



Off-Roading: Critical Industry to the U.S. Economy

Off-Roading in the U.S.

For millions of Americans, off-roading is both a popular recreational activity and a lifestyle. Motorized recreation provides an array of opportunities for people of all ages to enjoy the outdoors.

Off-roaders enjoy driving two and four-wheeled vehicles on diverse landscapes across the U.S.— including trails, dirt and gravel roads, private lands, and on millions of acres of land managed by the federal government. Access to public lands is critical for the future of the off-roading community. However, federal land management policies, including national monuments and wilderness designations that are larger than they need to be to protect unique natural resources, are closing roads and trails enjoyed by motorized recreationists.

SEMA Supports Off-roaders' Passion.

SEMA members manufacture products that make it easier for Americans to enjoy all the outdoors including bigger wheels and tires, suspension upgrades, lift kits, winches, lighting products, and more. These specialty products enhance everything from SUVs, trucks, four-wheelers, ATVs, to other off-highway vehicles (OHVs) to make them safer, unique, and more fun.

SEMA advocates for land use policies that balance the need for off-road access while protecting land that is not suitable for motorized recreation. The Association and its members are committed to ensuring the outdoors can be enjoyed by everyone, including the disabled and people who cannot physically participate in more strenuous activities. SEMA supports necessary land conservation and opposes policies that unnecessarily limit motorized access.

Outdoor Recreation Economic Impact.

Motorized access to public lands is critical to the **outdoor recreation industry**, which is a key economic driver of the U.S. economy:¹



\$862 billion total in U.S. economic output (annually)



1.9% of total GDP



Provided **4.5 million** jobs across the industry (3% of all U.S. employees)



Off-Roading: Critical Industry to the U.S. Economy

The Off-Roading Industry.

Off-roading is a major employer that adds significant value to the U.S. economy and accounts for **\$68 billion** in direct spending every year.² Here's a snapshot of key parts of the motorized recreation economy:³



Over **\$23 billion** annually spent to modify trucks and SUVs



Motorcycling & ATVing has a **\$16.2 billion** economic impact

Off-highway vehicle recreations significantly contribute to economic outputs of many statewide economies, including:



In economic output for Arizona⁴



In economic output for Colorado⁵



In economic output for Idaho⁶



In economic output for Tennessee⁷

About SEMA.

SEMA was founded in 1963 by automotive enthusiasts who turned their passion for modifying vehicles into a thriving industry. Today, SEMA represents over 7,000 member companies that employ more than 1 million Americans. The \$50.9 billion (annual) specialty-automotive industry produces and sells products that upgrade the appearance, performance, comfort, convenience, and technology in motor vehicles. The association puts on two of the top trade shows in North America—the SEMA Show in Las Vegas, Nevada, and the Performance Racing Industry (PRI) Trade Show in Indianapolis, Indiana—and provides training, product development support, market research, and legislative advocacy to its members. For more information, contact erics@sema.org or visit www.sema.org, www.semashow.com, or www.performanceracing.com.

¹2020, Outdoor Recreation Roundtable, "Record-Breaking Numbers: Outdoor recreation a whopping \$862B industry according to new government data." Accessed on February 1, 2023.

²2013, Motorcycle Industry Council, "Ride Off-Highway Vehicle Trails to Prosperity"

³2022, BEA data, released November 8, 2022. Accessed on February 1, 2023.

⁴2003, Arizona State Parks Recreational Trails [Economic Impact of Off-highway recreation in the State of Arizona](#), Arizona State University. Accessed on February 1, 2023.

⁵2015, [Economic Contribution of Off-Highway Vehicle Recreation in Colorado 2014-2015 Season](#). Accessed on February 1, 2023.

⁶2017, [Idaho's billion dollar motorized recreational industry](#). Accessed on February 1, 2023.

⁷2001, University of Tennessee, Department of Agricultural Economics, "Estimated Statewide Economic Impacts of Off-Highway Vehicles: A \$3.4 Billion Industry"