



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

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August 12, 2008  
For Immediate Release

## **Canadian ATV Instructors Implement International Training Guidelines**

**Toronto, ON** – The Canadian Off-Highway Vehicle Distributors Council (COHV) is pleased to announce that the Specialty Vehicle Institute of America (SVIA) has granted the COHV, in partnership with the All-Terrain Quad Council of Canada (AQCC), a royalty-free license to use and reproduce its ATV-ASI all-terrain vehicle training curriculum to train ATV instructors in Canada.

Under the licensing agreement, the COHV, working with the AQCC will utilize the *ATV RiderCourse* – developed by the ATV Safety Institute (ASI), a division of the SVIA – along with supplemental Canadian information, to train ATV instructors and riders throughout Canada in accordance with SVIA guidelines and standards.

“Education and training are a priority for the COHV and its member companies,” stated Bob Ramsay, President of the COHV. “Being able to implement the ASI training curriculum is vital to our ongoing endeavors to ensure safe and responsible ATV use in Canada. Equally important is the fact that the ASI *ATV RiderCourse* 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.”

“We’re very pleased to help make ATV safety training available to our northern neighbors through the Canadian Off-Highway Vehicle Distributors Council,” said SVIA Executive Vice President Paul Vitrano. “It fits perfectly with SVIA’s mission and vision to foster the safe and responsible use of ATVs, both in the United States and internationally.”

“The AQCC Instructors are specially trained by certified Chief Instructors, so it is important for us as a national ATV federation to provide our instructors with materials that are up to date,” stated Ray Gouthro, AQCC President. “The ASI curriculum materials have been licensed to organizations in England and other European countries, which helped AQCC’s reach its decision to introduce international ATV training guidelines to Canadian instructors.”

Since 1983, the Specialty Vehicle Institute of America<sup>®</sup> has promoted the safe and responsible use of All-Terrain Vehicles through rider training programs, public awareness campaigns, and state legislation. The SVIA also serves as a resource for ATV research, statistics, and vehicle standard. The SVIA, based in Irvine, California, is a not-for-profit trade association sponsored by Arctic Cat, BRP, CROSSRUNNER, Honda, John Deere, Kawasaki, KTM, KYMCO, Polaris, Suzuki, Tomberlin and Yamaha.

The Canadian Off-Highway Vehicle Distributors Council (COHV), originally founded in 1984, is a national, non-profit, trade association representing the responsible interests of Canada's major ATV and off-road motorcycle manufacturers, distributors and retail outlets of ATV and off-road motorcycle related products and services. Find out more at: [www.cohv.ca](http://www.cohv.ca).

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