

## **COHV Wants Everyone to “Ride Safe, Ride Smart”**

The Canadian Off-Highway Vehicle Distributors Council (COHV) recognized long ago that new and refurbished trail infrastructure was necessary so that All-Terrain Vehicle (ATV) and off-road motorcycle (ORMs) enthusiasts had safe places to ride and enjoy Canada’s great outdoors. It was also understood that funding support would allow ATV and ORM clubs and provincial organizations to grow, expand their membership and implement important trail development projects in local communities.

This is why, in July 2006, the member companies of COHV set up a levy to support the sustainability and growth of ORM and ATV riding throughout Canada. By allocating these funds the COHV and its member companies enabled rider federations to take a leading role when it came to reinforcing the importance of education, training and protecting the responsible interests of local Off-Highway Vehicle (OHV) club members.

Since the first project development grant was announced in 2007, COHV has provided over 5.1 million dollars to provincial and national federations to improve safety, rider training, environmental protection, land access, enforcement and health promotion.

Even with the challenges faced by a world-wide economic downturn, COHV member companies; Arctic Cat, BRP (Can-Am), Honda, Kawasaki, KTM, Polaris, Suzuki and Yamaha felt that it was important to continue supporting this initiative.

As a result of the COHV grant program, the national All-Terrain Quad Council of Canada (AQCC) [www.atvquad.ca](http://www.atvquad.ca), and the MCC Off-Road Motorcycle Rider Council [www.motorcycling.ca/offroad](http://www.motorcycling.ca/offroad), in their first three years of operation have shown significant growth both operationally and through local and provincial rider federation activities.

Along with funding support COHV believes that rider education, parental supervision, and appropriate government legislation is also key to improving ATV safety for both youth and adults. And when statistics report that vehicle misuse is present in 92% of ATV fatalities, industry realizes there is a need to constantly educate and inform riders and owners on how to minimize risks to ATV users.

In fact, youth-model ATVs were previously produced in just two categories, Y-6 and Y-12 and were tied to specific engine displacements up to 90cc. These classifications and engine size limitations worked for some younger riders but were less helpful to older and bigger riders, resulting in some 14 and 15 year olds choosing to ride adult-model ATVs.

With the introduction of the ANSI/SVIA- 2007 industry voluntary standards for ATVs, new youth ATV models are now categorized differently for varying ages, with differing speed limitations and parental controls.

In support of these changes, COHV has introduced a safety DVD “Ride Safe, Ride Smart” to demonstrate the safe and responsible use of ATVs with the goal of assisting riders in reducing

accidents and injuries that could result from improper ATV operation. This nine-minute video is a rider-friendly look at how to get a proper start in ATV riding.

Along with the DVD, COHV has introduced, the **Parents, Youngsters and All-Terrain Vehicles** booklet that is intended to assist parents in determining if your youngster is ready to ride all-terrain vehicles.

Remember, ATVs are not toys. Proper instruction and practice are important. This booklet will assist parents with information on choosing the correct youth size model that is recommended for use by your youngster's age group. It also provides important safety information and tips on learning to ride. It is important for parents to help their youngsters understand and follow the instructions and warnings in the ATV's owner's manual and on its labels.

To obtain copies of the DVD, the booklet or any of the other free safety materials offered by the COHV, please visit our website at [www.cohv.ca](http://www.cohv.ca) or email us at [safety@cohv.ca](mailto:safety@cohv.ca).

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