

## *News Release*

### **New ATV *Ridercourse*<sup>sm</sup> Officially Launched in Canada**

**Miramichi, NB (July 24, 2010)** – The Canadian ATV Safety Institute (CASI) a division of the All-Terrain Quad Council of Canada (AQCC) joined with the New Brunswick All Terrain Vehicle Federation (NBATVF) and the Canadian Off-Highway Vehicle Distributors Council (COHV) today to announce that CASI's first Instructors are in place and ready to certify ATV riders across Canada in CASI's new ATV *Ridercourse*<sup>sm</sup>.

“Education and training are a priority for the COHV and its member companies,” stated Bob Ramsay, President of the COHV. “Implementing the CASI training curriculum is vital to our ongoing endeavors to ensure safe and responsible ATV use in Canada. Ramsay added that, “Equally important is the fact that the CASI ATV *Ridercourse*<sup>sm</sup> has been tested and fine tuned so that Canadian instructors from the AQCC will be offering a first class training course to everyone from new to experienced riders.”

AQCC President and chair of the CASI safety committee, Danny Gagnon said that, “The CASI's purpose is to improve the safety of ATV riders through a nationwide ATV education program and to promote the safe and responsible use of ATVs.” “In addition,” announced Gagnon, “The CASI Instructors are specially trained by certified Chief Instructors, so it is important for the AQCC as a national ATV federation to provide our instructors with materials that are highly relevant and up to date.”

Tom Yager, Vice President of the ATV Safety Institute added, “The Specialty Vehicle Institute of America (SVIA) is pleased to make the ATV *RiderCourse* program available for use in Canada.” “We congratulate the dedicated individuals of the organizations that made this a reality,” stated Yager. “We know that, through CASI's continued efforts, this program will enhance ATV safety across Canada.”

The Specialty Vehicle Institute of America (SVIA) previously granted a royalty-free license to the COHV. Under the licensing agreement, the COHV agreed to utilize the ATV *RiderCourse*<sup>sm</sup> – developed by the ATV Safety Institute (ASI), a division of SVIA – along with supplemental Canadian information, to train ATV instructors and riders throughout Canada in accordance with SVIA guidelines and standards.

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The CASI is a division of the AQCC, a national not-for-profit association supported by the COHV. The ASI curriculum materials have been licensed to organizations in England and other European countries, which helped the COHV and the AQCC's reach its decision to introduce international ATV training guidelines to Canadian instructors.

Supporting members are Arctic Cat, BRP (*Can-Am*), Honda, Kawasaki, KTM, Polaris, Suzuki and Yamaha.

Consult your provincial rider federation and local regulatory agencies for information concerning the use of ATVs in your area. For the rider training location nearest you call: 1-888-613-AQCC (2722) or email: [info@atvquad.ca](mailto:info@atvquad.ca).

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### **For Further Information**

Call AQCC Media

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