

CANADA NOW!

MOTORCYCLE AND MOPED INDUSTRY COUNCIL • CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL



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

OCTOBER 2010

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Upcoming Events!

2010/2011 Show Dates

Toronto – Dec. 10-12

Calgary – Jan. 7-9

Edmonton – Jan. 14-16

Vancouver – Jan. 20-23

Quebec – Feb. 4-6

Atlantic – Feb. 11-13

Montreal – Feb. 25-27

MMIC – COHV
Affinity Partners



HEALTH AND FITNESS STUDY: SECOND PUBLICATION

Toronto, Ontario, October 6, 2010 – The Canadian Off-Highway Vehicle Distributors Council (COHV) and its funding partners were pleased to learn in the first published report on “Fitness and Health Benefits of Off-Road Vehicle (ORV) Riding” that All-Terrain Vehicle (ATV) and off-road motorcycle (ORM) riding is good for body and soul. The news gets better; the second publication in this series of four reports has confirmed that 96.6% of ORV riders consider themselves to be both positive, optimistic thinkers, are “expected to have lower levels of stress and depression...and a higher overall life satisfaction”.

This second report – entitled “Health-related Quality of Life of Habitual Recreational Off-Road Vehicle Riders” (Health & Fitness Journal of Canada 3.1 (2010)) – is the first study of this scope exploring quality of life issues of off-road riders. A secondary purpose was to compare the levels of mental and physical functioning Quality of Life (QOL) of recreational off-road vehicle riders to Canadian population norms. In order to characterize the health, fitness and quality of life, of people who ride recreational off-road vehicles, Jamie F. Burr, and his team at York University’s Physical Activity and Chronic Disease Unit, Faculty of Health surveyed 310 habitual off-road riders from across Canada. A second group of 141 riders from Ontario and Quebec completed the

SF-36 questionnaire (Canadian Physical Activity Fitness and Lifestyle Assessment) to further characterize the self-perceived health of riders and to identify habitual (regular user) ride characteristics and physically demanding tasks/experiences associated with riding motorcycles and ATVs.

In summarizing the results of the survey and the SF-36”, Burr determined, that overall, habitual off-road riders had higher levels of physical functioning than Canadian population norms and that it was possible that the higher levels of vitality, general happiness and quality of life of recreational off-road vehicle riders is a consequence of participation in the sport.

“Research has consistently shown that physical activity increases independent living in older adults.” stated Liz Jansen, Chair of the Motorcyclists Confederation of Canada (MCC). Jansen added, “Non-traditional forms of physical activity such as recreational ORM riding are becoming increasingly popular among segments of the population for whom traditional forms of physical activity (ie: jogging, swimming, resistance training) are impractical, unavailable or unappealing.”

“Health and exercise are top of mind for most families and for the health care system in Canada.” added All-Terrain Quad Council of Canada (AQCC), President Danny Gagnon.

CON’T....



Con't.....

"This study proves what our ATV club members have been saying all along -- that being out on the trails on your ATV is not only fun but contributes to individual and family emotional well-being and physical fitness."

The COHV and its member companies: Arctic Cat, BRP (Can-Am), Honda, Kawasaki, KTM, Polaris, Suzuki and Yamaha are committed to family recreation and healthy, active life styles. We believe that the results of this study are a great resource to be shared with those who question OHVs as a healthy recreational activity.

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NOISE REGULATION IN ONE ONTARIO MUNICIPALITY

The municipality of Caledon just adopted a new bylaw to deal with excessively noisy motorcycles on its territory. The bylaw, similar to the one adopted in Edmonton earlier this year, is based on SAE J2825, a quick, easy, economical and accurate roadside sound test. In doing so, Caledon becomes the first municipality in Ontario to officially adopt a bylaw based on SAE J2825. MMIC has been involved throughout the process and will keep on working with the municipality in the coming months as outreach activities will be conducted. The new bylaw becomes effective in 2011.

IMAGE FUND AT WORK 2010 Great Lakes Police Motorcycle Training Seminar and Competition

*By: Sgt. Matt Hofland - 2010
GLPMTS Organizing Committee*

On August 25 to 28 nearly one hundred police motorcycle riders converged on Georgian College in Barrie, Ontario for the annual 2010 Great Lakes Police Motorcycle Training Seminar and Competition. Riders travelled from as far away as Vancouver and Florida to test their skills against the best in North America at this international event. Practice and competition were the order of the week. Daily social events facilitated interaction, networking and camaraderie among the riders.

The Great Lakes Police Motorcycle Training Seminar assisted officers from South Carolina to attend in 2010. Representatives from a variety of municipal and state law enforcement agencies made the trip. Sgt Rob Grimsley of the Charleston, South Carolina police led this group eventually winning the coveted title of "Mr. Rodeo" as the best all-round rider. Sgt. Grimsley, a 20-year police veteran, is a leading figure in the field of police motorcycle operations. He has published articles focusing on such topics as the important need for regular, ongoing training.

On the final day of the seminar was the competition. Competition tests the riders on slow speed motorcycle control, obstacle negotiation, braking and collision avoidance techniques. Introducing a competitive element improves a rider's abilities. The human body does not distinguish between the hormones that are released during a competitive event from those that are released during an emergency motorcycle riding incident providing realistic training in a controlled environment.

Through this competitive format the riders develop a winning attitude, improve mental strength, develop

superior motorcycle riding ability, improve a rider's situational awareness, multi-tasking and task focusing. Riders' enhanced their ability to deal with stress and were exposed to new techniques, equipment and methodologies. The Great Lakes Police Motorcycle Training Seminar supports community policing while promoting safe motorcycling. The seminar employs a media relation's officer to promote our message of safe motorcycling. Beginning in April public displays and demonstrations, promoting the seminar's message, began the lead up to the event. The seminar has been featured in many newspapers, magazines, online publications and television. The 2010 seminar raised \$5,000 for the Ontario Police Memorial Foundation, which assists the families of fallen officers. Over the past twelve years the seminar has raised tens of thousands of dollars for charity. Riders, spectators and sponsors should be proud of this outstanding achievement. Many sponsors support the Great Lakes Police Motorcycle Training Seminar every year. In particular, Deeley Harley-Davidson, Ontario Police College Police Motorcycle Training and the Motorcycle & Moped Industry Council, who contributed to making every aspect of the seminar a success. Sponsorship contributes greatly to the continuing success of the seminar. Please visit our website to learn more about our sponsors. Police motorcycle operators have a unique image in the world of motorcycling. As law enforcement professionals they have the ability to portray motorcycling positively. Officers demonstrate how motorcycles can be an efficient and effective tool rather than a form of recreation. The Great Lakes Police Motorcycle Training Seminar recognizes this and will continue its mission of training and positive promotion of the image of motorcycling.

RETAIL SALES ANALYSIS

SEPTEMBER - 2010

MOTORCYCLE

September was less positive than the August numbers which was only 5% off their 2009 level. The street category was off by a larger margin in September and paralleled the total for the month at -15.6%.

One good spot was scooters that showed a small increase for the month. The Year-to-date figures are holding steady at -12%, exactly the same at month-end, August.

Most of the provinces experienced a decline for the month, but are holding steady YTD. Quebec showed a modest increase from the September YTD of last year.

ATV

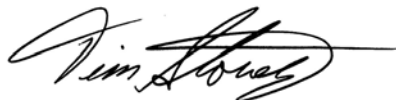
ATVs were down for the month at -7.4%, an improvement over the previous 2 months, half of July's decline.

There are in increasing number of provinces that are experiencing increases over the 2009 monthly figures. Saskatchewan is near the same level, Ontario is near 2% up, New Brunswick is over 9%.

Year-to-date, the eastern provinces are again above 2009 levels, and Ontario is only down by 2% for the same period, while Quebec is hovering at the same level as last year. The western provinces continue with double-digit decreases.

Nationally, ATV sales are only off the 2009 mark by 4.8%.

Respectfully submitted:



Tim Stover
Manager – Shows and Member Services

MMIC Statistics Report
Retail Motorcycle Sales Report
For the Month of September 2010

	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	2,236	60.78%	2,650	60.78%	-414	-15.62%	31,749	61.23%	36,314	61.30%	-4,565	-12.57%
Dual Purpose	214	5.82%	262	6.01%	-48	-18.32%	2,956	5.70%	3,419	5.77%	-463	-13.54%
Competition	553	15.03%	573	13.14%	-20	-3.49%	6,742	13.00%	7,391	12.48%	-649	-8.78%
Off-Road Rec	229	6.22%	353	8.10%	-124	-35.13%	4,289	8.27%	5,030	8.49%	-741	-14.73%
Mini Bike	37	1.01%	119	2.73%	-82	-68.91%	800	1.54%	1,281	2.16%	-481	-37.55%
Scooter	410	11.14%	403	9.24%	7	1.74%	5,312	10.25%	5,805	9.80%	-493	-8.49%
Categories TOTAL	3,679	100.00%	4,360	100.00%	-681	-15.62%	51,848	100.00%	59,240	100.00%	-7,392	-12.48%
British Columbia	585	15.90%	801	18.37%	-216	-26.97%	7,728	14.91%	8,911	15.04%	-1,183	-13.28%
Alberta	583	15.85%	755	17.32%	-172	-22.78%	9,651	18.61%	11,929	20.14%	-2,278	-19.10%
Saskatchewan	95	2.58%	187	4.29%	-92	-49.20%	1,915	3.69%	2,430	4.10%	-515	-21.19%
Manitoba	66	1.79%	104	2.39%	-38	-36.54%	1,275	2.46%	1,503	2.54%	-228	-15.17%
Ontario	1,002	27.24%	1,014	23.26%	-12	-1.18%	12,464	24.04%	15,091	25.47%	-2,627	-17.41%
Quebec	988	26.86%	1,108	25.41%	-120	-10.83%	14,156	27.30%	13,853	23.38%	303	2.19%
New Brunswick	108	2.94%	104	2.39%	4	3.85%	1,325	2.56%	1,539	2.60%	-214	-13.91%
Prince Edward Island	16	0.43%	27	0.62%	-11	-40.74%	244	0.47%	256	0.43%	-12	-4.69%
Nova Scotia	114	3.10%	130	2.98%	-16	-12.31%	1,426	2.75%	1,723	2.91%	-297	-17.24%
Newfoundland	104	2.83%	113	2.59%	-9	-7.96%	1,391	2.68%	1,728	2.92%	-337	-19.50%
Nunvair	4	0.11%	1	0.02%	3	300.00%	39	0.08%	16	0.03%	23	143.75%
Northwest Territories	4	0.11%	11	0.25%	-7	-63.64%	98	0.19%	116	0.20%	-18	-15.52%
Yukon	10	0.27%	5	0.11%	5	100.00%	136	0.26%	145	0.24%	-9	-6.21%
Provinces TOTAL	3,679	100.00%	4,360	100.00%	-681	-15.62%	51,848	100.00%	59,240	100.00%	-7,392	-12.48%

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RETAIL MOTORCYCLE UNIT SALES-CUSTOM CLASSIC

	up to 250cc		251 TO 400c		401 to 600cc		601 TO 750cc		751 TO 950cc		951cc &over		TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS
2007 Jan	6	6	0	0	3	3	53	53	59	59	335	335	456	456
Feb	3	9	0	0	5	8	87	140	118	177	501	836	714	1170
Mar	7	16	1	1	15	23	293	433	521	698	1484	2320	2321	3491
Apr	29	45	0	1	24	47	552	985	893	1591	2598	4918	4096	7587
May	52	97	4	5	46	93	677	1662	1136	2727	3363	8281	5278	12865
Jun	58	155	3	8	47	140	569	2231	705	3432	2156	10437	3538	16403
Jul	37	192	0	8	31	171	406	2637	447	3879	1520	11957	2441	18844
Aug	70	262	1	9	22	193	458	3095	435	4314	1524	13481	2510	21354
Sep	21	283	1	10	15	208	227	3322	421	4735	1174	14655	1859	23213
Oct	15	298	2	12	11	219	119	3441	146	4881	695	15350	988	24201
Nov	7	305	2	14	1	220	82	3523	83	4964	493	15843	668	24869
Dec	3	308	0	14	2	222	47	3570	38	5002	511	16354	601	25470
2009 Jan	2	705	0	29	0	185	46	3122	55	4358	247	17168	350	25567
Feb	11	702	0	29	1	185	66	3132	114	4331	501	16991	693	25370
Mar	25	686	0	29	6	172	338	3337	345	4306	1148	16498	1862	25028
Apr	89	665	0	29	38	170	389	3280	655	4032	1942	15197	3113	23373
May	73	594	0	0	47	182	496	3207	768	3862	2189	13951	3573	21796
Jun	58	519	0	0	28	175	474	3124	605	3852	1720	13491	2885	21161
Jul	47	449	0	0	25	169	298	2940	416	3796	1256	13153	2042	20507
Aug	40	428	0	0	20	180	169	2741	341	3802	847	12588	1417	19739
Sep	34	416	0	0	17	190	124	2622	348	3863	741	12212	1264	19303
Oct	10	398	0	0	7	193	47	2559	101	3866	338	11830	503	18846
Nov	2	397	0	0	1	193	17	2532	54	3848	278	11599	352	18569
Dec	6	397	0	0	1	191	26	2490	60	3862	184	11391	277	18331
2010 Jan	17	412	0	0	2	193	35	2479	59	3866	250	11394	363	18344
Feb	10	411	0	0	2	194	50	2463	110	3862	453	11346	625	18276
Mar	153	539	0	0	23	211	252	2377	373	3890	1318	11516	2119	18533
Apr	200	650	0	0	25	198	269	2257	403	3638	1672	11246	2569	17989
May	231	808	0	0	21	172	252	2013	361	3231	1509	10566	2374	16790
Jun	189	939	0	0	31	175	283	1822	374	3000	1524	10370	2401	16306
Jul	150	1042	0	0	15	165	217	1741	252	2836	971	10085	1605	15869
Aug	109	1111	0	0	28	173	146	1718	146	2641	757	9995	1186	15638
Sep	145	1222	0	0	14	170	93	1687	123	2416	618	9872	993	15367
Oct	0	1212	0	0	0	163	0	1640	0	2315	0	9534	0	14864
Nov	0	1210	0	0	0	162	0	1623	0	2261	0	9256	0	14512
Dec	0	1204	0	0	0	161	0	1597	0	2201	0	9072	0	14235

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RETAIL MOTORCYCLE UNIT SALES-STREET BIKES

	up to 250cc		251 TO 400c		401 to 600cc		601 TO 750cc		751 TO 950cc		951cc &over		TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS
2007 Jan	9	9	0	0	79	79	110	110	67	67	620	620	885	885
Feb	4	13	0	0	125	204	168	278	132	199	913	1533	1342	2227
Mar	20	33	1	1	451	655	663	941	584	783	2615	4148	4334	6561
Apr	67	100	0	1	869	1524	1038	1979	1004	1787	4769	8917	7747	14308
May	88	188	4	5	1069	2593	1326	3305	1243	3030	5827	14744	9557	23865
Jun	740	928	3	8	801	3394	947	4252	788	3818	3812	18556	7091	30956
Jul	507	1435	0	8	550	3944	622	4874	538	4356	2588	21144	4805	35761
Aug	244	1679	1	9	534	4478	690	5564	534	4890	2573	23717	4576	40337
Sep	96	1775	1	10	370	4848	387	5951	479	5369	2000	25717	3333	43670
Oct	45	1820	2	12	119	4967	181	6132	160	5529	1296	27013	1803	45473
Nov	37	1857	2	14	73	5040	118	6250	98	5627	916	27929	1244	46717
Dec	31	1888	1	15	57	5097	78	6328	57	5684	923	28852	1147	47864
2008 Jan	61	1940	0	15	252	5270	271	6489	138	5755	1208	29440	1930	48909
Feb	77	2013	0	15	103	5248	121	6442	152	5775	1218	29745	1671	49238
Mar	212	2205	0	14	387	5184	320	6099	434	5625	3092	30222	4445	49349
Apr	785	2923	0	14	888	5203	1006	6067	1068	5689	5841	31294	9588	51190
May	697	3532	0	10	987	5121	1336	6077	1077	5523	6152	31619	10249	51882
Jun	546	3338	0	7	672	4992	1013	6143	699	5434	4051	31858	6981	51772
Jul	511	3342	0	7	577	5019	823	6344	544	5440	2861	32131	5316	52283
Aug	263	3361	0	6	290	4775	565	6219	395	5301	2651	32209	4164	51871
Sep	203	3468	0	5	259	4664	452	6284	346	5168	2178	32387	3438	51976
Oct	128	3551	0	3	118	4663	199	6302	176	5184	1368	32459	1989	52162
Nov	84	3598	0	1	63	4653	96	6280	106	5192	1026	32569	1375	52293
Dec	50	3617	0	0	76	4672	107	6309	130	5265	823	32469	1186	52332
2009 Jan	54	3610	0	0	46	4466	87	6125	67	5194	487	31748	741	51143
Feb	84	3617	0	0	92	4455	157	6161	137	5179	926	31456	1396	50868
Mar	362	3767	0	0	323	4391	579	6420	420	5165	2333	30697	4017	50440
Apr	882	3864	0	0	568	4071	925	6339	797	4894	3677	28533	6849	47701
May	834	4001	0	0	662	3746	1021	6024	898	4715	3906	26287	7321	44773
Jun	695	4150	0	0	428	3502	875	5886	706	4722	3231	25467	5935	43727
Jul	439	4078	0	0	335	3260	572	5635	483	4661	2536	25142	4365	42776
Aug	251	4066	0	0	212	3182	415	5485	413	4679	1757	24248	3048	41660
Sep	287	4150	0	0	163	3086	308	5341	381	4714	1511	23581	2650	40872
Oct	84	4106	0	0	72	3040	125	5267	134	4672	766	22979	1181	40064
Nov	21	4043	0	0	66	3043	70	5241	61	4627	650	22603	868	39557
Dec	44	4037	0	0	68	3035	50	5184	80	4577	402	22182	644	39015
2010 Jan	65	4048	0	0	39	3028	96	5193	78	4588	533	22228	811	39085
Feb	68	4032	0	0	94	3030	149	5185	128	4579	961	22263	1400	39089
Mar	782	4452	0	0	368	3075	623	5229	544	4703	2541	22471	4858	39930
Apr	631	4201	0	0	358	2865	536	4840	560	4466	3348	22142	5433	38514
May	631	3998	0	0	384	2587	594	4413	516	4084	3111	21347	5236	36429
Jun	596	3899	0	0	409	2568	516	4054	486	3864	3114	21230	5121	35615
Jul	471	3931	7	7	351	2584	454	3936	337	3718	2140	20834	3760	35010
Aug	331	4011	25	32	183	2555	323	3844	263	3568	1768	20845	2893	34855
Sep	241	3965	0	32	290	2682	254	3790	190	3377	1261	20595	2236	34441
Oct	0	3881	0	32	0	2610	0	3665	0	3243	0	19829	0	33260
Nov	0	3860	0	32	0	2544	0	3595	0	3182	0	19179	0	32392
Dec	0	3816	0	32	0	2476	0	3545	0	3102	0	18777	0	31748

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RETAIL MOTORCYCLE UNIT SALES-STREET BIKES-SPORT

	up to 250cc		251 TO 400cc		401 to 600cc		601 TO 750cc		751 TO 950cc		951cc & over		TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS
2007 Jan	3	3	0	0	74	74	57	57	6	6	76	76	216	216
Feb	1	4	0	0	119	193	81	138	10	16	126	202	337	553
Mar	17	21	0	0	613	806	508	646	61	77	645	847	1844	2397
Apr	38	59	0	0	816	1622	486	1132	68	145	750	1597	2158	4555
May	36	95	0	0	993	2615	649	1781	63	208	843	2440	2584	7139
Jun	682	777	0	0	727	3342	378	2159	48	256	619	3059	2454	9593
Jul	470	1247	0	0	493	3835	216	2375	58	314	410	3469	1647	11240
Aug	174	1421	0	0	457	4292	232	2607	85	399	369	3838	1317	12557
Sep	75	1496	0	0	319	4611	160	2767	44	443	271	4109	869	13426
Oct	30	1526	0	0	100	4711	62	2829	10	453	151	4260	353	13779
Nov	28	1554	0	0	68	4779	36	2865	12	465	96	4356	240	14019
Dec	28	1582	1	1	49	4828	31	2896	10	475	97	4453	216	14235
2008 Jan	40	1619	0	1	210	4964	46	2885	56	525	142	4519	494	14513
Feb	63	1681	0	1	99	4944	65	2869	11	526	155	4548	393	14569
Mar	171	1835	0	1	358	4689	191	2552	49	514	435	4338	1204	13929
Apr	675	2472	0	1	801	4674	560	2626	105	551	755	4343	2896	14667
May	553	2989	0	1	869	4550	767	2744	85	573	806	4306	3080	15163
Jun	413	2720	0	1	611	4434	456	2822	60	585	537	4224	2077	14786
Jul	394	2644	0	1	525	4466	341	2947	42	569	444	4258	1746	14885
Aug	202	2672	0	1	269	4278	197	2912	34	518	318	4207	1020	14588
Sep	157	2754	0	1	246	4205	206	2958	24	498	301	4237	934	14653
Oct	100	2824	0	1	111	4216	89	2985	15	503	173	4259	488	14788
Nov	81	2877	0	1	61	4209	52	3001	5	496	109	4272	308	14856
Dec	44	2893	0	0	64	4224	39	3009	13	499	126	4301	286	14926
2009 Jan	52	2905	0	0	45	4059	41	3004	7	450	84	4243	229	14661
Feb	73	2915	0	0	88	4048	91	3030	4	443	141	4229	397	14665
Mar	337	3081	0	0	313	4003	241	3080	22	416	372	4166	1285	14746
Apr	793	3199	0	0	530	3732	536	3056	36	347	569	3980	2464	14314
May	761	3407	0	0	615	3478	525	2814	32	294	606	3780	2539	13773
Jun	637	3631	0	0	400	3267	401	2759	33	267	456	3699	1927	13623
Jul	392	3629	0	0	310	3052	274	2692	20	245	321	3576	1317	13194
Aug	211	3638	0	0	192	2975	246	2741	22	233	195	3453	866	13040
Sep	253	3734	0	0	146	2875	184	2719	7	216	232	3384	822	12928
Oct	74	3708	0	0	65	2829	78	2708	8	209	150	3361	375	12815
Nov	19	3646	0	0	65	2833	53	2709	0	204	149	3401	286	12793
Dec	38	3640	0	0	67	2836	24	2694	4	195	84	3359	217	12724
2010 Jan	48	3636	0	0	37	2828	61	2714	10	198	85	3360	241	12736
Feb	58	3621	0	0	92	2832	99	2722	6	200	169	3388	424	12763
Mar	629	3913	0	0	345	2864	371	2852	100	278	434	3450	1879	13357
Apr	431	3551	0	0	333	2667	267	2583	70	312	408	3289	1509	12402
May	400	3190	0	0	363	2415	342	2400	63	343	444	3127	1612	11475
Jun	407	2960	0	0	378	2393	233	2232	49	359	389	3060	1456	11004
Jul	321	2889	7	7	336	2419	237	2195	57	396	270	3009	1228	10915
Aug	222	2900	21	28	155	2382	177	2126	50	424	200	3014	825	10874
Sep	96	2743	0	28	276	2512	161	2103	16	433	176	2958	725	10777
Oct	0	2669	0	28	0	2447	0	2025	0	425	0	2808	0	10402
Nov	0	2650	0	28	0	2382	0	1972	0	425	0	2659	0	10116
Dec	0	2612	0	28	0	2315	0	1948	0	421	0	2575	0	9899

CONFIDENTIAL

RETAIL MOTORCYCLE UNIT SALES-STREET BIKES-TOURING

	up to 250cc		251 TO 400c		401 to 600cc		601 TO 750cc		751 TO 950cc		951cc &over		TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS
2007 Jan	0	0	0	0	2	2	0	0	2	2	209	#REF!	213	213
Feb	0	0	0	0	1	3	0	0	4	6	286	209	291	504
Mar	0	0	0	0	16	19	0	0	18	24	657	495	691	1195
Apr	0	0	0	0	29	48	0	0	43	67	1421	1152	1493	2688
May	0	0	0	0	30	78	0	0	44	111	1621	4194	1695	4383
Jun	0	0	0	0	27	105	0	0	35	146	1037	5231	1099	5482
Jul	0	0	0	0	26	131	0	0	33	179	658	5889	717	6199
Aug	0	0	0	0	55	186	0	0	14	193	680	6569	749	6948
Sep	0	0	0	0	36	222	0	0	14	207	555	7124	605	7553
Oct	0	0	0	0	8	230	0	0	4	211	450	7574	462	8015
Nov	0	0	0	0	4	234	0	0	3	214	329	7903	336	8351
Dec	0	0	0	0	6	240	0	0	9	223	315	8218	330	8681
2008 Jan	0	0	0	0	30	268	0	0	0	221	422	8431	452	8920
Feb	0	0	0	0	3	270	0	0	0	217	385	8530	388	9017
Mar	0	0	0	0	10	264	0	0	11	210	1016	8889	1037	9363
Apr	0	0	0	0	47	282	0	0	34	201	1843	9311	1924	9794
May	0	0	0	0	54	306	0	0	54	211	1911	9601	2019	10118
Jun	0	0	0	0	26	305	0	0	24	200	1334	9898	1384	10403
Jul	0	0	0	0	21	300	0	0	30	197	823	10063	874	10560
Aug	0	0	0	0	12	257	0	0	26	209	921	10304	959	10770
Sep	0	0	0	0	6	227	0	0	38	233	760	10509	804	10969
Oct	0	0	0	0	3	222	0	0	63	292	475	10534	541	11048
Nov	0	0	0	0	1	219	0	0	29	318	678	10883	708	11420
Dec	0	0	0	0	9	222	0	0	71	380	305	10873	385	11475
2009 Jan	0	0	0	0	1	193	0	0	5	385	156	10607	162	11185
Feb	0	0	0	0	3	193	0	0	19	404	284	10506	306	11103
Mar	0	0	0	0	4	187	0	0	53	446	813	10303	870	10936
Apr	0	0	0	0	0	140	0	0	106	518	1166	9626	1272	10284
May	0	0	0	0	0	86	0	0	98	562	1111	8826	1209	9474
Jun	0	0	0	0	0	60	0	0	68	606	1055	8547	1123	9213
Jul	0	0	0	0	0	39	0	0	47	623	959	8683	1006	9345
Aug	0	0	0	0	0	27	0	0	50	647	715	8477	765	9151
Sep	0	0	0	0	0	21	0	0	26	635	538	8255	564	8911
Oct	0	0	0	0	0	18	0	0	21	593	278	8058	299	8669
Nov	0	0	0	0	0	17	0	0	6	570	223	7603	229	8190
Dec	0	0	0	0	0	8	0	0	16	515	134	7432	150	7955
2010 Jan	0	0	0	0	0	7	0	0	9	519	198	7474	207	8000
Feb	0	0	0	0	0	4	0	0	12	512	339	7529	351	8045
Mar	0	0	0	0	0	0	0	0	71	530	789	7505	860	8035
Apr	0	0	0	0	0	0	0	0	87	511	1268	7607	1355	8118
May	0	0	0	0	0	0	0	0	92	505	1158	7654	1250	8159
Jun	0	0	0	0	0	0	0	0	63	500	1201	7800	1264	8300
Jul	0	0	0	0	0	0	0	0	53	506	874	7715	927	8221
Aug	0	0	0	0	0	0	0	0	87	543	735	7735	822	8278
Sep	0	0	0	0	0	0	0	0	51	568	466	7663	517	8231
Oct	0	0	0	0	0	0	0	0	0	547	0	7385	0	7932
Nov	0	0	0	0	0	0	0	0	0	541	0	7162	0	7703
Dec	0	0	0	0	0	0	0	0	0	525	0	7028	0	7553

CONFIDENTIAL

RETAIL MOTORCYCLE UNIT SALES-DUAL PURPOSE

	up to 125cc		126 to 250cc		251cc to 950cc		951cc & over			TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS		MONTH	12 MOS
2007 Jan	3	3	20	20	65	65	2	2		90	90
Feb	0	3	51	71	93	158	6	8		150	240
Mar	0	3	136	207	240	398	23	31		399	639
Apr	0	3	196	403	369	767	39	70		604	1243
May	0	3	242	645	817	1584	44	114		1103	2346
Jun	0	3	192	837	500	2084	22	136		714	3060
Jul	0	3	122	959	393	2477	14	150		529	3589
Aug	0	3	100	1059	319	2796	15	165		434	4023
Sep	2	5	39	1098	161	2957	14	179		216	4239
Oct	5	10	29	1127	104	3061	17	196		155	4394
Nov	3	13	20	1147	72	3133	11	207		106	4500
Dec	0	13	7	1154	63	3196	4	211		74	4574
2008 Jan	0	10	21	1155	82	3213	7	216		110	4594
Feb	32	42	31	1135	10	3130	61	271		134	4578
Mar	0	42	57	1056	256	3146	11	259		324	4503
Apr	0	42	211	1071	568	3345	120	340		899	4798
May	0	42	243	1072	637	3165	94	390		974	4669
Jun	0	42	213	1093	444	3109	19	387		676	4631
Jul	0	42	175	1146	381	3097	51	424		607	4709
Aug	0	42	110	1156	217	2995	40	449		367	4642
Sep	0	40	63	1180	241	3075	29	464		333	4759
Oct	0	35	52	1203	103	3074	24	471		179	4783
Nov	0	32	32	1215	58	3060	13	473		103	4780
Dec	0	32	12	1220	33	3030	6	475		51	4757
2009 Jan	0	32	15	1214	53	3001	9	477		77	4724
Feb	0	0	39	1222	87	3078	12	428		138	4728
Mar	0	0	135	1300	233	3055	43	460		411	4815
Apr	0	0	193	1282	452	2939	56	396		701	4617
May	13	13	159	1198	403	2705	43	345		618	4261
Jun	0	13	189	1174	256	2517	54	380		499	4084
Jul	0	13	128	1127	192	2328	52	381		372	3849
Aug	0	13	102	1119	199	2310	40	381		341	3823
Sep	10	23	90	1146	120	2189	42	394		262	3752
Oct	0	23	42	1136	76	2162	23	393		141	3714
Nov	0	23	27	1131	54	2158	15	395		96	3707
Dec	0	23	20	1139	52	2177	18	407		90	3746
2010 Jan	0	23	29	1153	50	2174	34	432		113	3782
Feb	0	23	31	1145	102	2189	16	436		149	3793
Mar	0	23	166	1176	277	2233	75	468		518	3900
Apr	0	23	145	1128	240	2021	71	483		456	3655
May	0	10	127	1096	231	1849	70	510		428	3465
Jun	0	10	141	1048	191	1784	105	561		437	3403
Jul	0	10	121	1041	150	1742	69	578		340	3371
Aug	0	10	102	1041	134	1677	65	603		301	3331
Sep	0	0	62	1013	114	1671	38	599		214	3283
Oct	0	0	0	971	0	1595	0	576		0	3142
Nov	0	0	0	944	0	1541	0	561		0	3046
Dec	0	0	0	924	0	1489	0	543		0	2956

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RETAIL MOTORCYCLE UNIT SALES-OFF ROAD RECREATION

	up to 125cc		126 to 250cc		251 cc and over					TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS				MONTH	12 MOS
2007 Jan	102	102	93	93	1	1				196	196
Feb	94	196	105	198	0	1				199	395
Mar	301	497	241	439	7	8				549	944
Apr	617	1114	475	914	6	14				1098	2042
May	791	1905	657	1571	9	23				1457	3499
Jun	632	2537	514	2085	6	29				1152	4651
Jul	676	3213	447	2532	2	31				1125	5776
Aug	548	3761	400	2932	11	42				959	6735
Sep	285	4046	161	3093	2	44				448	7183
Oct	227	4273	100	3193	1	45				328	7511
Nov	114	4387	83	3276	0	45				197	7708
Dec	261	4648	107	3383	1	46				369	8077
2008 Jan	331	4877	161	3451	6	51				498	8379
Feb	92	4875	41	3387	2	53				135	8315
Mar	268	4842	122	3268	5	51				395	8161
Apr	641	4866	459	3252	2	47				1102	8165
May	805	4880	595	3190	3	41				1403	8111
Jun	617	4865	323	2999	3	38				943	7902
Jul	605	4794	307	2859	4	40				916	7693
Aug	382	4628	227	2686	0	29				609	7343
Sep	249	4592	120	2645	2	29				371	7266
Oct	193	4558	96	2641	5	33				294	7232
Nov	116	4560	59	2617	6	39				181	7216
Dec	236	4535	69	2579	11	49				316	7163
2009 Jan	68	4272	32	2450	9	52				109	6774
Feb	84	4264	53	2462	10	60				147	6786
Mar	323	4319	198	2538	27	82				548	6939
Apr	518	4196	327	2406	37	117				882	6719
May	639	4030	404	2215	15	129				1058	6374
Jun	512	3925	305	2197	10	136				827	6258
Jul	430	3750	236	2126	6	138				672	6014
Aug	281	3649	149	2048	4	142				434	5839
Sep	246	3646	103	2031	4	144				353	5821
Oct	110	3563	46	1981	1	140				157	5684
Nov	70	3517	23	1945	5	139				98	5601
Dec	156	3437	25	1901	0	128				181	5466
2010 Jan	75	3444	43	1912	0	119				118	5475
Feb	56	3416	37	1896	6	115				99	5427
Mar	370	3463	171	1869	8	96				549	5428
Apr	471	3416	260	1802	8	67				739	5285
May	486	3263	320	1718	8	60				814	5041
Jun	460	3211	280	1693	4	54				744	4958
Jul	392	3173	194	1651	9	57				595	4881
Aug	280	3172	116	1618	6	59				402	4849
Sep	162	3088	62	1577	5	60				229	4725
Oct	0	2978	0	1531	0	59				0	4568
Nov	0	2908	0	1508	0	54				0	4470
Dec	0	2752	0	1483	0	54				0	4289

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RETAIL MOTORCYCLE UNIT SALES-COMPETITION

	up to 80cc		81 to 125cc		126 to 250cc		251 &over		401cc &over				TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS			MONTH	12 MOS
2007 Jan	35	35	63	63	242	242	212	212					552	552
Feb	11	46	53	116	231	473	238	450					533	1085
Mar	65	111	180	296	644	1117	551	1001					1440	2525
Apr	96	207	288	584	828	1945	700	1701					1912	4437
May	131	338	277	861	878	2823	673	2374					1959	6396
Jun	53	391	173	1034	482	3305	381	2755					1089	7485
Jul	67	458	139	1173	451	3756	268	3023					925	8410
Aug	100	558	144	1317	466	4222	335	3358					1045	9455
Sep	52	610	89	1406	270	4492	212	3570					623	10078
Oct	30	640	74	1480	224	4716	174	3744					502	10580
Nov	22	662	57	1537	177	4893	143	3887					399	10979
Dec	31	693	54	1591	165	5058	115	4002					365	11344
2008 Jan	22	680	78	1606	359	5175	231	4021					690	11482
Feb	26	695	55	1608	247	5191	174	3957					502	11451
Mar	34	664	170	1598	601	5148	418	3824					1223	11234
Apr	76	644	233	1543	960	5280	666	3790					1935	11257
May	69	582	231	1497	950	5352	592	3709					1842	11140
Jun	47	576	130	1454	665	5535	292	3620					1134	11185
Jul	52	561	139	1454	511	5595	266	3618					968	11228
Aug	48	509	128	1438	405	5534	277	3560					858	11041
Sep	47	504	69	1418	349	5613	222	3570					687	11105
Oct	17	491	65	1409	278	5667	220	3616					580	11183
Nov	14	483	44	1396	133	5623	165	3638					356	11140
Dec	21	473	57	1399	273	5731	178	3701					529	11304
2009 Jan	30	481	42	1363	169	5541	160	3630					401	11015
Feb	32	487	38	1346	242	5536	217	3673					529	11042
Mar	51	504	97	1273	431	5366	429	3684					1008	10827
Apr	65	493	132	1172	691	5097	495	3513					1383	10275
May	66	490	135	1076	669	4816	441	3362					1311	9744
Jun	55	498	101	1047	476	4627	275	3345					907	9517
Jul	38	484	85	993	349	4465	176	3255					648	9197
Aug	48	484	98	963	299	4359	186	3164					631	8970
Sep	44	481	67	961	266	4276	196	3138					573	8856
Oct	14	478	44	940	156	4154	119	3037					333	8609
Nov	16	480	26	922	110	4131	98	2970					250	8503
Dec	14	473	44	909	131	3989	113	2905					302	8276
2010 Jan	12	455	20	887	98	3918	95	2840					225	8100
Feb	17	440	24	873	180	3856	161	2784					382	7953
Mar	37	426	101	877	553	3978	432	2787					1123	8068
Apr	56	417	108	853	660	3947	450	2742					1274	7959
May	40	391	93	811	545	3823	395	2696					1073	7721
Jun	23	359	72	782	446	3793	284	2705					825	7639
Jul	45	366	57	754	367	3811	230	2759					699	7690
Aug	34	352	52	708	194	3706	308	2881					588	7647
Sep	34	342	115	756	208	3648	196	2881					553	7627
Oct	0	328	0	712	0	3492	0	2762					0	7294
Nov	0	312	0	686	0	3382	0	2664					0	7044
Dec	0	298	0	642	0	3251	0	2551					0	6742

Retail Scooter Sales Report (as of SEPTEMBER 2010)

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	92	22.44%	94	23.33%	-2	-2.13%	1,008	18.98%	975	16.80%	33	3.38%
Alberta	31	7.56%	38	9.43%	-7	-18.42%	467	8.79%	524	9.03%	-57	-10.88%
Saskatchewan	4	0.98%	6	1.49%	-2	-33.33%	69	1.30%	74	1.27%	-5	-6.76%
Manitoba	9	2.20%	6	1.49%	3	50.00%	198	3.73%	183	3.15%	15	8.20%
Ontario	46	11.22%	59	14.64%	-13	-22.03%	504	9.49%	1,064	18.33%	-560	-52.63%
Quebec	194	47.32%	177	43.92%	17	9.60%	2,722	51.24%	2,687	46.29%	35	1.30%
New Brunswick	21	5.12%	8	1.99%	13	162.50%	177	3.33%	118	2.03%	59	50.00%
Prince Edward Island	0	0.00%	0	0.00%	0 / 0		17	0.32%	15	0.26%	2	13.33%
Nova Scotia	4	0.98%	10	2.48%	-6	-60.00%	65	1.22%	103	1.77%	-38	-36.89%
Newfoundland	5	1.22%	4	0.99%	1	25.00%	56	1.05%	49	0.84%	7	14.29%
Nunavut	2	0.49%	0	0.00%	2 / 0		9	0.17%	2	0.03%	7	350.00%
Northwest Territories	2	0.49%	1	0.25%	1	100.00%	10	0.19%	7	0.12%	3	42.86%
Yukon Territory	0	0.00%	0	0.00%	0 / 0		10	0.19%	4	0.07%	6	150.00%
Province TOTAL	410	100.00%	403	100.00%	7	1.74%	5,312	100.00%	5,805	100.00%	-493	-8.49%

COHV Statistics Report

Retail OHV Sales Report

For the Month of September 2010

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	512	9.34%	542	9.16%	-30	-5.54%	3,830	8.48%	4,236	8.92%	-406	-9.58%
Alberta	802	14.64%	922	15.58%	-120	-13.02%	7,980	17.66%	9,117	19.19%	-1,137	-12.47%
Saskatchewan	337	6.15%	340	5.75%	-3	-0.88%	3,384	7.49%	3,896	8.20%	-512	-13.14%
Manitoba	281	5.13%	249	4.21%	32	12.85%	2,432	5.38%	2,782	5.86%	-350	-12.58%
Ontario	1,438	26.24%	1,410	23.83%	28	1.99%	9,697	21.46%	9,911	20.86%	-214	-2.16%
Quebec	1,407	25.68%	1,726	29.18%	-319	-18.48%	12,131	26.85%	12,119	25.51%	12	0.10%
New Brunswick	233	4.25%	213	3.60%	20	9.39%	1,815	4.02%	1,717	3.61%	98	5.71%
Prince Edward Island	15	0.27%	15	0.25%	0	0.00%	118	0.26%	112	0.24%	6	5.36%
Nova Scotia	109	1.99%	105	1.77%	4	3.81%	950	2.10%	968	2.04%	-18	-1.86%
Newfoundland	268	4.89%	315	5.32%	-47	-14.92%	2,047	4.53%	1,923	4.05%	124	6.45%
Northwest Territories	24	0.44%	17	0.29%	7	41.18%	201	0.44%	201	0.42%	0	0.00%
Yukon Territory	13	0.24%	21	0.35%	-8	-38.10%	190	0.42%	207	0.44%	-17	-8.21%
Nunuvut	41	0.75%	41	0.69%	0	0.00%	413	0.91%	314	0.66%	99	31.53%
Province TOTAL	5,480	100.00%	5,916	100.00%	-436	-7.37%	45,188	100.00%	47,503	100.00%	-2,315	-4.87%

CONFIDENTIAL

RETAIL OHV UNIT SALES

	up to 100cc		101 TO 200c		201 to300cc		301 TO400cc		401 to 500cc		501cc &over		TOTAL	TOTAL
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS
2007 Jan	141	141	23	23	86	86	797	797	1567	1567	1782	1782	4396	4396
Feb	309	450	31	54	90	176	615	1412	1553	3120	1723	3505	4321	8717
Mar	307	757	74	128	208	384	1181	2593	3032	6152	2994	6499	7796	16513
Apr	320	1077	100	228	262	646	1377	3970	3806	9958	3781	10280	9646	26159
May	453	1530	118	346	325	971	1803	5773	5044	15002	4540	14820	12283	38442
Jun	274	1804	76	422	210	1181	1156	6929	2962	17964	2234	17054	6912	45354
Jul	233	2037	51	473	196	1377	1048	7977	2693	20657	2059	19113	6280	51634
Aug	278	2315	61	534	195	1572	1030	9007	3224	23881	2507	21620	7295	58929
Sep	242	2557	35	569	210	1782	1113	10120	3358	27239	2993	24613	7951	66880
Oct	221	2778	48	617	163	1945	1015	11135	3329	30568	3333	27946	8109	74989
Nov	97	2875	11	628	80	2025	700	11835	2076	32644	1871	29817	4835	79824
Dec	265	3140	24	652	84	2109	825	12660	5243	37887	2212	32029	8653	88477
2008 Jan	159	3158	17	646	74	2097	710	12573	2241	38561	1756	32003	4957	89038
Feb	93	2942	11	626	68	2075	528	12486	1323	38331	1747	32027	3770	88487
Mar	235	2870	31	583	111	1978	754	12059	1596	36895	2447	31480	5174	85865
Apr	439	2989	55	538	227	1943	1416	12098	4928	38017	4099	31798	11164	87383
May	480	3016	66	486	291	1909	1525	11820	5107	38080	4392	31650	11861	86961
Jun	271	3013	21	431	194	1893	983	11647	2807	37925	2432	31848	6708	86757
Jul	301	3081	36	416	175	1872	897	11496	2823	38055	2340	32129	6572	87049
Aug	359	3162	28	383	169	1846	811	11277	2704	37535	2588	32210	6659	86413
Sep	236	3156	35	383	136	1772	810	10974	3215	37392	3187	32404	7619	86081
Oct	164	3099	27	362	163	1772	740	10699	3519	37582	3318	32389	7931	85903
Nov	169	3171	20	371	83	1775	622	10621	1668	37174	2006	32524	4568	85636
Dec	246	3152	22	369	76	1767	390	10186	1490	33421	1758	32070	3982	80965
2009 Jan	87	3080	4	356	46	1739	325	9801	978	32158	1438	31752	2878	78886
Feb	86	3073	18	363	51	1722	250	9523	1054	31889	1365	31370	2824	77940
Mar	151	2989	27	359	97	1708	547	9316	2369	32662	2095	31018	5286	78052
Apr	290	2840	41	345	209	1690	853	8753	2612	30346	3410	30329	7415	74303
May	348	2708	62	341	190	1589	803	8031	2483	27722	3356	29293	7242	69684
Jun	282	2719	54	374	163	1558	628	7676	2296	27211	2622	29483	6045	69021
Jul	278	2696	25	363	182	1565	573	7352	1688	26076	2143	29286	4889	67338
Aug	192	2529	30	365	147	1543	435	6976	1978	25350	2226	28924	5008	65687
Sep	187	2480	25	355	198	1605	504	6670	2238	24373	2764	28501	5916	63984
Oct	135	2451	21	349	108	1550	404	6334	1666	22520	2327	27510	4661	60714
Nov	137	2419	12	341	113	1580	289	6001	1322	22174	1832	27336	3705	59851
Dec	360	2533	20	339	124	1628	270	5881	1293	21977	1861	27439	3928	59797
2010 Jan	83	2529	7	342	72	1654	227	5783	1134	22133	1304	27305	2827	59746
Feb	87	2530	9	333	56	1659	242	5775	1337	22416	1581	27521	3312	60234
Mar	236	2615	27	333	176	1738	520	5748	2900	22947	2796	28222	6655	61603
Apr	337	2662	40	332	185	1714	470	5365	2482	22817	3327	28139	6841	61029
May	255	2569	35	305	157	1681	490	5052	2354	22688	2854	27637	6145	59932
Jun	257	2544	37	288	146	1664	419	1990	1990	22382	2414	27429	5263	59150
Jul	222	2488	35	298	136	1618	320	4590	1471	22165	1982	27268	4166	58427
Aug	181	2477	36	304	100	1571	298	4453	1721	21908	2163	27205	4499	57918
Sep	144	2434	14	293	59	1432	248	4197	2234	21904	2781	27222	5480	57482
Oct	0	2299	0	272	0	1324	0	3793	0	20238	0	24895	0	52821
Nov	0	2162	0	260	0	1211	0	3504	0	18916	0	23063	0	49116
Dec	0	1802	0	240	0	1087	0	3234	0	17623	0	21202	0	45188