



Canadian Off-Highway Vehicle Distributors Council
Conseil Canadien des Distributeurs de Véhicules Hors Route

INDUSTRY WATCH

Canadian Off-Highway Vehicle Distributors Council (COHV)

By Jo-Anne Farquhar

Motorcycle & ATV Shows and Rider Training Programs-Good Indicators That Spring will Arrive!

Over 187,000 motorcycle and ATV enthusiasts knew exactly how to shake off the winter doldrums when they attended the MMIC & COHV 2010/2011 Motorcycles & ATV Shows held across Canada during the country's most unpredictable, frigid and blustery winter months.

The Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) kicked off the show season in Toronto and ended its coast to coast seven show circuit in Montreal. And for the 10,727 individuals who attended the Atlantic Motorcycle and ATV Show held at the Coliseum in Moncton, New Brunswick, enthusiasts not only got a first-hand look at the complete 2011 line up from industry's leading manufacturers but attendees got a chance to chat about their passion with the experts on the show floor.

That wasn't all the Atlantic show had to offer. There's a grass roots component to the show that gives attendees the opportunity to talk to fellow enthusiasts about the ins and outs of riding on-road and off road in Canada's Eastern most provinces.

The men and women who volunteer their personal time to man these booths during shows hours are avid riders who belong to motorcycle clubs and provincial Off-Highway Vehicle (OHV) rider federations and their local clubs. These people are passionate about their sport and recreational activities and they spend long hours during the show talking with new and experienced riders about safety, education and the best places to ride.

In fact, OHV rider federations and their membership in Atlantic Canada have a lot to offer. Utilizing funds received from the federal and provincial government along with just under \$1.7 million in project grant funding from the COHV, ATV and off-road motorcycle (ORV) clubs continue to build and maintenance well-signed, easily accessible trail systems that promote safe and environmentally responsible riding.

And what better way to prepare for this year's riding season than by taking a recognized rider training course. It's important for people to refresh their safety

knowledge. That means choosing a motorcycle or ATV that suits your skill level, wearing protective gear and obeying on road and off-road traffic laws.

For ATVers in Atlantic Canada, the All-Terrain Quad Council of Canada's (AQCC), CASI ATV RiderCourseSM, based on the well-recognized ATV Safety Institute (ASI) program, endorsed by the COHV and the National Off-Highway Vehicle Conservation Council (NOHVCC) in the USA provides a fun, safe and orderly way to learn proper ATV/Quad operation for both the novice and experienced rider.

For those living in New Brunswick the new CASI (Canadian AQCC Safety Institute) ATV *RiderCourse*sm was launched in July 2010 and Newfoundland successfully lobbied government to recognize CASI ATV *RiderCourse*sm and has two CASI trainers ready to begin trainings riders in time for the 2011 riding season. Call: 1-888-613-AQCC (2722) or email: info@atvquad.ca.

We know that inactivity puts a burden on Canada's health care system. Canada is revising its national physical-activity standards in order to make targets more attainable, to promote health and encourage exercise and fitness. The Canadian Society of Exercise Physiology, the central Canadian body for fitness research, has recommended that the physical activity guidelines for children, adults and older people in Canada be revised to harmonize with those set by the World Health Organization and other major developed countries like the United States, Australia and Britain.

We also know that the York University ATV and ORM Health Benefits study findings show that off-road vehicle riding is an attractive unconventional physical activity that can help combat preventable disease and premature aging.

The study indicated that 77% of rural Canadian residents have access to off-road vehicles (ORVs). These finding demonstrate that spending time on an ATV or ORM is a recreational activity that is appealing, readily available and a great opportunity for rural community residents to increase their physical activity levels.

To find out more about the COHV, its member manufacturers and the CASI ATV Rider Course check out the COHV website at www.cohv.ca.

Jo-Anne Farquhar is the Director of Communications & Public Affairs for the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) and can be reached at 416-491-4449 or toll-free at 877.470.2288 or by email at jfarquhar@cohv.ca or jfarquhar@mmic.ca. The COHV and its member companies: Arctic Cat, BRP (*Can-Am*), Honda, Kawasaki, KTM, Polaris, Suzuki and Yamaha are committed to family recreation and healthy, active life styles. www.cohv.ca

