

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

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July, 2008

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SHOW REPORT: 2008/2009

The MMIC/COHV manufacturer showcase shows are preparing for the start of the season!

Starting in December in Toronto, the MMIC shows then travel from coast to coast through January and February.

Its time to let the show producers let you know what they've got planned in each city on the tour.

*For more information, contact any show manager, or Tim Stover – Manager of Shows and Members Services – MMIC
tstover@mmic.ca.*

TORONTO: Dec. 12-14 Darryl Bond – Canadian National Sportsmens Shows

The Toronto Motorcycle Show will continue to position itself in the Ontario market as the provinces premiere show, the official MMIC industry launch and showcase of the 2009 product line-up. Its also the first show of the MMIC coast to coast, seven city circuit.

As in the past, Toronto will focus on providing visitors with strong manufacturer, distributor, accessory and dealer participation on the show floor to meet with their expectations of an attractive, professionally run industry event where key manufacturers exclusively offer the riding public a first glimpse of their new and exciting products. All manufacturers are once again encouraged to internally develop themed events at their displays that will appeal to show visitors.

Advertising, entertainment and décor will continue to be relevant with themed promotions providing a positive image of riding and the rider. The Friday evening SHE RIDES promotion continues for this year with free admission to ladies on Friday night in an effort to further develop and consolidate the shows appeal to this important emerging market. We are also working to develop a “two wheel” travel section that will include provincial and state travel and tourism organizations from across North America that hope to benefit from the expected increase in motorcycle travel and tourism.

www.torontomotorcycleshow.ca

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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

**MOTORCYCLE AND MOPED INDUSTRY COUNCIL
CANADIAN ALL-TERRAIN VEHICLE DISTRIBUTORS COUNCIL**

NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

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CALGARY – Jan. 9-11 Laurie Paetz – Canadian National Sportsmens Shows

The Calgary Stampede is continuing their expansions and renovations. The new 50,000 sq feet hall is scheduled to be complete in August of 2009.

Features for this year: Proposed – not finalized - Kawasaki MX Freestyle, SHE Rides Nite – we are looking at bringing back the training aspect as well. Yamaha Ride Academy, Vintage Display – in 2009 they are doing a tribute to Suzuki, and the fashion shows are looking for an alternate sponsor/coordinator

<http://www.edmontonmotorcycleshow.com/>

EDMONTON - January 16-18 Laurie Paetz – Canadian National Sportsmens Shows

Northlands' continues the "Evolution 09" project – with Hall E slated for completion late September 2008. This will give the facility an additional 60,000 sq feet with 5 loading docks - <http://www.evolution09.ca>

Due to the location of the hall and the main entrance – I am not going to locate the manufacturers in this hall – we are keeping the Manufacturer booths in Hall C as in previous years (going forward when the entrance flips back to that area – then we will have manufacturers in the front hall again)

I have booked out the space, hoping that we are able to sell the space. I am wondering if any of the Manufacturers would be interested in sharing the cost of the space to promote racing, other product lines ie: snowmobiles, etc. Please contact me as soon as possible for any suggestions, ideas.

Features for this year – not finalized - Kawasaki MX Freestyle, SHE Rides Nite – we are looking at bringing back the training aspect as well, Yamaha Ride Academy, Vintage Display, Alberta Safety Council Kiddies Ride

<http://www.edmontonmotorcycleshow.com/>

VANCOUVER – January 22-25 Nanette Jacques – Canadian National Sportsmens Shows

With the continued success of the Vancouver Show's 4-day format, the travel time from the Edmonton Show will be shorter than usual. I will have additional staff ready to help to ensure an efficient move-in for a 5:00pm opening on Thursday, January 22, and not at 12 noon as in the past.

If you want to send me your transport and set-up companies' contact information for the 2009 show series, Laurie in Edmonton and I will work with them to ensure quick move-out from Edmonton and quick move-in and set up once they arrive in Abbotsford.

<http://www.vancouvermotorcycleshow.com/>

QUEBEC CITY – February 6-8 – Roger Saint Laurent - ExpoMax

"For 2009, ExpoMAX will concentrate on key strategies to maintain and upgrade actual level of attendees. Despite natural demographic trends, they will attempt to attract new visitors by better focusing on current aspects of the shows.

For Quebec City, among other things, they have elected to generate more impact on the ATV side, without losing any acquired momentum on the motorcycle side. In terms of features, different plans are now in the works.

<http://www.salonmotoquebec.com/>

ATLANTIC – February 13-15 Scott Sprague - Master Promotions

Over 15,000 eager motorcycle & ATV enthusiasts poured through the Moncton Coliseum Complex during the first Atlantic Motorcycle & ATV Show last February. No one was prepared for the buzz this event caused throughout the industry, the Atlantic Provinces and in the media; and anticipation is extremely high for the 2009 show.

With any MMIC event, expect to see the complete 2009 product line-up from all the major motorcycle and ATV manufacturers like Arctic Cat, BMW, BRP, Buell, Deely Harley-Davidson, Ducati, Honda, Hyosung, Kawasaki, Polaris, Suzuki, Triumph, Victory, Yamaha and more! Parts & accessories, clothing & apparel, clubs, destinations, training and education are also important components of the exhibitor base to cover all aspects of the riding lifestyle.

Our show features will add value, education and entertainment for your audience. Our 2009 line-up is a sure bet to generate excitement. Keep an eye on our website as plans are confirmed.

www.AtlanticBikeandATVShow.ca

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MONTREAL - February 20-22 – Roger Saint-Laurent - ExpoMax

In Montreal, they have decided to put more effort into the recruiting and participation of some Custom Bike builders, thus assembling a unique collection of distinctive “crowd attracting” motorcycles. The Show will maintain its role as a prime event, showcasing the full spectrum of the motorcycle universe. In line with the 2008 reconfiguration of the Show layout and the closing of the “retail area”, they are also anticipating a stronger dealer participation for 2009.”
<http://www.montrealmotorcycleshow.com/>

AUGUST IS MEMBERSHIP RENEWAL AND RECRUITMENT MONTH:

By August 1, current members of MMIC/COHV will receive 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.

Very Shortly, you'll receive our 2009 member program brochure for more of the benefits of membership at www.mmic.ca or www.cohv.ca

Free MCC membership campaign

It has been two months since MMIC and its member companies launched the “***Free MCC Membership with the purchase of a new bike or scooter***” campaign. Since the launch of the campaign, MMIC has received retail sales numbers from its member companies that indicate motorcycles and scooters sales across Canada are at a record high.

It stands to reason that record sales of motorcycles and scooters should equate to record numbers of memberships with the Motorcyclists Confederation of Canada (MCC). But this is not the case! Registration for memberships is embarrassingly low and MCC and the MMIC are asking dealerships to help us with the promotion of a free membership with the purchase of a new street-legal bike or scooter.

Each member company sent out posters and brochures to its dealerships across Canada to help promote the campaign. The brochures not only need to be included in the sales package but each sales rep is being asked to encourage the new owner to go on line and take that couple of minutes to register for their free one year membership.

This is a perfect partnership that provides riders with immediate, tangible benefits with MCC, and gives the sales reps something to offer for free to their customers.

So, for all of our participating dealerships across Canada who represent, BMW, BRP (Can-Am), Canadian Scooter Corp., Deeley Harley-Davidson, Ducati, Honda, Hyosung, KTM, Kawasaki, Suzuki, Triumph, Victory and Yamaha, MMIC and MCC would appreciate your help in boosting membership registrations.

Thanks and have a great summer!

INDUSTRY WATCH

By / Jo-Anne Farquhar

With fuel prices sky rocketing there is a growing interest in two-wheeled transportation. In fact, stats collected by MMIC on behalf of its member companies are showing that motorcycle and scooter retail sales were up almost 13 percent year-to-date as of the end of May 2008.

With healthy competition alive and well among authorized motorcycle and ATV dealerships in Canada, this renewed interest in two-wheeled transportation in the market has become even more spirited. This of course is all well and good as long as everyone is playing by the same rules. It stands to reason that competitive prices may sell more vehicles, but there needs to be a fair playing field.

This brings us to the subject of motorcycle and ATV imports. By and large manufacturers and distributors of motorcycles and ATVs import these vehicles through Transport Canada as Recognized Vehicle Importers. In contrast, many individuals use the Registrar of Imported Vehicles (RIV) to bring in motorcycles and ATVs.

Although the rules are clear when using either of these processes the level of enforcement and the resources employed to ensure enforcement could differ significantly. There can be consequences when comprehensive and effective enforcement is missed. Some products may not be brought into compliance, which creates a potential safety issue for consumers, a legal liability issue for sellers and which affects the business and hard work of dealers and their staff.

The RIV process was designed for individuals importing vehicles purchased at the retail level in the United States. With over 170,000 vehicles coming in through RIV last year alone, many of them for resale, it's a given that dealers are being affected.

A recent review by MMIC showed a significant percentage of motorcycles and ATVs came into Canada without valid Vehicle Identification Numbers or VINs as we refer to them in the general population. This means that safety recalls could not be completed on these vehicles and that dealers and the industry could have their reputations injured by products that do not comply with Canadian standards. Longer term, this can affect the consumer's image of motorcycling, ATV riding and the Canadian market.

Purchasing name-brand products from authorized dealerships goes a long way to ensuring that products are engineered and manufactured to provide the utmost in quality and reliability for Canadians. In addition, Canadian-unique products may also include safety and special climate-related features that may not be available on vehicles built for sale in the United States and elsewhere.

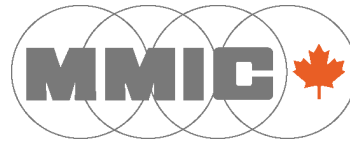
As an authorized dealer, you understand what is involved in the entire buying, ownership and vehicle safety process. It is important that consumers also understand this process before making the commitment to buy a motorcycle or ATV from a business that may only have these products periodically.

The following are some other benefits of buying motorcycles and ATVs that clearly comply with Canadian standards from an authorized Canadian dealer:

- Canadian warranty coverage.
- Parts and repairs for non-Canadian models may be difficult to obtain.
- Canadian-specific labeling and displays that accommodate the metric system and bi-lingualism requirements.
- When it comes time to sell your unit, selling into the Canadian market could be more difficult with buyers not wanting a non-Canadian based unit.
- In the event there is a product recall you can be properly notified and the product updated if purchased through a Canadian dealership.

So, as gasoline prices go up, the demand for scooters and motorcycles is on the rise. Remember, not all scooters and motorcycles are created equal. Make sure your customer understands the reasons why the best buy is not always the cheapest price.

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>.



RETAIL SALES ANALYSIS

For: June, 2008



MOTORCYCLE

June continued the gains from the previous months when compared to the same month of 2007, with an increase of 2%.

All categories were at or near their levels for the month, with the exception of scooters that continued on their rise, with a 36% increase, or 544 units.

All provinces, too, were at or near their June 2007 levels, but Saskatchewan and Quebec showed large increases of 22% and 14% respectively.

Year-to-date, 2008 continues to show an increase from 2007 with a 10.5% gain. Street bikes are still at high levels over 2007 by 10%. Mini bikes are 100% over last year, while Scooters continue to hold on to an almost 22% increase over last year.

All provinces are contributing to the 10.5 gain over 2007, with no region showing a decline.

ATV

June showed a small decrease at 2.9%, but several provinces showed good gains, with other provinces showing only single-digit declines.

British Columbia stayed steady at 1% gain, while Saskatchewan, New Brunswick, and Nova Scotia had good reports

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

Overall, ATVs are off the 2007 pace by 3.7%

Respectfully submitted.

A handwritten signature in black ink, appearing to read 'Tim Stover', is written over a horizontal line.

Tim Stover
Manager, Shows and Member Services
nsepub0708

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

	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	6,981	58.49%	7,073	60.45%	-92	-1.30%	34,902	60.22%	30,886	58.89%	4,016	13.00%
Dual Purpose	676	5.66%	730	6.24%	-54	-7.40%	3,232	5.58%	3,125	5.96%	107	3.42%
Competition	1,134	9.50%	1,159	9.91%	-25	-2.16%	7,454	12.86%	7,791	14.86%	-337	-4.33%
Off-Road Rec	943	7.90%	1,087	9.29%	-144	-13.25%	4,180	7.21%	4,377	8.35%	-197	-4.50%
Mini Bike	157	1.32%	152	1.30%	5	3.29%	1,336	2.31%	648	1.24%	688	106.17%
Scooter	2,044	17.13%	1,500	12.82%	544	36.27%	6,851	11.82%	5,619	10.71%	1,232	21.93%
Categories TOTAL	11,935	100.00%	11,701	100.00%	234	2.00%	57,955	100.00%	52,446	100.00%	5,509	0.00%
British Columbia	1,819	15.24%	1,825	15.60%	-6	-33.00%	9,180	15.84%	8,419	16.05%	761	9.04%
Alberta	2,422	20.29%	2,690	22.99%	-268	-9.96%	13,194	22.77%	12,869	24.54%	325	2.53%
Saskatchewan	384	3.22%	313	2.67%	71	22.68%	2,156	3.72%	1,755	3.35%	401	22.85%
Manitoba	293	2.45%	285	2.44%	8	2.81%	1,457	2.51%	1,377	2.63%	80	5.81%
Ontario	2,891	24.22%	2,892	24.72%	-1	-3.00%	14,231	24.56%	12,771	24.35%	1,460	11.43%
Quebec	2,867	24.02%	2,505	21.41%	362	14.45%	12,868	22.20%	10,947	20.87%	1,921	17.55%
New Brunswick	336	2.82%	341	2.91%	-5	-1.47%	1,495	2.58%	1,347	2.57%	148	10.99%
Prince Edward Island	64	0.54%	49	0.42%	15	30.61%	281	0.48%	194	0.37%	87	44.85%
Nova Scotia	401	3.36%	361	3.09%	40	11.08%	1,634	2.82%	1,571	3.00%	63	4.01%
Newfoundland	385	3.23%	385	3.29%	0	0.00%	1,191	2.06%	989	1.89%	202	20.42%
Nunavut	2	0.02%	4	0.03%	-2	-50.00%	14	0.02%	7	0.01%	7	100.00%
Northwest Territories	29	0.24%	27	0.23%	2	7.41%	126	0.22%	91	0.17%	35	38.46%
Yukon	42	0.35%	24	0.21%	18	75.00%	128	0.22%	109	0.21%	19	17.43%
Provinces TOTAL	11,935	100.00%	11,701	100.00%	234	2.00%	57,955	100.00%	52,446	100.00%	5,509	10.50%

RETAIL MOTORCYCLE UNIT SALES-DUAL PURPOSE

CONFIDENTIAL

	up to 125cc	126 to 250cc	251cc & over	951cc & over	TOTAL MONTH	TOTAL 12 MOS
2005 Jan	0	9	22	0	0	31
Feb	0	24	75	1	1	100
Mar	0	84	262	1	2	347
Apr	0	157	427	6	8	590
May	0	118	335	2	10	455
Jun	0	86	245	5	15	336
Jul	0	64	168	4	19	236
Aug	0	58	156	3	22	217
Sep	0	60	135	4	26	199
Oct	0	24	80	2	28	106
Nov	0	20	49	0	28	69
Dec	0	19	67	5	33	91
2006 Jan	0	25	61	0	33	86
Feb	0	46	104	0	32	150
Mar	0	116	282	5	36	403
Apr	1	222	433	10	40	666
May	1	190	393	16	54	600
Jun	0	140	255	20	69	415
Jul	0	81	194	13	78	288
Aug	0	88	219	9	84	316
Sep	0	56	87	4	84	147
Oct	0	38	87	5	87	130
Nov	0	25	90	1	88	116
Dec	0	23	57	6	89	86
2007 Jan	3	20	65	2	91	90
Feb	0	51	93	6	97	150
Mar	0	136	240	23	115	399
Apr	0	196	369	39	144	604
May	0	242	817	44	172	1103
Jun	0	192	500	22	174	714
Jul	0	122	393	14	175	529
Aug	0	100	319	15	181	434
Sep	2	39	161	14	191	216
Oct	5	29	104	17	203	155
Nov	3	20	72	11	213	106
Dec	0	7	63	4	211	74
2008 Jan	0	21	82	7	216	110
Feb	32	31	10	61	271	134
Mar	0	57	256	11	259	324
Apr	0	211	568	120	340	899
May	0	243	637	94	390	974
Jun	0	213	444	19	387	676
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						

CONFIDENTIAL

RETAIL MOTORCYCLE UNIT SALES-OFF ROAD RECREATION

	up to 125cc MONTH	126 to 250cc MONTH	251 cc and over MONTH	TOTAL MONTH	TOTAL 12 MOS
2005 Jan	132	54	7	193	193
Feb	149	107	12	268	461
Mar	403	297	61	761	1222
Apr	837	587	64	1488	2710
May	943	636	41	1620	4330
Jun	726	455	28	1209	5539
Jul	687	343	35	1065	6604
Aug	616	233	39	888	7492
Sep	398	139	7	544	8036
Oct	263	95	2	360	8396
Nov	152	64	3	219	8615
Dec	275	64	4	343	8958
2006 Jan	170	72	2	244	9009
Feb	138	76	8	222	8963
Mar	348	187	9	544	8746
Apr	803	535	2	1340	8598
May	896	642	8	1546	8524
Jun	717	511	4	1232	8547
Jul	645	421	3	1069	8551
Aug	270	336	239	845	8508
Sep	362	215	1	578	8542
Oct	257	167	4	428	8610
Nov	507	135	1	643	9034
Dec	246	159	5	410	9101
2007 Jan	102	93	1	196	9053
Feb	94	105	0	199	9030
Mar	301	241	7	549	9035
Apr	617	475	6	1098	8793
May	791	657	9	1457	8704
Jun	632	514	6	1152	8624
Jul	676	447	2	1125	8680
Aug	548	400	11	959	8794
Sep	285	161	2	448	8664
Oct	227	100	1	328	8564
Nov	114	83	0	197	8118
Dec	261	107	1	369	8077
2008 Jan	331	161	6	498	8379
Feb	92	41	2	135	8315
Mar	268	122	5	395	8161
Apr	641	459	2	1102	8165
May	805	595	3	1403	8111
Jun	617	323	3	943	7902

Retail Scooter Sales Report (as of 2008/June)

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	428	20.94%	210	14.00%	218	103.81%	1,311	19.14%	788	14.02%	523	66.37%
Alberta	180	8.81%	127	8.47%	53	41.73%	622	9.08%	490	8.72%	132	26.94%
Saskatchewan	20	0.98%	27	1.80%	-7	-25.93%	95	1.39%	109	1.94%	-14	-12.84%
Manitoba	88	4.31%	52	3.47%	36	69.23%	292	4.26%	190	3.38%	102	53.68%
Ontario	292	14.29%	209	13.93%	83	39.71%	1,065	15.55%	899	16.00%	166	18.46%
Quebec	930	45.50%	808	53.87%	122	15.10%	3,116	45.48%	2,876	51.18%	240	8.34%
New Brunswick	47	2.30%	29	1.93%	18	62.07%	165	2.41%	116	2.06%	49	42.24%
Prince Edward Island	8	0.39%	2	0.13%	6	300.00%	19	0.28%	9	0.16%	10	111.11%
Nova Scotia	36	1.76%	18	1.20%	18	100.00%	109	1.59%	98	1.74%	11	11.22%
Newfoundland	11	0.54%	13	87.00%	-2	-15.38%	32	0.47%	23	0.41%	9	39.13%
Nunavut	0	0.00%	1	0.07%	-1	-100.00%	1	0.01%	2	0.04%	-1	-50.00%
Northwest Territories	3	0.15%	0	0.00%	3	/0	12	0.18%	6	0.11%	6	100.00%
Yukon Territory	1	0.05%	4	0.27%	-3	-75.00%	12	0.18%	13	0.23%	-1	-7.69%
Province TOTAL	2,044	100.00%	1,500	100.00%	544	36.27%	6,851	100.00%	5,619	100.00%	1,232	21.93%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/June

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	764	11.39%	755	10.92%	9	1.20%	4,472	10.25%	4,311	9.51%	161	3.73%
Alberta	1,700	25.34%	2,053	29.70%	-353	-17.19%	10,683	24.48%	12,601	27.78%	-1,918	-15.22%
Saskatchewan	506	7.54%	400	5.79%	106	26.50%	3,466	7.94%	3,134	6.91%	332	10.59%
Manitoba	356	5.31%	326	4.72%	30	9.20%	2,161	4.95%	2,078	4.58%	83	3.99%
Ontario	1,091	16.26%	1,112	16.09%	-21	-1.89%	8,555	19.61%	8,712	19.21%	-157	-1.80%
Quebec	1,482	22.09%	1,526	22.08%	-44	-2.88%	9,948	22.80%	10,225	22.54%	-277	-2.71%
New Brunswick	267	3.98%	187	2.71%	80	42.78%	1,409	3.23%	1,418	3.13%	-9	-0.63%
Prince Edward Island	19	0.28%	9	0.13%	10	111.11%	116	0.27%	100	0.22%	16	16.00%
Nova Scotia	97	1.45%	84	1.22%	13	15.48%	784	1.80%	721	1.59%	63	8.74%
Newfoundland	279	4.16%	323	4.67%	-44	-13.62%	1,303	2.99%	1,510	3.33%	-207	-13.71%
Nunavut	41	0.61%	47	0.68%	-6	-12.77%	242	0.55%	197	0.43%	45	22.84%
Northwest Territories	31	0.46%	50	0.72%	-19	-38.00%	152	0.35%	188	0.41%	-36	-19.15%
Yukon Territory	75	1.12%	40	0.58%	35	87.50%	343	0.79%	159	0.35%	184	115.72%
Province TOTAL	6,708	100.00%	6,912	100.00%	-204	-2.95%	43,634	100.00%	45,354	100.00%	-1,720	-3.79%

