

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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INDUSTRY SOUND POLICY

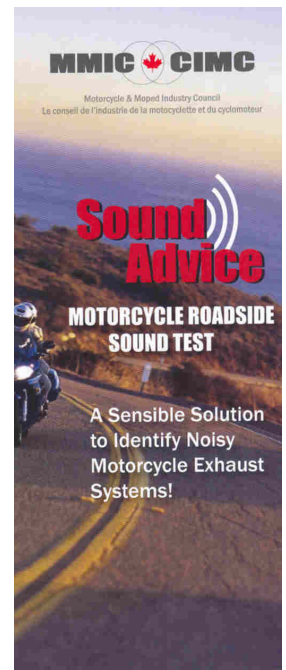
On-highway riders and their bikes don't have to be victims of questionable sound-level checks anymore, thanks to a new procedure developed by the Motorcycle Industry Council (MIC) in partnership with SAE International, and the Motorcycle & Moped Industry Council (MMIC), as one of its funding partners.

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.

Now, law-enforcement authorities have a simple, quick, economical tool for accurately identifying motorcycles with excessively loud exhaust systems. The SAE document J2825, "Measurement of Exhaust Sound Pressure Levels of Stationary On-Highway Motorcycles," meets the need for a practical, consistent roadside sound test.

MMIC, its member manufacturers and distributors recommend the new SAE J 2825 stationary sound test procedure for on-highway motorcycles and encourage the implementation of these standards across Canada.

To order the SAE J2825 standard go to http://www.sae.org/technical/standards/J2825_200905



2010 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***

COHV "IT'S OFFICIAL" GREEN LIGHT GIVEN TO START ATV/ORM TRAIL CONSTRUCTION ACROSS CANADA

The Canadian Off-Highway Vehicle Distributors Council (COHV), a member of the National Trails Coalition (NTC) is pleased to announce that the first wave of funding from the \$25 million Federal trails initiative is ready to flow across Canada for those projects that have been approved to create, upgrade and sustain ATV and Off-Road Motorcycle (ORMs) recreational trails.

"New trail infrastructure provides a safe venue for a variety of trail users and the ATV/ORM funding allocation gives clubs and provincial organizations a chance to grow by allowing them to take on and delivering important trail development projects in their communities," stated Bob Ramsay, President of the COHV. Ramsay added "This is the first time ever in Canada where a cooperative model for nation-wide trail development was used to strategically plan trail projects in a coordinated manner. The concept of "multi-use" is being embraced by trail disciplines who recognize that working together pays higher dividends than working at cross purposes."

Across Canada, over 500 motorized and non-motorized trail projects have been given the green light to put shovels in the ground and get construction under way. This demonstrates once more that the NTCs cooperative model for nation-wide trail development works. With 8 million in federal dollars being allocated to ATV and ORM trails – add matching dollars from provincial, municipal and private funding -- that's an investment of 16 million dollars in a one year program for ATV/ORM trail construction and rehabilitation.

MMIC 2010 MEMBERSHIP RENEWAL

The Strongest Voice for the Motorcycle and ATV Industries:

The 2010 Corporate Affiliate and Tier II membership programs continue with more of the features and benefits for companies like yours in the motorcycle and ATV industry.

You'll see how the MMIC/COHV, through the hard work of our expanded staff and volunteer committees, builds strong and active industry programs for its members.

Membership in the MMIC positively affects your bottom line immediately !

As a Corporate Affiliate or Tier II member, you can take advantage of the Exhibit Space Discount program in our seven major Motorcycle and ATV showcases across Canada. It could mean thousands of dollars in savings.

Membership entitles you to receive monthly industry sales data to keep your company current with market trends of the industry.

Membership provides you with access to our expanded website service, now with a members-only section containing important regulatory information, specially-tailored reports, and a career/job posting section.

Membership adds to the strengthening voice of the industry. By joining MMIC/COHV, you are helping to successfully represent your interests to senior levels of government.

September 30, 2009 is the deadline for membership application for the 2010 Membership Program – program benefits begin at date of joining and remain through December 2010! It also includes the Exhibitor Space Discount Program for the 7 shows of the 2009/2010 MMIC show season (Toronto – Dec. 2009 through to Montreal, Feb., 2010), but you must join now to be eligible.

Contact Tim Stover: tstover@mmic.ca or log onto www.mmic.ca

NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

SUBMISSIONS BEING ACCEPTED FOR PROGRAM FUNDING

The MMIC/COHV are now accepting submissions for the Image Enhancement Fund from projects or clubs that enhance or improve the image of motorcycling and ATVing in Canada.

Under an agreement with the three MMIC/COHV Show production partner companies, a portion of the profits of the MMIC/COHV's seven motorcycle shows is set aside to fund projects and initiatives in the motorcycle and atv communities.

The three companies are, Canadian National Sportmen Shows, producing the Toronto, Edmonton, Calgary, and Vancouver shows, ExpoMax, producing the Montreal and Quebec City shows, and Master Promotions, producing the Atlantic show.

The IEF accepts and reviews submissions from clubs and federations in the provinces where an MMIC show exists. Submissions are received by the MMIC Show Committee, and they determine which submissions are accepted. Monies are usually presented to the successful submission at the MMIC/COHV show in their region.

If any club or federation wants to present a submission, they can contact Tim Stover at MMIC: tstover@mmic.

SCOOTER RIDERS AT 14 IN ALBERTA

The province of Alberta has passed legislation allowing persons aged 14 or older to be licensed for operating Limited Speed scooters.

Scooters travelling under 70k/hr and are under 50cc, are classified as mopeds and 14-16 year-olds can be licensed with a Grade 7 learner's permit. Drivers are not permitted to have a passenger and must use an approved helmet.

To learn more about the new legislation, log on to the Alberta Transportation web site.

Off-Road Insurance Program®

ATV? Check.

Adventure? Check.

Insurance?

Before your clients hit the trails this summer it's important to make sure they are protected and protecting them just became simple. A new online tool consisting of a quick, three-step process has been launched to obtain an insurance quote with the ***Off-Road Insurance Program***, a coverage specifically designed for ATV's or UTV's. And, when your clients insure their automobile and their recreational vehicle with us, they may receive our *Ride and Drive*™ 10% discount¹ on their recreational vehicle. No matter what kind of terrain your client's plan on tackling this summer, the *Off-Road Insurance Program* can provide your client's with comprehensive insurance coverage, designed to suit each and every lifestyle.

To get a quote, visit www.openroadprogram.com or call 1 866 771 0772.

The *Off-Road Insurance Program*® is underwritten by PRIMMUM INSURANCE COMPANY.

Due to provincial legislation, our motorcycle, ATV and automobile insurance programs are not offered in British Columbia, Manitoba or Saskatchewan.

1. The *Ride and Drive*™ discount is not offered in every province. Some conditions apply.

Ride and Drive is a trade-mark of Meloche Monnex Inc., used under license.

Open Road and Off-Road Insurance Program are registered trade-marks used under license by Primmum Insurance Company.

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HIGH QUALITY INSURANCE
PRODUCTS AT THE BEST VALUE
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RETAIL SALES ANALYSIS

For: July, 2009

MOTORCYCLE

July numbers approached the -30% level off the same month of 2008, settling at -29.7%.

The street category was the area where the decline was not as sharp at -17%. All other categories were at or higher than the average for the month.

All provinces experienced declines, but varied widely in level. The major provinces all ranged within the -19% to -40%.

Year-to-Date, sales remain steady at the -26.9% for the same period. All major provinces range above and below that average.

ATV

Following a strong June, ATVs for July have slipped to a similar level as motorcycles, to a -25%, when compared to the same month, 2008.

Ontario has shown the better numbers at -11%, while most of the other provinces range higher.

Year-to-Date, ATVs continue to hold at -27% when compared to the same period, 2008.

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/July

	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	4,365	61.91%	5,322	53.06%	-957	-17.98%	30,616	61.62%	40,243	59.19%	-9,627	-23.92%
Dual Purpose	372	5.28%	581	5.79%	-209	-35.97%	2,816	5.67%	3,625	5.33%	-809	-22.32%
Competition	648	9.19%	864	8.61%	-216	-25.00%	6,187	12.45%	7,740	11.38%	-1,553	-20.06%
Off-Road Rec	672	9.53%	1,015	10.12%	-343	-33.79%	4,243	8.54%	5,761	8.47%	-1,518	-26.35%
Mini Bike	155	2.20%	414	4.13%	-259	-62.56%	1,059	2.13%	2,007	2.95%	-948	-47.23%
Scooter	839	11.90%	1,835	18.29%	-996	-54.28%	4,763	9.59%	8,610	12.65%	-3,847	-44.68%
Categories TOTAL	7,051	100.00%	10,031	100.00%	-2,980	-29.71%	49,684	100.00%	67,986	100.00%	-18,302	-26.92%
British Columbia	1,062	15.06%	1,793	17.87%	-731	-40.77%	7,267	14.63%	10,973	16.14%	-3,706	-33.77%
Alberta	1,324	18.78%	2,125	21.18%	-801	-37.69%	10,237	20.60%	15,319	22.53%	-5,082	-33.17%
Saskatchewan	244	3.46%	290	2.89%	-46	-15.86%	2,067	4.16%	2,446	3.60%	-379	-15.49%
Manitoba	156	2.21%	225	2.24%	-69	-30.67%	1,263	2.54%	1,682	2.47%	-419	-24.91%
Ontario	1,714	24.31%	2,334	23.27%	-620	-26.56%	12,809	25.78%	16,565	24.37%	-3,756	-22.67%
Quebec	1,827	25.91%	2,267	22.60%	-440	-19.41%	11,397	22.94%	15,135	22.26%	-3,738	-24.70%
New Brunswick	183	2.60%	305	3.04%	-122	-40.00%	1,311	2.64%	1,800	2.65%	-489	-27.17%
Prince Edward Island	47	0.67%	45	0.45%	2	4.44%	212	0.43%	326	0.48%	-114	-34.97%
Nova Scotia	203	2.88%	305	3.04%	-102	-33.44%	1,430	2.88%	1,939	2.85%	-509	-26.25%
Newfoundland	264	3.74%	289	2.88%	-25	-8.65%	1,448	2.91%	1,480	2.18%	-32	-2.16%
Nunavut	2	0.03%	5	0.05%	-3	-60.00%	13	0.03%	19	0.03%	-6	-31.58%
Northwest Territories	10	0.14%	28	0.28%	-18	-64.29%	97	0.20%	154	0.23%	-57	-37.01%
Yukon	15	0.21%	20	0.20%	-5	-25.00%	133	0.27%	148	0.22%	-15	-10.14%
Provinces TOTAL	7,051	100.00%	10,031	100.00%	-2,980	-29.71%	49,684	100.00%	67,986	100.00%	-18,302	-26.92%

Retail Scooter Sales Report (as of 2009/July)

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	150	17.88%	452	24.63%	-302	-66.81%	744	15.62%	1,724	20.02%	-980	-56.84%
Alberta	86	10.25%	120	6.54%	-34	-28.33%	421	8.84%	677	7.86%	-256	-37.81%
Saskatchewan	4	0.48%	27	1.47%	-23	-85.19%	61	1.28%	117	1.36%	-56	-47.86%
Manitoba	20	2.38%	61	3.32%	-41	-67.21%	156	3.28%	344	4.00%	-188	-54.65%
Ontario	116	13.83%	287	15.64%	-171	-59.58%	930	19.53%	1,370	15.91%	-440	-32.12%
Quebec	415	49.46%	783	42.67%	-368	-47.00%	2,208	46.36%	3,930	45.64%	-1,722	-43.82%
New Brunswick	20	2.38%	57	3.11%	-37	-64.91%	98	2.06%	220	2.56%	-122	-55.45%
Prince Edward Island	2	0.24%	6	0.33%	-4	-66.67%	14	0.29%	22	0.26%	-8	-36.36%
Nova Scotia	13	1.55%	31	1.69%	-18	-58.06%	81	1.70%	141	1.64%	-60	-42.55%
Newfoundland	10	1.19%	6	0.33%	4	66.67%	39	0.82%	35	0.41%	4	11.43%
Nunavut	1	0.12%	0	0.00%	1	/0	2	0.04%	1	0.01%	1	100.00%
Northwest Territories	1	0.12%	4	0.22%	-3	-75.00%	5	0.10%	16	0.19%	-11	-68.75%
Yukon Territory	1	0.12%	1	0.05%	0	0.00%	4	0.08%	13	0.15%	-9	-69.23%
Province TOTAL	839	100.00%	1,835	100.00%	-996	-54.28%	4,763	100.00%	8,610	100.00%	-3,847	-44.68%

COHV Statistics Report

Retail OHV Sales Report

For the Month of 2009/July

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	475	9.72%	688	10.47%	-213	-30.96%	3,195	8.73%	5,160	10.28%	-1,965	-38.08%
Alberta	949	19.41%	1,537	23.39%	-588	-38.26%	7,299	19.95%	12,220	24.34%	-4,921	-40.27%
Saskatchewan	319	6.52%	406	6.18%	-87	-21.43%	3,175	8.68%	3,872	7.71%	-697	-18.00%
Manitoba	250	5.11%	298	4.53%	-48	-16.11%	2,303	6.30%	2,459	4.90%	-156	-6.34%
Ontario	1,082	22.13%	1,224	18.62%	-142	-11.60%	7,449	20.36%	9,779	19.48%	-2,330	-23.83%
Quebec	1,322	27.04%	1,667	25.37%	-345	20.70%	8,960	24.49%	11,615	23.13%	-2,655	-22.86%
New Brunswick	140	2.86%	230	3.50%	-90	-39.13%	1,340	3.66%	1,639	3.26%	-299	-18.24%
Prince Edward Island	12	0.25%	16	0.24%	-4	-25.00%	84	0.23%	132	0.26%	-48	-36.36%
Nova Scotia	72	1.47%	106	1.61%	-34	-32.08%	759	2.07%	890	1.77%	-131	-14.72%
Newfoundland	179	3.66%	269	4.09%	-90	-33.46%	1,447	3.96%	1,572	3.13%	-125	-7.95%
Northwest Territories	20	0.41%	37	0.56%	-17	-45.95%	165	0.45%	279	0.56%	-114	-40.86%
Yukon Territory	28	0.57%	28	0.43%	0	0.00%	160	0.44%	180	0.36%	-20	-11.11%
Nunuvut	41	0.84%	66	1.00%	-25	-37.88%	243	0.66%	409	0.81%	-166	-40.59%
Province TOTAL	4,889	100.00%	6,572	100.00%	-1,683	-25.61%	36,579	100.00%	50,206	100.00%	-13,627	-27.14%

