

## **INDUSTRY WATCH**

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

With one of the longest winters in more than a decade behind us, spring is in the air, bikes are out of storage and the open road is calling. For the majority of riders this long delay was exasperating but for others it was a reprieve and meant they had more time to shop for their new ride.

In fact, for those still looking for that new bike, there is a silver lining attached to this long-delayed riding season. How can that be, you ask! Well, May 1, 2008 is the kick-off to a joint venture with the Motorcycle & Moped Industry Council (MMIC) member companies and the Motorcyclist Confederation of Canada (MCC).

Working together, the MCC and the MMIC member companies came up with a great discount package for new street legal motorcycle and scooter owners. When a new motorcycle or scooter is purchased from participating member company dealerships across Canada, a free first year cost-saving membership package with the Motorcyclist Confederation of Canada is automatically included in the purchase agreement.

As a member, the new buyer has the potential to benefit from great discounts and savings offered through the MCC members only package. One of the offers is for MCC members to receive a **15% discount** on motorcycle insurance and who wouldn't want to save on the mandatory "before you can ride you must be insured legal matter."

Some highlights of what else is being offered includes: a Group Home and Auto Insurance **discount** program; SELL OFF VACATIONS - vacation and travel discount (**savings from 3% to 27%, plus Special offers**); CHOICE HOTELS – **discount** (best available rate); **Reduced fees** for membership services and upgrades, such as Out-of-Province Medical Coverage to name a few. For a complete list of MCC member benefits and to register for your membership package contact: [membership@motorcycling.ca](mailto:membership@motorcycling.ca).

Also check out these MMIC participating member dealerships across Canada: BMW, BRP (Can-Am), Canadian Scooter Corp., Deeley Harley-Davidson, Ducati, Honda, Hyosung, KTM, Kawasaki, Suzuki, Triumph, Victory and Yamaha for this seasons best of the best in new motorcycles and scooters.

Another historic moment in Canadian motorcycle competition was announced on March 27, 2008. The Motorcyclists Confederation of Canada (MCC) along with World Enduro Canada (WEC), the Canadian Motosport Racing Club (CMRC) and Parts Canada Superbike Championship -- produced by Professional Motorsports Productions (PMP), are joining forces to coordinate and expand motorcycle racing in Canada.

As MCC President Peter Jacobs puts it, "This is one of the most significant developments on the Canadian motorcycling scene in 25-years. For years the Canadian Competition scene has been fragmented, now through this MCC working group, riders, promotional partners and industry will come together to offer events that meet the highest

standards of operation and sanctioning and will present fair and expanding opportunities for our riders to compete with the best.”

This development in the racing community has been a long time coming and is seen as a great win-win opportunity for the individuals who choose to organize and participate in competitive racing in Canada and at an international level.

So, not only are motorcycles and scooters a great solution to the high cost of fuel but they are fun to ride. Whether you are a novice looking for your first bike, an experienced rider looking for that ultimate new dream machine or someone looking at competition racing in Canada, visit one of the many MMIC member company dealerships and take advantage of the discounts and saving being offered through the MCC membership plan or check out [www.motorcycling.ca](http://www.motorcycling.ca) for more information on competitive racing in Canada.

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