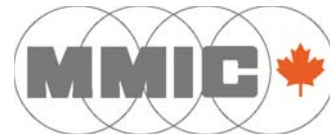


CANADA NOW!



NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

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May, 2008

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FREE MCC MEMBERSHIP PROGRAM WITH PURCHASE OF NEW BIKE

Free MCC Membership Compliments of your local Motorcycle & Scooter Dealership

Toronto, ON - The Motorcycle and Moped Industry Council (MMIC) member companies and the Motorcyclists Confederation of Canada (MCC) are pleased to announce a joint venture that has authorized dealerships across Canada providing a free one-year MCC membership with the purchase of a new street-legal motorcycle or scooter.

To obtain your free one-year membership, it's as simple as filling in your information and the VIN number of your new bike on the MCC website at: www.motorcycling.ca. Once the new bike owner has registered with the MCC, the discount package kicks in with the offer of a **15% discount** on motorcycle insurance as well as other great discounts and savings that apply to MCC members only. "This is a perfect partnership that provides riders with immediate, tangible benefits, and exposes them to the power of rider advocacy", says Peter Jacobs of the MCC. "MCC and its member federations, associations and clubs are constantly working on issues of safety, land access, promotion of the sport. This program will enhance our ability to serve the rider while they enjoy their chosen recreation or transportation. We greatly appreciate the industry's support of our work on behalf of riders."

"Safety, training and education are a priority for the MMIC and its member companies," says Bob Ramsay, President of the MMIC. "We want all enthusiasts to enjoy their riding experience and offering a free membership with the MCC is just one more way the motorcycle and scooter industry can help new bike owners obtain the most up to date information on events and activities, where to ride safely and have a lot of fun while you're at it."

So, whether you are a new or experienced rider, take a moment to drop in to any of the 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 and check out what's out there for this year's riding season.

Contact:

Peter Jacobs, President MCC

Phone: 416.762-7775 or 877-663-6622

Email: peter@motorcycling.ca

www.motorcycling.ca

RIDERS WANTED TO DEMONSTRATE HEALTH BENEFITS OF OHV RIDING

Phase II of the Health Benefits Study of OHV Riding is gearing up. The study, conducted by York University and supported by COHV, the All Terrain Quad Council of Canada (ACQQ) and the Motorcyclists Confederation of Canada (MCC), will involve tests to measure the physical demands of off-road motorcycle and ATV riding. These tests will be conducted both on the trails and at York University's (at the same labs used to test physical demands faced by firefighters and NHL players).

Phase I of the study identified the types of terrain covered during recreational off-road vehicle riding, the customary frequency of riding, total average riding time per week and percent of riding time during which various terrains were encountered. This information was used to develop testing considerations for Phase II testing.

Phase II testing will begin in June and be conducted over the summer months. We are seeking habitual off-highway vehicle riders (who ride approximately 10-15 hours per month) to participate in the study. 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

RIDER FEDERATIONS PROMOTING RESPONSIBLE OHV RIDING

with Oksana Buhel, Manager, Rider Federations, COHV

Provincial and national OHV rider federations have been working hard to implement various projects and programs that reinforce the importance of responsible OHV riding. Since the inception of the COHV Grant Program – instrumental in supporting the work of the federations – projects have included safety training, education on riding responsibly and the roles which clubs and federations play in promoting responsible riding; advancing land access; trail mapping, and various other undertakings.

In July 2006, the sustaining and project development grant program was announced. Since then the COHV has allocated over \$3.5 million dollars to provincial and national off-road motorcycle and ATV rider federations. Sustaining grants aim to help rider federations develop their organizations and programs with the five-year goal of achieving full sustainability. Project grants are designed to support projects that reflect the guiding principles of OHV development. These principles maintain that OHV riders know:

- how to obtain appropriate training, education and information related to the safe operation of their vehicle.
- how to reduce the operational impact of their vehicle on the natural environment, other recreational enthusiasts and the community at large.
- that they have permission to enter and use every riding opportunity they choose to access.
- the laws, obligations, and expectations associated with the entry and use of every riding opportunity they choose to access.
- how they have contributed their fair share to the cost of creating and maintaining every riding opportunity they choose to access.

Projects approved for 2008 include:

- Government Relations and Trail Funding
- Land access and management program
- Youth safety programs (both in-class and hands on)
- Rider training programs
- Various awareness campaigns focusing on responsible OHV riding and the roles of federations its promotion
- Land access and communications coordinator
- Trail development coordinator
- Developing a land access trail system program in a 35,000 hectare Intensive Motorized Recreation site
- Membership campaigns
- Trails signage and mapping

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NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

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- GPSing 18,000 kms of trails and providing information on the Internet
- Training of trail patrollers
- Medical training of staff at closed course parks
- On-site demonstrations and repacking of off road motorcycles to decrease sound emissions.

To date, \$1.45 million has been allocated in 2008. One final round of grant applications will be considered in June.

The federations are working closely with COHV to ensure that projects are well-supported and that information and lessons learned are communicated with the OHV community. For further information,

please contact : Oksana Buhel, Manager, Rider Federations obuhel@cohv.ca

Tel: (416) 491-4439 ext. 103 Toll free: (877) 470-2288 ext. 103 Fax:(416) 493-1985

COHV'S NEWEST ATV SAFETY CAMPAIGN

“Don't Blame Jake.ca”

Toronto, ON – The Canadian Off-Highway Vehicle Distributors Council (COHV) launched a pilot youth ATV safety campaign on May 1, 2008 that includes print ads, posters and a Public Service Announcement (PSA) reminding adults that youth under 16 years of age should never be allowed to ride an adult-size ATV.

The Don't Blame Jake PSA will air on television during the month of May in British Columbia, Alberta, Ontario and Quebec on TSN, Sportnet, OLN, RDS and RIS as well as in the May issue of select recreational and sports magazine across Canada.

“Whether out for an afternoon or taking a family holiday – riding the trails on an ATV can be one of the most pleasant activities for any family,” states Bob Ramsay, President of the COHV. “But the COHV and its member companies also know that education and training are key to enjoying safe, family fun when riding, so we've created a PSA with an important message for adults that will reinforce what kids need to know to ride safe.”

And the Don't Blame Jake campaign means just what it says. You can't blame kids under 16 years of age for driving an adult size ATV if parents or guardians give them permission and hand over the keys. Remember, a youth sized ATV is smaller, lighter, has speed limiters and is easier for youth to operate – all of which make for a safer, more enjoyable outing.

So the “Don't Blame Jake” campaign is asking adults to lead by example. Show your kids how to do it right by doing it right yourself. No matter how old you are or experienced you are there is always something new to learn and you will rest easier knowing that you've done everything you can to make your child a better, more proficient rider.

The Don't Blame Jake Public Service Announcement seen on TV, the Don't Blame Suzy, Tommy, Camilla and Olivier posters and the ATV youth safety print ads can be viewed when you click on the www.dontblamejake.ca website. In fact, when you're on the site, check out the interactive ATV to find out what kids need to know before they take their first, second or third ride on an age and size appropriate ATV.

For recommended guidelines and more information, contact the Canadian Off-Highway Vehicle Distributors Council. **Responsible. Recreational. Family. Fun. www.cohv.ca.**

The **Canadian Off-Highway Vehicle Distributors Council**, originally founded in 1984, is a national, non-profit, trade association, which represents the responsible interests of the major ATV manufacturers, distributors and retail outlets of OHV-related products and services of off-highway vehicles in Canada.

English sites

www.dontblamejake.ca

www.dontblamesuzy.ca

www.dontblametommy.ca

French sites:

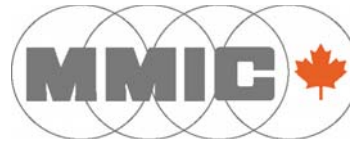
www.blamezpasjacques.ca

www.blamezpasolivier.ca

www.blamezpascamille.ca

Contact: Jo-Anne Farquhar COHV Director of Communications & Public Affairs

Toll free 1-877-470-2288 jfarquhar@catv.ca



RETAIL SALES ANALYSIS

For: April, 2008



MOTORCYCLE

April experienced a significant gain when compared to the same month, 2007, with a 19.9% increase. The street category saw a 23.9% increase for April, or 1,854 units. Mini-bikes and scooters both showed significant increases in their areas as well for April.

All provinces had positive numbers for April. Ontario and Quebec were notable with high units increases. Alberta and British Columbia also showed healthy increases for the month.

Year-to-date, retail sales are over 17% higher from the same period in 2007. The Street category is 3,396 units above last year's pace, and mini-bikes had the next largest surge at 593 units. Scooters also are holding steady with a 7% increase.

Every province has gains in YTD sales. Ontario is 17% higher than 2007, at 1,057 units over last year. Quebec also has significant gain at 26.9%, or 1,225 units.

All 4 Maritime provinces had varying degrees of gains through April.

ATV

The month of April showed a significant gain in retail sales, when compared to April 2007, at +15.7%, or 1,518 units. Most of the provinces were well up over the same period.

Year-to-date, the sharp gain in April, took away the large part decrease that was experienced in the first months of 2008.

SCOOTERS

Scooters turned their numbers around with an 18.4% increase in April, with many of the larger provinces showing a healthy increase in sales for the month.

Year-to-date, scooters are up by 7% from the same period in 2007

Respectfully submitted.

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

Tim Stover
Manager, Shows and Member Services

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MMIC Statistics Report												
Retail Motorcycle Sales Report												
For the Month of 2008/April												
	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	9,588	62.30%	7,734	60.27%	1,854	23.97%	17,672	61.16%	14,276	58.04%	3,396	23.79%
Dual Purpose	899	5.84%	617	4.81%	282	45.71%	1,475	5.10%	1,274	5.18%	201	15.78%
Competition	1,935	12.57%	1,920	14.96%	15	0.78%	4,312	14.92%	4,454	18.11%	-142	-3.19%
Off-Road Rec	1,102	7.16%	1,098	8.56%	4	0.36%	2,130	7.37%	2,042	8.30%	88	4.31%
Mini Bike	314	2.04%	154	1.20%	160	103.90%	903	3.13%	310	1.26%	593	191.29%
Scooter	1,552	10.08%	1,310	10.21%	242	18.47%	2,402	8.31%	2,241	9.11%	161	7.18%
Categories TOTAL	15,390	100.00%	12,833	100.00%	2,557	19.93%	28,894	100.00%	24,597	100.00%	4,297	17.47%
British Columbia	2,106	13.68%	1,848	14.40%	258	13.96%	5,045	17.46%	4,401	17.89%	644	14.63%
Alberta	3,249	21.11%	3,025	23.57%	224	7.40%	7,085	24.52%	6,353	25.83%	732	11.52%
Saskatchewan	620	4.03%	533	4.15%	87	16.32%	1,120	3.88%	900	3.66%	220	24.44%
Manitoba	414	2.69%	469	3.65%	-55	-11.73%	740	2.56%	696	2.83%	44	6.32%
Ontario	4,231	27.49%	3,218	25.08%	1,013	31.48%	7,119	24.64%	6,062	24.65%	1,057	17.44%
Quebec	3,596	23.37%	2,834	22.08%	762	26.89%	5,773	19.98%	4,548	18.49%	1,225	26.93%
New Brunswick	412	2.68%	314	2.45%	98	31.21%	699	2.42%	546	2.22%	153	28.02%
Prince Edward Island	93	0.60%	36	0.28%	57	158.33%	127	0.44%	67	0.27%	60	89.55%
Nova Scotia	404	2.63%	373	2.91%	31	8.31%	738	2.55%	734	2.98%	4	0.54%
Newfoundland	214	1.39%	140	1.09%	74	52.86%	352	1.22%	223	0.91%	129	57.85%
Nunavut	1	0.01%	1	0.01%	0	0.00%	6	0.02%	2	0.01%	4	200.00%
Northwest Territories	27	0.18%	14	0.11%	13	92.86%	50	0.17%	23	0.09%	27	117.39%
Yukon	23	0.15%	28	0.22%	-5	-17.86%	40	0.14%	42	0.17%	-2	-4.76%
Provinces TOTAL	15,390	100.00%	12,833	100.00%	2,557	19.93%	28,894	100.00%	24,597	100.00%	4,297	17.47%

Retail Scooter Sales Report (as of 2008/April)

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	184	11.86%	128	9.77%	56	43.75%	476	19.82%	341	15.22%	135	39.59%	
Alberta	113	7.28%	83	6.34%	30	36.14%	232	9.66%	190	8.48%	42	22.11%	
Saskatchewan	20	129.00%	23	1.76%	-3	-13.04%	38	1.58%	42	1.87%	-4	-9.52%	
Manitoba	83	5.35%	60	4.58%	23	38.33%	103	4.29%	91	4.06%	12	13.19%	
Ontario	241	15.53%	199	15.19%	42	21.11%	408	16.99%	383	17.09%	25	6.53%	
Quebec	844	54.38%	751	57.33%	93	12.38%	1,042	43.38%	1,083	48.33%	-41	-3.79%	
New Brunswick	37	2.38%	32	2.44%	5	15.63%	49	2.04%	48	2.14%	1	2.08%	
Prince Edward Island	3	0.19%	1	0.08%	2	200.00%	5	0.21%	3	0.13%	2	66.67%	
Nova Scotia	20	1.29%	26	1.98%	-6	-23.08%	36	1.50%	49	2.19%	-13	-26.53%	
Newfoundland	2	0.13%	1	0.08%	1	100.00%	5	0.21%	4	0.18%	1	25.00%	
Nunavut	0	0.00%	1	0.08%	-1	-100.00%	0	0.00%	1	0.04%	-1	-100.00%	
Northwest Territories	2	0.13%	1	0.08%	1	100.00%	4	0.17%	1	0.04%	3	300.00%	
Yukon Territory	3	0.19%	4	0.31%	-1	-25.00%	4	0.17%	5	0.22%	-1	-20.00%	
Province TOTAL	1,552	100.00%	1,310	100.00%	242	18.47%	2,402	100.00%	2,241	100.00%	161	7.18%	

CATV Statistics Report

Retail ATV Sales Report
For the Month of 2008/April

	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	990	8.87%	902	9.35%	88	9.76%	2,549	10.17%	2,401	9.18%	148	6.16%
Alberta	2,764	24.76%	2,895	30.01%	-131	-4.53%	6,046	24.12%	6,846	26.17%	-800	-11.69%
Saskatchewan	1,030	9.23%	914	9.48%	116	12.69%	2,075	8.28%	1,855	7.09%	220	11.86%
Manitoba	658	5.89%	561	5.82%	97	17.29%	1,183	4.72%	1,129	4.32%	54	4.78%
Ontario	2,434	21.80%	1,966	20.38%	468	23.80%	5,120	20.43%	5,329	20.37%	-209	-3.92%
Quebec	2,241	20.07%	1,716	17.79%	525	30.59%	5,651	22.55%	6,090	23.28%	-439	-7.21%
New Brunswick	365	3.27%	252	2.61%	113	44.84%	821	3.28%	926	3.54%	-105	-11.34%
Prince Edward Island	25	0.22%	15	0.16%	10	66.67%	81	0.32%	61	0.23%	20	32.79%
Nova Scotia	207	1.85%	119	1.23%	88	73.95%	550	2.19%	502	1.92%	48	9.56%
Newfoundland	260	2.33%	202	2.09%	58	28.71%	621	2.48%	763	2.92%	-142	-18.61%
Nunavut	74	0.66%	42	0.44%	32	76.19%	125	0.50%	93	0.36%	32	34.41%
Northwest Territories	45	0.40%	34	0.35%	11	32.35%	78	0.31%	75	0.29%	3	4.00%
Yukon Territory	71	0.64%	28	0.29%	43	153.57%	165	0.66%	89	0.34%	76	85.39%
Province TOTAL	11,164	100.00%	9,646	100.00%	1,518	15.74%	25,065	100.00%	26,159	100.00%	-1,094	-4.18%

