

CANADA NOW!



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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NOVEMBER, 2008

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BILL 117 - REACTION IN ONTARIO

A Private Members' bill that seeks to restrict passengers under 14 years of age from motorcycles, has passed first reading in the Ontario Legislature. Second reading and voting is set for early December. The MMIC and other groups are reacting to the bill with communication and consultation with government. But a letter-writing campaign has been started to make known the feelings of the riding public through their MPPs. The following letter is being widely distributed for the public to use.

To: MPP

From:

Re: Helena Jaczek MPP for Markham -- Private Members Bill 117

As a motorcyclists living and paying taxes in the province of Ontario, I do not support Bill 117, An Act to amend the Highway Traffic Act to prohibit riding a motorcycle with a child passenger under 14 years of age, introduced by Helena Jaczek MPP for Markham as a private members bill.

This proposed bill is not based on any scientific research and she did not even ask people who ride what they thought of this. Motorcycles in Canada are designed for the safe use of riders and passengers and this MPP is trying to take away my right to enjoy what I consider to be a great experience with my kids.

With the cost of fuel and the economic challenges families face everyday there are thousands of people in Ontario now using motorcycles and scooters as an economical means of transportation to commute to work, pick up kids and run errands. There needs to be serious consideration given to the damage Bill 117 can do to families who are already facing tough economic times.

Con't....

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

Con.t....

"Here is the quote from a letter sent by Raynald Marchand, General Manager of the Canada Safety Council to Helena Jaczek, MPP Oak Ridges-Markham, the Premier and the Minister of Transportation. "It is the CSC's position that there is no statistical evidence to support this legislation."... 'I reviewed all seven Ontario Road Safety Annual Reports from 1999 to 2005. I did not find any fatalities for motorcycle passengers less than 14 years of age. I also looked at injuries for motorcycle passengers less than 16 years of age and compared them to bicycle passengers less than 16 years of age and car passengers less than 16 years of age over the same period (1999 to 2005). Ontarian children were four times (4x) more likely to have been injured as passengers on bicycles and 262 times more likely to have been injured as passengers in passenger vehicles than to have been injured as passengers on motorcycles."

Bill 117 has created a lot of turmoil in the riding community. Family trips are in jeopardy and tourists from other provinces and states are wondering how they can plan trips across Canada if they have to detour around Ontario. So much for tourism in Ontario or for that matter so much for parents being able to decide what's best for their own families.

I am asking you as my MPP to vote against Bill 117 on December 4, 2008 during private members business.

Regards,

ATV PASSENGER PERMITTED IN QUEBEC

An announcement from the Office of Minister Julie Boulet on October 31, allows ATV riders to carry a passenger on their vehicle under certain conditions. Changes will be made to the Act respecting Off-Highway vehicles to reflect the new regulation.

As a Canadian Association representing off-road vehicle distributors, COHV does not support this decision. It is crucial, in COHV's view, that riders use the products in accordance with the recommendations of the manufacturers.

MIC/COHV NEW LOCATION

**Motorcycle and Moped Industry Council,
Canadian Off-Highway Vehicle Distributors Council**
3000 Steeles Ave. E, Markham, Suite 201. L3R 4T9
tel: 416 491-4449 fx: 416 493-1985
web: www.mmic.ca or www.cohv.ca.

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“DON’T BLAME JAKE” CONTINUES MESSAGING

In May 2008 COHV launched the “Don’t Blame Jake” youth safety campaign reminded parents that youth under the age of 16 years should never ride an adult size ATV. This campaign was expanded and launched next in a four-week period starting Sept 1 and ending Sept 28/08 with TV (PSA) and magazine and newspaper inserts.

The focus was mainly in Atlantic Canada since the spring campaign targeted BC, AB, ON, and QC but touched across Canada in the media buy that included both newspaper inserts and the PSA.

The television stations included TSN, OLN, RDS, Sportsnet. Check out the websites to review the PSA and posters. When you click the “media” link at the bottom, it will take you to the PSA and posters.

English Sites:

www.dontblamejake.ca
www.dontblamesuzie.ca
www.dontblametommy.ca

French sites:

www.blamezpasjacques.ca
www.blamezpasolivier.ca
www.blamezpascamille.ca



ONE YEAR AGO THIS MONTH:

HYOSUNG NOW A FULL MEMBER OF MMIC

National Motorsports, with their main brand, Hyosung, applied for, and has been accepted, as a full member of MMIC starting in October.

National was founded in 2003, and took on the Hyosung motorcycle line in 2005.

Founded in 1978 as a division of the massive Hyosung Group, Hyosung Motors & Machinery Inc. began producing motorcycle designs under license for the South Korean market in 1979. In 1986, Hyosung established its own research and development centre in Japan and, the following year, began mass production of its own designs.

Hyosung was the official motorcycle supplier for the 1988 Summer Olympics in Seoul. In 2003 Hyosung Motors & Machinery Inc. was spun off from the Hyosung Group, and remained its own corporate entity until it was recently absorbed into one of the biggest companies in South Korea – S&T Machinery. Accordingly, Hyosung Motors & Machinery Inc. has now been renamed as S&T Motors Co. Ltd, but the Hyosung brand name remains unchanged.

S&T Motors Co. Ltd's goal is simple: to become one of the major players in the global motorcycle industry. The massive company is committed to strengthening its international competitiveness through a vigorous research and development process.



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RETAIL SALES ANALYSIS

For: October, 2008

MOTORCYCLE

The steady increases seen in the last several months was continued in October with an 8% surge over October of 2007.

The main category, Street, showed sales of 175 units over October, 2007. Street units comprise 58% of all bikes sales. Off-Road recreation and scooters were the only categories that experienced decreases, but only 23 and 27 units respectively in the month.

Competition surged in October.

Only a few provinces experienced a decline, Ontario, Nova Scotia, and New Brunswick, but BC and Alberta rebounded with 20% increases from the same time last year.

Year-to-date, Street bikes are well ahead of last year by over 4,400 units, or nearly 10%. Mini-bikes are up over 100% from last year's numbers, and scooters continue hold their upswing by just about 20%.

All provinces showed gains and are well ahead of their 2007 numbers for a total of a 5.3% gain.

ATV

October ATV numbers are continuing to hold at around the same level as the same month in 2007 with a -2.2% change. Alberta experienced a decline of 13%, and Quebec experienced a decline of 21% for the month.

YTD, ATVs showed a decline of 3.4%.

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
nsepub1108

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

	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	1,989	55.87%	1,814	55.07%	175	9.65%	49,802	58.97%	45,399	58.25%	4,403	9.70%
Dual Purpose	179	5.03%	156	4.74%	23	14.74%	4,725	5.60%	4,464	5.73%	261	5.85%
Competition	580	16.29%	513	15.57%	67	13.06%	10,536	12.48%	10,985	14.09%	-449	-4.09%
Off-Road Rec	294	8.26%	317	9.62%	-23	-7.26%	6,381	7.56%	7,172	9.20%	-791	-11.03%
Mini Bike	217	6.10%	166	5.04%	51	30.72%	2,790	3.30%	1,371	1.76%	1,419	103.50%
Scooter	301	8.46%	328	9.96%	-27	-8.23%	10,216	12.10%	8,551	10.97%	1,665	19.47%
Categories TOTAL	3,560	100.00%	3,294	100.00%	266	8.08%	84,450	100.00%	77,942	100.00%	6,508	8.35%
British Columbia	645	18.12%	540	16.39%	105	19.44%	13,724	16.25%	12,445	15.97%	1,279	10.28%
Alberta	725	20.37%	607	18.43%	118	19.44%	18,607	22.03%	17,996	23.09%	611	3.40%
Saskatchewan	125	3.51%	79	2.40%	46	58.23%	2,902	3.44%	2,542	3.26%	360	14.16%
Manitoba	105	2.95%	71	2.16%	34	47.89%	2,061	2.44%	2,028	2.60%	33	1.63%
Ontario	928	26.07%	1,008	30.60%	-80	-7.94%	20,562	24.35%	19,164	24.59%	1,398	7.29%
Quebec	781	21.94%	740	22.47%	41	5.54%	19,195	22.73%	16,962	21.76%	2,233	13.16%
New Brunswick	65	1.83%	86	2.61%	-21	-24.42%	2,217	2.63%	2,116	2.71%	101	4.77%
Prince Edward Island	23	0.65%	22	0.67%	1	4.55%	409	0.48%	333	0.43%	76	22.82%
Nova Scotia	79	2.22%	105	3.19%	-26	-24.76%	2,399	2.84%	2,389	3.07%	10	0.42%
Newfoundland	74	2.08%	33	1.00%	41	124.24%	1,989	2.36%	1,678	2.15%	311	18.53%
Nunavut	0	0.00%	1	0.03%	-1	-100.00%	24	0.03%	13	0.02%	11	84.62%
Northwest Territories	4	0.11%	1	0.03%	3	300.00%	184	0.22%	127	0.16%	57	44.88%
Yukon	6	0.17%	1	0.03%	5	500.00%	177	0.21%	149	0.19%	28	18.79%
Provinces TOTAL	3,560	100.00%	3,294	100.00%	266	8.08%	84,450	100.00%	77,942	100.00%	6,508	5.35%

Retail Scooter Sales Report (as of 2008/October)

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	54	17.94%	49	14.92%	5	10.20%	2,061	20.17%	1,238	14.48%	823	66.48%
Alberta	19	6.31%	20	6.10%	-1	-5.00%	790	7.73%	743	8.69%	47	6.33%
Saskatchewan	5	1.66%	3	0.91%	2	66.67%	135	1.32%	167	1.95%	-32	-19.16%
Manitoba	9	2.99%	7	2.13%	2	28.57%	381	3.73%	272	3.18%	109	40.07%
Ontario	69	22.92%	69	21.04%	0	0.00%	1,645	16.10%	1,374	16.07%	271	19.72%
Quebec	130	43.19%	165	50.30%	-35	-21.21%	4,670	45.71%	4,354	50.92%	316	7.26%
New Brunswick	3	1.00%	7	2.13%	-4	-57.14%	251	2.46%	195	2.28%	56	28.72%
Prince Edward Island	0	0.00%	0	0.00%	0	/0	26	0.25%	14	0.16%	12	85.71%
Nova Scotia	7	2.33%	8	2.44%	-1	-12.50%	170	1.66%	143	1.67%	27	18.88%
Newfoundland	4	1.33%	0	0.00%	4	/0	52	0.51%	28	0.33%	24	85.71%
Nunavut	0	0.00%	0	0.00%	0	/0	1	0.01%	2	0.02%	-1	-50.00%
Northwest Territories	0	0.00%	0	0.00%	0	/0	19	0.19%	7	0.08%	12	171.43%
Yukon Territory	1	0.33%	0	0.00%	1	/0	15	0.15%	14	0.16%	1	7.14%
Province TOTAL	301	100.00%	328	100.00%	-27	-8.23%	10,216	100.00%	8,551	100.00%	1,665	19.47%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2008/October

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	808	10.19%	748	9.22%	60	8.02%	7,611	10.51%	7,453	9.94%	158	2.12%
Alberta	1,275	16.08%	1,473	18.17%	-198	-13.44%	16,555	22.86%	19,386	25.85%	-2,831	-14.60%
Saskatchewan	483	6.09%	396	4.88%	87	21.97%	5,267	7.27%	4,780	6.37%	487	10.19%
Manitoba	382	4.82%	240	2.96%	142	59.17%	3,451	4.77%	3,232	4.31%	219	6.78%
Ontario	2,134	26.91%	1,932	23.83%	202	10.46%	15,115	20.87%	14,853	19.81%	262	1.76%
Quebec	1,873	23.62%	2,386	29.42%	-513	-21.50%	16,709	23.07%	17,917	23.89%	-1,208	-6.74%
New Brunswick	334	4.21%	320	3.95%	14	4.38%	2,461	3.40%	2,327	3.10%	134	5.76%
Prince Edward Island	25	0.32%	18	0.22%	7	38.89%	195	0.27%	150	0.20%	45	30.00%
Nova Scotia	175	2.21%	175	2.16%	0	0.00%	1,329	1.84%	1,142	1.52%	187	16.37%
Newfoundland	349	4.40%	341	4.21%	8	2.35%	2,555	3.53%	2,817	3.76%	-262	-9.30%
Northwest Territories	31	0.39%	31	0.38%	0	0.00%	365	0.50%	323	0.43%	42	13.00%
Yukon Territory	21	0.26%	15	0.18%	6	40.00%	269	0.37%	306	0.41%	-37	-12.09%
Nunuvut	41	0.52%	34	0.42%	7	20.59%	533	0.74%	303	0.40%	230	75.91%
Province TOTAL	7,931	100.00%	8,109	100.00%	-178	-2.20%	72,415	100.00%	74,989	100.00%	-2,574	-3.43%

