



For Immediate Release  
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### **Free MCC Membership Compliments of your local Motorcycle & Scooter Dealership**

**Toronto, ON** - The Motorcycle and Moped Industry Council (MMIC) member companies and the Motorcyclists Confederation of Canada (MCC) are pleased to announce a joint venture that has authorized dealerships across Canada providing a free one-year MCC membership with the purchase of a new street-legal motorcycle or scooter.

To obtain your free one-year membership, it's as simple as filling in your information and the VIN number of your new bike on the MCC website at: [www.motorcycling.ca](http://www.motorcycling.ca). Once the new bike owner has registered with the MCC, the discount package kicks in with the offer of a **15% discount** on motorcycle insurance as well as other great discounts and savings that apply to MCC members only.

"This is a perfect partnership that provides riders with immediate, tangible benefits, and exposes them to the power of rider advocacy", says Peter Jacobs of the MCC. "MCC and its member federations, associations and clubs are constantly working on issues of safety, land access, promotion of the sport. This program will enhance our ability to serve the rider while they enjoy their chosen recreation or transportation. We greatly appreciate the industry's support of our work on behalf of riders."

"Safety, training and education are a priority for the MMIC and its member companies," says Bob Ramsay, President of the MMIC. "We want all enthusiasts to enjoy their riding experience and offering a free membership with the MCC is just

one more way the motorcycle and scooter industry can help new bike owners obtain the most up to date information on events and activities, where to ride safely and have a lot of fun while you're at it."

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So, whether you are a new or experienced rider, take a moment to drop in to any of the participating dealerships across Canada who represent, BMW, BRP (Can-Am), Canadian Scooter Corp., Deeley Harley-Davidson, Ducati, Honda, Hyosung, KTM, Kawasaki, Suzuki, Triumph, Victory and Yamaha and check out what 's out there for this years riding season.

MCC is the national not-for-profit organization that champions motorcycling interests throughout Canada. MCC supports the growth of responsible motorcycling in Canada by increasing awareness of positive aspects of the sport and keeps you up to date on what is happening at the local, provincial and national level when it comes to **two-wheel** riding.

As the national non-profit trade association, originally founded in 1971, MMIC represents the responsible interests of major motorcycle and scooter manufacturers, as well as the distributors and retail outlets of motorcycle and scooter related products and services in Canada. Check out the website at: [www.mmic.ca](http://www.mmic.ca) where you can find out how to be the best rider you can be as well as check out the sites of each of the MMIC member companies.

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