

# CANADA NOW!

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



NEWS AND INFORMATION FOR THE CANADIAN MOTORCYCLE AND ATV INDUSTRY

## **Seven Motorcycle & ATV Shows Coming Your Way Soon**

The motorcycle industry has seen a definite shift in its customer base. Today's informed consumers expect dealers and manufacturers to supply professional advice and with more women from a wide spectrum of backgrounds and experiences riding, they are looking to the industry for accurate information and guidance.

And what better place to get this information than at the 2012 Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) motorcycle and off-highway vehicle (OHV) shows. These seven shows across Canada are the only show where the major manufacturers get together to introduce hundreds of new 2012 models to the riding public.

Our members, who are the major manufacturers, are committed to showcasing their newest models at the MMIC & COHV shows because this gives potential buyers a firsthand look at the new line-ups for the coming year.

This is the perfect opportunity. Novices and experienced rider get a chance to talk to the experts about their passion. The riding public will see the best of the best on display from big name manufacturers like Honda, Yamaha, Kawasaki, Suzuki, Harley-Davidson, BMW, Ducati, Victory, KTM, Aprilia, MotoGuzzi, Arctic Cat, BRP (Can Am), Piaggio, Triumph and Polaris, just to name a few.

As an industry we want to give everyone the opportunity to learn about the world of motorcycles and OHV's as an inclusive, welcoming one in which just about everyone can participate safely, easily and have an awful lot of fun while they're doing it. So, can you think of a better way to spend a winter day! The memory of casually slinging on a jacket from the closet to go find that "freedom of the open road" faded a couple of months ago. Now the dream is of spring and that new great ride, so start that dream early at any one of the seven motorcycle and ATV shows across Canada.



NOV. - 2011

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Seven Motorcycle & ATV Shows Coming Your Way Soon

OPEN ROAD Program is Growing!

## Upcoming Events!

### **2012 Show Dates**

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**



# OPEN ROAD<sup>®</sup> Powersport Insurance

## The MMIC/COHV Open Road<sup>®</sup> Powersport Insurance Program is Growing!

The Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) want everyone to know that the **Open Road<sup>®</sup> Powersport Insurance** program is changing... On January 1, 2012, the **Open Road<sup>®</sup> Powersport Insurance** program is growing. We're changing things up to serve riders better.

So what are we changing? We're expanding the program. The number of insurers, the number of ways to get quotes, and the number of vehicle types – the program is getting bigger and better for 2012.

To start, we're growing the number of insurers on the program. Now when you request a quote from the **Open Road<sup>®</sup> Powersport Insurance** program, you won't just be shopping with one insurer, you'll be shopping with three or more.

Since every insurer prefers certain types of riders, bikes, and regions, not all insurers will be able to quote in all regions or on all vehicle types. But, with more insurers **Open Road<sup>®</sup>** is more likely to find the best fit for you.

Starting in 2012, you'll be able to get quotes in a brand new place. In addition to online and telephone quotes, you'll now be able to get quotes right at the dealership. We hope this will make your vehicle purchase experience better. When you buy that new bike, wouldn't it be great to know what the insurance cost will be?

Shop and compare insurance premiums to make sure your bike or ATV is not only the right fit for you but for your wallet as well. At the launch of the new program, this opportunity may not be available at your local dealership yet. If it's not, ask your dealer to inquire about the Open Road Powersport Insurance program. And of course, you can always get quotes online at [www.openroadprogram.com](http://www.openroadprogram.com).

Last, but not least, the **Open Road<sup>®</sup> Powersport Insurance** program is expanding to all vehicles. In addition to great coverage for motorcycles and ATVs, we're expanding the program to include snowmobiles and personal watercraft. At the same time the Open Road program can take care of your home and auto too. We'll be bringing the same great multi-insurer quotes to you at home or at the dealership throughout 2012.

The **Open Road<sup>®</sup>** program continues to be endorsed by the MMIC and the COHV and we believe it is one of the best insurance programs for power sport enthusiasts in Canada. Why? Because it's been designed **by riders** specifically **for riders!**

Coverage under the new program is available for policies starting on or after January 1, 2012. You'll be able to get a quote on the Open Road website and in select dealerships starting in December.

If you're already an **Open Road<sup>®</sup>** rider and your policy expires after January 1, 2012, you will have to obtain a new quote from **Open Road<sup>®</sup> Powersport Insurance** to stay with the program.

The MMIC and the COHV want every rider to relax and be able to ride with confidence knowing you've got the worry-free coverage you need at the right price.

That's the freedom of **Open Road<sup>®</sup>**. Check it out at [www.openroadprogram.com](http://www.openroadprogram.com).

Endorsed by MMIC & COHV



Distributed by Alternative Risk Services



# RETAIL SALES ANALYSIS

**OCTOBER - 2011**

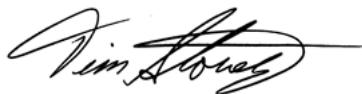
## **MOTORCYCLE**

October continued the decline in sales at -11% when compared to the same month, 2010, but was softened when compared to September's -16%. That softening is attributed to the modest increase in October's sales in the street category, while the remainder of the other categories were in the negative. All regions with the exception of Quebec, shared in the decrease. Quebec experienced a 13% increase for the month. Year-to-date, the overall numbers have held steady at -14%.

## **ATV**

ATVs continued the downturn for October, but it held steady near the -11% mark. Only Saskatchewan reported a small increase in units for a 13% increase. Year-to-date, the overall decrease was softened from September's -17%, stopping at -11%.

Respectfully submitted:



Tim Stover  
Manager – Shows and Member Services

**MMIC Statistics Report**  
**Retail Motorcycle Sales Report**  
*For the Month of October 2011*

	<b>Current Month</b>	<b>% of Volumes (CM)</b>	<b>Same Month LFY</b>	<b>% of Volumes (CM LY)</b>	<b>Unit Change</b>	<b>% Change</b>	<b>YTD</b>	<b>% of Volumes (YTD)</b>	<b>Prior YTD</b>	<b>% of Volumes (YTD LY)</b>	<b>Unit Change</b>	<b>% Change</b>
Street	1,174	59.78%	1,122	50.82%	52	4.63%	29,561	63.99%	32,558	60.23%	-2,997	-9.21%
Dual Purpose	132	6.72%	153	6.93%	-21	-13.73%	2,928	6.34%	3,367	6.23%	-439	-13.04%
Competition	364	18.53%	387	17.53%	-23	-5.94%	5,753	12.45%	7,117	13.17%	-1,364	-19.17%
Off-Road Rec	120	6.11%	162	7.34%	-42	-25.93%	2,810	6.08%	4,451	8.23%	-1,641	-36.87%
Mini Bike	32	1.63%	51	2.31%	-19	-37.25%	713	1.54%	1,035	1.91%	-322	-31.11%
Scooter	142	7.23%	333	15.08%	-191	-57.36%	4,432	9.59%	5,528	10.23%	-1,096	-19.83%
<b>Categories TOTAL</b>	<b>1,964</b>	<b>100.00%</b>	<b>2,208</b>	<b>100.00%</b>	<b>-244</b>	<b>-11.05%</b>	<b>46,197</b>	<b>100.00%</b>	<b>54,056</b>	<b>100.00%</b>	<b>-7,859</b>	<b>-14.54%</b>
British Columbia	354	18.02%	421	19.07%	-67	-15.91%	6,663	14.42%	8,149	15.08%	-1,486	-18.24%
Alberta	298	15.17%	331	14.99%	-33	-9.97%	8,577	18.57%	9,982	18.47%	-1,405	-14.08%
Saskatchewan	71	3.62%	89	4.03%	-18	-20.22%	1,692	3.66%	2,004	3.71%	-312	-15.57%
Manitoba	30	1.53%	60	2.72%	-30	-50.00%	1,153	2.50%	1,335	2.47%	-182	-13.63%
Ontario	478	24.34%	591	26.77%	-113	-19.12%	11,152	24.14%	13,055	24.15%	-1,903	-14.58%
Quebec	596	30.35%	526	23.82%	70	13.31%	13,190	28.55%	14,682	27.16%	-1,492	-10.16%
New Brunswick	25	1.27%	54	2.45%	-29	-53.70%	1,048	2.27%	1,379	2.55%	-331	-24.00%
Prince Edward Island	10	0.51%	7	0.32%	3	42.86%	151	0.33%	251	0.46%	-100	-39.84%
Nova Scotia	44	2.24%	59	2.67%	-15	-25.42%	1,145	2.48%	1,485	2.75%	-340	-22.90%
Newfoundland	48	2.44%	58	2.63%	-10	-17.24%	1,205	2.61%	1,449	2.68%	-244	-16.84%
Nunvait	1	0.05%	3	0.14%	-2	-66.67%	22	0.05%	42	0.08%	-20	-47.62%
Northwest Territories	1	0.05%	4	0.18%	-3	-75.00%	78	0.17%	102	0.19%	-24	-23.53%
Yukon	8	0.41%	5	0.23%	3	60.00%	121	0.26%	141	0.26%	-20	-14.18%
<b>Provinces TOTAL</b>	<b>1,964</b>	<b>100.00%</b>	<b>2,208</b>	<b>100.00%</b>	<b>-244</b>	<b>-11.05%</b>	<b>46,197</b>	<b>100.00%</b>	<b>54,056</b>	<b>100.00%</b>	<b>-7,859</b>	<b>-14.54%</b>

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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	80	901	0	0	29	151	283	1547	181	1504	1312	9362	1885	13465
Jul	56	807	0	0	9	145	153	1483	232	1484	879	9270	1329	13189
Aug	60	758	0	0	8	125	140	1477	150	1488	721	9234	1079	13082
Sep	38	651	0	0	3	114	56	1440	91	1456	537	9153	725	12814
Oct	9	631	0	0	0	114	45	1447	51	1453	393	9176	498	12821
Nov	0	616	0	0	0	113	0	1422	0	1414	0	8988	0	12553
Dec	0	598	0	0	0	111	0	1385	0	1375	0	8687	0	12156

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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	607	3597	80	291	177	2064	589	3743	356	2630	2743	19783	4552	32108
Jul	355	3481	46	330	149	1862	390	3679	363	2656	1854	19497	3157	31505
Aug	268	3418	25	330	90	1769	339	3695	256	2649	1761	19490	2739	31351
Sep	154	3331	30	360	56	1535	198	3639	145	2604	1285	19514	1868	30983
Oct	81	3333	14	374	42	1502	118	3659	93	2598	826	19557	1174	31023
Nov	0	3284	0	374	0	1428	0	3579	0	2544	0	19137	0	30346
Dec	0	3233	0	374	0	1387	0	3524	0	2484	0	18559	0	29561

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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	527	2696	80	287	148	1913	306	2196	26	320	302	2525	1389	9937
Jul	299	2674	46	326	140	1717	237	2196	36	299	228	2483	986	9695
Aug	208	2660	25	330	82	1644	199	2218	18	267	178	2461	710	9580
Sep	116	2680	30	360	53	1421	142	2199	7	258	121	2406	469	9324
Oct	72	2702	14	374	42	1388	73	2212	4	251	80	2374	285	9301
Nov	0	2668	0	374	0	1315	0	2157	0	243	0	2286	0	9043
Dec	0	2635	0	374	0	1276	0	2139	0	235	0	2209	0	8868

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	149	851	1129	7794	1278	8645
Jul	0	0	0	0	0	0	0	0	95	893	747	7667	842	8560
Aug	0	0	0	0	0	0	0	0	88	894	862	7794	950	8688
Sep	0	0	0	0	0	0	0	0	47	890	627	7955	674	8845
Oct	0	0	0	0	0	0	0	0	38	894	353	8007	391	8901
Nov	0	0	0	0	0	0	0	0	0	887	0	7863	0	8750
Dec	0	0	0	0	0	0	0	0	0	874	0	7663	0	8537

**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	82	914	234	1680	42	549		358	3143
Jul	0	0	78	871	169	1699	30	510		277	3080
Aug	0	0	66	835	163	1728	81	526		310	3089
Sep	0	0	46	819	93	1707	32	520		171	3046
Oct	0	0	22	800	85	1727	25	503		132	3030
Nov	0	0	0	781	0	1693	0	484		0	2958
Dec	0	0	0	760	0	1671	0	466		0	2897

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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	284	2365	173	1091	5	49	462	3505
Jul	233	2206	106	1003	33	73	372	3282
Aug	191	2117	115	1002	0	67	306	3186
Sep	147	2102	61	1001	0	62	208	3165
Oct	76	2059	43	1005	1	59	120	3123
Nov	0	1965	0	978	0	59	0	3002
Dec	0	1834	0	950	0	57	0	2841

**CONFIDENTIAL**

**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	31	367	58	595	329	3089	241	2705					659	6756
Jul	43	365	38	576	200	2922	148	2623					429	6486
Aug	40	371	53	577	211	2939	192	2507					496	6394
Sep	26	363	32	494	215	2946	175	2486					448	6289
Oct	25	352	27	489	150	2926	162	2498					364	6265
Nov	0	340	0	467	0	2821	0	2406					0	6034
Dec	0	327	0	445	0	2703	0	2318					0	5793

### Retail Scooter Sales Report (as of OCTOBER 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	53	37.32%	85	25.53%	-32	-37.65%	956	21.57%	1,074	19.43%	-118	-10.99%
Alberta	13	9.15%	14	4.20%	-1	-7.14%	404	9.12%	433	7.83%	-29	-6.70%
Saskatchewan	2	1.41%	6	1.80%	-4	-66.67%	88	1.99%	67	1.21%	21	31.34%
Manitoba	5	3.52%	11	3.30%	-6	-54.55%	165	3.72%	199	3.60%	-34	-17.09%
Ontario	20	14.08%	89	26.73%	-69	-77.53%	556	12.55%	588	10.64%	-32	-5.44%
Quebec	43	30.28%	106	31.83%	-63	-59.43%	2,024	45.67%	2,830	51.19%	-806	-28.48%
New Brunswick	1	0.70%	1	0.30%	0	0.00%	121	2.73%	172	3.11%	-51	-29.65%
Prince Edward Island	1	0.70%	0	0.00%	1 /0		4	0.09%	16	0.29%	-12	-75.00%
Nova Scotia	2	1.41%	16	4.80%	-14	-87.50%	68	1.53%	77	1.39%	-9	-11.69%
Newfoundland	1	0.70%	3	0.90%	-2	-66.67%	20	0.45%	43	0.78%	-23	-53.49%
Nunavut	1	0.70%	1	0.30%	0	0.00%	7	0.16%	10	0.18%	-3	-30.00%
Northwest Territories	0	0.00%	1	0.30%	-1	-100.00%	11	0.25%	9	0.16%	2	22.22%
Yukon Territory	0	0.00%	0	0.00%	0 /0		8	0.18%	10	0.18%	-2	-20.00%
<b>Province TOTAL</b>	<b>142</b>	<b>100.00%</b>	<b>333</b>	<b>100.00%</b>	<b>-191</b>	<b>-57.36%</b>	<b>4,432</b>	<b>100.00%</b>	<b>5,528</b>	<b>100.00%</b>	<b>-1,096</b>	<b>-19.83%</b>

**COHV Statistics Report**

**Retail OHV Sales Report**

*For the Month of October 2011*

	<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	335	8.30%	403	8.83%	-68	-16.87%	3,649	8.29%	4,233	8.51%	-584	-13.80%
Alberta	610	15.12%	684	14.99%	-74	-10.82%	7,773	17.65%	8,664	17.42%	-891	-10.28%
Saskatchewan	303	7.51%	267	5.85%	36	13.48%	3,648	8.28%	3,651	7.34%	-3	-0.08%
Manitoba	186	4.61%	211	4.63%	-25	-11.85%	2,385	5.42%	2,643	5.31%	-258	-9.76%
Ontario	1,034	25.63%	1,187	26.02%	-153	-12.89%	9,704	22.04%	10,884	21.88%	-1,180	-10.84%
Quebec	939	23.27%	1,102	24.16%	-163	-14.79%	10,784	24.49%	13,233	26.60%	-2,449	-18.51%
New Brunswick	183	4.54%	216	4.73%	-33	-15.28%	1,627	3.69%	2,031	4.08%	-404	-19.89%
Prince Edward Island	7	0.17%	17	0.37%	-10	-58.82%	147	0.33%	135	0.27%	12	8.89%
Nova Scotia	132	3.27%	139	3.05%	-7	-5.04%	1,172	2.66%	1,089	2.19%	83	7.62%
Newfoundland	259	6.42%	285	6.25%	-26	-9.12%	2,268	5.15%	2,332	4.69%	-64	-2.74%
Northwest Territories	14	0.35%	14	0.31%	0	0.00%	197	0.45%	215	0.43%	-18	-8.37%
Yukon Territory	17	0.42%	13	0.28%	4	30.77%	209	0.47%	203	0.41%	6	2.96%
Nunuvut	16	0.40%	24	0.53%	-8	-33.33%	476	1.08%	437	0.88%	39	8.92%
<b>Province TOTAL</b>	<b>4,035</b>	<b>100.00%</b>	<b>4,562</b>	<b>100.00%</b>	<b>-527</b>	<b>-11.55%</b>	<b>44,039</b>	<b>100.00%</b>	<b>49,750</b>	<b>100.00%</b>	<b>-5,711</b>	<b>-11.48%</b>

**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	229	2044	50	329	131	927	309	1990	1840	19470	2526	26349	5085	52057
Jul	125	1947	34	328	75	866	212	2830	1437	19436	1647	26014	3530	51421
Aug	176	1942	24	316	44	810	233	2765	1727	19442	2442	26293	4646	51568
Sep	136	1934	35	337	64	815	267	2784	1872	19080	2871	26383	5245	51333
Oct	90	1902	13	326	36	782	178	2680	1424	18818	2294	26298	4035	50806
Nov	0	1782	0	313	0	705	0	2483	0	17578	0	24540	0	47401
Dec	0	1573	0	286	0	663	0	2230	0	16410	0	22877	0	44039