

CANADA NOW!



NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

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March, 2008

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EASTERN SWING CAPS SHOW SEASON

The MMIC/COHV Shows continued in February with Quebec, Atlantic, and Montreal, ending the show season for exhibitors, but starting the spring selling season in each of the show's regions.

Quebec City continues to be a strong show in a region of active and loyal riders, with attendance close to last year's levels, despite snow on the last day. The province of Quebec has had their fair share of snow during the winter, with many people saying they hadn't seen this level for a very long time.

Montreal is the final stop on the show circuit, and continues to be an active, crowded floor all three days.

Roger Saint Laurent and his team at ExpoMax continue to produce two polished and well-balanced shows.

QUEBEC SHOW NOW MMIC OWNED

The Quebec Show was formally handed over to the MMIC in March, and now becomes official property of MMIC. ExpoMax and MMIC signed an agreement several years ago to transfer ownership in 2008.

ExpoMax has signed on to produce the Quebec and Montreal shows for 4 years, starting with the 2008 shows.

ATLANTIC SHOW EXCEEDS EXPECTATIONS IN DEBUT

Judging the success of a new show in a new city is never very scientific, but all the experts were out-witted by the number of attendees of the first MMIC show in the Atlantic region. It was Gwen Roberts of Motorcycle Mojo Magazine who proved to be the best in projecting attendance in Moncton on Feb. 15-17. Gwen was almost right on the money at 15,000, (actual – 15,175) while all the rest of us ranged from 10,000 to 12,500.

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ATLANTIC SHOW EXCEEDS EXPECTATIONS IN DEBUT—

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Beyond the numbers, the people who came to the show had little concept of the depth of the show's exhibiting companies. Many of the major manufacturers, distributors, and suppliers that traveled the entire 7-show circuit brought their full exhibit to Moncton. Exhibitors heard it many times during the show..."we've never seen anything like this before. Can we sit on them?"

At press time, results weren't available on where the attendees were coming to be at the show, but a scan of license plates in the full parking lot showed many had traveled from PEI, Nova Scotia, and Newfoundland. Master Promotion's Scott Sprague was the producer of Atlantic Show, and continued with the same type of exhibitor mix and programs of education and entertainment that all attendees saw throughout the shows. It was also the first time that motorcycle and ATV riding clubs and federations were able to make contact with so many people interested in the sport in Atlantic Canada.

Congratulations go out to all the exhibitors who made this first Atlantic show a big success; and to the team at Master Promotions for putting our first Atlantic Show in the spotlight.

2009 Show Dates

TORONTO	Dec. 12-14 ('08)
CALGARY	Jan. 9-11
EDMONTON	Jan. 16-18
VANCOUVER	Jan. 22-25
QUEBEC CITY	Feb. 6-8
MONCTON	Feb. 13-15
MONTREAL	Feb. 20-22

INDUSTRY WATCH

MMIC/COHV GIVES BACK TO THE RIDING COMMUNITY

The MMIC and COHV, along with the Canadian National Sportsman Show (CNSS), who manage four of the 7 MMIC shows, were pleased to announce that five rider clubs had been approved for a total of \$90,000 in funding from the Safety and Image Enhancement Fund (SIEF).

MMIC and CNSS believe that the on-road motorcycle, off-road motorcycle and ATV lifestyle is a friendly, inclusive one in which just about everyone can participate safely, easily and have a lot of fun while they're doing it.

"For this reason, a portion of the profits from the shows in Toronto, Calgary, Edmonton and Vancouver are channeled into the SIEF in order to assist rider federations and associations in their ongoing endeavours to enhance and improve rider safety and awareness across Canada," stated Bob Ramsay, President of the MMIC. "CNSS has been supporting Canada's outdoors since 1948 and has issued grants of more than \$29,000,000 to conservation and education. We believe that the SEIF is a great way for MMIC and CNSS to promote the safe enjoyment of Canada's outdoors", stated Walter Oster, Chairman of the Canadian National Sportsmen's Shows.

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INDUSTRY WATCH

MMIC/COHV GIVES BACK TO THE RIDING COMMUNITY - con't

The Motorcycle Confederation of Canada (MCC) will receive \$20,000 to assist with costs incurred in the promotion of the second annual motorcycle safety symposium that will be hosted by the motorcycle rider associations in Ontario for 2008.

Another \$10,000 will be allocated to the Ontario Road Riders Association (ORRA) to help build on its mandate to promote the image of ORRA, increase members participation and improve the inter communications of motorcyclists through the ORRA newsletter, web site and other promotional events.

The Alberta Off-Highway Vehicle Association (AOHVA) will receive \$30,000 to assist the association in its on-going endeavours to provide safety and educational products that support safe individual and family ATV and off-road motorcycle recreational opportunities in an environmentally responsible manner.

The British Columbia Coalition of Motorcyclists (BCCOM) work on behalf of all motorcyclists in the province of B.C. and were approved to receive \$15,000 to help assist them with the promotion and support of safety and awareness during the "May Is Motorcycle Awareness Month" in BC.

\$15,000 will be used by the ATV Association of British Columbia (ATV/BC) to help off set costs to purchase an enclosed trailer that will travel the province distributing brochures and posters that focus on training and education. ATV/BC wants all of BC's public to know that responsible riding can be a benefit both socially and environmentally.

Cheques were presented to the five organizations during the Motorcycle & ATV shows in each of the cities the shows were held.

The eastern MMIC shows, Quebec and Montreal, produced by ExpoMax, and the newest show, the Atlantic motorcycle and ATV Show, produced by Master Promotions, all contribute a portion of the profits of their shows to the SEIF.

BURGLAR SYSTEMS WITH FEDERATED

Statistics show installing burglar alarm systems reduces the likelihood of a break-in by 67%.

An Alarm System is intended to detect a burglary, but will not necessarily prevent one. A system is only as good as its user and should be installed along with proper physical security reinforcement such as deadbolt locks, adequate lighting, secure basement windows and strong exterior doors.

There are two types of alarms: monitored and unmonitored. The monitored system notifies a third party when the alarm is tripped, who in turn notifies authorities of a burglary or trespasser. The unmonitored alarm only sounds on the premises. The unmonitored alarm relies on your neighbours to call the police, which they may or may not do. False alarms also waste valuable police resources and reduce the integrity of the alarm system. An unmonitored alarm is cheaper, but due to its unreliability may end up being more expensive in the long run.

For an alarm system to be effective, it needs to ensure a response occurs when it has been activated, hence the advantage of a monitored system over an audible-only system. There are a number of methods available to create the communication link between the alarmed premises and the monitoring centre, the most common being the telephone line. A monitored system is strongly recommended for all businesses.

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BURGLAR SYSTEMS WITH FEDERATED—CON'T

Bear in mind that it is possible to circumvent monitored alarm systems by cutting the telephone wires before they enter the premise. Speak to an alarm company representative and ask the question “what would happen if someone cut the telephone line?” There are many ways to add “line security” to your system. The most popular method today is cellular back up. If the phone line is cut the alarm system will still communicate with the monitoring station wirelessly via a cellular phone.

A monitored alarm system can have an audible delay, to give the monitoring station time to notify the police in the anticipation of catching the criminals on the premises. Alarm systems can incorporate visual verification of an intruder on the premises using additional signals to the monitoring station.

It is important to remember that all businesses are unique and will require different security measures. We encourage you to discuss your options with your chosen security company and your Federated Risk Services Coordinator.

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Common Burglary Alarm System Terms

Motion Sensor

Motion detection systems detect movement in areas covered by the security sensor. Some motion detection systems transmit high frequency radio wave signals into the secure area of a room or hallway. Other systems may use infrared light to detect temperature changes, such as when a person (body heat) walks by the security sensor.

Contacts

The sensor mechanism is housed in the switch side of the sensor and a magnet is housed in the other half. Most door or window alarms utilize a contact switch, which has two metallic parts that must stay in contact when the sensor is armed. When the door or window is opened the two parts of the mechanism are separated and the alarm signal is sent.

Glass Break Sensor

Acoustic glass break sensors detect the sound of breaking glass. They can also detect sudden shockwaves of a breaking object such as glass or a door being kicked in. In this case, it is the shockwave of the breaking glass, not the sound itself that is being detected.

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Common Burglary Alarm System Terms

Wireless Security Systems

Modern wireless security systems have no cumbersome wiring, which means the wires can't be pulled out accidentally or have nails hammered through them which can set the alarm off or disable the system. Wireless systems are more mobile and offer more flexibility within a room or anywhere on a property.

Beam Security

Photoelectric beams consist of a transmitter and receiver. When the beam is interrupted, an alarm is triggered. They can be used inside buildings or outside to protect fenced compounds.

Heat and Smoke Sensors

These components can be added to any burglar alarm system easily.

Burglar alarms are effective deterrents to burglary and enhance building and lot security. The cost of burglar alarm systems is minimal compared to the costs of stolen goods, and are a necessity to protect your business.

For more information, contact your Risk Services Coordinator, our Loss Prevention Department at 1-800-665-1934, or visit our website at www.federated.ca

Federated Insurance provides this Loss Prevention Bulletin as a service to our policyholders and their business advisors. The information provided is intended to be general in nature, and may not apply in your province. The advice of independent legal or other business advisors should be obtained in developing forms and procedures for your business. The recommendations in this bulletin are designed to reduce the risk of loss, but should not be construed as eliminating any risk or loss.



RETAIL SALES ANALYSIS

For: February, 2008

MOTORCYCLE

For the second month in a row, motorcycle sales have shown a healthy increase over February, 2007 with a 12% gain. Most of that gain comes from the large street category.

Mini Bikes also showed gains. The remaining categories were down, but they didn't significantly affect the overall gain for the month.

Year-to-Date, all categories showed gains and kept part of the over 100% gain shown in January, with a 46% gain over last year.

All of the major provinces show have varied gains for February, except BC, with a -2% for the month. A significant gain was in Quebec with a 100 units, or a 38% gain. Albert also had a large gain of 89 units, or 12% over Feb., 2007.

All of the provinces are still benefiting from the surge in January, some with triple digit increases over the 2007 YTD. Overall, motorcycles have held onto a 46% increase through February.

ATV

ATVs took a downturn in February, with a -12% overall. Alberta, Manitoba, Ontario, and Quebec all experienced decreases of between 10 and 15% for the month, while BC stayed even. Saskatchewan was up significantly at 44%.

Year-to-Date, ATVs were able to stay even at .11%.

BC and Saskatchewan continued upward, while many of other major provinces slipped.

In a notable change in direction, Nunavut showed deliveries of 14 units for February, while the previous February was only 2, for a 600% increase. And YTD, Nunavut is now at 85 units, 75 units more that the 2007 numbers.

SCOOTERS

Scoters continue to hold onto the surge in January sales, with a 9.5% increase YTD over 2007. February sales showed a modest increase at 3%

The YTD increase was felt mainly in BC with a 47% increase through February. BC is also experiencing a healthy increase of 22% YTD, and that was driven by a 71% increase for February. Other provinces are well down for February, and that adds to their downturn YTD.

Respectfully submitted.

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

Tim Stover
Manager, Shows and Member Services
nsepub0308

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

	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	1,671	61.12%	1,337	55.00%	334	24.98%	3,601	56.41%	2,216	50.77%	1,385	62.50%
Dual Purpose	142	5.19%	155	6.38%	-13	-8.39%	252	3.95%	251	5.75%	1	0.40%
Competition	502	18.36%	533	21.93%	-31	-5.82%	1,192	18.67%	1,085	24.86%	107	9.86%
Off-Road Rec	135	4.94%	199	8.19%	-64	-32.16%	633	9.92%	395	9.05%	238	60.25%
Mini Bike	113	4.13%	41	1.69%	72	175.61%	327	5.12%	72	1.65%	255	354.17%
Scooter	171	6.25%	166	6.83%	5	3.01%	379	5.94%	346	7.93%	33	9.54%
Categories TOTAL	2,734	100.00%	2,431	100.00%	303	12.46%	6,384	100.00%	4,365	100.00%	2,019	46.25%
British Columbia	717	26.23%	732	30.11%	-15	-2.05%	1,451	22.73%	1,166	26.71%	285	24.44%
Alberta	784	28.68%	695	28.59%	89	12.81%	1,832	28.70%	1,257	28.80%	575	45.74%
Saskatchewan	105	3.84%	55	2.26%	50	90.91%	242	3.79%	87	1.99%	155	178.16%
Manitoba	70	2.56%	50	2.06%	20	40.00%	173	2.71%	85	1.95%	88	103.53%
Ontario	502	18.36%	491	20.20%	11	2.24%	1,410	22.09%	1,023	23.44%	387	37.83%
Quebec	360	13.17%	260	10.70%	100	38.46%	891	13.96%	475	10.88%	416	87.58%
New Brunswick	58	2.12%	61	2.51%	-3	-4.92%	131	2.05%	95	2.18%	36	37.89%
Prince Edward Island	6	0.22%	6	0.25%	0	0.00%	14	0.22%	10	0.23%	4	40.00%
Nova Scotia	97	3.55%	70	2.88%	27	38.57%	151	2.37%	137	3.14%	14	10.22%
Newfoundland	24	0.88%	5	0.21%	19	380.00%	68	1.07%	20	0.46%	48	240.00%
Nunavut	1	0.04%	0	0.00%	1	/0	4	0.06%	0	0.00%	4	/0
Northwest Territories	9	0.33%	2	0.08%	7	350.00%	13	0.20%	2	0.05%	11	550.00%
Yukon	1	0.04%	4	0.16%	-3	-75.00%	4	0.06%	8	0.18%	-4	-50.00%
Provinces TOTAL	2,734	100.00%	2,431	100.00%	303	12.46%	6,384	100.00%	4,365	100.00%	2,019	46.25%

Retail Scooter Sales Report (as of 2008/February)

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	69	40.35%	64	38.55%	5	7.81%	139	36.68%	94	27.17%	45	47.87%	
Alberta	34	19.88%	20	12.05%	14	70.00%	61	16.09%	50	14.45%	11	22.00%	
Saskatchewan	3	1.75%	0	0.00%	3	/0	8	2.11%	0	0.00%	8	/0	
Manitoba	4	2.34%	6	3.61%	-2	-33.33%	8	2.11%	15	4.34%	-7	-46.67%	
Ontario	24	14.04%	36	21.69%	-12	-33.33%	73	19.26%	87	25.14%	-14	-16.09%	
Quebec	30	17.54%	35	21.08%	-5	-14.29%	74	19.53%	82	23.70%	-8	-9.76%	
New Brunswick	3	1.75%	3	1.81%	0	0.00%	6	1.58%	7	2.02%	-1	-14.29%	
Prince Edward Island	0	0.00%	0	0.00%	0	/0	0	0.00%	0	0.00%	0	/0	
Nova Scotia	2	1.17%	1	0.60%	1	100.00%	5	1.32%	9	2.60%	-4	-44.44%	
Newfoundland	1	0.58%	1	0.60%	0	0.00%	2	0.53%	2	0.58%	0	0.00%	
Nunavut	0	0.00%	0	0.00%	0	/0	0	0.00%	0	0.00%	0	/0	
Northwest Territories	1	0.58%	0	0.00%	1	/0	2	0.53%	0	0.00%	2	/0	
Yukon Territory	0	0.00%	0	0.00%	0	/0	1	0.26%	0	0.00%	1	/0	
Province TOTAL	171	100.00%	166	100.00%	5	3.01%	379	100.00%	346	100.00%	33	9.54%	

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/February

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	411	10.90%	407	9.42%	4	0.98%	938	10.75%	813	9.33%	125	15.38%
Alberta	813	21.56%	911	21.08%	-98	-10.76%	1,834	21.02%	1,849	21.21%	-15	-0.81%
Saskatchewan	244	6.47%	169	3.91%	75	44.38%	498	5.71%	352	4.04%	146	41.48%
Manitoba	101	2.68%	116	2.68%	-15	-12.93%	288	3.30%	252	2.89%	36	14.29%
Ontario	713	18.91%	863	19.97%	-150	-17.38%	1,792	20.53%	1,749	20.06%	43	2.46%
Quebec	1,102	29.23%	1,313	30.39%	-211	-16.07%	2,421	27.74%	2,573	29.52%	-152	-5.91%
New Brunswick	134	3.55%	196	4.54%	-62	-31.63%	301	3.45%	414	4.75%	-113	-27.29%
Prince Edward Island	18	0.48%	9	0.21%	9	100.00%	35	0.40%	22	0.25%	13	59.09%
Nova Scotia	87	2.31%	134	3.10%	-47	-35.07%	216	2.48%	253	2.90%	-37	-14.62%
Newfoundland	105	2.79%	169	3.91%	-64	-37.87%	255	2.92%	377	4.32%	-122	-32.36%
Nunavut	14	0.37%	2	0.05%	12	600.00%	85	0.97%	10	0.11%	75	750.00%
Northwest Territories	15	0.40%	20	0.46%	-5	-25.00%	38	0.44%	30	0.34%	8	26.67%
Yukon Territory	13	0.34%	12	0.28%	1	8.33%	26	0.30%	23	0.26%	3	13.04%
Province TOTAL	3,770	100.00%	4,321	100.00%	-551	-12.75%	8,727	100.00%	8,717	100.00%	10	0.11%

