

CANADA NOW!

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



JUNE - 2011

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NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

INDUSTRY WATCH

Canadian Off-Highway Vehicle Distributors Council (COHV)
By Jo-Anne Farquhar

Motorcycle Safety Standards for Helmets in Canada

Looking back, 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! It was also a year where the motorcycle and scooter industry experienced an eight percent increase in sales in spite of a world-wide economic downturn. Unfortunately, the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) and its member manufacturers couldn't boast those same numbers for 2009 or 2010. Although 2010 sales increased slightly over the previous year in both the motorcycle and ATV market, the numbers showed that motorcycle sales were down just over 10 percent and ATV sales saw a year end dip of 5.5 percent. But, even with this year-end dip there were still over one hundred and thirteen thousand new units of motorcycles, scooters and ATVs sold in Canada during 2010. This translates into an estimated retail value of 1,417,850,000 dollars. The Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) also identified that the largest number of motorcycle and ATV vehicle sales occurred during the spring and summer of 2010. For

those still looking for a new motorcycle or ATV there is still plenty of time left in the riding season. Once you choose the vehicle that's right for you, it is just as important to choose a safety standard approved helmet because research has shown that helmeted riders survive more accidents than those who do not wear one. Right now motorcyclists, both on road and off road, in Canada must wear helmets that meet standards set by the Canadian Standard's Association (CSA), the U.S. Department of Transportation (DOT), the US Federal Motor Vehicle Safety Standards (NHTSA, 2007) or helmets approved by the Snell Foundation, a company in the United States that conducts safety tests on helmets every five years. The Motorcycle & Moped Industry Council (MMIC) working in partnership with the Canadian Council of Motor Transport Administrators (CCMTA) are calling on each province and territory to update its list of approved helmets to include those that conform to the Economic Community of Europe (ECE) standards, known as ECE 22-05. Helmets with the ECE 22.05 European certification are actually the most commonly used internationally and required by over 50 countries world-wide. The ECE 22.05 standard results in a helmet that is lighter, better ventilated and has better impact capabilities.

Con't...

- INDUSTRY WATCH with Jo-Anne Farquhar

Upcoming Events!

2012 Show Dates (tentative)

- Toronto – Dec. 9-11, 2011
- Calgary – Jan. 6-8
- Edmonton – Jan. 13-15
- Vancouver – Jan. 19-22
- Quebec – Feb. 3-5
- Atlantic – Feb. 10-12
- Montreal – Feb. 24-26

MMIC / COHV AFFINITY PARTNERS



Con't....

Another major benefit for Canadian riders in adopting the ECE standard is that it does not directly conflict with existing standards. And the mandatory batch testing requirements of the ECE assures higher helmet quality which enhances the effectiveness in preventing rider fatalities and serious injuries.

Not only is the European standard considered better by some because it's more current, but the ECE 22.05 standard also requires mandatory batch testing of helmets before they are released to the riding public as opposed to the current practice of random testing after the helmets are released to the riding public.

The result of a jurisdictional survey conducted by the MMIC and CCMTA, indicate that only Quebec has the ECE helmet standard in place. It is being recommended that all jurisdictions amend their legislation/regulations or existing standards to include the ECE 22.05. Just as important, the MMIC, COHV and its member manufacturers are once again asking all jurisdictions to legislate/regulate mandatory helmet laws for ATV riders.

Remember, whether you're planning a short ride or a long ride, on road or off road, motorcycle or ATV, helmets can save lives and reduce serious injury. For more information contact the MMIC at www.mmic.ca.

New Motorcycle Roadside Sound Test for Bathurst, New Brunswick

Following the lead of the City of Edmonton, Alberta, City Council in Bathurst, New Brunswick, passed a bylaw on Monday, April 18, 2011 that will limit the amount of noise

motorcycles can make. Pending approval from the province, the new bylaw will be in place July 1, 2011. Bathurst council has adopted the new SAE J 2825 standard, which meets the need for a practical, consistent roadside motorcycle sound test. This is a simple, quick, economical and science-based tool for accurately identifying motorcycles with excessively loud exhaust systems.

As more municipal, city and provincial governments adopt the SAE standard, riders everywhere will benefit. Because this test accurately identifies excessively loud exhausts, riders will no longer be subjected to questionable sound-level checks (for example: the coat hanger test in Montreal). This standard has the potential to provide fair and consistent testing for riders travelling in provinces, cities and municipalities across Canada.

New Brunswick Set To Examine Motorcycle Inspections

The New Brunswick government will be consulting residents later this year regarding its motor vehicle inspection program. One of the things that will be looked at is whether motorcycles should be subjected to the annual examination. Right now, New Brunswick requires annual inspections for most vehicles, twice annually for others but none for motorcycles, motorized bicycles or tricycles. The question is – Do motorcyclists in New Brunswick believe that motorcycles should be subjected to the annual examination?

In Europe, the European Commission is actively looking at Periodical Technical Inspections for motorcycles. Members of the

Federation of European Motorcyclists' Associations (FEMA) have submitted a position paper and are quoted stating that they "oppose harmonized and extended PTI for powered two wheelers (PTWs)." "Periodical Technical Inspection (PTI) is commonly seen as a tool to make sure vehicles on the road are in good technical condition. The Federation of European Motorcyclists' Associations (FEMA) does not put into question the need for powered two wheelers (PTWs) to also be in good condition on the road. However, FEMA argues that PTI will not improve road safety and only represents an additional and unjustified burden for motorcyclists." "... Motorcycle in-depth studies highlight that human behaviour is the primary causation factor of accidents involving PTWs. Technical failures only account for 0.3% of all primary accident contributing factors. It is doubtful that an extension of PTI regimes would be able to reduce this number significantly." "Countries in Europe having PTI regimes for PTWs do not show improved accident figures." For the full report: <http://www.fema-online.eu>.

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RETAIL SALES ANALYSIS

MAY - 2011

MOTORCYCLE

Positive news comes from the largest of the categories for the month of May. The street category shows an 8% increase over May, 2010. That leads to an overall change for the month of only -1.9% through all categories. Dual purpose showed an increase for the same time period.

Albert and Quebec posted gains for the month, while some of the other larger provinces were close to their previous May numbers.

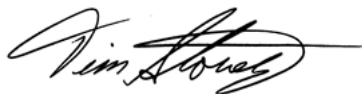
Year-to-date, the numbers hover only just around the -12% mark, halfway through the year, with street and dual purpose with the smallest decreases.

ATV

ATVs were only off their May, 2010, numbers by -6%, similar to the April level, with the larger provinces experiencing similar numbers in decreases.

Year-to-date, all provinces showed decreases of varying sizes, for a total decrease of -20% over the same period, 2010, similar to April YTD.

Respectfully submitted:



Tim Stover
Manager – Shows and Member Services

MMIC Statistics Report
Retail Motorcycle Sales Report
For the Month of May 2011

	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	5,591	66.33%	5,169	60.10%	422	8.16%	16,071	63.73%	17,548	60.86%	-1,477	-8.42%
Dual Purpose	491	5.83%	485	5.64%	6	1.24%	1,649	6.54%	1,828	6.34%	-179	-9.79%
Competition	971	11.52%	1,073	12.48%	-102	-9.51%	3,397	13.47%	4,077	14.14%	-680	-16.68%
Off-Road Rec	551	6.54%	814	9.47%	-263	-32.31%	1,373	5.44%	2,319	8.04%	-946	-40.79%
Mini Bike	118	1.40%	158	1.84%	-40	-25.32%	362	1.44%	557	1.93%	-195	-35.01%
Scooter	707	8.39%	901	10.48%	-194	-21.53%	2,367	9.39%	2,503	8.68%	-136	-5.43%
Categories TOTAL	8,429	100.00%	8,600	100.00%	-171	-1.99%	25,219	100.00%	28,832	100.00%	-3,613	-12.53%
British Columbia	983	11.66%	1,158	13.47%	-175	-15.11%	3,613	14.33%	4,241	14.71%	-628	-14.81%
Alberta	1,717	20.37%	1,646	19.14%	71	4.31%	5,140	20.38%	5,806	20.14%	-666	-11.47%
Saskatchewan	333	3.95%	311	3.62%	22	7.07%	1,033	4.10%	1,159	4.02%	-126	-10.87%
Manitoba	225	2.67%	246	2.86%	-21	-8.54%	661	2.62%	717	2.49%	-56	-7.81%
Ontario	1,943	23.05%	1,997	23.22%	-54	-2.70%	6,072	24.08%	6,949	24.10%	-877	-12.62%
Quebec	2,502	29.68%	2,426	28.21%	76	3.13%	6,868	27.23%	7,631	26.47%	-763	-10.00%
New Brunswick	211	2.50%	224	2.60%	-13	-5.80%	531	2.11%	703	2.44%	-172	-24.47%
Prince Edward Island	25	0.30%	43	0.50%	-18	-41.86%	68	0.27%	140	0.49%	-72	-51.43%
Nova Scotia	173	2.05%	225	2.62%	-52	-23.11%	612	2.43%	714	2.48%	-102	-14.29%
Newfoundland	281	3.33%	269	3.13%	12	4.46%	527	2.09%	642	2.23%	-115	-17.91%
Nunvait	3	0.04%	6	0.07%	-3	-50.00%	5	0.02%	16	0.06%	-11	-68.75%
Northwest Territories	15	0.18%	21	0.24%	-6	-28.57%	26	0.10%	41	0.14%	-15	-36.59%
Yukon	18	0.21%	28	0.33%	-10	-35.71%	63	0.25%	73	0.25%	-10	-13.70%
Provinces TOTAL	8,429	100.00%	8,600	100.00%	-171	-1.99%	25,219	100.00%	28,832	100.00%	-3,613	-12.53%

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RETAIL MOTORCYCLE UNIT SALES-CUSTOM CLASSIC

	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
2008 Jan	21	21	0	0	12	12	225	225	82	82	644	644	984	984
Feb	14	35	0	0	1	13	56	281	141	223	678	1322	890	1874
Mar	41	76	0	0	19	32	133	414	370	593	1641	2963	2204	4078
Apr	110	186	0	0	40	72	446	860	929	1522	3243	6206	4768	8846
May	144	330	29	29	35	107	569	1429	938	2460	3435	9641	5150	13996
Jun	133	463	0	29	35	142	557	1986	615	3075	2180	11821	3520	17516
Jul	117	580	0	29	31	173	482	2468	472	3547	1594	13415	2696	20212
Aug	61	641	0	29	9	182	368	2836	335	3882	1412	14827	2185	22397
Sep	46	687	0	29	7	189	243	3079	287	4169	1117	15944	1700	24097
Oct	28	715	0	29	4	193	110	3189	98	4267	720	16664	960	25057
Nov	3	718	0	29	1	194	44	3233	72	4339	509	17173	629	25686
Dec	6	724	0	29	3	197	68	3301	46	4385	392	17565	515	26201
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	29	1241	0	0	0	163	38	1678	54	2369	370	9904	491	15355
Nov	15	1254	0	0	1	163	25	1686	39	2354	188	9814	268	15271
Dec	18	1266	0	0	2	164	37	1697	39	2333	301	9931	397	15391
2011 Jan	15	1264	0	0	2	164	21	1683	28	2302	281	9962	347	15375
Feb	22	1276	0	0	1	163	25	1658	35	2227	401	9910	484	15234
Mar	71	1194	0	0	9	149	126	1532	136	1990	944	9536	1286	14401
Apr	138	1132	0	0	31	155	230	1493	224	1811	1555	9419	2178	14010
May	109	1010	0	0	19	153	306	1547	247	1697	1664	9574	2345	13981
Jun	0	821	0	0	0	122	0	1264	0	1323	0	8050	0	11580
Jul	0	671	0	0	0	107	0	1047	0	1071	0	7079	0	9975
Aug	0	562	0	0	0	79	0	901	0	925	0	6322	0	8789
Sep	0	417	0	0	0	65	0	808	0	802	0	5704	0	7796
Oct	0	388	0	0	0	65	0	770	0	748	0	5334	0	7305
Nov	0	373	0	0	0	64	0	745	0	709	0	5146	0	7037
Dec	0	355	0	0	0	62	0	708	0	670	0	4845	0	6640

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RETAIL MOTORCYCLE UNIT SALES-STREET BIKES

	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
2008 Jan	61	61	0	0	252	252	271	271	138	138	1208	1208	1930	1930
Feb	77	138	0	0	103	355	121	392	152	290	1218	2426	1671	3601
Mar	212	350	0	0	387	742	320	712	434	724	3092	5518	4445	8046
Apr	785	1135	0	0	888	1630	1006	1718	1068	1792	5841	11359	9588	17634
May	697	1832	0	0	987	2617	1336	3054	1077	2869	6152	17511	10249	27883
Jun	546	2378	0	0	672	3289	1013	4067	699	3568	4051	21562	6981	34864
Jul	511	2889	0	0	577	3866	823	4890	544	4112	2861	24423	5316	40180
Aug	263	3152	0	0	290	4156	565	5455	395	4507	2651	27074	4164	44344
Sep	203	3355	0	0	259	4415	452	5907	346	4853	2178	29252	3438	47782
Oct	128	3483	0	0	118	4533	199	6106	176	5029	1368	30620	1989	49771
Nov	84	3567	0	0	63	4596	96	6202	106	5135	1026	31646	1375	51146
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	79	3960	0	32	75	2685	98	3763	99	3342	783	20612	1134	34394
Nov	49	3988	0	32	74	2693	80	3773	54	3335	420	20382	677	34203
Dec	51	3995	0	32	41	2666	55	3778	60	3315	578	20558	785	34344
2011 Jan	67	3997	1	33	38	2665	49	3731	47	3284	562	20587	764	34297
Feb	133	4062	1	34	56	2627	76	3658	78	3234	793	20419	1137	34034
Mar	428	3708	11	45	349	2608	618	3653	250	2940	2059	19937	3715	32891
Apr	405	3482	53	98	220	2470	502	3619	437	2817	3247	19836	4864	32322
May	735	3586	113	211	210	2296	645	3670	459	2760	3429	20154	5591	32677
Jun	0	2990	0	211	0	1887	0	3154	0	2274	0	17040	0	27556
Jul	0	2519	0	204	0	1536	0	2700	0	1937	0	14900	0	23796
Aug	0	2188	0	179	0	1353	0	2377	0	1674	0	13132	0	20903
Sep	0	1947	0	179	0	1063	0	2123	0	1484	0	11871	0	18667
Oct	0	1868	0	179	0	988	0	2025	0	1385	0	11088	0	17533
Nov	0	1819	0	179	0	914	0	1945	0	1331	0	10668	0	16856
Dec	0	1768	0	179	0	873	0	1890	0	1271	0	10090	0	16071

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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
2008 Jan	40	40	0	0	210	210	46	46	56	56	142	142	494	494
Feb	63	103	0	0	99	309	65	111	11	67	155	297	393	887
Mar	171	274	0	0	358	667	191	302	49	116	435	732	1204	2091
Apr	675	949	0	0	801	1468	560	862	105	221	755	1487	2896	4987
May	553	1502	0	0	869	2337	767	1629	85	306	806	2293	3080	8067
Jun	413	1915	0	0	611	2948	456	2085	60	366	537	2830	2077	10144
Jul	394	2309	0	0	525	3473	341	2426	42	408	444	3274	1746	11890
Aug	202	2511	0	0	269	3742	197	2623	34	442	318	3592	1020	12910
Sep	157	2668	0	0	246	3988	206	2829	24	466	301	3893	934	13844
Oct	100	2768	0	0	111	4099	89	2918	15	481	173	4066	488	14332
Nov	81	2849	0	0	61	4160	52	2970	5	486	109	4175	308	14640
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	50	2719	0	28	75	2522	60	2085	11	436	112	2920	308	10710
Nov	34	2734	0	28	73	2530	55	2087	8	444	88	2859	258	10682
Dec	33	2729	0	28	39	2502	18	2081	8	448	77	2852	175	10640
2011 Jan	52	2733	1	29	36	2501	28	2048	8	446	65	2832	190	10589
Feb	111	2786	1	30	55	2464	51	2000	12	452	108	2771	338	10503
Mar	357	2514	11	41	340	2459	492	2121	41	393	360	2697	1601	10225
Apr	267	2350	53	94	189	2315	272	2126	39	362	398	2687	1218	9934
May	626	2576	113	207	191	2143	339	2123	44	343	369	2612	1682	10004
Jun	0	2169	0	207	0	1765	0	1890	0	294	0	2223	0	8548
Jul	0	1848	0	200	0	1429	0	1653	0	237	0	1953	0	7320
Aug	0	1626	0	179	0	1274	0	1476	0	187	0	1753	0	6495
Sep	0	1530	0	179	0	998	0	1315	0	171	0	1577	0	5770
Oct	0	1480	0	179	0	923	0	1255	0	160	0	1465	0	5462
Nov	0	1446	0	179	0	850	0	1200	0	152	0	1377	0	5204
Dec	0	1413	0	179	0	811	0	1182	0	144	0	1300	0	5029

CONFIDENTIAL

RETAIL MOTORCYCLE UNIT SALES-STREET BIKES-TOURING

	up to 250cc		251 TO 400cc		401 to 600cc		601 TO 750cc		751 TO 950cc		951cc &over		TOTAL	
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS
2008 Jan	0	0	0	0	30	30	0	0	0	0	422	422	452	452
Feb	0	0	0	0	3	33	0	0	0	0	385	422	388	840
Mar	0	0	0	0	10	43	0	0	11	11	1016	807	1037	1877
Apr	0	0	0	0	47	90	0	0	34	45	1843	1823	1924	3801
May	0	0	0	0	54	144	0	0	54	99	1911	5577	2019	5820
Jun	0	0	0	0	26	170	0	0	24	123	1334	6911	1384	7204
Jul	0	0	0	0	21	191	0	0	30	153	823	7734	874	8078
Aug	0	0	0	0	12	203	0	0	26	179	921	8655	959	9037
Sep	0	0	0	0	6	209	0	0	38	217	760	9415	804	9841
Oct	0	0	0	0	3	212	0	0	63	280	475	9890	541	10382
Nov	0	0	0	0	1	213	0	0	29	309	678	10568	708	11090
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	34	581	301	7686	335	8267
Nov	0	0	0	0	0	0	0	0	7	582	144	7607	151	8189
Dec	0	0	0	0	0	0	0	0	13	579	200	7673	213	8252
2011 Jan	0	0	0	0	0	0	0	0	11	581	216	7691	227	8272
Feb	0	0	0	0	0	0	0	0	31	600	284	7636	315	8236
Mar	0	0	0	0	0	0	0	0	73	602	755	7602	828	8204
Apr	0	0	0	0	0	0	0	0	174	689	1294	7628	1468	8317
May	0	0	0	0	0	0	0	0	168	765	1396	7866	1564	8631
Jun	0	0	0	0	0	0	0	0	0	702	0	6665	0	7367
Jul	0	0	0	0	0	0	0	0	0	649	0	5791	0	6440
Aug	0	0	0	0	0	0	0	0	0	562	0	5056	0	5618
Sep	0	0	0	0	0	0	0	0	0	511	0	4590	0	5101
Oct	0	0	0	0	0	0	0	0	0	477	0	4289	0	4766
Nov	0	0	0	0	0	0	0	0	0	470	0	4145	0	4615
Dec	0	0	0	0	0	0	0	0	0	457	0	3945	0	4402

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
2008 Jan	0	0	21	21	82	82	7	7		110	110
Feb	32	32	31	52	10	92	61	68		134	244
Mar	0	32	57	109	256	348	11	79		324	568
Apr	0	32	211	320	568	916	120	199		899	1467
May	0	32	243	563	637	1553	94	293		974	2441
Jun	0	32	213	776	444	1997	19	312		676	3117
Jul	0	32	175	951	381	2378	51	363		607	3724
Aug	0	32	110	1061	217	2595	40	403		367	4091
Sep	0	32	63	1124	241	2836	29	432		333	4424
Oct	0	32	52	1176	103	2939	24	456		179	4603
Nov	0	32	32	1208	58	2997	13	469		103	4706
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	41	1012	65	1660	42	618		148	3290
Nov	0	0	19	1004	34	1640	19	622		72	3266
Dec	0	0	21	1005	22	1610	18	622		61	3237
2011 Jan	0	0	15	991	43	1603	13	601		71	3195
Feb	0	0	43	1003	73	1574	30	615		146	3192
Mar	0	0	135	972	268	1565	97	637		500	3174
Apr	0	0	121	948	279	1604	41	607		441	3159
May	0	0	152	973	264	1637	75	612		491	3222
Jun	0	0	0	832	0	1446	0	507		0	2785
Jul	0	0	0	711	0	1296	0	438		0	2445
Aug	0	0	0	609	0	1162	0	373		0	2144
Sep	0	0	0	547	0	1048	0	335		0	1930
Oct	0	0	0	506	0	983	0	293		0	1782
Nov	0	0	0	487	0	949	0	274		0	1710
Dec	0	0	0	466	0	927	0	256		0	1649

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RETAIL MOTORCYCLE UNIT SALES-OFF ROAD RECREATION

	up to 125cc		126 to 250cc		251 cc and over		TOTAL MONTH	TOTAL 12 MOS
	MONTH	12 MOS	MONTH	12 MOS	MONTH	12 MOS		
2008 Jan	331	331	161	161	6	6	498	498
Feb	92	423	41	202	2	8	135	633
Mar	268	691	122	324	5	13	395	1028
Apr	641	1332	459	783	2	15	1102	2130
May	805	2137	595	1378	3	18	1403	3533
Jun	617	2754	323	1701	3	21	943	4476
Jul	605	3359	307	2008	4	25	916	5392
Aug	382	3741	227	2235	0	25	609	6001
Sep	249	3990	120	2355	2	27	371	6372
Oct	193	4183	96	2451	5	32	294	6666
Nov	116	4299	59	2510	6	38	181	6847
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	119	3097	39	1570	4	63	162	4730
Nov	94	3121	27	1574	0	58	121	4753
Dec	131	3096	28	1577	2	60	161	4733
2011 Jan	34	3055	11	1545	2	62	47	4662
Feb	61	3060	34	1542	1	57	96	4659
Mar	149	2839	61	1432	5	54	215	4325
Apr	295	2663	166	1338	3	49	464	4050
May	364	2541	180	1198	7	48	551	3787
Jun	0	2081	0	918	0	44	0	3043
Jul	0	1689	0	724	0	35	0	2448
Aug	0	1409	0	608	0	29	0	2046
Sep	0	1247	0	546	0	24	0	1817
Oct	0	1128	0	507	0	20	0	1655
Nov	0	1034	0	480	0	20	0	1534
Dec	0	903	0	452	0	18	0	1373

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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
2008 Jan	22	22	78	78	359	359	231	231					690	690
Feb	26	48	55	133	247	606	174	405					502	1192
Mar	34	82	170	303	601	1207	418	823					1223	2415
Apr	76	158	233	536	960	2167	666	1489					1935	4350
May	69	227	231	767	950	3117	592	2081					1842	6192
Jun	47	274	130	897	665	3782	292	2373					1134	7326
Jul	52	326	139	1036	511	4293	266	2639					968	8294
Aug	48	374	128	1164	405	4698	277	2916					858	9152
Sep	47	421	69	1233	349	5047	222	3138					687	9839
Oct	17	438	65	1298	278	5325	220	3358					580	10419
Nov	14	452	44	1342	133	5458	165	3523					356	10775
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	36	364	32	744	170	3662	150	2912					388	7682
Nov	12	360	22	740	105	3657	92	2906					231	7663
Dec	13	359	22	718	118	3644	88	2881					241	7602
2011 Jan	5	352	8	706	90	3636	86	2872					189	7566
Feb	22	357	27	709	146	3602	122	2833					317	7501
Mar	35	355	44	652	373	3422	385	2786					837	7215
Apr	46	345	71	615	544	3306	422	2758					1083	7024
May	54	359	87	609	445	3206	385	2748					971	6922
Jun	0	336	0	537	0	2760	0	2464					0	6097
Jul	0	291	0	480	0	2393	0	2234					0	5398
Aug	0	257	0	428	0	2199	0	1926					0	4810
Sep	0	223	0	313	0	1991	0	1730					0	4257
Oct	0	187	0	281	0	1821	0	1580					0	3869
Nov	0	175	0	259	0	1716	0	1488					0	3638
Dec	0	162	0	237	0	1598	0	1400					0	3397

Retail Scooter Sales Report (as of MAY 2011)

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	127	17.96%	125	13.87%	2	1.60%	495	20.91%	463	18.50%	32	6.91%
Alberta	88	12.45%	71	7.88%	17	23.94%	227	9.59%	198	7.91%	29	14.65%
Saskatchewan	9	1.27%	7	0.78%	2	28.57%	61	2.58%	28	1.12%	33	117.86%
Manitoba	29	4.10%	46	5.11%	-17	-36.96%	108	4.56%	106	4.23%	2	1.89%
Ontario	88	12.45%	84	9.32%	4	4.76%	307	12.97%	226	9.03%	81	35.84%
Quebec	323	45.69%	518	57.49%	-195	-37.64%	1,043	44.06%	1,355	54.14%	-312	-23.03%
New Brunswick	22	3.11%	27	3.00%	-5	-18.52%	69	2.92%	72	2.88%	-3	-4.17%
Prince Edward Island	1	0.14%	2	0.22%	-1	-50.00%	2	0.08%	4	0.16%	-2	-50.00%
Nova Scotia	10	1.41%	8	0.89%	2	25.00%	37	1.56%	29	1.16%	8	27.59%
Newfoundland	6	0.85%	10	1.11%	-4	-40.00%	7	0.30%	14	0.56%	-7	-50.00%
Nunavut	1	0.14%	1	0.11%	0	0.00%	2	0.08%	1	0.04%	1	100.00%
Northwest Territories	2	0.28%	1	0.11%	1	100.00%	5	0.21%	1	0.04%	4	400.00%
Yukon Territory	1	0.14%	1	0.11%	0	0.00%	4	0.17%	6	0.24%	-2	-33.33%
Province TOTAL	707	100.00%	901	100.00%	-194	-21.53%	2,367	100.00%	2,503	100.00%	-136	-5.43%

COHV Statistics Report

Retail OHV Sales Report

For the Month of May 2011

	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	7.99%	548	8.92%	-73	-13.32%	1,633	7.60%	2,005	7.78%	-372	-18.55%
Alberta	1,228	20.65%	1,190	19.37%	38	3.19%	4,022	18.71%	4,645	18.02%	-623	-13.41%
Saskatchewan	586	9.85%	464	7.55%	122	26.29%	2,048	9.53%	2,057	7.98%	-9	-0.44%
Manitoba	374	6.29%	378	6.15%	-4	-1.06%	1,244	5.79%	1,394	5.41%	-150	-10.76%
Ontario	1,151	19.35%	1,255	20.42%	-104	-8.29%	4,601	21.40%	5,360	20.79%	-759	-14.16%
Quebec	1,414	23.78%	1,580	25.71%	-166	-10.51%	5,146	23.94%	7,092	27.51%	-1,946	-27.44%
New Brunswick	183	3.08%	218	3.55%	-35	-16.06%	825	3.84%	1,064	4.13%	-239	-22.46%
Prince Edward Island	15	0.25%	15	0.24%	0	0.00%	89	0.41%	72	0.28%	17	23.61%
Nova Scotia	114	1.92%	92	1.50%	22	23.91%	632	2.94%	574	2.23%	58	10.10%
Newfoundland	240	4.04%	261	4.25%	-21	-8.05%	908	4.22%	1,100	4.27%	-192	-17.45%
Northwest Territories	49	0.82%	32	0.52%	17	53.13%	92	0.43%	99	0.38%	-7	-7.07%
Yukon Territory	33	0.55%	34	0.55%	-1	-2.94%	77	0.36%	85	0.33%	-8	-9.41%
Nunuvut	85	1.43%	78	1.27%	7	8.97%	181	0.84%	233	0.90%	-52	-22.32%
Province TOTAL	5,947	100.00%	6,145	100.00%	-198	-6.87%	21,498	100.00%	25,780	100.00%	-4,282	-20.80%

CONFIDENTIAL

RETAIL OHV UNIT SALES

	up to 100cc		101 to 200cc		201 to 300cc		301 to 400cc		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
2008 Jan	159	159	17	17	74	74	710	710	2241	2241	1756	1756	4957	4957
Feb	93	252	11	28	68	142	528	1238	1323	3564	1747	3503	3770	8727
Mar	235	487	31	59	111	253	754	1992	1596	5160	2447	5950	5174	13901
Apr	439	926	55	114	227	480	1416	3408	4928	10088	4099	10049	11164	25065
May	480	1406	66	180	291	771	1525	4933	5107	15195	4392	14441	11861	36926
Jun	271	1677	21	201	194	965	983	5916	2807	18002	2432	16873	6708	43634
Jul	301	1978	36	237	175	1140	897	6813	2823	20825	2340	19213	6572	50206
Aug	359	2337	28	265	169	1309	811	7624	2704	23529	2588	21801	6659	56865
Sep	236	2573	35	300	136	1445	810	8434	3215	26744	3187	24988	7619	64484
Oct	164	2737	27	327	163	1608	740	9174	3519	30263	3318	28306	7931	72415
Nov	169	2906	20	347	83	1691	622	9796	1668	31931	2006	30312	4568	76983
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	4843	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	122	2421	24	296	69	1393	282	4075	1686	21924	2379	27274	4562	57383
Nov	120	2404	13	297	77	1357	197	3983	1240	21842	1758	27200	3405	57083
Dec	209	2253	27	304	42	1275	253	3966	1168	21717	1663	27002	3362	56517
2011 Jan	81	2251	7	304	35	1238	136	3875	771	21354	1225	26923	2255	55945
Feb	68	2232	5	300	27	1209	131	3764	886	20903	1462	26804	2579	55212
Mar	145	2141	26	299	79	1112	204	3448	1545	19548	2347	26355	4346	52903
Apr	226	2030	39	298	90	1017	289	3267	2556	19622	3171	26199	6371	52433
May	297	2072	53	316	82	942	271	3048	2352	19620	2892	26237	5947	52235
Jun	0	1815	0	279	0	796	0	1990	0	17630	0	23823	0	46972
Jul	0	1593	0	244	0	660	0	2309	0	16159	0	21841	0	42806
Aug	0	1412	0	208	0	560	0	2011	0	14438	0	19678	0	38307
Sep	0	1268	0	194	0	501	0	1763	0	12204	0	16897	0	32827
Oct	0	1146	0	170	0	432	0	1481	0	10518	0	14518	0	28265
Nov	0	1026	0	157	0	355	0	1284	0	9278	0	12760	0	24860
Dec	0	817	0	130	0	313	0	1031	0	8110	0	11097	0	21498