts, tires, and even snow plows is increasing. It is estimated that over 50% of new ATV owners will replace some stock parts on their vehicles within six months of purchase.

Honda, Kawasaki, Suzuki, and Yamaha also became involved with professional ATV racing over the past two years by sponsoring various top riders in the GNC Grand National motocross series and GNCC Grand National Cross Country series. Not since the mid 1980s have the "big four" been involved with ATV racing to this extent, which is a promising sign for enthusiasts. This involvement brings awareness to the sport in the form of national television coverage and major product sponsorships. The competition between factory teams also results in more frequent updates to production machines, benefiting future consumers.

All Terrain Vehicles remain a popular hobby for many people today, with that number increasing by thousands each year. It is a promising sign for off-road enthusiasts, but safety issues remain at the forefront of any discussion involving ATVs. The responsibility lies both with the manufacturer for providing safe machines and safety courses, as well as the consumer for wearing protective gear and exercising caution when riding.

The website <http://www.all-atv-accessories.com> provides more information and accessory choices for popular ATVs.

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<http://www.all-atv-accessories.com>

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Online Web 2.0 Version

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