



Canadian Off-Highway Vehicle Distributors Council  
Conseil Canadien des Distributeurs de Véhicules Hors Route

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## FOR IMMEDIATE RELEASE

Thursday, June 16, 2022

Markham, ON: Michelle O'Hara has resigned as the President of the Canadian Off-Highway Vehicle Distributors Council (COHV).

COHV is a national, non-profit trade association that represents the manufacturers and distributors of off-road motorcycles, all-terrain vehicles, and recreational off-highway vehicles (ROVs) and related products and services in Canada. "This was an incredibly difficult, but necessary decision for me at this time," O'Hara stated. Her resignation is effective August 12.

"We respect Michelle's decision and thank her for her service and accomplishments during her tenure as President," COHV Chair, Ryan Kelly said. "The organization continues to have a strong national presence promoting and encouraging safe and responsible use of all-terrain vehicles and off-road motorcycles as well as to promote the responsible interests of riders and the industry. During this time of transition, we are grateful to continue to work with Michelle over the next few months alongside our talented team as we search for a successor."

Under her leadership at COHV, O'Hara worked with the team to increase operational efficiencies, and developed projects and policies that focus on membership value, and strategies to engage and promote riding across Canada. Part of this process focused on rounding out the leadership team, by adding the roles of market expansion, and membership services.

"COHV has a long-standing reputation in Canada for advocating on behalf of our members, and on behalf of those who enjoy off road riding throughout the country. The organization is served by incredibly smart and talented employees and volunteers," O'Hara said. "During my tenure, the focus was to further develop our processes and people, leveraging our strengths and finding ways to build on them for even greater success in the future. I'm proud of what we have accomplished in such a short period of time. We have a great leadership team, and along with our dedicated Board of Directors, will carry the organization forward to achieve our mission and vision."

COHV has immediately commenced a search for a successor who can continue to lead the organization in achieving its mission and goals to further advocate and advance ridership in Canada. Our leadership team will work closely with the Board, to continue to drive our advocacy forward and ensure continuity during the search for a permanent replacement.

"On behalf of the Board of Directors, we thank Michelle for her service and accomplishments during her tenure, especially through the most recent wave of the COVID-19 pandemic," noted Mr. Kelly. "She has led a capable leadership team, which has positioned us well to continue forward momentum. We wish her the very best in the future."



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### **About the Canadian Off-Highway Vehicle Distributors Council (COHV):**

The Canadian Off-Highway Vehicle Distributors Council is a national, non-profit trade association that represents the manufacturers and distributors of off-road motorcycles, all-terrain vehicles, and recreational off-highway vehicles (ROVs) and related products and services in Canada. COHV remains dedicated to the fundamental aspects of ATV and Off-Highway Vehicle safety.

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