



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

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

COHV's Ongoing Support For Off-Road Motorcycle And ATV Riding In Canada

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 deliver important trail development projects in their communities.

This is why, in July 2006, the member companies of COHV implemented a 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. By allocating these funds the COHV and its member companies enabled rider federations to take a leading role when it came to reinforcing the importance of education, training and protecting the responsible interests of local OHV club members. Since the announcement of the first project development grants in 2007 over 5.1 million dollars has been provided to provincial and national Federation's in sustaining grants and project developments grants to improve safety, rider training, environmental protection, land access, enforcement and health promotion.

Even with the challenges faced by a world-wide economic downturn, COHV member companies; Arctic Cat, BRP (Can-Am), Honda, Kawasaki, KTM, Polaris, Suzuki and Yamaha felt that it was important to continue supporting 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.

As a result of funding from the sustaining grants, the national ATV rider federation, the All-Terrain Quad Council of Canada (AQCC), and the Off-Road Motorcycle rider council, in their first three years of operation have shown significant growth both operationally and through local and provincial rider federation activities. Just as important, every provincial rider federation believe that they are better able to deal with land use management issues because of the funding provided.

It's also been two years since the COHV signed a Memorandum of Understanding (MOU) with the USA based, National Off-Highway Vehicle Conservation Council (NOHVCC). In partnership with NOHVCC, the COHV, the AQCC and the Motorcyclists Confederation of Canada (MCC) agreed to work together to provides a wide spectrum of programs, materials and information to further a positive future for responsible off highway vehicle (OHV) recreation in North America.

In conjunction with NOHVCC, the COHV has reproduced and is distributing a “Public Land Advocacy Video Workshop” series to individuals, rider clubs and federations. The DVD workshops are designed to give riders the skills they’ll need to keep trails open in their areas, covering everything from who the enthusiasts are, planning a trail system, writing effective comments, moving forward from route designations, and much more.

The series consists of 14 easy to watch sessions ranging from 15 to 30 minutes each. The content is based on NOHVCC’s successful onsite workshop sessions with NOHVCC topic experts. The sessions are designed to give the people who can’t participate in an on-site workshop or a webinar the tools they need to help keep their trails open.

It’s even more important during tight economic times to take advantage of technology that helps riders get the information they need and the “Public Land Advocacy Workshop Series” DVD is just one more opportunity to educate riders and expand trail access across Canada.

To obtain copies of the DVD or any of the other free safety materials offered by the COHV, please visit our website at www.cohv.ca or email us at info@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.