

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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DECEMBER 15, 2009

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EXECUTIVE COMMITTEE RECOGNIZE MMIC / COHV PRESIDENT, BOB RAMSAY - 25 YEARS OF SERVICE

Toronto, Ontario – As a kick off to the December 11-13, 2009, Toronto Motorcycle show, the Motorcycle and Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) Executive Committee held its year-end meeting at the Metro Toronto Convention Centre, where they took the opportunity to recognize MMIC & COHV President, Bob Ramsay, for his 25 years of service.

In appreciation of 25 years of service, Mario Lajoie, Managing Director of KTM CANADA, INC. and chair of the MMIC/COHV executive committee acknowledged Bob's dedications and leadership with a plaque and a Rolex watch.

Lajoie, speaking on behalf of all MMIC & COHV member manufacturers and distributors, credited Bob's positive attitude and vision for the continued success of the MMIC and COHV as the not-for-profit trade associations representing the responsible interests of its membership.

In December 1984, Bob Ramsay joined the MMIC and the newly founded Canadian All-Terrain Vehicle Distributors Council (CATV) as the National Coordinator for Safety and Training. It wasn't long before Bob found himself at the helm when he became the MMIC/CATV Executive Director in 1987. Ramsay became President of the MMIC and CATV in 2005.

In 2007 the CATV, was officially renamed the Canadian Off-Highway Vehicle Distributors Council (COHV) "Why change the name?" queries Ramsay. "As the voice of the industry and in our ongoing efforts to educate the public on safe riding practices and environmental awareness, the COHV believes that it can more effectively represent the industry to government and the general public with the integration of off-road motorcycles and all-terrain vehicles under one umbrella."

Ramsay noted that, "Historically off-highway motorcycles were included under the Motorcycle & Moped Industry Council (MMIC) mandate but they did not fall under Federal or Provincial laws that are legislated for on-road vehicles. It makes sense to work with government, riding federations and our members on issues that are similar and this is being achieved by including off-road motorcycles in the COHV mandate."

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BOB RAMSAY—25 YEARS OF SERVICE

Founded in 1971, the MMIC mandate was to monitor motorcycle market developments. Since its inception, MMIC's mandate has expanded to serve as a forum to identify and act on issues of importance to the motorcycle and scooter communities; monitor and respond to changes in legislation and regulations affecting the use of on-road and off-road motorcycles and scooters; make representations to the senior levels of government on behalf of its members and affiliate members; act as a statistical gathering base for the industry; and develop and offer group programs to serve dealers and motorcycle and scooter riders.

Since Bob's arrival in 1984, his role and that of MMIC and COHV expanded to include the Open Road Insurance program, which was designed to meet the unique needs of motorcyclists, with competitive insurance rates for all makes and models of street bikes.

Add to that, seven motorcycle and ATV shows across Canada and you can say that Bob's been pretty busy for someone with 25 years under his belt.

A strong, credible voice is crucial to the success of any industry. Over the years, with Bob Ramsay at the helm, the MMIC & the COHV have done exactly that. They have established a strong and respected working relationships with the various governments in this country. This ensures that MMIC/COHV member companies are taken seriously and that industry positions are respected.

When asked, Bob admits that 25 years went by pretty fast. As they say time flies when you're having fun. So, let's see what the next twenty-five years will bring. In the mean time check out the www.mmic.ca and the www.cohv.ca websites for more information on MMIC/COHV member companies, safety materials and when and where the seven motorcycle & ATV shows are being held across Canada.



*Rear row: Kevin Asselin-Arctic Cat, Mario Lajoie-KTM Canada, Christian St-Onge-BRP, Warren Milner-Honda Canada, Norm Sukkau-Victory Motorcycles, Claude Gagne-Canadian Kawasaki.
Front: Buzz Green-Deeley Harley-Davidson, Norm Wells-BMW Canada, Tyler Donnelly-Suzuki Canada, Bob Ramsay-MMIC, Tim Stover-MMIC, Peter Swanton-Yamaha Canada*

2010 SHOW DATES

***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***

ENVIRONMENT CANADA MEETS WITH THE INDUSTRY

Seminars Across Canada

Representatives from Environment Canada will present information sessions related to the On-road Vehicle and Engine Emission Regulations immediately prior to selected motorcycle shows. These information sessions are aimed towards Canadian manufacturers and importers of on-road motorcycles subject to the Regulations. The information sessions are intended to provide an overview of the regulatory requirements under the Regulations, emissions testing and information that could be requested, and year-end sub-fleet averaging and reporting.

These sessions will be offered free of charge and are open to exhibitors and non-exhibitors alike. The sessions are planned for the following cities:

Vancouver: Wednesday, Jan 20, 2010 1:00-3:30 pm Tradex Exhibition Centre

Montreal: Thursday, February 25, 2010 1:00 - 3:30 pm Palais de Congrès de Montréal

In order to assist in planning these events, please RSVP by emailing MMIC – tstover@mmic.ca or Environment Canada at: VehicleandEngineInfo@ec.gc.ca (for French language vers, can use following email address: InfoVehiculeMoteur@ec.gc.ca) at least one week prior to the date of the session.

IMAGE ENHANCEMENT FUND GOES TO WORK

In this and upcoming issues of the industry newsletter, we report on projects and their results from funding grants that were made possible under an agreement with the three MMIC/COHV Show production partner companies. 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.

Jennifer Ross – a member of the FMQ annual conference organizing committee, reported to MMIC on their event. MMIC was pleased to support their activities.

On April 24, 25 and 26 2009 the *Fédération motocycliste du Québec* (FMQ) held its 35th anniversary congress and annual general meeting at the Delta Hotel in Sherbrooke, Québec. The members of the organizing committee (pictured holding the flag donated by the Federation of European Motorcyclist Associations - or FEMA) wish to thank the people and organizations that helped make this event such a success.

The weekend started on Friday with registration and a board of directors meeting. The balance of the evening was spent meeting old friends and acquaintances over leisurely dinner and drinks as the participants arrived on the scene.

Early Saturday morning, a mini bus swept 15 spouses off for a day of sight-seeing and tourism in the Sherbrooke region, while the rest were locked away in the bowels of the Delta hotel..

Meanwhile, close to 100 participating delegates from all over Québec attended the Saturday conferences and workshops pertaining to safety and other topics of interest to the motorcycling community. The sessions were open to the members and public.

Our guest speakers included Mr. Daniel Massé of the Québec Provincial Medical Motor Unit (UIMMQ in French) who spoke of what to do upon arriving upon an accident scene. He was followed by Mr. Daniel G. Vaillancourt of Air-Médic – a helicopter emergency service. Con't

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IMAGE FUND GOES TO WORK—FMQ

Luncheon was served and was followed up by a conference on what is happening in Europe, given by Ms. Aline Delhaye, secretary-general of FEMA. At the same time, a event open to the public to promote scooter safety was being held in another room.

The day wrapped up with an interactive workshop on the future of the FMQ. The members present were able to give their opinions and ideas on what they would like to see the FMQ offer going forward. The conference descriptions are still available on www.ramce.org/congresfmq2009.

A gala dinner and evening was held Saturday during which commemorative plaques were given out to the two remaining founding associations of the FMQ, AM Sherbrooke and AM Rimouski. (The third was AMT Laviolette which folded quite a few years ago). Nearly 200 people were present at this event.

Sunday saw the annual general meeting, followed by the usual good-byes and “till we meet again”.

Each day, the participants were presented with a newsletter containing topics of interest, different information and greetings from some notable Québec motorcyclists.

The comments obtained from the participants indicate that the weekend was well appreciated, and the topics of discussion were of interest to all.

We particularly wish to thank our major sponsors without whom this event would not have been such a success. Our heartfelt thanks go out to the Motorcycle & Moped Industry Council (MMIC), the Société d'assurance automobile du Québec (SAAQ), the Motorcyclist Confederation of Canada (MCC/CMC), the J-Armand Bombardier Museum, and Can Am BRP.

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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.

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RETAIL SALES ANALYSIS

For: November, 2009

MOTORCYCLE

November sales declined dramatically from the same period, 2008, at -38%, with all categories being affected roughly equally. All provinces were similarly affected.

But the Year-to-date declines are still holding stable at 27%, with the major categories showing similar declines. All provinces are holding at or near the -25% to -30% in YTD.

ATV

ATV's showed less of a decline for the month of November, when compared to the same month, 2008, at -18%. ATVs have experienced significant declines month over month, but that pattern seems to be softening.

Their Year-to-date decline is exactly the same as October at -27%.

Respectfully submitted.

A handwritten signature in black ink, appearing to read 'Tim Stover', with a stylized flourish at the end.

Tim Stover
Manager, Shows and Member Services
nsep1209

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

	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	868	61.91%	1,374	60.29%	-506	-36.83%	38,363	61.20%	51,206	59.04%	-12,843	-25.08%
Dual Purpose	96	6.85%	104	4.56%	-8	-7.69%	3,656	5.83%	4,589	5.29%	-933	-20.33%
Competition	250	17.83%	356	15.62%	-106	-29.78%	7,974	12.72%	10,020	11.55%	-2,046	-20.42%
Off-Road Rec	98	6.99%	181	7.94%	-83	-45.86%	5,285	8.43%	7,415	8.55%	-2,130	-28.73%
Mini Bike	46	3.28%	121	5.31%	-75	-61.98%	1,364	2.18%	2,928	3.38%	-1,564	-53.42%
Scooter	44	3.14%	143	6.27%	-99	-69.23%	6,039	9.63%	10,571	12.19%	-4,532	-42.87%
Categories TOTAL	1,402	100.00%	2,279	100.00%	-877	-38.48%	62,681	100.00%	86,729	100.00%	-24,048	-27.73%
British Columbia	289	20.61%	461	20.23%	-172	-37.31%	9,633	15.37%	14,185	16.36%	-4,552	-32.09%
Alberta	237	16.90%	427	18.74%	-190	-44.50%	12,475	19.90%	19,034	21.95%	-6,559	-34.46%
Saskatchewan	42	3.00%	91	3.99%	-49	-53.85%	2,562	4.09%	2,993	3.45%	-431	-14.40%
Manitoba	45	3.21%	58	2.54%	-13	-22.41%	1,604	2.56%	2,119	2.44%	-515	-24.30%
Ontario	290	27.82%	565	24.79%	-175	-30.97%	15,957	25.46%	21,127	24.36%	-5,170	-24.47%
Quebec	269	19.19%	511	22.42%	-242	-47.36%	14,639	23.35%	19,706	22.72%	-55,067	-25.71%
New Brunswick	46	3.28%	40	1.76%	6	15.00%	1,641	2.62%	2,257	2.60%	-616	-27.29%
Prince Edward Island	9	0.64%	13	0.57%	-4	-30.77%	270	0.43%	422	0.49%	-152	-36.02%
Nova Scotia	45	3.21%	58	2.54%	-13	-22.41%	1,830	2.92%	2,457	2.83%	-627	-25.52%
Newfoundland	27	1.93%	43	1.89%	-16	-37.21%	1,788	2.85%	2,032	2.34%	-244	-12.01%
Nunavut	0	0.00%	3	0.13%	-3	-100.00%	17	0.03%	27	0.03%	-10	-37.04%
Northwest Territories	2	0.14%	3	0.13%	-1	-33.33%	118	0.19%	187	0.22%	-69	-36.90%
Yukon	1	0.07%	6	0.26%	-5	83.33%	147	0.23%	183	0.21%	-36	-19.67%
Provinces TOTAL	1,302	100.00%	2,279	100.00%	-877	-38.48%	62,681	100.00%	86,729	100.00%	-24,048	-27.73%

Retail Scooter Sales Report (as of 2009/November)

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	8	18.18%	33	23.08%	-25	-75.76%	1,022	16.92%	2,122	20.07%	-1,100	-51.84%
Alberta	3	6.82%	9	6.29%	-6	-66.67%	549	9.09%	831	7.86%	-282	-33.94%
Saskatchewan	0	0.00%	3	2.10%	-3	-100.00%	76	1.26%	141	1.33%	-65	-46.10%
Manitoba	3	6.82%	5	3.50%	-2	-40.00%	192	3.18%	397	3.76%	-205	-51.64%
Ontario	10	22.73%	45	31.47%	-35	-77.78%	1,110	18.38%	1,746	16.52%	-636	-36.43%
Quebec	19	43.18%	38	26.57%	-19	-50.00%	2,780	46.03%	4,770	45.12%	-1,990	-41.72%
New Brunswick	0	0.00%	2	1.40%	-2	-100.00%	125	2.07%	257	2.43%	-132	-51.36%
Prince Edward Island	0	0.00%	1	0.70%	-1	-100.00%	15	0.25%	29	0.27%	-14	-48.28%
Nova Scotia	1	2.27%	2	1.40%	-1	-50.00%	107	1.77%	181	1.71%	-74	-40.88%
Newfoundland	0	0.00%	3	2.10%	-3	-100.00%	50	0.83%	59	0.56%	-9	-15.25%
Nunavut	0	0.00%	0	0.00%	0	/0	2	0.03%	1	0.01%	1	100.00%
Northwest Territories	0	0.00%	1	0.70%	-1	-100.00%	7	0.12%	21	0.20%	-14	-66.67%
Yukon Territory	0	0.00%	1	0.70%	-1	-100.00%	4	0.07%	16	0.15%	-12	-75.00%
Province TOTAL	44	100.00%	143	100.00%	-99	-69.23%	6,039	100.00%	10,571	100.00%	-4,532	-42.87%

COHV Statistics Report

Retail OHV Sales Report

For the Month of 2009/November

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	301	8.12%	415	9.08%	-114	-27.47%	4,973	8.90%	8,026	10.43%	-3,053	-38.04%
Alberta	407	10.99%	710	1.54%	-303	-42.68%	10,143	18.15%	17,265	22.43%	-7,122	-41.25%
Saskatchewan	239	6.45%	252	5.52%	-13	-5.16%	4,386	7.85%	5,519	7.17%	-1,133	-20.53%
Manitoba	150	4.05%	141	3.09%	9	6.38%	3,122	5.59%	3,592	4.67%	-470	-13.08%
Ontario	908	24.51%	1,101	24.10%	-193	-17.53%	12,043	21.56%	16,216	21.06%	-4,173	-25.73%
Quebec	1,137	30.69%	1,300	28.46%	-163	-12.54%	14,545	26.03%	18,009	23.39%	-3,464	-19.23%
New Brunswick	166	4.48%	160	3.50%	6	3.75%	2,077	3.72%	2,621	3.40%	-544	-20.76%
Prince Edward Island	22	0.59%	15	0.33%	7	46.67%	143	0.26%	210	0.27%	-67	-31.90%
Nova Scotia	110	2.97%	158	3.46%	-48	-30.38%	1,212	2.17%	1,487	1.93%	-275	-18.49%
Newfoundland	233	6.29%	288	6.30%	-55	-19.10%	2,419	4.33%	2,843	3.69%	-424	-14.91%
Northwest Territories	18	0.49%	16	0.35%	2	12.50%	231	0.41%	381	0.49%	-150	-39.37%
Yukon Territory	5	0.13%	8	0.18%	-3	-37.50%	235	0.42%	277	0.36%	-42	-15.16%
Nunuvut	9	0.24%	4	0.09%	5	125.00%	340	0.61%	537	0.70%	-197	-36.69%
Province TOTAL	3,705	100.00%	4,568	100.00%	-863	-18.89%	55,869	100.00%	76,983	100.00%	-21,114	-27.43%

