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Motorcycle & Moped Industry Council
Le conseil de l'industrie de la motocyclette et du cyclomoteur



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

NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

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DECEMBER, 2008

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INTERNATIONAL OFF-ROAD AGREEMENT

The Canadian Off-Highway Vehicle Distributors Council (COHV) is pleased to announce that, through a Memorandum of Understanding (MOU), in partnership with the National Off-Highway Vehicle Conservation Council (NOHVCC), the All-Terrain Quad Council of Canada (AQCC) and the Motorcyclists Confederation of Canada (MCC), will work together to provide a wide spectrum of programs, materials and information to further a positive future for responsible off-highway vehicle (OHV) recreation in North America.

"The aims and goals of COHV are to promote the safe and responsible use of off-highway vehicles and to develop and expand communication and cooperation among all levels of the OHV community," stated Bob Ramsay, President of the COHV. Ramsay added, "The NOHVCC's expertise in OHV development will contribute greatly to COHV's ongoing endeavours to promote and protect responsible recreational opportunities for OHV riders across Canada and with this partnership, into the United States."

The MOU, signed during the All Terrain Quad Council of Canada's annual general meeting in September, allows the AQCC and the MCC to appoint one "NOHVCC Partner" for each Canadian province and territory who will in turn work with their NOHVCC counterparts, fulfilling those duties agreed upon by the NOHVCC and the COHV. The AQCC, MCC and NOHVCC will work cooperatively to share and distribute ex-

isting NOHVCC/COHV information, materials, products, and programs in Canada and the USA, while approaching the development of new information and programs in a manner that is adaptable and useful in both the United States and Canada. Canadian OHV activists have had an increasing presence at NOHVCCs Annual Conferences over the past several years and that trend is expected to continue following the signing of this agreement. In addition, this past fall the NOHVCC held an OHV Management workshop in Alberta in conjunction with a meeting of Alberta's Sustainable Resource Development Lands Division.

About the NOHVCC:

The National Off-Highway Vehicle Conservation Council is a publicly supported, education foundation organized for the sole purpose of developing and providing a wide spectrum of programs, materials and information, to individuals, clubs, associations and agencies in order to further a positive future for responsible OHV recreation. Find out more at: www.nohvcc.org

About the COHV:

The Canadian Off-Highway Vehicle Distributors Council (COHV), originally founded in 1984, is a national, non-profit, trade association representing the responsible interests of Canada's major ATV and off-road motorcycle manufacturers, distributors and retail outlets of ATV and off-road motorcycle related products and services. Find out more at: www.cohv.ca

BILL 117 PETITION DISTRIBUTED AT THE TORONTO SHOW

A Private Members' bill that seeks to restrict passengers under 14 years of age from motorcycles, progressed through second reading on December 4th. Most opinions were that the bill would not survive through a stoppage of proceedings for the holidays and not be included on the next order paper. But MMIC and its manufacturer and corporate members were taking no chances when they developed and distributed a petition that was at the Toronto Motorcycle Show in each company's display. The goal was to have as many attendees sign the petition, plus take a free postcard from the show and send it to their local MPP, stating their opposition to the Bill.

News of the next action won't be known until Queen's Park returns to business after the new year.

ONE YEAR AGO THIS MONTH:

ONE YEAR ANNIVERSARY OF THE COHV INDUSTRY C.A.R.E.S. INITIATIVE

Toronto – One year ago, in October 2006, The Canadian Off-Highway Vehicle Distributors Council (COHV) and its member companies announced the implementation of the C.A.R.E.S. marketing and advertising Code of Ethics, which was one more step in its ongoing efforts to educate the public on safe riding practices and environmental awareness.

C.A.R.E.S., the cornerstone of all-terrain vehicle and off-road motorcycle advertising and marketing allows the industry to clearly communicate with Clarity, Accuracy, Responsibility, Environmental Awareness and Safety (C.A.R.E.S.).

"The C.A.R.E.S. Code of Ethics is designed to set and maintain consistent standards for advertising and promotional materials for all of our industry members throughout Canada," stated Bob Ramsay, President of the COHV. "We are committed to the public, to the integrity of the industry in which we operate and to each other when it comes to promoting product features, user safety and preserving the environment."

"Canadians expect more and want more from manufacturers and distributors of consumer products," commented Ramsay.

"The ATV and off-road motorcycle industries believes that consumers deserve product information that is clear, concise and helpful and at the same time is socially and environmentally responsible."

The COHV and its member companies believe that positive education fosters responsible recreation. By following these advertising guidelines, we can help preserve the environment for future generations and reduce ATV accidents by promoting all aspects of ATV and off-highway rider safety.

Well-known brand name companies such as; Arctic Cat; BRP (*Can-Am*); Honda; Kawasaki; KTM; Polaris; Suzuki and Yamaha are committed to the integrity of the ATV industry and showed their commitment by signing the agreement. The COHV and its member companies believe that by taking a leadership role, we can convince other non-member ATV distributors to follow our direction by honouring and adhering to the C.A.R.E.S. Code of Ethics.

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INDUSTRY WATCH

By Jo-Anne Farquhar

One person travelling by car in more populated areas such as cities and urban areas uses a lot of fuel to move from one place to another. This same vehicle, stuck in a traffic jam, idling and not going anywhere also generates enough pollution to cause us serious concern.

So, add pollution concerns, escalating fuel prices and daily traffic jams to the equation and it stands to reason that people start looking for alternate modes of transportation. This is where motorcycles and scooters come in as a cost effective solution. And as numbers indicate, this year more people did just that -- they took up two-wheel riding and by doing so, they saved money on fuel and became an integral part of the solution to free-flowing and greener towns and cities.

Not only do scooters and motorcycles cost less than other motor vehicles but enthusiasts say they are more convenient and more fun. When you think about it, a scooter consumes about one-third the gas of an average car and takes up one quarter of the parking spaces. Plus in cities like Toronto riders can save money since the city provides free parking spots to motorcycle and scooter riders and for safety reasons, single rider's on motorcycles and scooters are allowed to travel in Toronto's High Occupancy Vehicle (HOV) lanes.

Bikes have changed over the years. Through ongoing research and development motorcycles and scooters are cleaner and more fuel-efficient. Today's models are more capable than their older versions and are becoming fashionable for commuting as city drivers recognize the benefits of a small, agile, fuel-efficient two-wheeler.

In 2006 industry, working with government, implemented more stringent emission standards for on-road motorcycles that align them with the EPA standards of the United States. In fact, since 1988, Canada has been aligning its national vehicle emission requirements with the EPA. This has been accomplished through a combination of regulations and memoranda of understanding with vehicle and engine manufacturers. And since Canadian/U.S. automotive manufacturing is highly integrated, harmonized vehicle

emission standards have provided Canadians with major improvements in emission control at a low additional cost. Even better with the implementation of new emission standards for 2006 and later year motorcycles Environment Canada has calculated that the allowable levels of smog-forming emissions on a per-vehicle basis will be reduced by 80 percent, relative to previous limits.

And according to its rule-making documents, the United States EPA also indicated that the technological improvements associated with meeting the more stringent standards provides the additional benefits of improving the performance and reliability of motorcycles, while at the same time reducing fuel consumption and associated carbon dioxide emissions linked to climate change.

The point is, with technology changing, improved emission standards and the steady increase in the number of people choosing two-wheel transportation in Canada, motorcycles and scooters are part of the solution and need to be considered in all aspects of transportation planning.

In Europe, the European Commission's Green Paper "**Towards a new culture for urban mobility**" on urban transport opened a debate on the key issues of smarter urban mobility that includes two-wheel vehicles (motorcycles & scooters) as an effective solution to problems caused by urban congestion.

Canada's provinces and cities need to recognize that motorcycles and scooters can be part of an integrated approach to urban mobility planning. From a legislation point of view, motorcycles and scooters must be considered in all roadway planning, design, construction and maintenance.

Being proactive and leading the way with safe and accommodating new laws that allow motorcycles and scooters to reach their full potential, is a step in the right direction to creating more efficient and environmentally-friendly cities across Canada.

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 toll-free at 877.470.2288 or by email at jfarquhar@cohv.ca or jfarquhar@mmic.ca.

MMIC SHOW DATES

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



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RETAIL SALES ANALYSIS

For: November, 2008

MOTORCYCLE

The main category, Street, showed another strong rise of 10% for the month of November, when compared to the same month in 2007. But other categories experienced decreases, though not significant because of their size relative to the street category. Ontario and BC experienced declines for the month, while Quebec and Manitoba showed surges.

Overall, for the month, sales maintained their 2007 numbers by posting a 1.5% gain.

Year-to-date, the steady increases seen in the last several months was continued through October and into November with a similar 8% surge over November of 2007. Street held onto a 9% increase for the year, while mini-bikes showed a 99% increase over 2007.

Scooters are holding at a 19% gain for the year.

All provinces are in the positive gains through the first 11 months of 2008.

ATV

November ATV sales dipped slightly from the same month, 2007 to -5.5%.

YTD, ATVs showed a decline of -3.5%.

Respectfully submitted.

A handwritten signature in black ink, appearing to read 'Tim Stover', with a stylized flourish extending to the right.

Tim Stover
Manager, Shows and Member Services
nsepub1208

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

	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	1,375	60.33%	1,248	55.59%	127	10.18%	51,419	59.29%	46,987	58.60%	4,432	9.43%
Dual Purpose	103	4.52%	99	4.41%	4	4.04%	4,571	5.27%	4,223	5.27%	348	8.24%
Competition	356	15.62%	402	17.91%	-46	-11.44%	10,020	11.55%	11,031	13.76%	-1,011	-9.17%
Off-Road Rec	181	7.94%	196	8.73%	-15	-7.65%	7,415	8.55%	7,750	9.66%	-335	-4.32%
Mini Bike	121	5.31%	139	6.19%	-18	-12.95%	2,928	3.38%	1,469	1.83%	1,459	99.32%
Scooter	142	6.23%	161	7.17%	-19	-11.80%	10,358	11.94%	8,712	10.86%	1,646	18.89%
Dual	1	0.04%	0	0.00%	1	/0	18	0.02%	15	0.02%	3	20.06%
Categories TOTAL	2,279	100.00%	2,245	100.00%	34	-29.62%	86,729	100.00%	80,187	100.00%	6,542	8.16%
British Columbia	461	20.23%	481	21.43%	-20	-4.16%	14,185	16.36%	12,926	16.12%	1,259	9.74%
Alberta	427	18.74%	415	18.49%	12	2.89%	19,034	21.95%	18,411	22.96%	623	3.38%
Saskatchewan	91	3.99%	59	2.63%	32	54.24%	2,993	3.45%	2,601	3.24%	392	15.07%
Manitoba	58	2.54%	32	1.43%	26	81.25%	2,119	2.44%	2,060	2.57%	59	2.86%
Ontario	565	24.79%	674	30.02%	-109	-16.17%	21,127	24.36%	19,838	24.74%	1,289	6.50%
Quebec	511	22.42%	381	16.97%	130	34.12%	19,706	22.72%	17,343	21.63%	2,363	13.63%
New Brunswick	40	1.76%	77	3.43%	-37	-48.05%	2,257	2.60%	2,193	2.73%	64	2.92%
Prince Edward Island	13	0.57%	12	0.53%	1	8.33%	422	0.49%	345	0.43%	77	22.32%
Nova Scotia	58	2.54%	53	2.36%	5	9.43%	2,457	2.83%	2,442	3.05%	15	0.61%
Newfoundland	43	1.89%	57	2.54%	-14	-24.56%	2,032	2.34%	1,735	2.16%	297	17.12%
Nunavut	3	0.13%	0	0.00%	3	/0	27	0.03%	13	0.02%	14	107.69%
Northwest Territories	3	0.13%	3	0.13%	0	0.00%	187	0.22%	130	0.16%	57	43.85%
Yukon	6	0.26%	1	0.04%	5	500.00%	183	0.21%	150	0.19%	33	22.00%
Provinces TOTAL	2,279	100.00%	2,245	100.00%	34	1.51%	86,729	100.00%	80,187	100.00%	6,542	8.16%

Retail Scooter Sales Report (as of 2008/November)

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	32	22.54%	44	27.33%	-12	-27.27%	2,093	20.21%	1,282	14.72%	811	63.26%
Alberta	9	6.34%	19	11.80%	-10	-52.63%	799	7.71%	762	8.75%	37	4.86%
Saskatchewan	3	2.11%	2	1.24%	1	50.00%	138	1.33%	169	1.94%	-31	-18.34%
Manitoba	5	3.52%	2	1.24%	3	150.00%	386	3.73%	274	3.15%	112	40.88%
Ontario	45	31.69%	43	26.71%	2	4.65%	1,690	16.32%	1,417	16.26%	273	19.27%
Quebec	38	26.76%	33	20.50%	5	15.15%	4,708	45.45%	4,387	50.36%	321	7.32%
New Brunswick	2	1.41%	6	3.73%	-4	-66.67%	253	2.44%	201	2.31%	52	25.87%
Prince Edward Island	1	0.70%	0	0.00%	1	/0	27	0.26%	14	0.16%	13	92.86%
Nova Scotia	2	1.41%	8	4.97%	-6	-75.00%	172	1.66%	151	1.73%	21	13.91%
Newfoundland	3	2.11%	3	1.86%	0	0.00%	5	0.53%	31	0.36%	24	77.42%
Nunavut	0	0.00%	0	0.00%	0	/0	1	0.01%	2	0.02%	-1	-50.00%
Northwest Territories	1	0.70%	1	0.62%	0	0.00%	20	0.19%	8	0.09%	12	150.00%
Yukon Territory	1	0.70%	0	0.00%	1	/0	16	0.15%	14	0.16%	2	14.29%
Province TOTAL	142	100.00%	161	100.00%	-19	0.00%	10,308	100.00%	8,712	100.00%	1,646	18.89%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/November

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	415	9.08%	484	10.01%	-69	-14.26%	8,026	10.43%	7,937	9.94%	89	1.12%
Alberta	710	15.54%	826	17.08%	-116	-14.04%	17,265	22.43%	20,212	25.32%	-2,947	-14.58%
Saskatchewan	252	5.52%	252	5.21%	0	0.00%	5,519	7.17%	5,032	6.30%	487	9.68%
Manitoba	141	3.09%	136	2.81%	5	3.68%	3,592	4.67%	3,368	4.22%	224	6.65%
Ontario	1,101	24.10%	1,186	24.53%	-85	-7.17%	16,216	21.06%	16,039	20.09%	177	1.10%
Quebec	1,300	28.46%	1,286	26.60%	14	1.09%	18,009	23.39%	19,203	24.06%	-1,194	-6.22%
New Brunswick	160	3.50%	230	4.76%	-70	-30.43%	2,621	3.40%	2,557	3.20%	64	2.50%
Prince Edward Island	15	0.33%	11	0.23%	4	36.36%	210	0.27%	161	0.20%	49	30.43%
Nova Scotia	158	3.46%	133	2.75%	25	18.80%	1,487	1.93%	1,275	1.60%	212	16.63%
Newfoundland	288	6.30%	245	5.07%	43	17.55%	2,843	3.69%	3,062	3.84%	-219	-7.15%
Northwest Territories	16	0.35%	12	0.25%	4	33.33%	381	0.49%	335	0.42%	46	13.73%
Yukon Territory	8	0.18%	22	0.46%	-14	-63.64%	277	0.36%	328	0.41%	-51	-15.55%
Nunuvut	4	0.09%	12	0.25%	-8	-66.67%	537	0.70%	315	0.39%	222	70.48%
Province TOTAL	4,568	100.00%	4,835	100.00%	-267	-5.52%	76,983	100.00%	79,824	100.00%	-2,841	-3.56%

