

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

In this issue:

September, 2008

AFFILIATE MEMBERSHIP RENEWAL CONTINUES MMIC/COHV IN NEW LOCATION

MEMBERSHIP RENEWAL AND RECRUITMENT CONTINUES

Current members of MMIC/COHV are continuing to re-instate their memberships, and new companies are joining their ranks.

If you haven't completed your membership renewal for the 2009 program year, contact Tim Stover.

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.

****Renewal and new member application deadline is extended to October 1 !! .**

Contact Tim Stover at tstover@mmic.ca or visit us on the web for more of the benefits of membership at www.mmic.ca or www.cohv.ca

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

MMIC/COHV IS NEW LOCATION

The staff of MMIC/COHV have completed their move to their new offices.

Please change your records:

**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.
(e-mails remain the same)



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RETAIL SALES ANALYSIS

For: August, 2008

MOTORCYCLE

August followed several previous months of steady sales increases with a decline of 12%, when compared to August of 2007. Most categories were a part of the decline, with Street, Competition, and Off-Road Recreation being the major part. Mini bikes were the notable exception, with a 25% increase for the month.

All provinces experienced the same decline.

Total sales for the month August were -12%

Year-to-date, sales are ahead of last year's pace by 8.3%. Only Off-Road was down from last year.

Scooter and Street showed very large unit increase, but Mini Bikes more than doubled their sales so far.

All provinces are either well ahead or near their 2007 YTD sales, with a total increase of 8.3%, or 5,761 units.

ATV

August ATV numbers are continuing to hold at around the same level as 2007 YTD. Alberta experienced a decline at 14%, as well as Ontario and Quebec at or near their similar numbers from 2007.

Overall, ATVs are off the 2007 pace by 3.5%

Respectfully submitted.

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

Tim Stover
Manager, Shows and Member Services
nsepub0908

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

	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	4,164	57.98%	4,571	55.94%	-407	-8.90%	44,382	59.04%	40,262	58.01%	4,120	10.23%
Dual Purpose	367	5.11%	439	5.37%	-72	-16.40%	4,206	5.60%	4,084	5.88%	122	2.99%
Competition	858	11.95%	1,115	13.65%	-257	-23.05%	9,280	12.35%	9,905	14.27%	-625	-6.31%
Off-Road Rec	609	8.48%	896	10.97%	-287	-32.03%	5,705	7.59%	6,347	9.14%	-642	10.12%
Mini Bike	296	4.12%	237	2.90%	59	24.89%	2,288	3.04%	1,066	1.54%	1,222	114.63%
Scooter	888	12.36%	913	11.17%	-25	-2.74%	9,307	12.38%	7,743	11.16%	1,564	20.20%
Categories TOTAL	7,182	100.00%	8,171	100.00%	-989	-12.10%	75,168	100.00%	69,407	100.00%	5,761	8.30%
British Columbia	1,202	16.74%	1,299	15.90%	-97	-7.47%	12,175	16.20%	11,085	15.97%	1,090	9.83%
Alberta	1,477	20.57%	1,718	21.03%	-241	-14.03%	16,796	22.34%	16,478	23.74%	318	1.93%
Saskatchewan	187	2.60%	254	3.11%	-67	-26.38%	2,633	3.50%	2,306	3.32%	327	14.18%
Manitoba	147	2.05%	258	3.16%	-111	-43.02%	1,829	2.43%	1,885	2.72%	-56	-2.97%
Ontario	1,637	22.79%	1,873	22.92%	-236	-12.60%	18,202	24.22%	16,716	24.08%	1,486	8.89%
Quebec	1,792	24.95%	1,945	23.80%	-153	-7.87%	16,927	22.52%	14,885	21.45%	2,042	13.72%
New Brunswick	204	2.84%	257	3.15%	-53	-20.62%	2,004	2.67%	1,851	2.67%	153	8.27%
Prince Edward Island	27	0.38%	43	0.53%	-16	-37.21%	353	0.47%	287	0.41%	66	23.00%
Nova Scotia	184	2.56%	243	2.97%	-59	-24.28%	2,123	2.82%	2,106	3.03%	17	0.81%
Newfoundland	287	4.00%	253	3.10%	34	13.44%	1,767	2.35%	1,536	2.21%	231	15.04%
Nunavut	3	0.04%	3	0.04%	0	0.00%	22	0.03%	12	0.02%	10	83.33%
Northwest Territories	20	0.28%	13	0.16%	7	53.85%	174	0.23%	118	0.17%	56	47.46%
Yukon	15	0.21%	12	0.15%	3	25.00%	163	0.22%	142	0.20%	21	14.79%
Provinces TOTAL	7,182	100.00%	8,171	100.00%	-989	-12.10%	75,168	100.00%	69,407	100.00%	5,761	8.30%

Retail Scooter Sales Report (as of 2008/August)

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	181	20.38%	155	16.98%	26	16.77%	1,879	20.19%	1,101	14.22%	778	70.66%
Alberta	80	9.01%	85	9.31%	-5	-5.88%	728	7.82%	689	8.90%	39	5.66%
Saskatchewan	6	0.68%	18	1.97%	-12	-66.67%	120	1.29%	155	2.00%	-35	-22.58%
Manitoba	28	3.15%	22	2.41%	6	27.27%	362	3.89%	263	3.40%	99	37.64%
Ontario	146	16.44%	148	16.21%	-2	-1.35%	1,464	15.73%	1,214	15.68%	250	20.59%
Quebec	389	43.81%	438	47.97%	-49	-11.19%	4,265	45.83%	3,958	51.12%	307	7.76%
New Brunswick	25	2.82%	31	3.40%	-6	-19.35%	242	2.60%	177	2.29%	65	36.72%
Prince Edward Island	3	0.34%	2	0.22%	1	50.00%	23	0.25%	14	0.18%	9	64.29%
Nova Scotia	16	1.80%	12	1.31%	4	33.33%	148	1.59%	123	1.59%	25	20.33%
Newfoundland	13	1.46%	2	0.22%	11	550.00%	45	0.48%	27	0.35%	18	66.67%
Nunavut	0	0.00%	0	0.00%	0	/0	1	0.01%	2	0.03%	-1	-50.00%
Northwest Territories	1	0.11%	0	0.00%	1	/0	17	0.18%	6	0.08%	11	183.33%
Yukon Territory	0	0.00%	0	0.00%	0	/0	13	0.14%	14	0.18%	-1	-7.14%
Province TOTAL	888	100.00%	913	100.00%	-25	-2.74%	9,307	100.00%	7,743	100.00%	1,564	20.20%

CATV Statistics Report
Retail ATV Sales Report
For the Month of 2008/August

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD Volume	% of Volume	Prior YTD Volume	% of Volume Change	Unit Change	% Change
British Columbia	784	11.77%	889	12.19%	-105	-11.81%	5,944	10.45%	5,904	10.02%	40	0.68%
Alberta	1,554	23.34%	2,021	27.70%	-467	-23.11%	13,774	24.22%	16,196	27.48%	-2,422	-14.95%
Saskatchewan	455	6.83%	371	5.09%	84	22.64%	4,327	7.61%	3,908	6.63%	419	10.72%
Manitoba	268	4.02%	328	4.50%	-60	-18.29%	2,727	4.80%	2,647	4.49%	80	3.02%
Ontario	1,357	20.38%	1,296	17.77%	61	4.71%	11,136	19.58%	11,179	18.97%	-43	-0.38%
Quebec	1,532	23.01%	1,672	22.92%	-140	-8.37%	13,147	23.12%	13,442	22.81%	-295	-2.19%
New Brunswick	206	3.09%	196	2.69%	10	5.10%	1,845	3.24%	1,789	3.04%	56	3.13%
Prince Edward Island	10	0.15%	15	0.21%	-5	-33.33%	142	0.25%	127	0.22%	15	11.81%
Nova Scotia	132	1.98%	83	1.14%	49	59.04%	1,022	1.80%	885	1.50%	137	15.48%
Newfoundland	258	3.87%	315	4.32%	-57	-18.10%	1,830	3.22%	2,098	3.56%	-268	-12.77%
Northwest Territories	25	0.38%	33	0.45%	-8	-24.24%	304	0.53%	264	0.45%	40	15.15%
Yukon Territory	39	0.59%	36	0.49%	3	8.33%	219	0.39%	259	0.44%	-40	-15.44%
Nunuvut	39	0.59%	40	0.55%	-1	-2.50%	448	0.79%	231	0.39%	217	93.94%
Province TOTAL	6,659	100.00%	7,295	100.00%	-636	-39.93%	56,865	100.00%	58,929	100.00%	-2,064	-3.50%

