

Robert Ramsay

President

Canadian Off-Highway Vehicle Distributors Council

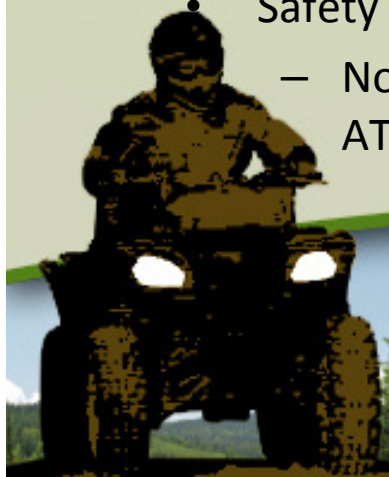
COHV CVHR

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Conseil Canadien des Distributeurs de Véhicules Hors Route



Consumers – Canada

- Market Dynamics
 - Estimated annual sales for ATVs/ROVs/UTVs was over 125,000 per year until 2009, which saw a 25 percent decrease
 - Estimated ATVs/ROVs/UTVs currently in-use 1.25 million; estimated number of rider/users 3.4 million
 - 2010 the market has started to rebound – sales estimated at 100,000 units
 - COHV is the sole industry association in Canada
- Vehicle Use
 - Utility use is about 20%; recreational use is 55% ; mixed use 25%
 - Provincial trail systems being developed across Canada (\$57 million)
- Safety Education & Training
 - No mandatory training; rider training and classroom education available for ATV users through various sources



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Technical and Environmental Issues – Canada

- Exhaust Emissions
 - Environment Canada intends to implement emission standards similar to EPA standards in US
 - Self- certification and annual reporting of fleet emissions
- Sound
 - COHV adopted ANSI-SVIA 1-2007 and members voluntarily comply
 - COHV also endorses off-road sound emission standard SAE J1287 (in-use)
- Land Access
 - Focus is on trail systems and development of rider federations;
 - continued lessening of environmental impact through coordinated national approach between industry, rider organizations, NOHVCC and government



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Regulation – ATVs

- Canada

- Standards and Oversight
 - Transport Canada regulates vehicle equipment standards
 - Environment Canada regulates vehicle emission standards
 - COHV voluntary industry standard incorporates ANSI-SVIA 1-2007 vehicle equipment standards plus other requirements
 - COHV provides importer support; rider safety materials/programs
- Testing and Certification
 - Self-certification of compliance; self-reporting to Environment Canada
- Advertising/Marketing Guidelines
 - COHV developed industry practices and standards (copy available)
 - COHV focused on safety, environment and image of vehicle and riders



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Regulation – ROVs/UTVs - Canada

- Standards and Oversight
 - Consideration by Transport Canada and Environment Canada are in the very preliminary stages;
 - COHV industry standard likely to incorporate ANSI-ROHVA 1-2010 vehicle equipment standards plus bilingual requirements
 - COHV most likely to harmonize with ROHVA for rider safety materials and education
- Testing and Certification
 - Likely to be self-certification of vehicle equipment standards compliance and self-reporting to Environment Canada

Advertising/Marketing Guidelines

- COHV will recommend industry practices and standards

