

Motorcycle & Moped Industry Council (MMIC)
Canadian Off-Highway Vehicle Distributors Council (COHV)
By Jo-Anne Farquhar

COHV -- Everything Is Lining Up For a Stellar OHV Season

Looking back, last year's first quarter was pretty shaky. Not a surprise, with the economic downturn, industry saw motorcycle, scooter & ATV sales drop as much as minus -56%. The good news, 2009 fourth quarter sales saw numbers holding stable at around the minus -27% mark. Better! Yes! But with Canada boasting a healthier economy and a faster recovery than the USA or Europe, industry entered 2010 with quiet confidence, predicting good things for this year.

Confidence is paying off. Predictions of small single digit growth for 2010 is not only coming true but just three months into the year, reported ATV sales at the end of March 2010 showed an increase of 26% compared to the same month last year. This also translates into a 16% year to date increase in sales.

Off-road motorcycle (ORM) sales are also improving. When you consider year-to date sales reported a minus – 29% drop at the end of December 2009, a short three months later we are seeing reported sales of just over minus -4% year to date at the end of March 2010. Not bad!

With sales on the rise, it's even more important for new and experienced riders to know where you can ride your ATV or off-road motorcycle safely and still have fun. This is where your local ATV or ORM club comes in. They can tell you where you can ride. And this riding season will see a lot more new and improved trails thanks to the federal government's Economic Action Plan (EAP) and the National Trails Coalition (NTC) funding partnership.

The injection of \$25 million into Canada's trails sector by the Government of Canada has been a resounding success, triggering over \$60 million invested to create, upgrade and sustain trail infrastructure in all parts of Canada including the Yukon and NWT. This is the first time ever in Canada where a cooperative model for nation-wide trail development was used to strategically plan trail projects in a coordinated manner.

Of particular significance was the speed at which the trail sector from the community to the provincial to the national level, mobilized to meet the challenge issued to it by the government – create jobs, build infrastructure and complete over 470 projects within one fiscal year, which ended March 31, 2010. Congratulations to everyone whose commitment to trail development made this possible.

The Canadian Off-Highway Vehicle Distributors Council (COHV) recognized long ago that new trail infrastructure provides a safe venue for a variety of trail users and that funding gives clubs and provincial organizations a chance to grow by allowing them to take on and delivering important trail development projects in their communities.

COHV CVHR

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

Which is why, in July 2006, the member companies of COHV implemented a \$33.00 levy to support the sustainability and growth of off-road motorcycle and ATV riding in Canada? The program became operational August 2006 with the first sustaining grants being approved for provincial and national rider federations.

In February 2007, the first project development grants were approved. To date, over 5.1 million dollars has been provided to provincial and national Federation's in sustaining grants and project developments grants.

COHV member companies such as Arctic Cat, BRP (Can-Am), Honda, Kawasaki, KTM, Polaris, Suzuki and Yamaha continue to support this initiative, knowing that these funds help ATV and off-road motorcycle clubs develop and maintain well-signed, easily accessible trail systems that help to promote safe and environmentally responsible riding.

The COHV continue to work with government, federal and provincial rider federations and the general public in our ongoing effort to make OHVs a leading first class recreation and adventure tourism industry based on safety and environmental awareness. Check us out at www.cohv.ca.

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