



By Alisa Clickenger

## OF RYKERS & THE REALITY OF RIDERSHIP

Last week I attended the MIC Communication Symposium where the focus was on new ridership. I was gratified to bear witness to the new ideas, the new dialog, and the concerted effort to come together and get new riders buying motorcycles. Most of all, I was really impressed with the “feel” of everyone coming together to address this problem with a renewed commitment to try fresh and new ideas.

While we were in California talking about how to solve the problem of ridership, Can-Am, the brand that once upon a time might have been called the dark horse of the powersports industry, has been taking calculated product risks to address the issue. During the past decade, Can-Am has caught up from behind and is now taking the lead in getting new riders into the sport... And not just any new riders. As a company they have discovered the holy grail of the industry and is now experiencing significant growth fueled by new, younger, and more diverse riders.

Their astonishing success is due to two core elements of their approach: product innovation aimed at accessibility (price and ease of riding) and a massive focus on rider training. Early on in the product development phase Can-Am identified these as significant barriers-to-entry. Laser-focused on solving those two issues, they are experiencing stellar sales with the Spyder and their latest product, the Ryker, because of it.

“For us to be successful in overcoming these barriers-to-entry and bring more people into riding, we had to build an infrastructure of schools specifically for three-wheel rider education, which did not exist two years ago,” explains Josee Perreault, head of Can-Am’s On-Road Division. “We would not be as successful had we brought the Ryker to market without the rider education piece. The combination of the two is what’s pushed us to the next level.”

Can-Am’s focus on training has supremely paid off. In the past three years Can-Am has opened 193 training schools in the USA alone. “We started exactly two years ago, and now we’ve licensed more than 21,000 people,” said Perreault. “The majority are people who never had a license before... not two wheels, not three wheels, who now have their license to drive a three-wheeled vehicle, which is awesome. Our plan is obviously to grow that because when we grow that, we build more interest in the three-wheel market.”

The real beauty of Can-Am’s numbers is this: The gender split of their rider training course graduates is a 50-50 split. And right now, 33% of Ryker owners are female, while the rest of the motorcycle marketplace is struggling below 20%. No, they aren’t two wheels, but the Can-Am Spyder and Ryker machines are a lot of fun to ride and they get more people into the powersports family.

From my point of view, everybody having access to the thrill of riding is a good thing! 🏍️

*Alisa is a world traveler, author, professional experience maker and confidence coach. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman’s Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to support and empower other riders, particularly women, to be their best selves on and off the bike. #ByWomenForWomen*