

INDUSTRY WATCH

Motorcycle & Moped Industry Council (MMIC)

Canadian Off-Highway Vehicle Distributors Council (COHV)

By Jo-Anne Farquhar

Don't let Spring Catch You Unprepared

Winter 2008 has been a blast – literally for most people across Canada. But for those who ride, January and February were two months where enthusiasts could escape winters cold blast of snow, ice and freezing temperatures. For a day, afternoon or evening, riding enthusiast's parked winter at the door as they passed through the gates at any one of the seven Motorcycle & Moped Industry Council (MMIC) Motorcycle and ATV shows across Canada.

While people walked up and down the aisles taking in all that was new in industry design and technology, looking at the best of the best for 2008, memories of warm spring days and the freedom of outdoor riding became less of a dream and more of a reality.

With that reality came some of the "Gee I must do's before I ride" comments. The most common being the old "this year I won't wait till the last moment to get my bike into the shop for a spring tune-up." Fast forward, spring has arrived and you can't find a shop because they are booked up until summer and some may be short-staffed as well because it's hard to find qualified motorcycle technicians.

The industry's demand for a new breed of skilled motorcycle service technicians is steadily increasing as the motorcycle industry continues to grow and become more sophisticated. With rapidly advancing technology, traditional service routines are becoming obsolete and some standard procedures have been eliminated.

The MMIC, in discussion with its member companies and their dealerships across Canada acknowledge that individuals with a mechanical aptitude and not intimidated by hi-tech electronics would be ideal candidates to fill this void in the motorcycle service business.

So as the industry's national representative, MMIC, through its website www.mmic.ca set up a free link to a secure site, that allows manufacturers, dealerships, privately owned shops, training institutes and job seekers to connect to one another through individual resume postings, employer job postings and "How to Get Started" technician training locations and course information across Canada. It's a win win for job seekers and employers.

MMIC also knows that spring is just around the corner when the phones start ringing with questions about motorcycle insurance rates. Always a sensitive subject but the reality is you need it if you want to ride. We also realize that insurance for you and your motorcycle is one of the most important decisions you will make. It can also be one of the most frustrating.

That is why MMIC worked to develop a program that fits the needs of motorcycle riders. We tried to make it easy and hassle-free with the Open Road Program, which was developed by motorcyclists for motorcyclists.

This program is designed to meet the unique needs of motorcyclists, with competitive insurance rates for all makes and models of street bikes. It provides 24-hour emergency claims service, if needed, and a 'Pay-as-you-ride' payment option.

The MMIC endorses the Open Road Insurance Program and believes it is one of the best insurance programs for motorcyclists in Canada. For more information on the Open Road Insurance Program go into the www.mmic.ca website and click on the Open Road Insurance program to find out if this insurance plan works for you.

MMIC also heard from dealership reps that they wanted an insurance package that recognized their needs so again worked with dealers to come up with the Power Secure Pack, which is a comprehensive commercial insurance program exclusively for MMIC and COHV dealers and tailor made for there needs.

This program is underwritten by Federated Insurance, one of the most trusted names in the commercial insurance business. Key to bringing Federated Insurance on board was their guarantee that they would serve dealerships fairly and promptly. Their field risk analysts, loss prevention consultants, risk services coordinators and in-house legal counsel work directly with client to meet insurance needs.

So with spring just around the corner, remember the www.mmic.ca website is set up to help you find the right information in preparation for that first great ride.