



# **AWSC Spring Convention / Annual Meeting**

## **March 29, 2025**

### **Jaret Smith – ISMA President**



# What is ISMA?

**POLARIS**

**ski-doo**  
**LYNX**



- **Snowmobile Safety & Certification**
- **Support Snowmobile Associations & Clubs**
- **Industry Data and Statistics**
- **Economic impact of snowmobiling**
- **Land Access & Lobbying**





- Throttle Control
- Runaway Prevention
- Braking Systems
- Fuel System
- Sound Emissions
- Shields and Guarding
- Heat Protection
- Drive Mechanisms
- Lighting
- Passenger Handgrips
- Levers and Controls
- Exhaust Systems
- Dynamic Cushioning Criteria (Seats)
- Children's Snowmobiles





A photograph of a snow-covered trail winding through a forest of bare trees. The trail is marked with tracks and leads into the distance under a clear sky. The trees are mostly deciduous and without leaves, with some evergreens visible in the background.

# ISMA Grant Program:

## Objectives:

- Safe Rider efforts
- Support of Government Rides
- Increasing or maintaining land access
- Precedent setting lawsuits regarding land access issues
- Economic Impact studies
- Educate New Riders and Welcome them to Clubs and Association -emphasizing the reason for riding on the trails and within open riding zones



# An ISMA Grant Program available to clubs:

## International Snowmobile Day

The last Saturday in October and is patterned after Skooter Dag started in Sweden over 20 years ago.

- Snowmobile Day is held in conjunction with a Snowmobile Dealer to help build the community of snowmobiling.
- Snowmobile Day is to build excitement for the upcoming season and to introduce non-snowmobilers to the sport.

## International Snowmobile RIDE Day

The second Saturday in February, International Snowmobile Ride day is a time to get out and enjoy the trails with friends, family and fellow enthusiasts.







# Wisconsin Valley Sno Jets

October 28th -  
Snowmobile Day!

Support your clubs.







# Worldwide New Snowmobile Sales

<b>2024</b>	<b>112,650</b>
<b>2023</b>	<b>124,769</b>
<b>2022</b>	<b>130,644</b>
<b>2021</b>	<b>133,444</b>
<b>2020</b>	<b>123,862</b>
<b>2019</b>	<b>133,081</b>
<b>2018</b>	<b>124,786</b>
<b>2017</b>	<b>118,657</b>
<b>2016</b>	<b>126,972</b>
<b>2015</b>	<b>150,713</b>



# United States New Snowmobile Sales

**2024    51,987**

**2023       53,553**

**2022       53,821**

**2021       59,234**

**2020       51,036**

**2019       55,025**

**2018       53,179**

**2017       50,659**

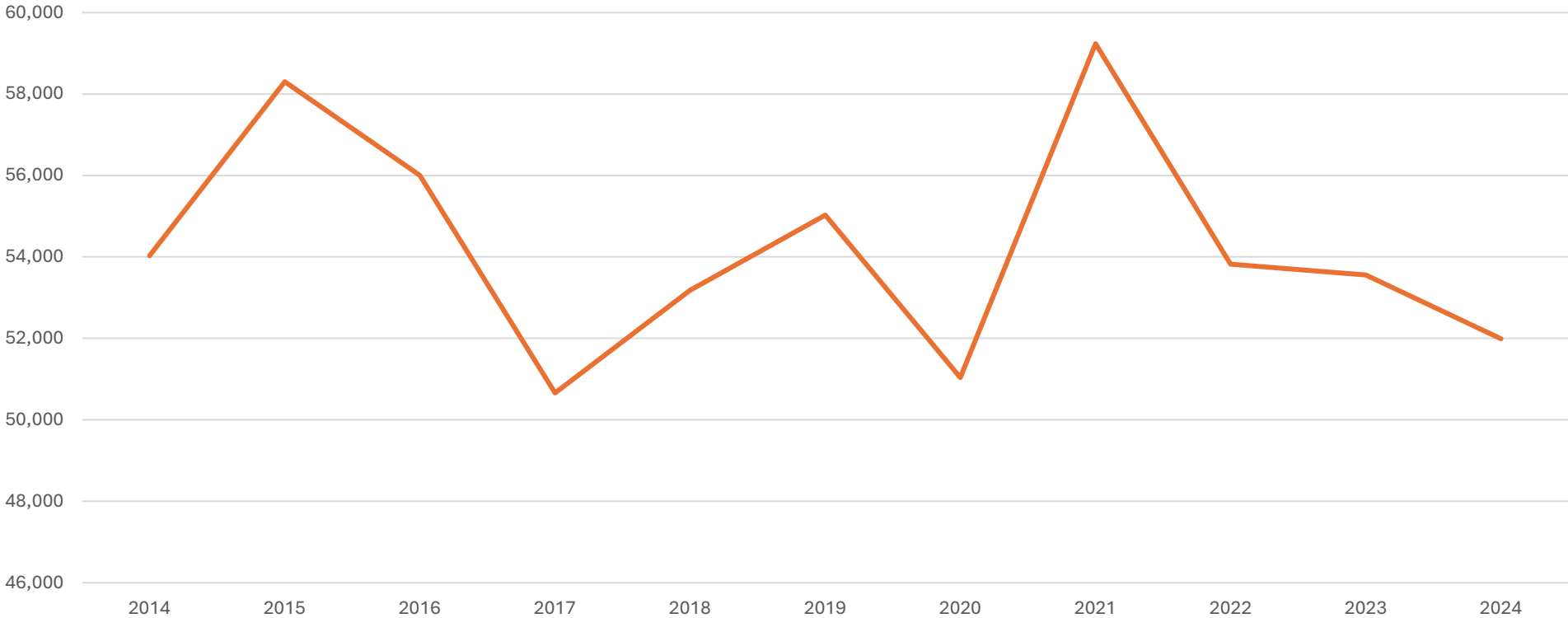
**2016       56,006**

**2015       58,299**





# US New Sled Sales for the past 10 years





# US Sales By Region

Year

Northeast

MidWest

West

2024

20%

42%

38%







**#1- Snowmobile  
Registrations 224,665**

**#1- Snowmobile Trail  
Miles  
23,000**

**#2- New Snowmobile  
Sales in US**







WEIGHT  
LIMIT  
21T  
37T  
45T  
AXLE LIMIT  
8.2 TONS

NO  
PARKING