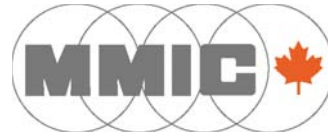


CANADA NOW!



NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

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August, 2008

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MMIC/COHV IS MOVING OFFICES

With an increase in staff, and the corresponding increase in industry activities and projects, the MMIC/COHV is moving their offices.

Starting September 8, the MMIC/COHV will be in their new offices at:

3000 Steeles Ave. E, Markham, Suite 201.

Telephone, fax, and e-mail contact information will remain the same.

Be watching for further information

See us on the web at

www.mmic.ca or www.cohv.ca.

MMIC SHOW DATES

Toronto - Dec. 12-14 - Calgary - Jan. 9-11 - Edmonton - Jan. 16-18 - Vancouver Show - Jan. 22-25
Quebec City - Feb. 6-8 - Atlantic - Feb. 13-15 - Montreal - Feb. 20-22.

www.mmic.ca.

NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

AUGUST IS MEMBERSHIP RENEWAL AND RECRUITMENT MONTH:

Current members of MMIC/COHV will have received a membership renewal letter to continue their benefits through the 2009 year.

Membership in MMIC/COHV provides you with one of the most effective tools to be informed about the motorcycle and ATV industry, and to market your product to a targeted consumer base through the MMIC Motorcycle and ATV Shows – seven major showcase opportunities across Canada. Membership in MMIC/COHV provides you with all this, plus discount space rates at all of our shows.

We look forward to working with you to help you expand your sales and increase your bottom line.

Your MMIC/COHV membership also means your interests are represented at all levels of government through the hard work of MMIC/COHV staff and volunteer committees. We keep constant watch on the development of laws and regulations involving motorcycles and ATV's to ensure that lawmakers make informed decisions for our industry.

****September 15 is the deadline for membership renewal, and new member application. Contact Tim Stover at tstover@mmic.ca or visit us on the web for more of the benefits of membership at www.mmic.ca or www.cohv.ca**

ATV BILL PASSED IN U.S. – LIKELY TO FOLLOW IN CANADA

News has surfaced that the U.S. Congress has passed a provision that all new ATVs sold in the United States will comply with an ANSI/SVIA safety standard. The provision mentioned below is expected to pass and be signed into law shortly.

***It is also expected that Transport Canada will follow the same route and put into place the same standard for ATVs. While no time frame exists for implementation in Canada, the prospect of an ATV standard is highly likely. More information will be released as it becomes available.*

Congress Passes Provision Requiring All New All-Terrain Vehicles Sold in the U.S. to Comply with Industry Safety Standards

Wednesday July 30, 7:37 pm ET

WASHINGTON--(BUSINESS WIRE)--The Coalition for Safe and Responsible ATV Use – comprised of BRP, Honda, Kawasaki, Polaris, Suzuki and Yamaha – applauded Congress today for requiring all companies that import or sell ATVs in the U.S. to comply with the same vehicle safety standards and to implement the same training and other safety initiatives that established ATV manufacturers have followed for years.

The ATV provision creates a mandatory safety standard for ATVs. The provision was part of the Consumer Product Safety Improvement Act of 2008 (H.R. 4040) passed by the House of Representatives today. **The Senate is expected to approve the bill later this week and President George Bush is expected to sign the legislation in August.**

“These standards and programs are vital to ensure the safety of American ATV riders,” said Coalition spokesperson Ed Krenik. “We thank Senators Klobuchar, Pryor and Stevens and the other House and Senate conferees for their support in ensuring that this important ATV safety provision was included in the final Consumer Product Safety bill.”

Working with the CPSC and through the Specialty Vehicle Institute of America (SVIA), established ATV manufacturers developed a voluntary standard for ATVs, under the auspices of the American National Standards Institute (ANSI), and agreed to implement and follow “ATV Safety Action Plans” that were accepted by CPSC. The ANSI/SVIA standards and Action Plans address important safety issues, including appropriate configuration and performance aspects of ATVs, speed restrictions on youth ATVs, free hands-on training programs, and promotion of helmets and other proper gear. The established manufacturers also provide cash or product incentives for new ATV purchasers who complete the training course. >>>>>>>>

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In recent years, non-traditional ATV companies, mostly from China, have entered the market in growing numbers. Many of these companies do not comply with the ANSI/SVIA standards and have refused to implement comprehensive safety Action Plans with the CPSC. Sales of these non-compliant ATVs are estimated to account for approximately one-third of the new sales market in the U.S. Moreover, these companies are marketing many of these products directly to those most vulnerable to safety risks, those aged 16 and younger.

“Many non-traditional ATVs do not adhere to even minimal safety requirements, nor do the companies provide training or safety information,” said Krenik. “The poor quality of many of these ATVs create a danger for all ATV riders, particularly young riders, who are being targeted by these companies.”

The ATV provision codifies the current voluntary standards and Action Plans. In effect, the bill creates immediate mandatory standards for all ATVs sold in the U.S., both imported and domestic.

“The big winners in this legislation are American consumers, who can be assured that any new ATV they buy in the U.S. will adhere to the safety standards and training programs developed over the past 20 years,” said Krenik.

CANADIAN ATV INSTRUCTORS IMPLEMENT INTERNATIONAL TRAINING GUIDELINES

The Canadian Off-Highway Vehicle Distributors Council (COHV) is pleased to announce that the Specialty Vehicle Institute of America (SVIA) has granted the COHV, in partnership with the All-Terrain Quad Council of Canada (AQCC), a royalty-free license to use and reproduce its ATV-ASI all-terrain vehicle training curriculum to train ATV instructors in Canada.

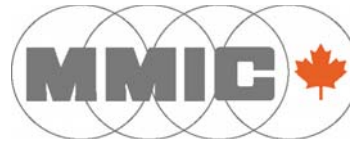
Under the licensing agreement, the COHV, working with the AQCC will utilize the ATV RiderCourse – developed by the ATV Safety Institute (ASI), a division of the SVIA – along with supplemental Canadian information, to train ATV instructors and riders throughout Canada in accordance with SVIA guidelines and standards.

“Education and training are a priority for the COHV and its member companies,” stated Bob Ramsay, President of the COHV. “Being able to implement the ASI training curriculum is vital to our ongoing endeavors to ensure safe and responsible ATV use in Canada. Equally important is the fact that the ASI ATV RiderCourse has been tested and fine tuned so that Canadian instructors from the AQCC will be offering a first class training course to everyone from new to experienced riders.”

“We’re very pleased to help make ATV safety training available to our northern neighbors through the Canadian Off-Highway Vehicle Distributors Council,” said SVIA Executive Vice President Paul Vitrano. “It fits perfectly with SVIA’s mission and vision to foster the safe and responsible use of ATVs, both in the United States and internationally.”

“The AQCC Instructors are specially trained by certified Chief Instructors, so it is important for us as a national ATV federation to provide our instructors with materials that are up to date,” stated Ray Gouthro, AQCC President. “The ASI curriculum materials have been licensed to organizations in England and other European countries, which helped AQCC’s reach its decision to introduce international ATV training guidelines to Canadian instructors.”

Since 1983, the Specialty Vehicle Institute of America® has promoted the safe and responsible use of All-Terrain Vehicles through rider training programs, public awareness campaigns, and state legislation. The SVIA also serves as a resource for ATV research, statistics, and vehicle standard. The SVIA, based in Irvine, California, is a not-for-profit trade association sponsored by Arctic Cat, BRP, CROSSRUNNER,



RETAIL SALES ANALYSIS

For: July 2008



MOTORCYCLE

July continued the gains from the previous months when compared to the same month of 2007, with an increase of over 14%.

All categories with the exceptions of off-road and competition had healthy gains. The largest category, street, showed a gain of 10% for the period, or 511 units. Dual purpose continues to increase, with July showing a nearly 17% gain. Scooters are continuing the momentum that started earlier in the year with a 68% increase from the same period last year.

All Provinces with the exception of a few single digit declines, gained in July. British Columbia experienced the highest gain, with 426 units over July, 2007, or 31%.

The other larger provinces of Alberta, Ontario and Quebec were nearly identical in gains at an average of 12.5% Year-to-date, overall retail sales are ahead of the 2007 pace by 11% or 6,750 units. The Street category takes up much of that gain with 12%, or 4,527 units. Scooters are maintaining their gains with an increase of 1,886 units, or 27.61%. Dual Purpose are still gaining with a 3% increase over 2007

YTD, all provinces are ahead of last year's pace.

ATV

July ATV numbers are exhibiting a rebound from several months of losses, with many of the larger provinces showing gains, and only a few with slight decreases.

Overall, the month of July showed a 4.56% increase over the same month, 2007.

Year-to-date, the same provinces showed a gain in sales, while the other provinces show only modest declines.

Overall, ATVs are off the 2007 pace by 2.77%

Respectfully submitted.

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

Tim Stover
Manager, Shows and Member Services
nsepub0808

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

	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	5,316	53.00%	4,805	54.66%	511	10.63%	40,218	59.16%	35,691	58.28%	4,527	12.68%
Dual Purpose	607	6.05%	520	5.92%	87	16.73%	3,839	5.65%	3,645	5.95%	194	5.32%
Competition	968	9.65%	999	11.37%	-31	-3.10%	8,422	12.39%	8,790	14.35%	-368	-4.19%
Off-Road Rec	916	9.13%	1,074	12.22%	-158	-14.71%	5,096	7.50%	5,451	8.90%	-355	-6.51%
Mini Bike	189	1.88%	181	2.06%	8	4.42%	1,695	2.49%	829	1.35%	866	104.46%
Scooter	2,035	20.29%	1,211	13.78%	824	68.04%	8,716	12.82%	6,830	11.15%	1,886	27.61%
Categories TOTAL	10,031	100.00%	8,790	100.00%	1,241	14.12%	67,986	100.00%	61,236	100.00%	6,750	11.02%
British Columbia	1,793	17.87%	1,367	15.55%	426	31.16%	10,973	16.14%	9,786	15.98%	1,187	12.13%
Alberta	2,125	21.18%	1,891	21.51%	234	12.37%	15,319	22.53%	14,760	24.10%	559	3.79%
Saskatchewan	290	2.89%	297	3.38%	-7	-2.36%	2,446	3.60%	2,052	3.35%	394	19.20%
Manitoba	225	2.24%	250	2.84%	-25	-10.00%	1,682	2.47%	1,627	2.66%	55	3.38%
Ontario	2,334	23.27%	2,072	23.57%	262	12.64%	16,565	24.37%	14,843	24.24%	1,722	11.60%
Quebec	2,267	22.60%	1,993	22.67%	274	13.75%	15,135	22.26%	12,940	21.13%	2,195	16.96%
New Brunswick	305	3.04%	247	2.81%	58	23.48%	1,800	2.65%	1,594	2.60%	206	12.92%
Prince Edward Island	45	0.45%	50	0.57%	-5	-10.00%	326	0.48%	244	0.40%	82	33.61%
Nova Scotia	305	3.04%	292	3.32%	13	4.45%	1,939	2.85%	1,863	3.04%	76	4.08%
Newfoundland	289	2.88%	294	3.34%	-5	-1.70%	1,480	2.18%	1,283	2.10%	197	15.35%
Nunavut	5	0.05%	2	0.02%	3	150.00%	19	0.03%	9	0.01%	10	111.11%
Northwest Territories	28	0.28%	14	0.16%	14	100.00%	154	0.23%	105	0.17%	49	46.67%
Yukon	20	0.20%	21	0.24%	-1	-4.76%	148	0.22%	130	0.21%	18	13.85%
Provinces TOTAL	10,031	100.00%	8,790	100.00%	1,241	14.12%	67,986	100.00%	61,236	100.00%	6,750	11.02%

Retail Scooter Sales Report (as of 2008/July)

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	476	23.39%	158	13.05%	318	201.27%	1,767	20.27%	946	13.85%	821	86.79%
Alberta	220	10.81%	114	9.41%	106	92.98%	783	8.98%	604	8.84%	179	29.64%
Saskatchewan	34	1.67%	28	2.31%	6	21.43%	124	1.42%	137	2.01%	-13	-9.49%
Manitoba	68	3.34%	51	421.00%	17	33.33%	341	3.91%	241	3.53%	100	41.49%
Ontario	305	14.99%	167	13.79%	138	82.63%	1,344	15.42%	1,066	15.61%	278	26.08%
Quebec	821	40.34%	644	53.18%	177	27.48%	3,918	44.95%	3,520	51.54%	398	11.31%
New Brunswick	59	2.90%	30	2.48%	29	96.67%	219	2.51%	146	2.14%	73	50.00%
Prince Edward Island	6	0.29%	3	0.25%	3	100.00%	21	0.24%	12	0.18%	9	75.00%
Nova Scotia	35	1.72%	13	1.07%	22	169.23%	137	1.57%	111	1.63%	26	23.42%
Newfoundland	6	0.29%	2	0.17%	4	200.00%	32	0.37%	25	0.37%	7	28.00%
Nunavut	0	0.00%	0	0.00%	0	/0	1	0.01%	2	3.00%	-1	-50.00%
Northwest Territories	4	0.20%	0	0.00%	4	/0	16	0.18%	6	0.09%	10	166.67%
Yukon Territory	1	0.05%	1	0.08%	0	0.00%	13	0.15%	14	0.20%	-1	-7.14%
Province TOTAL	2,035	100.00%	1,211	100.00%	824	0.00%	8,716	100.00%	6,830	100.00%	1,886	27.61%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/July

	Current Month	% of Volume	Same Month Volume LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	688	10.47%	704	11.21%	-16	-2.27%	5,160	10.28%	5,015	9.71%	145	2.89%
Alberta	1,537	23.39%	1,574	25.06%	-37	-2.35%	12,220	24.34%	14,175	27.45%	-1,955	-13.79%
Saskatchewan	406	6.18%	403	6.42%	3	0.74%	3,872	7.71%	3,537	6.85%	335	9.47%
Manitoba	298	4.53%	241	3.84%	57	23.65%	2,459	4.90%	2,319	4.49%	140	6.04%
Ontario	1,224	18.62%	1,171	18.65%	53	4.53%	9,779	19.48%	9,883	19.14%	-104	-1.05%
Quebec	1,667	25.37%	1,545	24.60%	122	7.90%	11,615	23.13%	11,770	22.80%	-155	-1.32%
New Brunswick	230	3.50%	175	2.79%	55	31.43%	1,639	3.26%	1,593	3.09%	46	2.89%
Prince Edward Island	16	0.24%	12	0.19%	4	33.33%	132	0.26%	112	0.22%	20	17.86%
Nova Scotia	106	1.61%	81	1.29%	25	30.86%	890	1.77%	802	1.55%	88	10.97%
Newfoundland	269	4.09%	273	4.35%	-4	-1.47%	1,572	3.13%	1,783	3.45%	-211	-11.83%
Nunavut	37	0.56%	34	0.54%	3	8.82%	279	0.56%	231	0.45%	48	20.78%
Northwest Territories	28	0.43%	35	0.56%	-7	-20.00%	180	0.36%	223	0.43%	-43	-19.28%
Yukon Territory	66	1.00%	32	0.51%	34	106.25%	409	0.81%	191	0.37%	218	114.14%
Province TOTAL	6,572	100.00%	6,280	100.00%	292	4.65%	50,206	100.00%	51,634	100.00%	-1,428	-2.77%

