

# 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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*JULY 15, 2009*

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## ***ONTARIO TIRE STEWARDSHIP***

The Ontario Tire Stewardship (OTS) is a program to divert used tires from landfill and to research and direct better disposal methods of tires. It has been in place for several years now for on-road OEMs.

***But a new part of the program is directed towards off-highway vehicles.***

Tire brand owners and First Importers were directed to register with the OTS by September 1, 2009.

The following quote is from a communiqué from OTS that was directed to various OEMs:

“You are receiving this Notification letter as OTS has identified your organization as potential Steward under Ontario’s Used Tire Program.”

“If you are a Steward of tires in the province of Ontario, you are legally required to register with OTS and comply with the Program Rules contained in the Used Tires Program Plan.”

“A copy of the approved Plan and/or the Rules for Stewardship can be accessed by visiting the OTS website at [www.ontarioTS.ca](http://www.ontarioTS.ca) or by contacting OTS at 1-888-OTS-2202.

“General questions may be directed to OTS at [info@ontarioTS.ca](mailto:info@ontarioTS.ca) . For specific Steward related inquiries please contact us at [Steward@ontarioTS.ca](mailto:Steward@ontarioTS.ca).

## ***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***

NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

## MMIC SHOW EXHIBIT RATES FROZEN FOR '10

By Tim Stover

In a joint statement, the show production companies for the Motorcycle and Moped Industry Council's (M.M.I.C.) seven motorcycle shows have announced their decision to hold show space pricing at the '08/'09 level for all exhibitors for the upcoming 2009/2010 show series.

The three show partners; Canadian National Sportmen's Shows, producing our Toronto, Edmonton, Calgary and Vancouver shows; ExpoMax, producing our Quebec City and Montreal shows, and Master Promotions, producing our Atlantic Show, all agreed they want to do their part in controlling costs for the industry in the present economic climate.

This comes following a series of meetings with the MMIC Show Committee, where economic pressures were discussed and cost-saving ideas exchanged.

All levels of the motorcycle industry are required to make budgeting decisions, and the companies that produce those shows are no different. Like their exhibitors, service and supply costs for show production are feeling the same pressures. But, they consider themselves part of the group of stakeholders dedicated to the success of the MMIC Shows, and holding prices are their contribution to the industry.

However, finding ways to manage costs will not compromise the look and feel of the shows, the production companies are quick to point out. Core features will remain in place. Savings will be found in efficiencies and innovation.

There is no dispute that the MMIC Shows are the best "bang-for-the-buck" in the Canadian motorcycle and ATV industry's marketing of the lifestyle, with an attendance level nearing 200,000 through the seven shows in Canada's major centres.

*Tim Stover is the Manager of Shows and Member Services the MMIC, and can be reached at [tstover@mmic.ca](mailto:tstover@mmic.ca) or telephone 416 491-4449.*

### **Off-Road Insurance Program<sup>®</sup>**

*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*<sup>™</sup> 10% discount<sup>1</sup> 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](http://www.openroadprogram.com) or call 1 866 771 0772.**

**The Off-Road Insurance Program<sup>®</sup> 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*<sup>™</sup> 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.

### **MMIC AFFINITY PARTNERS:**



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# ***RETAIL SALES ANALYSIS***

***For: June, 2009***

## **MOTORCYCLE**

June numbers show a tempering of the decrease in sales, with a  $-22\%$ , when compared to the same period, 2008. This is a marked improvement over the May, 2009 decrease of  $33\%$ .

The largest category, street, shows only a  $-15\%$  for the month of June, and competition also are only  $-12\%$  off their previous numbers for same period.

All the largest provinces show similar decreases, ranging from  $-21\%$  to  $-26\%$ .

Year-to-date, sales are  $-26\%$  when compared to same period, 2008.

## **ATV**

ATVs have shown a strong rebound from the previous month's decline of  $-30\%$ , and show only a  $-9.8\%$  off the same month, 2008.

Manitoba is showing a  $24\%$  increase in sales, while Ontario is  $12\%$  above their numbers for the month, and Quebec is at the same level as they were previous.

Year-to-date, ATVs are down  $-27\%$  for the same period, 2008

Respectfully submitted.

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

Tim Stover  
Manager, Shows and Member Services  
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**MMIC Statistics Report**  
**Retail Motorcycle Sales Report**  
*For the Month of 2009/June*

	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	5,935	63.79%	6,987	58.54%	-1,052	-15.06%	26,251	61.57%	34,921	60.26%	-8,670	-24.83%
Dual Purpose	499	5.36%	644	5.40%	-145	-22.52%	2,444	5.73%	3,044	5.25%	-600	-19.71%
Competition	907	9.75%	1,036	8.68%	-129	-12.45%	5,539	12.99%	6,876	11.86%	-1,337	-19.44%
Off-Road Rec	827	8.89%	1,040	8.71%	-213	-20.48%	3,571	8.38%	4,746	8.19%	-1,175	-24.76%
Mini Bike	171	1.84%	302	2.53%	-131	-43.38%	904	2.12%	1,593	2.75%	-689	-43.25%
Scooter	965	10.37%	1,926	16.14%	-961	-49.90%	3,924	9.20%	6,775	11.69%	-2,851	-42.08%
<b>Categories TOTAL</b>	<b>9,304</b>	<b>100.00%</b>	<b>11,935</b>	<b>100.00%</b>	<b>-2,631</b>	<b>-22.04%</b>	<b>42,633</b>	<b>100.00%</b>	<b>57,955</b>	<b>100.00%</b>	<b>-15,322</b>	<b>-26.44%</b>
British Columbia	1,349	14.50%	1,819	15.24%	-470	-25.84%	6,205	14.55%	9,180	15.84%	-2,975	-32.41%
Alberta	1,838	19.75%	2,422	20.29%	-584	-24.11%	8,913	20.91%	13,194	22.77%	-4,281	-32.45%
Saskatchewan	414	4.45%	384	3.22%	30	7.81%	1,823	4.28%	2,156	3.72%	-333	-15.45%
Manitoba	229	2.46%	293	2.45%	-64	-21.84%	1,107	2.60%	1,457	2.51%	-350	-24.02%
Ontario	2,250	24.18%	2,891	24.22%	-641	-22.17%	11,095	26.02%	14,231	24.56%	-3,136	-22.04%
Quebec	2,115	22.73%	2,867	24.02%	-752	-26.23%	9,570	22.45%	12,868	22.20%	-3,298	-25.63%
New Brunswick	298	3.20%	336	2.82%	-38	-11.31%	1,128	2.65%	1,495	2.58%	-367	-24.55%
Prince Edward Island	39	0.42%	64	0.54%	-25	-39.06%	165	0.39%	281	0.48%	-116	-41.28%
Nova Scotia	316	3.40%	401	3.36%	-85	-21.20%	1,227	2.88%	1,634	2.82%	-407	-24.91%
Newfoundland	385	4.14%	385	3.23%	0	0.00%	1,184	2.78%	1,191	2.06%	-7	-0.59%
Nunavut	5	0.05%	2	0.02%	3	150.00%	11	0.03%	14	0.02%	-3	-21.43%
Northwest Territories	27	0.29%	29	0.24%	-2	-6.90%	87	0.20%	126	0.22%	-39	-30.95%
Yukon	39	0.42%	42	0.35%	-3	-7.14%	118	0.28%	128	0.22%	-10	-7.81%
<b>Provinces TOTAL</b>	<b>9,304</b>	<b>100.00%</b>	<b>11,935</b>	<b>100.00%</b>	<b>-2631</b>	<b>-22.04%</b>	<b>42,633</b>	<b>100.00%</b>	<b>57,955</b>	<b>100.00%</b>	<b>-15,322</b>	<b>-26.44%</b>















### Retail Scooter Sales Report (as of 2009/June)

#### 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	183	18.96%	388	20.15%	-205	-52.84%	594	15.14%	1,272	18.77%	-678	-53.30%
Alberta	109	11.30%	127	6.59%	-18	-14.17%	335	8.54%	557	8.22%	-222	-39.86%
Saskatchewan	16	1.66%	16	0.83%	0	0.00%	57	1.45%	90	1.33%	-33	-36.67%
Manitoba	30	3.11%	81	4.21%	-51	-62.96%	136	3.47%	283	4.18%	-147	-51.94%
Ontario	157	16.27%	289	15.01%	-132	-45.67%	814	20.74%	1,083	15.99%	-269	-24.84%
Quebec	406	42.07%	928	48.18%	-522	-56.25%	1,793	45.69%	3,147	46.45%	-1,354	-43.03%
New Brunswick	25	2.59%	46	2.39%	-21	-45.65%	78	1.99%	163	2.41%	-85	-52.15%
Prince Edward Island	4	0.41%	6	0.31%	-2	-33.33%	12	0.31%	16	0.24%	-4	-25.00%
Nova Scotia	20	2.07%	31	1.61%	-11	-35.48%	68	1.73%	110	1.62%	-42	-38.18%
Newfoundland	14	1.45%	10	0.52%	4	40.00%	29	0.74%	29	0.43%	0	0.00%
Nunavut	0	0.00%	0	0.00%	0	/0	1	0.03%	1	0.01%	0	0.00%
Northwest Territories	0	0.00%	3	0.16%	-3	-100.00%	4	0.10%	12	0.18%	-8	-66.67%
Yukon Territory	1	0.10%	1	0.05%	0	0.00%	3	0.08%	12	0.18%	-9	-75.00%
<b>Province TOTAL</b>	<b>965</b>	<b>100.00%</b>	<b>1,926</b>	<b>100.00%</b>	<b>-961</b>	<b>-49.90%</b>	<b>3,924</b>	<b>100.00%</b>	<b>6,775</b>	<b>100.00%</b>	<b>-2,851</b>	<b>-42.08%</b>

**COHV Statistics Report**

**Retail OHV Sales Report**

*For the Month of 2009/June*

	<b>Current Month</b>	<b>% of Volume</b>	<b>Same Month LFY</b>	<b>% of Volume</b>	<b>Unit Change</b>	<b>% Change</b>	<b>YTD</b>	<b>% of Volume</b>	<b>Prior YTD</b>	<b>% of Volume</b>	<b>Unit Change</b>	<b>% Change</b>
British Columbia	505	8.35%	764	11.39%	-259	-33.90%	2,720	8.58%	4,472	10.25%	-1,752	-39.18%
Alberta	1,232	20.38%	1,700	25.34%	-468	-27.53%	6,350	20.04%	10,683	24.48%	-4,333	-40.56%
Saskatchewan	425	7.03%	506	7.54%	-81	-16.01%	2,856	9.01%	3,466	7.94%	-610	-17.60%
Manitoba	442	7.31%	356	5.31%	86	24.16%	2,053	6.48%	2,161	4.95%	-108	-5.00%
Ontario	1,228	20.31%	1,091	16.26%	137	12.56%	6,367	20.09%	8,555	19.61%	-2,188	-25.58%
Quebec	1,473	24.37%	1,482	22.09%	-9	-0.61%	7,638	24.10%	9,948	22.80%	-2,310	-23.22%
New Brunswick	196	3.24%	267	3.98%	-71	-26.59%	1,200	3.79%	1,409	3.23%	-209	-14.83%
Prince Edward Island	6	0.10%	19	0.28%	-13	-68.42%	72	0.23%	116	0.27%	-44	-37.93%
Nova Scotia	96	1.59%	97	1.45%	-1	-1.03%	687	2.17%	784	1.80%	-97	-12.37%
Newfoundland	308	5.10%	279	4.16%	29	10.39%	1,268	4.00%	1,303	2.99%	-35	-2.69%
Northwest Territories	38	0.63%	41	0.61%	-3	-7.32%	145	0.46%	242	0.55%	-97	-40.08%
Yukon Territory	25	0.41%	31	0.46%	-6	-19.35%	132	0.42%	152	0.35%	-20	-13.16%
Nunuvut	71	1.17%	75	1.12%	-4	-5.33%	202	0.64%	343	0.79%	-141	-41.11%
<b>Province TOTAL</b>	<b>6,045</b>	<b>100.00%</b>	<b>6,708</b>	<b>100.00%</b>	<b>-663</b>	<b>-9.88%</b>	<b>31,690</b>	<b>100.00%</b>	<b>43,634</b>	<b>100.00%</b>	<b>-11,944</b>	<b>-27.37%</b>

