

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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June, 2008

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GOVERNMENT RELATIONS STAFF NOW ON BOARD

Please note Luc Fournier has joined us recently as our new Director of Policy and Government Relations. A native of New Brunswick, Luc is bilingual, has a strong public relations background and is a former reporter. Also, he has worked in politics for the last 10 years, where he provided advice and direction to a Premier and some Cabinet Ministers, both at the provincial and federal levels. Luc is no stranger to motorcycles and ATVs and enjoys using them on a regular basis. He will be working very closely with our government relations committee on a vast array of issues. He will also deal directly with provinces and municipal governments to promote our agenda and drive our points across.

2007 INDUSTRY REPORT SUMMARY

The annual industry statistical report was completed in May, for the 2007 calendar year. Combined, 171,000 new units of motorcycles and ATVs were sold in 2007, with an estimated retail value of over two billion dollars. ATVs accounted for just over 51% of that total, with Motorcycles at just under 49%. New motorcycles, and parts and accessories accounted for just over 1 billion dollars in overall sales, with parts and accessories accounting for 18% of that total. New motorcycle unit sales were 82,482. March through May continues to be the largest selling time frame, with over 44% of new units sold in that period. The summer months of June to August, accounts for over 33% of sales. ATV sales continue to maintain their historic high level at over 88,000 units with a retail value of just over 1 billion dollars. ATV sales are relatively even throughout the yearly quarters, with 33% sold in the 2nd quarter of March-May. Summer and fall are evenly split at about 24% with winter at 17%. In 2006, the year for which complete information is available, there were over 512,000 motorcycles and mopeds registered for street use in Canada, which follows that steady rise through the previous years. ***You can view the entire report, as well as regional summaries, on the MMIC website, www.mmic.ca***

SHOW DATES CONFIRMED FOR MMIC SHOWS

Dates for the 7 MMIC shows have been confirmed and are now available on the MMIC website, www.mmic.ca.

The Toronto Show starts the season with Dec. 12-14, then continues in Calgary on Jan. 9-11, and Edmonton Jan. 16-18. The Vancouver Show is one week later with the 4-day format on Jan. 22-25.

Quebec City is next on Feb. 6-8, with Moncton the next weekend, Feb. 13-15, then its Montreal on Feb. 20-22.

TRAIL RIDE AND LAB TESTING BEGINS FOR HEALTH BENEFITS STUDY : BOOK YOUR TIMES

The first trail ride testing for the Health Benefits Study took place outside Ottawa at the Ontario Federation of All Terrain Vehicle Clubs' President's Ride on June 7, 2008. Participants rode their ATVs on a specially designed course and were concurrently tested for muscular, cardiovascular and other impacts. These measurements will be compared to the same measurements taken in a lab environment.

The purpose of the study, conducted by York University and supported by COHV, the All Terrain Quad Council of Canada (ACQQ), the Motorcyclists Confederation of Canada (MCC) and the government of Nova Scotia, is to provide statistically backed information showing how ATVing and off-road motorcycling impact health.

We are seeking off-highway vehicle riders to highlight the physical demands of riding. Trail ride and lab testing (each of which takes approximately one and a half hours to complete) will take place in the following locations on the following days:

Field Testing

Horseshoe Resort (Barrie)
Thursday June 19
Friday July 4
Saturday July 12
Sunday July 13
Tuesday July 15
Thursday July 17

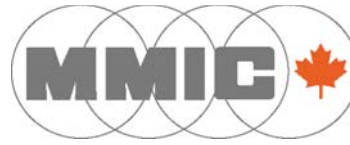
Woody's Cycle (Perth)
Sunday July 6
Monday July 7
Tuesday July 8

Lab Testing

York University (Toronto)
Tuesday July 1
Thursday July 3
Sunday July 20

Glen Tay Public School (Perth)
Wednesday July 9
Thursday July 10

For more information, contact Oksana Buhel, Manager of Rider Federations, at 416-491-4439 or 1-800-470-2288, ext. 103, or obuhel@cohv.ca Additional information can be accessed at www.cohv.ca



RETAIL SALES ANALYSIS

For: *May, 2008*



MOTORCYCLE

May continued the gains from the previous months when compared to May of 2007, with an increase of 6%. The largest category, Street bikes, lead in the increase with a 7% gain or 712 units, over May 2007, with mini bikes and scooters adding to the gain. Some of the larger provinces experienced an increase in their sales, with Ontario at 10.5% and Quebec at 8.5%, or 404 and 334 units respectively. Year-to-date, 2008 continues to show an increase from 2007 with a 12.9% gain. Street bikes showed the largest gain at 17%, or over 4,000 units. Competition was the only category with a slight decline. All provinces are ahead of the 2007 pace, with Ontario and Quebec leading in unit increases. Total increase of unit sales YTD is 5,275.

ATV

May experienced a 3.44% decrease when compared to May, 2007, but continues their high historical levels over the past decade. Ontario and Quebec continue to show gains, with 3% and 7.9% gains respectively. Year-to-date, most provinces are rebounding from earlier declines and are nearing their 2007 performance. Overall, ATVs are off the 2007 pace by 3.9%

SCOOTERS

May continued to show an increase in scooter sales with a 27% increase over May, 2007. All larger provinces had increases. Year-to-date, the increase over 2007 is 16%, with all larger province showing solid gains.

Respectfully submitted.

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

Tim Stover
Manager, Shows and Member Services
nsepub0608

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

	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	10,249	59.84%	9,537	59.06%	712	7.47%	27,921	60.67%	23,813	58.44%	4,108	17.25%
Dual Purpose	974	5.69%	1,121	6.94%	-147	-13.11%	2,449	5.32%	2,395	5.88%	54	2.25%
Competition	1,842	10.76%	1,969	12.19%	-141	-7.16%	6,131	13.37%	6,423	15.76%	-292	-4.55%
Off-Road Rec	1,403	8.19%	1,457	9.02%	-54	-3.71%	3,533	7.68%	3,499	8.59%	34	0.97%
Mini Bike	276	1.61%	186	1.15%	90	48.39%	1,179	2.56%	496	1.22%	683	137.70%
Scooter	2,396	13.99%	1,878	11.63%	518	27.58%	4,807	10.45%	4,119	10.11%	688	16.70%
Categories TOTAL	17,140	100.00%	16,148	100.00%	978	6.06%	46,020	100.00%	40,745	100.00%	5,275	12.95%
British Columbia	2,316	13.52%	2,193	13.58%	123	5.61%	7,361	16.00%	6,594	16.18%	767	11.63%
Alberta	3,687	21.53%	3,826	23.69%	-139	-3.63%	10,772	23.41%	10,179	24.98%	593	5.83%
Saskatchewan	652	3.81%	542	3.36%	110	20.30%	1,772	3.85%	1,442	3.54%	330	22.88%
Manitoba	424	2.48%	396	2.45%	28	7.07%	1,164	2.53%	1,092	2.68%	72	6.59%
Ontario	4,221	24.65%	3,817	23.64%	404	10.58%	11,340	24.64%	9,879	24.25%	1,461	14.79%
Quebec	4,228	24.69%	3,894	24.11%	334	8.58%	10,001	21.73%	8,442	20.72%	1,559	18.47%
New Brunswick	460	2.69%	460	2.85%	0	0.00%	1,159	2.52%	1,006	2.47%	153	15.21%
Prince Edward Island	90	0.53%	78	0.48%	12	15.38%	217	0.47%	145	0.36%	72	49.66%
Nova Scotia	495	2.89%	476	2.95%	19	3.99%	1,233	2.68%	1,210	2.97%	23	1.90%
Newfoundland	454	2.65%	381	2.36%	73	19.16%	806	1.75%	604	1.48%	202	33.44%
Nunavut	6	0.04%	1	0.01%	5	500.00%	12	0.03%	3	0.01%	9	300.00%
Northwest Territories	47	0.27%	41	0.25%	6	14.63%	97	0.21%	64	0.16%	33	51.56%
Yukon	46	0.27%	43	0.27%	3	6.98%	86	0.19%	85	0.21%	1	1.18%
Provinces TOTAL	17,126	100.00%	16,148	100.00%	978	6.06%	46,020	100.00%	40,745	100.00%	5,275	12.95%

Retail Scooter Sales Report (as of 2008/May)

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	407	16.99%	237	12.62%	170	71.73%	883	18.37%	578	14.03%	305	52.77%
Alberta	208	8.68%	173	9.21%	35	20.23%	442	9.19%	363	8.81%	79	21.76%
Saskatchewan	37	1.54%	40	2.13%	-3	-7.50%	75	1.56%	82	1.99%	-7	-8.54%
Manitoba	101	4.22%	47	2.50%	54	114.89%	204	4.24%	138	3.35%	66	47.83%
Ontario	359	14.98%	307	16.35%	52	16.94%	773	16.08%	690	16.75%	83	12.03%
Quebec	1,143	47.70%	985	52.45%	158	16.04%	2,186	45.48%	2,068	50.21%	118	5.71%
New Brunswick	69	2.88%	39	2.08%	30	76.92%	118	2.45%	87	2.11%	31	35.63%
Prince Edward Island	6	0.25%	4	0.21%	2	50.00%	11	0.23%	7	0.17%	4	57.14%
Nova Scotia	37	1.54%	31	1.65%	6	19.35%	73	1.52%	80	1.94%	-7	-8.75%
Newfoundland	16	0.67%	6	0.32%	10	166.67%	21	0.44%	10	0.24%	11	110.00%
Nunavut	1	0.04%	0	0.00%	1	/0	1	0.02%	1	0.02%	0	0.00%
Northwest Territories	5	0.21%	5	0.27%	0	0.00%	9	0.19%	6	0.15%	3	50.00%
Yukon Territory	7	0.29%	4	0.21%	3	75.00%	11	0.23%	9	0.22%	2	22.22%
Province TOTAL	2,396	100.00%	1,878	100.00%	518	27.50%	4,807	100.00%	4,119	100.00%	688	16.70%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/May

	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	1,159	9.77%	1,155	9.40%	4	0.35%	3,708	10.04%	3,556	9.25%	152	4.27%
Alberta	2,937	24.76%	3,702	30.14%	-765	-20.66%	8,983	24.33%	10,548	27.44%	-1,565	-14.84%
Saskatchewan	885	7.46%	879	7.16%	6	0.68%	2,960	8.02%	2,734	7.11%	226	8.27%
Manitoba	622	5.24%	623	5.07%	-1	-16.00%	1,805	4.89%	1,752	4.56%	53	3.03%
Ontario	2,344	19.76%	2,271	18.49%	73	3.21%	7,464	20.21%	7,600	19.77%	-136	-1.79%
Quebec	2,815	23.73%	2,609	21.24%	206	7.90%	8,466	22.93%	8,699	22.63%	-233	-2.68%
New Brunswick	321	2.71%	305	2.48%	16	5.25%	1,142	3.09%	1,231	3.20%	-89	-7.23%
Prince Edward Island	16	0.13%	30	0.24%	-14	-46.67%	97	0.26%	91	0.24%	6	6.59%
Nova Scotia	137	1.16%	135	1.10%	2	1.48%	687	1.86%	637	1.66%	50	7.85%
Newfoundland	403	3.40%	424	3.45%	-21	-4.95%	1,024	2.77%	1,187	3.09%	-163	-13.73%
Nunavut	103	0.87%	30	0.24%	73	243.33%	268	0.73%	119	0.31%	149	125.21%
Northwest Territories	76	0.64%	57	0.46%	19	33.33%	201	0.54%	150	0.39%	51	34.00%
Yukon Territory	43	0.36%	63	0.51%	-20	-31.75%	121	0.33%	138	0.36%	-17	-12.32%
Province TOTAL	11,861	100.00%	12,283	100.00%	-422	-3.44%	36,926	100.00%	38,442	100.00%	-1,516	-3.94%

