



**MOTORCYCLE  
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# ***SYMPOSIUM SERIES***

***APRIL 22, 2025***

**SPECIAL SESSION:**

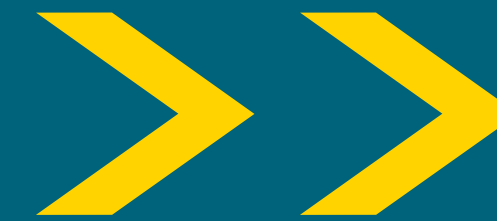
***TARIFFS UPDATE –  
WHAT WE KNOW AND  
HOW IT WILL IMPACT  
POWERSPORTS***





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***SUBMIT YOUR  
QUESTIONS HERE***

A screenshot of the GoToWebinar Control Panel interface. The window has a title bar with standard macOS window controls (red, yellow, green buttons) and the text 'GoToWebinar Control Panel'. On the left is a vertical sidebar with icons for navigation. The main content area is divided into sections: 'Audio' with radio buttons for 'Computer audio' (selected), 'Phone call', and 'No audio'; a 'MUTED' status indicator with a microphone icon; dropdown menus for 'Built-in Microphone' and 'Built-in Output'; a volume slider; a 'Talking:' section; and a 'Questions' section. The 'Questions' section is highlighted with a yellow border and contains a green message box that says 'Welcome! We're glad to have you. We will get started shortly.' Below this is a text input field with the placeholder 'Type question here.' and a 'Send' button with a paper plane icon. The GoToWebinar logo is at the bottom right.



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# ***ANDRIA YU***

Director of Media Relations

Motorcycle Industry Council

Specialty Vehicle Institute of America

Recreational Off-Highway Vehicle Association





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# ***MEET YOUR PRESENTER***

## ***SCOTT SCHLOEGEL***

Senior Vice President of Government Relations

Motorcycle Industry Council

Specialty Vehicle Institute of America

Recreational Off-Highway Vehicle Association





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# ***MEET YOUR PRESENTER***

## ***TORI SMITH***

Senior Vice President on the Government  
Relations Team

Forbes Tate Partners



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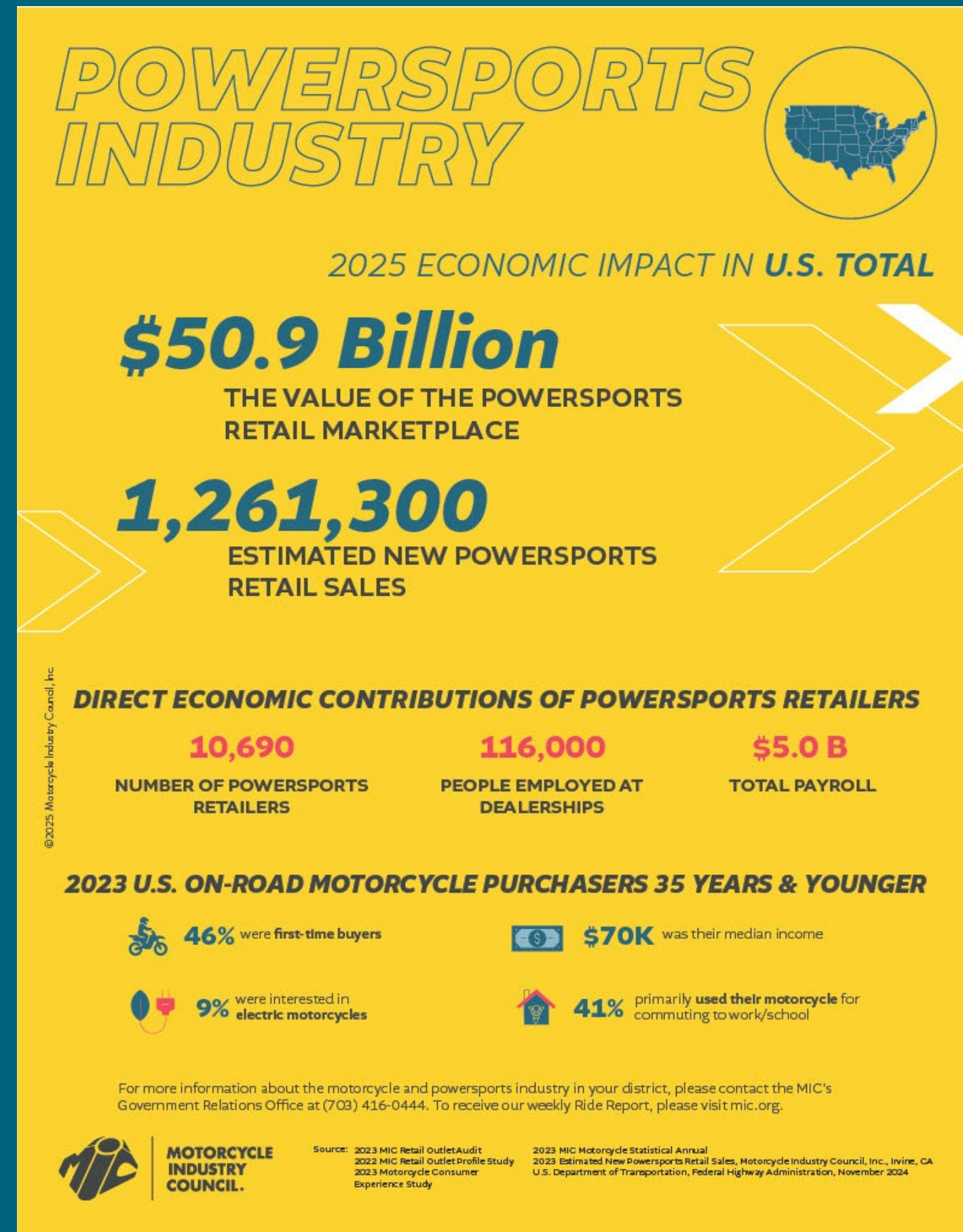
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# POWERSPORTS ECONOMIC IMPACT



- > **\$50.9 Billion Industry in U.S.**
- > **1.26 Million New Vehicles Sold**
- > **10,690 Retailers**
- > **Employing 116,000 People**
- > **\$5 Billion In Payroll**

# 2025 POWERSPORTS CAPITOL HILL FLY-IN

- > Dozens of Industry Execs.
- > OEs, Aftermarket, Dealers, and Allied Trades
- > Nearly 100 Meetings < 7 hrs.
- > 39 States Covered



# WHAT ARE TARIFFS?

Tariffs are **TAXES** placed on imported goods



Tariffs are **PAID BY IMPORTERS AND CONSUMERS**, not by the exporting countries or their manufacturers



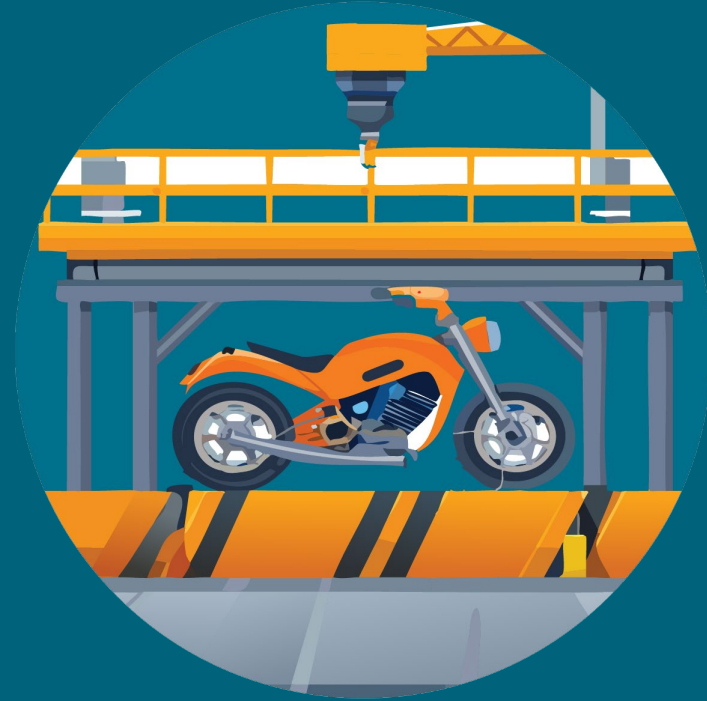
Tariffs **RAISE THE COST OF GOODS** being imported





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# HOW DO TARIFFS WORK?



1. Manufactured In China & Shipped To U.S. For \$10,000  
**Chinese Receive \$10,000**



2. Lands At U.S. Port & Charged Tariff (145 %). **U.S. Purchaser Pays Gov. \$14,500 in Taxes**



3. China Manufacturer Gets **\$10,000** U.S. Government Gets **\$14,500 Tariff/Tax**

*Tariffs Are Passed On To U.S. Consumers*



\$10,000

+



\$14,500

**=\$24,500!!**  
**CONSUMERS**



# HOW DID WE GET HERE?

**2018**

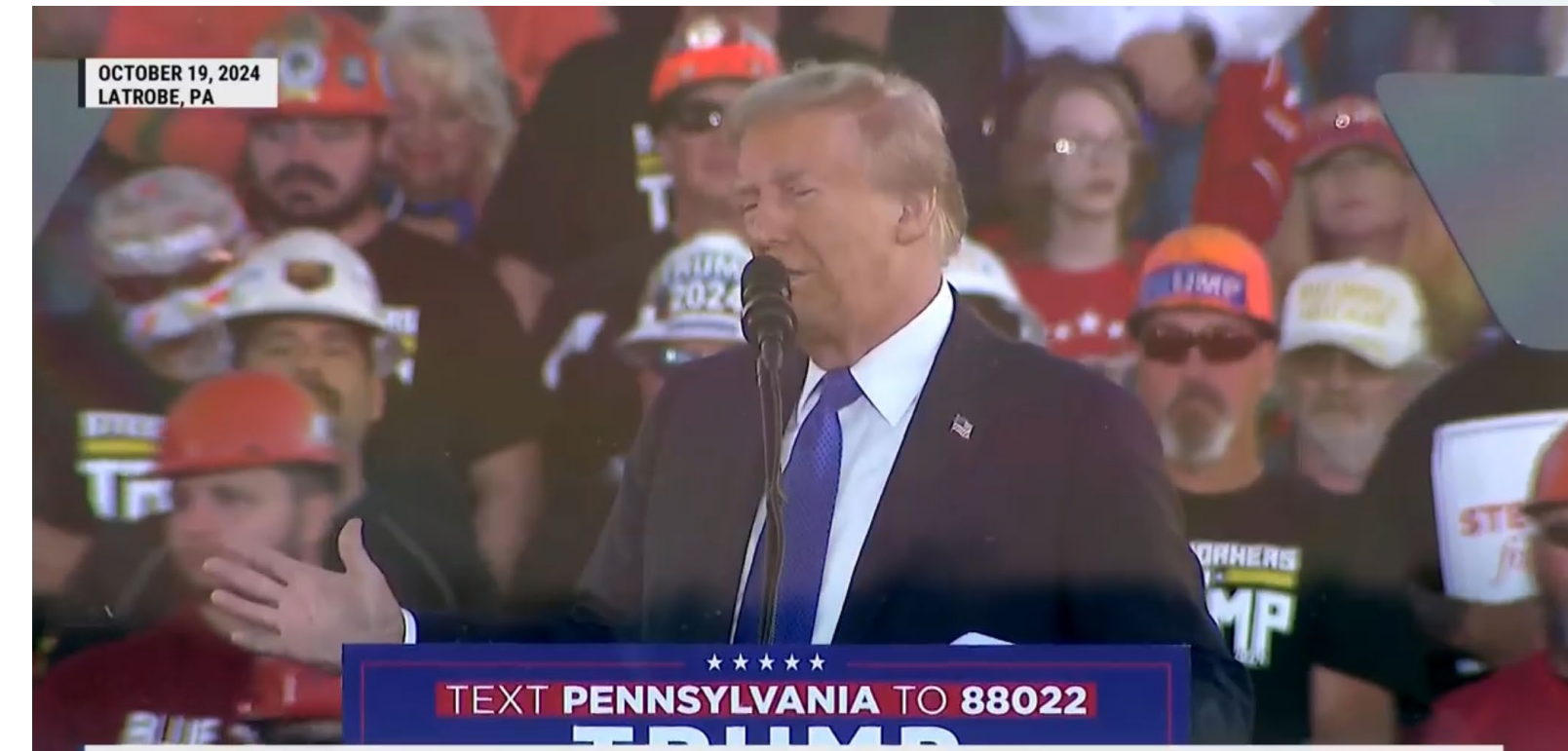
President Trump 1<sup>st</sup> term  
imposed China tariffs

**2020-2024**

President Biden kept Trump  
tariffs in place

**2024**

Trump campaigned on  
increasing tariffs



***“I love the word tariff. It’s the most beautiful word in the dictionary. More beautiful than love and more beautiful than respect”***

10/19/24 LATROBE, PA



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# ***HOW ARE TARIFFS DIFFERENT IN PRESIDENT TRUMP'S SECOND TERM?***



## ***FIRST TERM***

Followed section 301 and Section 232 tariff process under Trade Expansion Act of 1962



## ***SECOND TERM***

Implementing under International Emergency Economic Powers Act (IEEPA) of 1977 by claiming economic and fentanyl emergencies



# ***HOW ARE TARIFFS DIFFERENT IN PRESIDENT TRUMP'S SECOND TERM?***

## **SECTION 301 & 232**

(UP TO 270 DAYS)

- > President announces review of trade to determine if there is unfair trade occurring.
- > USTR/Commerce conduct review
- > Manufacturers, importers and customers may request exclusions from new tariffs
- > Tariffs are imposed if justified

## **IEEPA "EMERGENCY"**

(IMMEDIATE)

- > President declares there is an emergency and imposes tariffs unilaterally

# ***CURRENT STATE OF PLAY***

## ***CANADA AND MEXICO***

- > USMCA Compliant
- > Non-Compliant 25%  
(except energy 10%)



## ***CHINA***

- > 145% on all goods  
coming in from  
China



## ***REST OF THE WORLD***

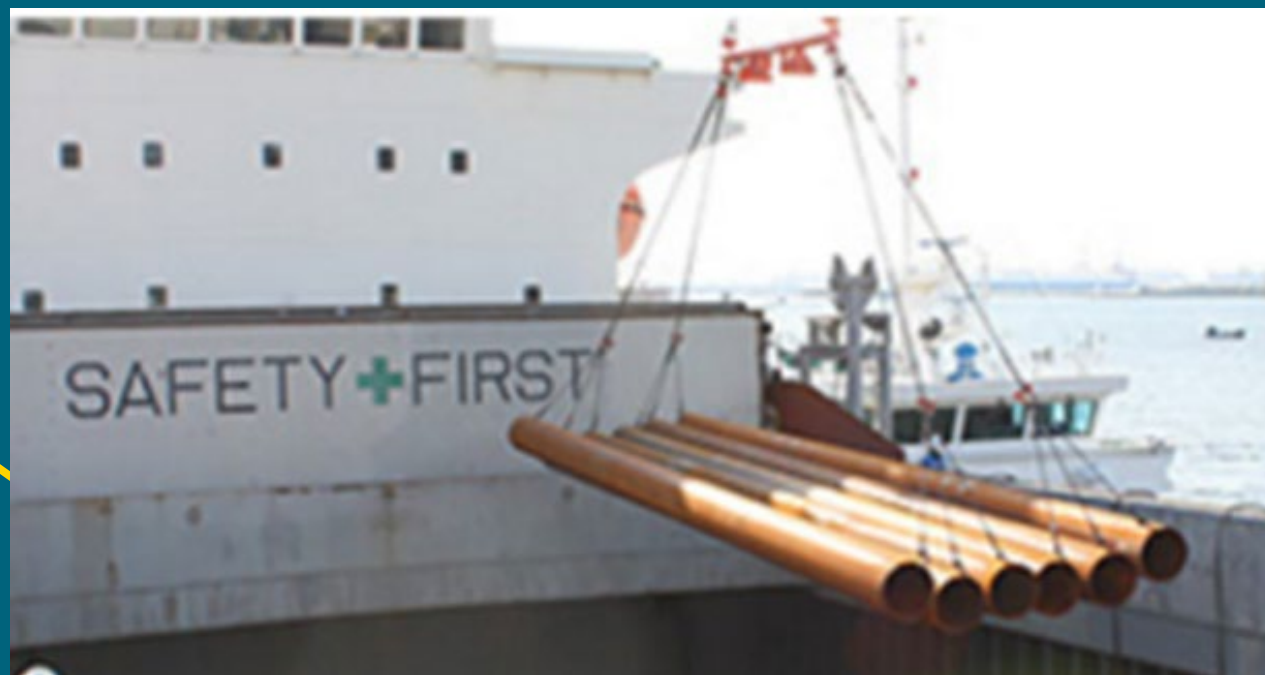
- > 10% Tariff on all goods
- > “Reciprocal Tariffs”  
based on level of host  
country’s tariffs on U.S.  
goods **PAUSED**



# ***CURRENT STATE OF PLAY***

## ***STEEL & ALUMINUM TARIFFS***

- > 25% On all imports



## ***AUTO TARIFFS***

- > 25% Tariff in April doesn't appear to capture powersports, auto parts early May



# RETALIATORY TARIFFS ON U.S. GOODS

## CANADA

- > 25% on many U.S. products including motorcycles



## CHINA

- > 125% tariff on **everything** going from U.S. to China



## EUROPEAN UNION

- > 25% on many products including motorcycles





# ***DISCUSSION AND QUESTIONS***





# FROM STATE RULES TO FEDERAL LAWS, MIC HAS YOUR BACK

GOVERNMENT RELATIONS



## \$50.9B

POWERSPORTS INDUSTRY  
ECONOMIC IMPACT

GET THE DATA

## Protecting and Promoting Powersports

Contact Congress  
to Oppose



### Stand Against Tariffs

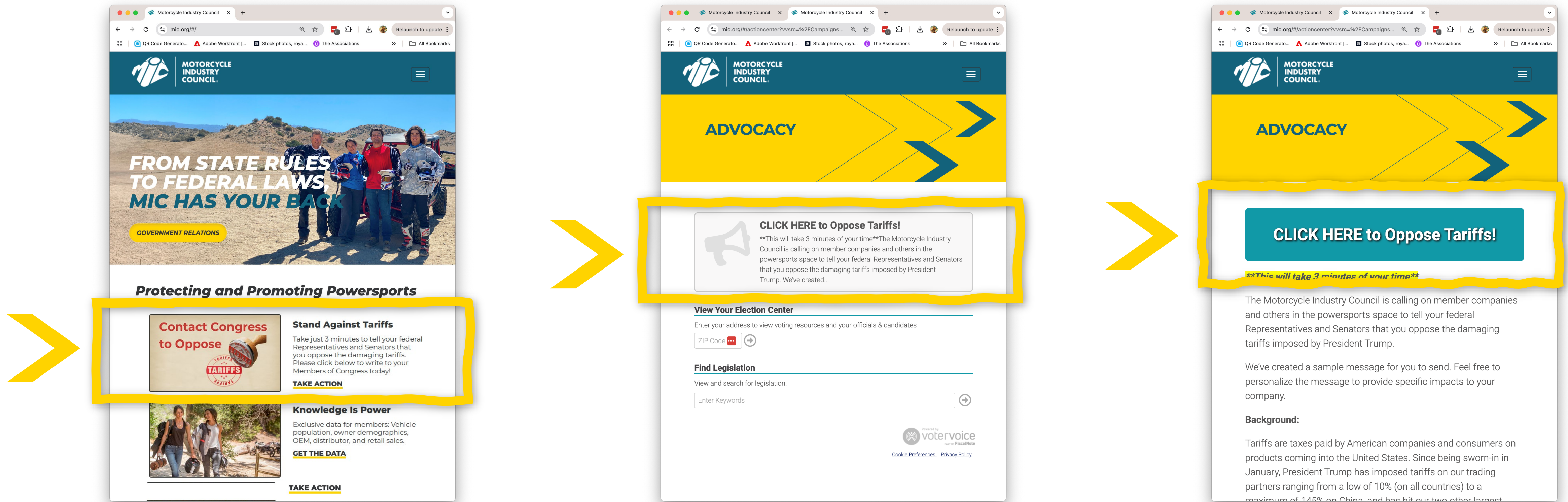
Take just 3 minutes to tell your federal Representatives and Senators that you oppose the damaging tariffs. Please click below to write to your Members of Congress today!

**TAKE ACTION**



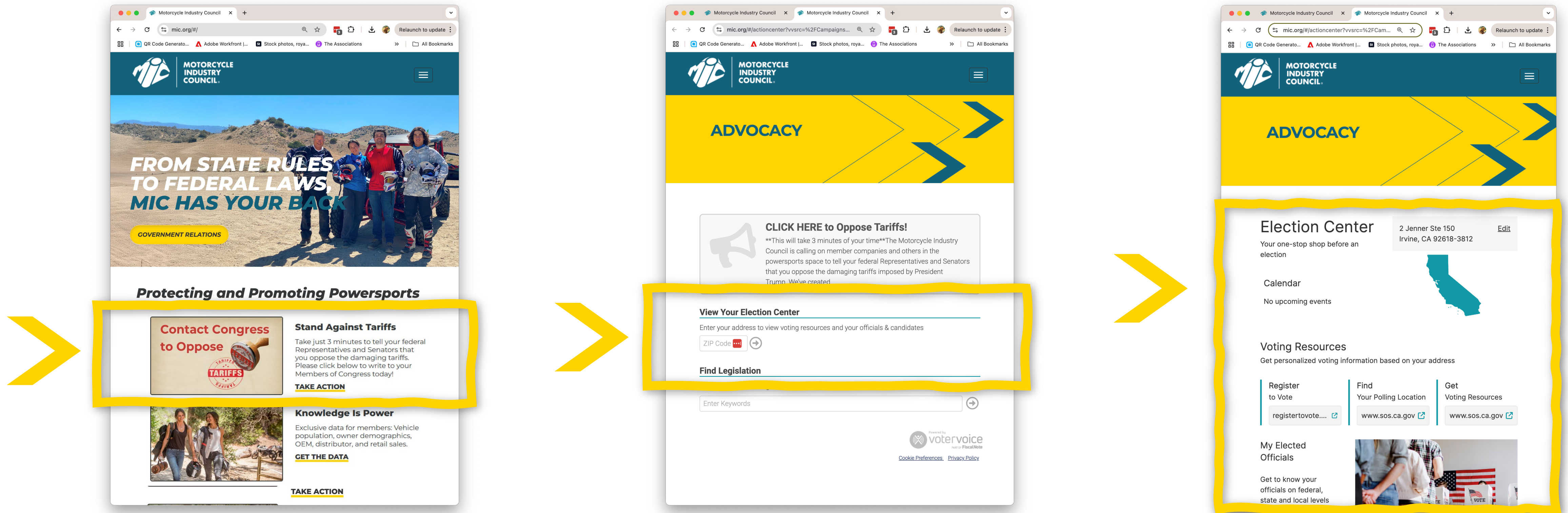
# HOW YOU CAN HELP FIGHT TARIFFS

## 1. Send a letter to your congressmen and senators



# HOW YOU CAN HELP FIGHT TARIFFS

## 2. Invite your congressmen and senators to visit your business



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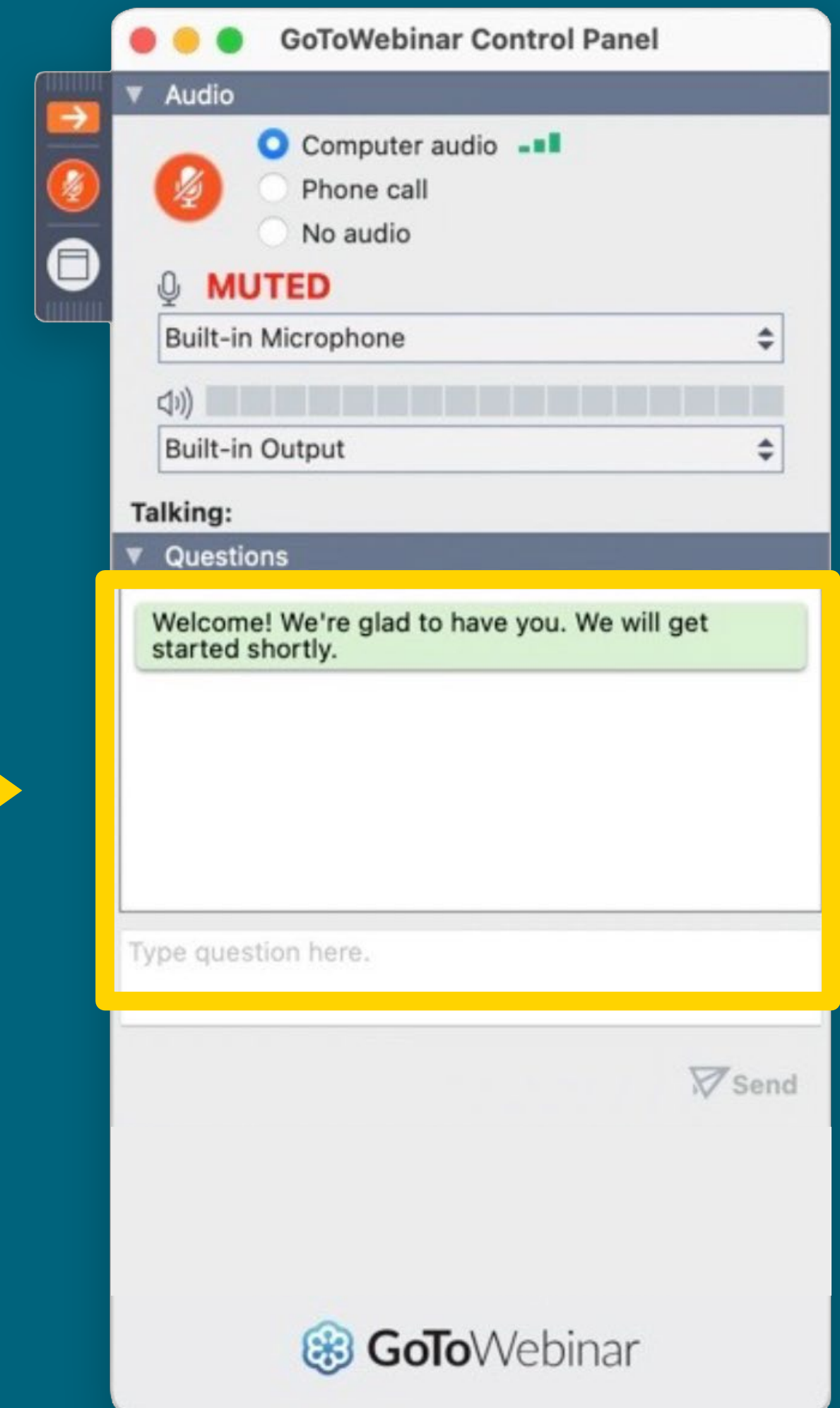
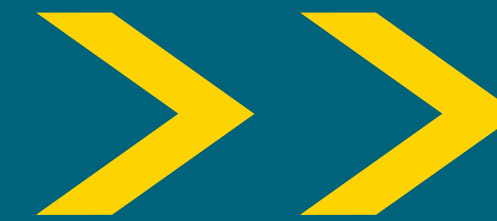
## 3. Use our Economic Impact Sheets





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**TAKE ACTION**





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# *JOIN THE MOTORCYCLE INDUSTRY COUNCIL*

Let us be a resource for you!





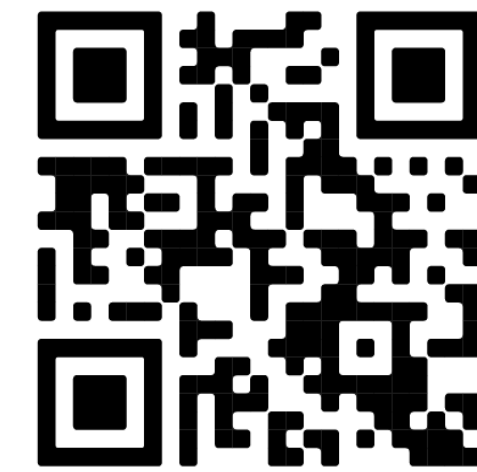
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STAY INFORMED  
GET INVOLVED

## *Sign up for the RideReport*

MIC's weekly e-newsletter  
keeps you in the know.

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SCAN ME

Delivering the latest industry news to you, every week.



***THANK YOU***