

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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APRIL, 2009

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MMIC MOTORCYCLE AND SCOOTER CAMPAIGN 2009

Date: April 8, 2009

To: MMIC Members

From: Jo-Anne Farquhar – Director of Communications and Public Affairs

As a follow up to the information package previously sent to MMIC member companies, the following is information on the kick-off of the MMIC 2009 motorcycle and Scooter campaign.

Motorcycle Campaign:

Transit ads are on display as of April 13th

Online ads go live as of April 13th

“NewAd” miniboads are on display as of April 13th

Where you will find the MMIC Motorcycle campaign Ads:

“New Ad” placement in restaurant and fitness facilities in Montreal, Toronto, Edmonton and Vancouver (Mar. 30th - Apr 30) - 54-100 placements per market

Placed in upscale restaurants and in fitness centres - 1 month duration

Transit advertising in Toronto/GTA, Montreal Metro, Vancouver Sky Train

(4 week campaign) - 12 in Toronto (8' x 7'), 10 (12' x 5'

“giants”) in Montreal Metro,

15 on Vancouver Sky Train - placements over 1 month period

On-line banner ads (April 6th - May 31st)

broad based consumer site with male audience (TSN, MLB, NBA, a” TSN.ca

Scooter Campaign:

Web site goes live as of April 22nd (we'll have a link to the beta site/review site by April 17th)

On Campus postering, napkin distribution and cutout placement - taking place as of April 22nd until April 30

Citysweep: postering and cutout placement in all 4 markets - starts as of April 28th - Mobile Truck Advertising - trucks hit the road in all 4 markets as of April 27th

Where you will find the MMIC Scooter campaign Ads:

Poster placements in Montreal, Toronto, Edmonton and Vancouver

Placed outside in public areas and in cafeterias and common campus areas--1 month duration

Cutout placements in Toronto, Montreal, Vancouver, Edmonton

250 per market -- placements over 1 month period – expected and encouraged that cutouts will be removed and taken off site.

Printed napkin distribution in Toronto, Montreal, Vancouver, Edmonton

placed in university campuses, cafeterias etc...

Traveling mobile billboard: Toronto, Montreal, Edmonton, Vancouver

22 select days

INDUSTRY WATCH

By Jo-Anne Farquhar

MMIC Numbers Show Two Wheel Sales Still Climbing

Although there are many reports of a general economic downturn, figures from the Motorcycle and Moped Industry Council (MMIC) show that total motorcycle and scooter sales in Canada were up over 8 percent year-to-date at the end of December 2008.

Regrettably, the motorcycle industry is not impervious to a world-wide economic downturn. But the increase in sales across Canada in 2008 shows resilience in the Canadian market and reinforces the fact that motorcycles and scooters are more relevant than ever.

2008 was a year where escalating fuel costs, coupled with the expense of fuelling larger gas guzzling vehicles motivated people to look for alternate modes of transportation. The solution for a lot of them was and still is the purchase of a motorcycle or scooter. In fact, increased attendance at the seven 2009 MMIC/COHV motorcycle and ATV shows across Canada were good indicators that Canadians are choosing two-wheel riding as part of their life style choice.

These people get that industry, through research and development; continue to build bikes that are cleaner, more fuel-efficient, and a low cost transportation option that fits in nicely as part of the urban mobility traffic solution. But industry hasn't stopped there.

The increased growth in motorcycle and scooter sales has drawn greater attention to the need for effective noise control of excessively loud motorcycles. With a number of jurisdictions in Canada looking for solutions to loud sound emissions and with several local jurisdiction in the U.S.A. adopting inconsistent and in some cases, unreasonable regulations that limit motorcycle sound levels, it makes sense that a standard simplified test procedure be developed.

Ideally, the test should be consistent with the federal pass-by sound level standards (ie: the 80 dBA standard) with no false failures of motorcycles that comply with the pass-by standard recognized in both the USA and Canada. The Motorcycle Industry Council (MIC) and the Society of Automotive Engineers in the USA, with MMIC support, as one of its funding partner, conducted extensive sound testing throughout 2007. They took the existing SAE J1287 sound test procedures that is now used as an essential tool for the effective and economical enforcement and evaluation of in-use, off-highway motorcycle (OHM) and all-terrain vehicle (ATV) sound levels and used it as a template in the development of in-use on-highway motorcycles tests.

Following these tests, the MIC and the Society of Automotive Engineers (SAE) established the SAE J 2825 sound test, which they believe will provide a quick, easy, economical, and science-based tool for accurately identifying motorcycles with excessively noisy sound emissions.

Once this process is adopted, hopefully in the spring of 2009, the SAE J 2825 will become the industry standard. This also meets MIC's and MMIC's objective to provide a consistent tool nationwide for identifying excessively loud motorcycles. On an international level, it will eliminate a lot of the confusion and frustration for motorcyclists when they ride through different jurisdictions.

con't...

SHOW DATES

**Toronto - Dec. 11-13 ('09) Calgary - Jan. 8-10 Edmonton - Jan. 15-17
Vancouver - Jan. 21-24 Quebec City - Feb. 5-7 Moncton - Feb. 12-14 Montreal - Feb. 26-28**

INDUSTRY WATCH *con't...*

MMIC continues to monitor and participate in the SAE J 2825 approval process through its sister association, the MIC and will present this project to the Canadian Council of Motor Transport Administrators (CCMTA) in May 2009. At that time the MMIC will recommend that the SAE J 2825 be implemented as a national standard through the CCMTA member jurisdictions.

Being proactive and leading the way with safe and accommodating new policies that allow motorcycles and scooters to reach their full potential, is a step in the right direction to creating more efficient and environmentally-friendly cities and towns across Canada.

As the national non-profit trade association, originally founded in 1971, MMIC represents the responsible interests of major motorcycle and scooter manufacturers, as well as the distributors and retail outlets of motorcycle and scooter related products and services in Canada. For further information check out the MMIC website at www.mmic.ca

Jo-Anne Farquhar is the Director of Communications & Public Affairs for the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) and can be reached toll-free at 877.470.2288 or by email at jfarquhar@cohv.ca or jfarquhar@mmic.ca.

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RETAIL SALES ANALYSIS

For: *March, 2009*

MOTORCYCLE

The general return to the 2008 level was evident in the March numbers, with a decrease of just 5.9% when compared to the same month, 2008.

Scooters, dual purpose, and off-road recreation categories showed a substantial increase from March '08, which contributed to the improving numbers.

Year-to-date, dual purpose bikes are above the same period of '08 by 20%, and scooters are off a fraction for the same period. Other categories continue to make up lost ground through the first quarter.

Ontario and Quebec were notable for their substantial increases over March '08, while Manitoba and Newfoundland also contributed to the good March showing. Through the first quarter, Ontario and Quebec were nearly to their 2008 levels; Ontario at 1.5% above '08, and Quebec slightly below at -1.5%.

The deficit in monthly numbers continues to decrease with each successive month of 2009.

ATV

March experienced an increase in sales when compared with the same month in 2008, with Ontario and Quebec leading the way. Quebec had a 43% increase, while Ontario had a 23% increase. Newfoundland was also notable with a 112 unit increase, or 105%, and Manitoba and New Brunswick also show increases. Total sales were up from March, 2008, by 2.16%. The Maritime provinces are showing good numbers through the first part of 2009, with only PEI showing a decrease.

Year-to-date, the deficit through the first quarter continues to erode, and stands at -20.9%

Respectfully submitted.

Tim Stover
Manager, Shows and Member Services

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MMIC Statistics Report
Retail Motorcycle Sales Report
For the Month of 2009/March

	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	4,017	59.96%	4,503	63.24%	-486	-10.79%	6,154	57.44%	8,144	60.31%	-1,990	-24.44%
Dual Purpose	411	6.14%	298	4.19%	113	37.92%	626	5.84%	520	3.85%	106	20.38%
Competition	1,008	15.05%	1,123	15.77%	-115	-10.24%	1,938	18.09%	2,287	16.94%	-349	-15.26%
Off-Road Rec	548	8.18%	459	6.45%	89	19.39%	804	7.50%	1,103	8.17%	-299	-27.11%
Mini Bike	129	1.93%	266	3.74%	-137	-51.50%	350	3.27%	597	4.42%	-247	-41.37%
Scooter	586	8.75%	471	6.62%	115	24.42%	842	7.86%	853	6.32%	-11	-1.29%
Categories TOTAL	6,699	100.00%	7,120	100.00%	-421	-5.91%	10,714	100.00%	13,504	100.00%	-2,790	-20.66%
British Columbia	976	14.57%	1,488	20.90%	-512	-34.41%	1,919	17.91%	2,939	21.76%	-1,020	-34.71%
Alberta	1,221	18.23%	2,004	28.15%	-783	-39.07%	2,368	22.10%	3,836	28.41%	-1,468	-38.27%
Saskatchewan	216	3.22%	258	3.62%	-42	-16.28%	348	3.25%	500	3.70%	-152	-30.40%
Manitoba	177	2.64%	153	2.15%	24	15.69%	275	2.57%	326	2.41%	-51	-15.64%
Ontario	2,066	30.84%	1,478	20.76%	588	39.78%	2,932	27.37%	2,888	21.39%	44	1.52%
Quebec	1,563	23.33%	1,286	18.06%	277	21.54%	2,144	20.01%	2,177	16.12%	-33	-1.52%
New Brunswick	161	2.40%	156	2.19%	5	3.21%	263	2.45%	287	2.13%	-24	-8.36%
Prince Edward Island	16	0.24%	20	0.28%	-4	-20.00%	27	0.25%	34	0.25%	-7	-20.59%
Nova Scotia	180	2.69%	183	2.57%	-3	-1.64%	251	2.34%	334	2.47%	-83	-24.85%
Newfoundland	112	1.67%	70	0.98%	42	60.00%	166	1.55%	138	1.02%	28	20.29%
Nunavut	0	0.00%	1	0.01%	-1	-100.00%	3	0.03%	5	0.04%	-2	-40.00%
Northwest Territories	4	0.06%	10	0.14%	-6	-60.00%	10	0.09%	23	0.17%	-13	-56.52%
Yukon	7	0.10%	13	0.18%	-6	-46.15%	8	0.07%	17	0.13%	-9	-52.94%
Provinces TOTAL	6,699	100.00%	7,120	100.00%	-421	-5.91%	10,714	100.00%	13,504	100.00%	-2,790	-20.66%

Retail Scooter Sales Report (as of 2009/March)

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	70	11.95%	153	32.48%	-83	-54.25%	143	16.98%	292	34.23%	-149	-51.03%
Alberta	34	5.80%	58	12.31%	-24	-41.38%	61	7.24%	120	14.07%	-59	-49.17%
Saskatchewan	6	1.02%	9	1.91%	-3	-33.33%	10	1.19%	17	1.99%	-7	-41.18%
Manitoba	17	2.90%	12	2.55%	5	41.67%	28	3.33%	20	2.34%	8	40.00%
Ontario	141	24.06%	95	20.17%	46	48.42%	234	27.79%	169	19.81%	65	38.46%
Quebec	294	50.17%	124	26.33%	170	137.10%	334	39.67%	199	23.33%	135	67.84%
New Brunswick	9	1.54%	6	1.27%	3	50.00%	11	1.31%	12	1.41%	-1	-8.33%
Prince Edward Island	2	0.34%	2	0.42%	0	0.00%	2	0.24%	2	0.23%	0	0.00%
Nova Scotia	11	1.88%	11	2.34%	0	0.00%	14	1.66%	16	1.88%	-2	-12.50%
Newfoundland	2	0.34%	1	0.21%	1	100.00%	3	0.36%	3	0.35%	0	0.00%
Nunavut	0	0.00%	0	0.00%	0	/0	1	0.12%	0	0.00%	1	/0
Northwest Territories	0	0.00%	0	0.00%	0	/0	1	0.12%	2	0.23%	-1	-50.00%
Yukon Territory	0	0.00%	0	0.00%	0	/0	0	0.00%	1	0.12%	-1	-100.00%
Province TOTAL	586	100.00%	471	100.00%	115	0.00%	842	100.00%	853	100.00%	-11	-1.29%

CATV Statistics Report

Retail ATV Sales Report

For the Month of 2009/March

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	425	8.04%	621	12.00%	-196	-31.56%	950	8.65%	1,559	11.22%	-609	-39.06%
Alberta	990	18.73%	1,448	27.99%	-458	-31.63%	1,897	17.26%	3,282	23.61%	-1,385	-42.20%
Saskatchewan	380	7.19%	547	10.57%	-167	-30.53%	645	5.87%	1,045	7.52%	-400	-38.28%
Manitoba	296	5.60%	237	4.58%	59	24.89%	474	4.31%	525	3.78%	-51	-9.71%
Ontario	1,099	20.79%	894	17.28%	205	22.93%	2,278	20.73%	2,686	19.32%	-408	-15.19%
Quebec	1,413	26.73%	989	19.11%	424	42.87%	3,096	28.18%	3,410	24.53%	-314	-9.21%
New Brunswick	233	4.41%	155	3.00%	78	50.32%	549	5.00%	456	3.28%	96	20.39%
Prince Edward Island	15	0.28%	21	0.41%	-6	-28.57%	44	0.40%	56	0.40%	-12	-21.43%
Nova Scotia	134	2.53%	127	2.45%	7	5.51%	402	3.66%	343	2.47%	59	17.20%
Newfoundland	218	4.12%	106	2.05%	112	105.66%	526	4.79%	361	2.60%	165	45.71%
Northwest Territories	18	0.34%	13	0.25%	5	38.46%	34	0.31%	51	0.37%	-17	-33.33%
Yukon Territory	19	0.36%	7	0.14%	12	171.43%	42	0.38%	33	0.24%	9	27.27%
Nunuvut	46	0.87%	9	0.17%	37	411.11%	51	0.46%	94	0.68%	-43	-45.74%
Province TOTAL	5,286	100.00%	5,174	100.00%	112	2.16%	10,988	100.00%	13,901	100.00%	-2,910	-20.96%

