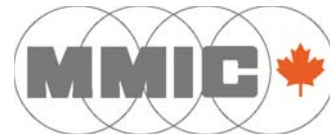


CANADA NOW!



COHV CVHR

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

NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

In this issue:

April, 2008

COMPETITION BODIES JOIN UNDER MCC BANNER

COMPETITION BODIES JOIN UNDER MCC BANNER

The Motorcyclists Confederation of Canada (MCC), in late March, announced the formation of the MCC Competition Working Group to coordinate and expand motorcycle racing in Canada. The MCC, World Enduro Canada (WEC), the Canadian Motosport Racing Club (CMRC) and Parts Canada Superbike Championship (produced by Professional Motorsports Productions (PMP), as founding members agree that the formation of this working group will put Canada's competition racing on the map as a force to be reckoned with in the international racing scene.



"This is one of the most significant developments on the Canadian motorcycling scene in 25-years" says MCC President Peter Jacobs. "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 present fair and expanding opportunities for our riders to compete with the best."

"The recognition these various disciplines, series and riders will now receive at the national and international levels is long overdue and will allow Canadian motorcycling to be deservedly showcased worldwide," added Mark Stallybrass, President of CMRC, Canada's leading operator of competitive motocross, dirt track, Super-Moto, Cross Country, ATV and Ice racing.

"When it comes to talent, Canada's motorcycle racers are second to none," said Colin Fraser of PMP, organizer of the national road racing series for Parts Canada Superbike Championships. "By joining forces, we are creating a win-win opportunity for the individuals who choose competitive racing in Canada and at an international level."

Lawrence Hacking, one of the principals of World Enduro Canada comments that, "Canadian off road racers deserve recognition. Our FIM sanctioned WEC events have demonstrated the concept to everyone involved in the sport: our riders now know that they can indeed compete at the highest level on an international stage. The formation of the competition council will help carry this momentum to both a National Enduro and Cross Country Series."

.....con't

COMPETITION BODIES JOIN UNDER MCC BANNER—con't.

The MCC, is the not-for-profit national advocacy organization that champions motorcycling interests throughout Canada, established in 2004, it is comprised of national, provincial and territorial organizations, regional clubs, individual riders and industry representatives.

Peter Jacobs, President MCC
Phone: 416.762-7775 or 877-663-6622
Email: peter@motorcycling.ca

CANADIAN MOTORSPORT RACING CLUB:

CMRC is a marketing driven organization that focuses on promoting each discipline of motorcycling to achieve increased participation at the regional level and greater public awareness nationally.

CMRC's pledge as a sanctioning body is to execute responsibilities for continual improvement in safety and risk management for all racing participants.

CMRC develops rules that address current equipment standards, safety and insurance regulations, and race event criteria to allow for the expansion of each respective sport.

CMRC sanctions over 400 events per year including Motocross, Dirt Track, SuperMoto, Cross Country, Roadracing, Dirt Drags, ATV and Ice racing.

Exclusively sanctions a nine round, Pro-national motocross racing series with television coverage now reaching over 500 million households worldwide. The series is entering its 16th year of operation and attracts pro motocross competitors from around the world.

Most dominant motorcycle competition sanctioning organization with over 6,000 racing members with sanctioned events in every region across Canada.



WORLD ENDURO CANADA:

An off road motorcycle race promoter that is pleased to announce their association as a sanctioning body and promotion partner under the umbrella of the Motorcycle Confederation of Canada responsible for Enduro and Cross Country competition.

Principals **Stephen Abel**, **Lawrence Hacking** and **Sean Wiesner** are widely experienced organizers and promoters coming off the success of two back to back FIM World Championship Enduro events held in Parry Sound, Ontario in 2006 and 2007. These two world-class events were highly successful in showcasing the pinnacle of the sport to the North American off road racing community as well as Canada's ability to welcome the international elite to our country.

It is the mandate of World Enduro Canada to bring professional off road racing to a national level consistent with what was realized at the World Championships.

According to Stephen Abel, WEC founding partner and Clerk of the Course for both World Championship events, "I think most will agree that there is always room for improvement in this field and the establishment of the MCC Competition Working Group will increase Canada's status within the national and international racing community."



con't...

WORLD ENDURO CANADA: CON'T.....

“We look forward to working with the MCC and its promotion partners in other disciplines to share knowledge and infrastructure that will aid in delivering professional and exciting off road motorcycle events” says Sean Wiesner.

Lawrence Hacking adds “Canadian off road racers deserve recognition and being rewarded for their talents. Our FIM sanctioned WEC events have demonstrated the concept to everyone involved in the sport: our riders now know that they can indeed compete at the highest level on an international stage. We want to carry this momentum to both a National Enduro and Cross Country Series.”

World Enduro Canada events will stress respect of the environment, sponsorship exposure and safety and fairness to competitors. The bright future of off-road competition in Canada is now more assured with the formation of the MCC’s umbrella group uniting each facet of the sport of motorcycling.

PARTS CANADA SUPERBIKE CHAMPIONSHIP

Has established itself as one of the most successful racing series in Canadian motorsport. With Parts Canada entering its ninth year as title sponsor of the championship, a core of traditional and popular race venues across the country and broad media exposure, the tour has left an indelible impression in the Canadian motorcycle community.

The key factor in the growth of the series has been the strong leadership and guidance of Professional Motorsports Productions (PMP). Founded in 1994 as a motorsports television production company, PMP took over the running of the Canadian national championship in 1996, leading to the longest run of stability in the 30-year history of Superbike racing in Canada. The series also continues to enjoy television coverage across Canada on TSN, “Canada’s Sports Leader.”



In its first year under the stewardship of PMP, the national series consisted of three professional sport bike classes. Since then it has grown to include an extremely popular Amateur sport bike division and classes for twin cylinder motorcycles. In 2008 the Parts Canada Superbike Championship will add a spec class for Honda’s CBR125, cementing a ladder of success that can take young road racers from the very beginnings of a career in the sport to the pinnacle of competition in Canada, and beyond.

After starting with core support from Japanese manufacturers Honda, Kawasaki, Suzuki and Yamaha, the addition of the Thunder class for twins in 2005 saw PMP bring BMW, Ducati and Harley-Davidson – through its Buell brand – into the national road racing arena. In 2008 that manufacturer support will continue to grow, with Buell stepping up to the feature Superbike class and KTM entering the Thunder division.

A manufacturers’ council works with PMP in the management of the series. Through their joint efforts the Parts Canada Superbike Championship has enjoyed a consistent rules structure that produces close racing and provides competitors with realistic expectations of success. Key to this rules structure is a horsepower limit in every class, which prevents teams from expending large amounts of money in performance upgrades.

con’t

PARTS CANADA SUPERBIKE: CON'T.....

Another cost control measure has been the introduction of spec tires from Pirelli, which first supplied the series in 2006 and recently renewed its existing contract through 2011.

The principal of PMP is Toronto's Colin Fraser, who brings a wealth of motorcycling experience to his role. Fraser has been involved as a racer, journalist, television personality and race organizer through his career in the North American motorcycle industry. He is a former national endurance road race champion in the U. S., has been involved in running professional racing since 1980 and is a senior editor with Inside Motorcycles magazine.

Fraser is assisted in the Parts Canada Superbike Championship by a staff culled from the ranks of regional road racing across the country. These individuals bring a strong level of commitment and professionalism to their roles on the national stage.

The 2008 Parts Canada Superbike Championship opens with its first event at Calabogie MotorSports Park in Calabogie, Ont. May 22-25 and will make stops in Calgary, Mosport International Raceway, Shubenacadie, N.S. and its traditional Labour Day finale at Shannonville Motorsport Park.

For more series information, visit www.cdnsuperbike.com



RETAIL SALES ANALYSIS

For: March, 2008



MOTORCYCLE

March slowed slightly when compared to the same month of 2007 with a decrease of 279 units or -3.7%. Street bikes with a 2.7% increase, was the notable exception. The small mini bike category saw a 211% increase on 119 units sold, but had little impact on sales as a whole.

In March Alberta and Saskatchewan were down from the previous year, while BC showed a healthy increase of 7.2%, or 101 units. Ontario was down significantly for, while Quebec showed a modest gain of 3.7%.

Overall, Alberta continues to show the highest numbers sold at 2,004 for March, while Ontario, Quebec and BC were next at the 1,200 to 1,400 range.

Year-to-date, the Street category continues to show good numbers, with a 22% gain over 2007, with mini-bikes spiking as well. The remainder of the categories are flat or in a decreased position.

All provinces still remain better than their 2007 numbers with the exception of Nova Scotia.

Motorcycle continue to hold onto the dramatic increase that started the year, and remain at 14% over the same time last year.

ATV

ATVs continue in a downturn, with a widening decrease over 2007, now at -15%.

Alberta shows a significant decrease of -31% over March, 2007, and a YTD deficit of -16.9%. BC shows a March deficit of -9.4%, but continues to be above 2007 to 4%.

All other larger provinces contribute to the -33% decrease for March, and the YTD decrease of -15%.

SCOOTERS

Scooters showed a decrease for March of 114 unites. Quebec had a significant decrease of 126, or 50% from their March, 2007 numbers. BC was the exception, with a 34 unit increase, or 28.7%.

They YTD showed a shortfall of -8.7%

Respectfully submitted.

A handwritten signature in black ink, appearing to read "Tim Stover".

Tim Stover
Manager, Shows and Member Services
nsepub0408

MMIC Statistics Report
Retail Motorcycle Sales Report
For the Month of 2008/March

	Current Month	% of Volumes (CM)	Same Month LFY	% of Volumes (CM LY)	Unit Change	% Change	YTD	% of Volumes (YTD)	Prior YTD	% of Volumes (YTD LY)	Unit Change	% Change
Street	4,445	62.43%	4,326	58.47%	119	2.75%	8,046	59.58%	6,542	55.61%	1,504	22.99%
Dual Purpose	324	4.55%	406	5.49%	-82	-20.20%	576	4.27%	657	5.58%	-81	-12.33%
Competition	1,223	17.18%	1,449	19.58%	-226	-15.60%	2,415	17.88%	2,534	21.54%	-119	-4.70%
Off-Road Rec	395	5.55%	549	7.42%	-154	-28.05%	1,028	7.61%	944	8.02%	84	8.90%
Mini Bike	262	3.68%	84	1.14%	178	211.90%	589	4.36%	156	1.33%	433	277.56%
Scooter	471	6.62%	585	7.91%	-114	-19.49%	850	6.29%	931	7.91%	-81	-8.70%
Categories TOTAL	7,120	100.00%	7,399	100.00%	-279	-3.77%	13,504	100.00%	11,764	100.00%	1,740	14.79%
British Columbia	1,488	20.90%	1,387	18.75%	101	7.28%	2,939	21.76%	2,553	21.70%	386	15.12%
Alberta	2,004	28.15%	2,071	27.99%	-67	-3.24%	3,836	28.41%	3,328	28.29%	508	15.26%
Saskatchewan	258	3.62%	280	3.78%	-22	-7.86%	500	3.70%	367	3.12%	133	36.24%
Manitoba	153	2.15%	142	1.92%	11	7.75%	326	2.41%	227	1.93%	99	43.61%
Ontario	1,478	20.76%	1,821	24.61%	-343	-18.84%	2,888	21.39%	2,844	24.18%	44	1.55%
Quebec	1,286	18.06%	1,239	16.75%	47	3.79%	2,177	16.12%	1,714	14.57%	463	27.01%
New Brunswick	156	2.19%	137	1.85%	19	13.87%	287	2.13%	232	1.97%	55	23.71%
Prince Edward Island	20	0.28%	21	0.28%	-1	-4.76%	34	0.25%	31	0.26%	3	9.68%
Nova Scotia	183	2.57%	224	3.03%	-41	-18.30%	334	2.47%	361	3.07%	-27	-7.48%
Newfoundland	70	0.98%	63	0.85%	7	11.11%	138	1.02%	83	0.71%	55	66.27%
Nunavut	1	0.01%	1	0.01%	0	0.00%	5	0.04%	1	0.01%	4	400.00%
Northwest Territories	10	0.14%	7	0.09%	3	42.86%	23	0.17%	9	0.08%	14	155.56%
Yukon	13	0.18%	6	0.08%	7	116.67%	17	0.13%	14	0.12%	3	21.43%
Provinces TOTAL	7,120	100.00%	7,399	100.00%	-279	-3.77%	13,504	100.00%	11,764	100.00%	1,740	14.79%

Retail Scooter Sales Report (as of 2008/March)

	By Province											
	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	153	32.48%	119	20.34%	34	28.57%	292	34.35%	213	22.88%	79	37.09%
Alberta	58	12.31%	57	9.74%	1	1.75%	119	14.00%	107	11.49%	12	11.21%
Saskatchewan	10	2.12%	19	3.25%	-9	-47.37%	18	2.12%	19	2.04%	-1	-5.26%
Manitoba	12	2.55%	16	2.74%	-4	-25.00%	20	2.35%	31	3.33%	-11	-35.48%
Ontario	94	19.96%	97	16.58%	-3	-3.09%	167	19.65%	184	19.76%	-17	-9.24%
Quebec	124	26.33%	250	42.74%	-126	-50.40%	198	23.29%	332	35.66%	-134	-40.36%
New Brunswick	6	1.27%	9	1.54%	-3	-33.33%	12	1.41%	16	1.72%	-4	-25.00%
Prince Edward Island	2	0.42%	2	0.34%	0	0.00%	2	0.24%	2	0.21%	0	0.00%
Nova Scotia	11	2.34%	14	2.39%	-3	-21.43%	16	1.88%	23	2.47%	-7	-30.43%
Newfoundland	1	0.21%	1	0.17%	0	0.00%	3	0.35%	3	0.32%	0	0.00%
Nunavut	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Northwest Territories	0	0.00%	0	0.00%	0	/0	2	0.24%	0	0.00%	2	/0
Yukon Territory	0	0.00%	1	0.17%	-1	-100.00%	1	0.12%	1	0.11%	0	0.00%
Province TOTAL	471	100.00%	585	100.00%	-114	-19.49%	850	100.00%	931	100.00%	-81	-8.70%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/March

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	621	12.00%	686	8.80%	-65	-9.48%	1,559	11.22%	1,499	9.08%	60	4.00%
Alberta	1,448	27.99%	2,102	26.96%	-654	-31.11%	3,282	23.61%	3,951	23.93%	-669	-16.93%
Saskatchewan	547	10.57%	589	7.56%	-42	-7.13%	1,045	7.52%	941	5.70%	104	11.05%
Manitoba	237	4.58%	316	4.05%	-79	-25.00%	525	3.78%	568	3.44%	-43	-7.57%
Ontario	894	17.28%	1,614	20.70%	-720	-44.61%	2,686	19.32%	3,363	20.37%	-677	-20.13%
Quebec	989	19.11%	1,801	23.10%	-812	-45.09%	3,410	24.53%	4,374	26.49%	-964	-22.04%
New Brunswick	155	3.00%	260	3.34%	-105	-40.38%	456	3.28%	674	4.08%	-218	-32.34%
Prince Edward Island	21	0.41%	24	0.31%	-3	-12.50%	56	0.40%	46	0.28%	10	21.74%
Nova Scotia	127	2.45%	130	1.67%	-3	-2.31%	343	2.47%	383	2.32%	-40	-10.44%
Newfoundland	106	2.05%	184	2.36%	-78	-42.39%	361	2.60%	561	3.40%	-200	-35.65%
Nunavut	13	0.25%	21	0.27%	-8	-38.10%	51	0.37%	51	0.31%	0	0.00%
Northwest Territories	7	0.14%	18	0.23%	-11	-61.11%	33	0.24%	41	0.25%	-8	-19.51%
Yukon Territory	9	0.17%	51	0.65%	-42	-82.35%	94	0.68%	61	0.37%	33	54.10%
Province TOTAL	5,174	100.00%	7,796	100.00%	-2,622	-33.63%	13,901	100.00%	16,513	100.00%	-2,612	-15.82%

