

Robert Ramsay

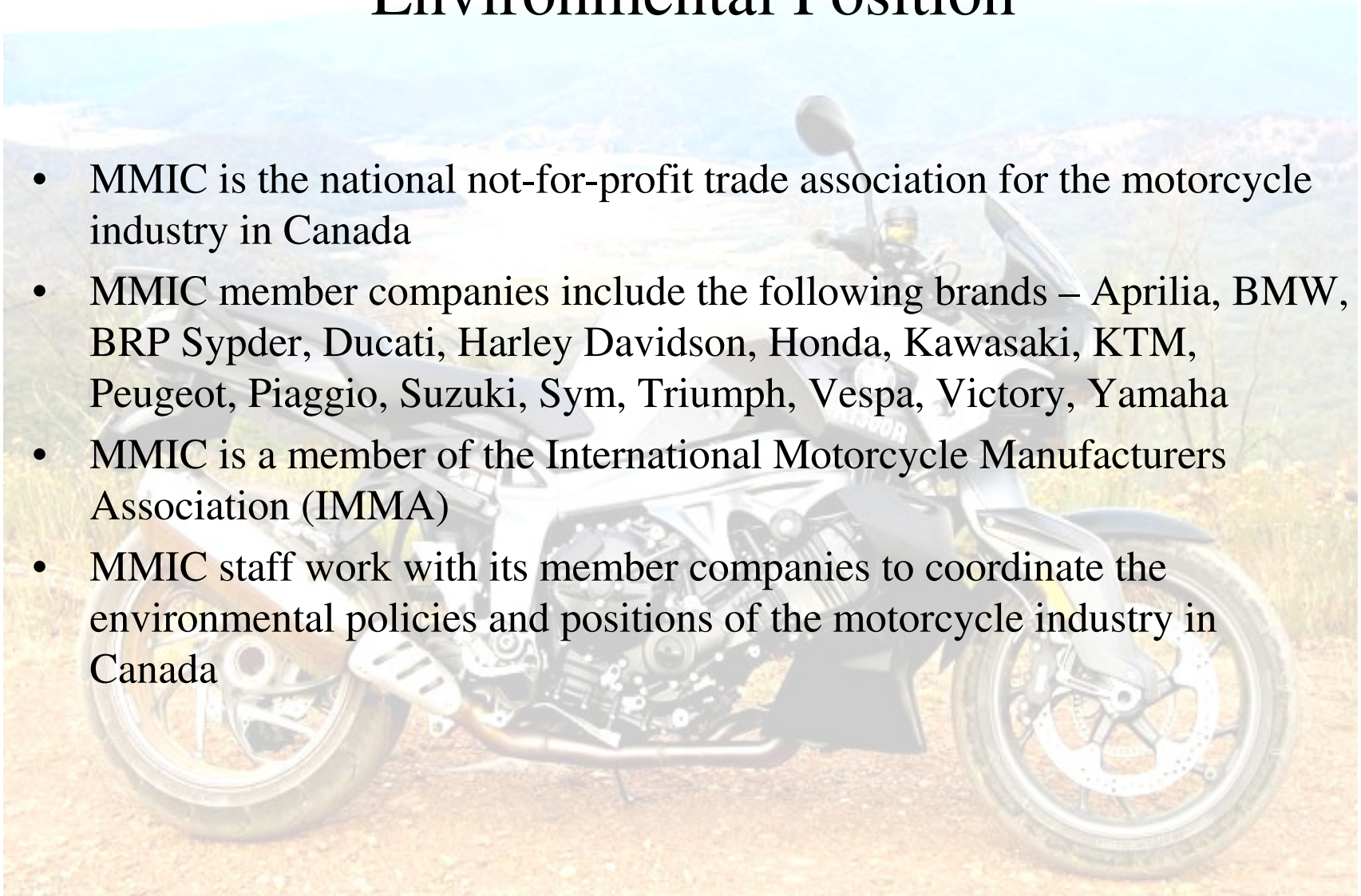
President  
Motorcycle and Moped  
Industry Council  
Canada

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# Canadian Motorcycle Industry Environmental Position

- MMIC is the national not-for-profit trade association for the motorcycle industry in Canada
- MMIC member companies include the following brands – Aprilia, BMW, BRP Synder, Ducati, Harley Davidson, Honda, Kawasaki, KTM, Peugeot, Piaggio, Suzuki, Sym, Triumph, Vespa, Victory, Yamaha
- MMIC is a member of the International Motorcycle Manufacturers Association (IMMA)
- MMIC staff work with its member companies to coordinate the environmental policies and positions of the motorcycle industry in Canada



# Canadian Motorcycle Industry Environmental Position

- MMIC endorses international environmental policies established with PTW manufacturers and industry associations from around the world
- We support the effort towards GTR 2 – Worldwide harmonized Motorcycle emission Test Cycle (WMTC)
- We encourage the application of new technologies including electric, hybrids, hydrogen, etc.
- We try to foster regulatory and economic policies that facilitate introduction of new technologies in a coordinated and cost effective means
- MMIC believes that PTWs are a vital component of a modern national transportation and mobility strategy
- PTWs are a resource efficient, environmentally friendly means of transportation and recreation

# Canadian Motorcycle Industry Environmental Position

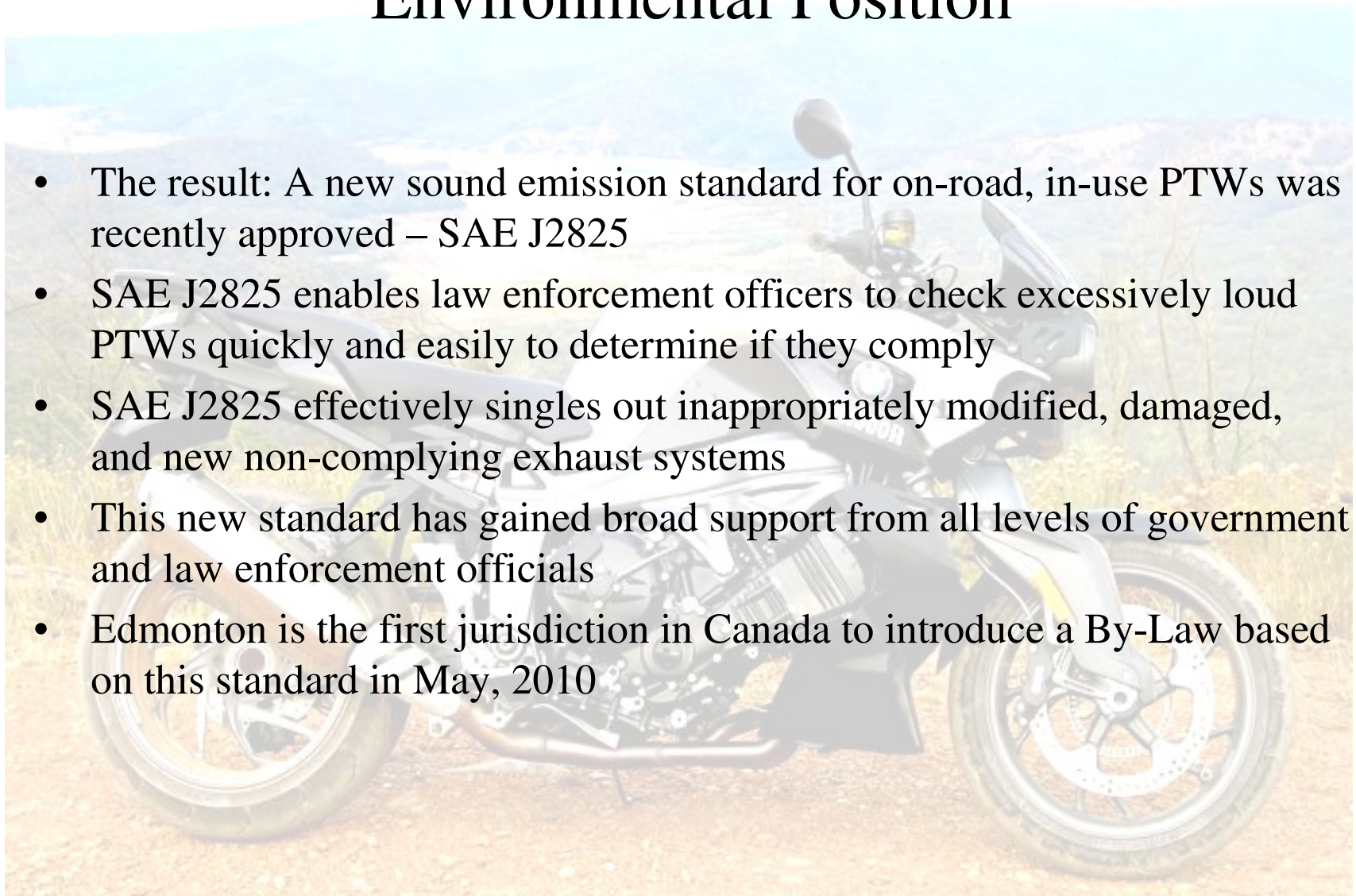
- MMIC works closely with Transport Canada and Environment Canada and provincial/territorial environment and transportation Ministries
- We are actively involved in the development of regulations through regular meetings and consultations
- We advocate assertively for harmonized regulations both in environmental and safety policies and regulations
- The current Canadian exhaust emission regulations came into effect in 2006 and are aligned with US EPA rules
- Self-certification of new engine models is required and records must be maintained
- There are some different administrative requirements including submissions and reports

# Canadian Motorcycle Industry Environmental Position

- Sound emission requirements for new PTWs are regulated by Transport Canada
- Nationally: PTW vehicles must be certified to either EPA or ECE R 41 sound emission requirements
- Provincially: Sound emissions has been a growing issue especially in urban areas
- Three and a half years ago, MMIC joined an MIC-SAE initiative to develop a sound emission test methodology and standard for in-use, on-road PTWs
- MMIC has been working very closely with municipal and provincial officials, the Canadian Council of Motor Transport Administrators and law enforcement agencies to educate them about this initiative

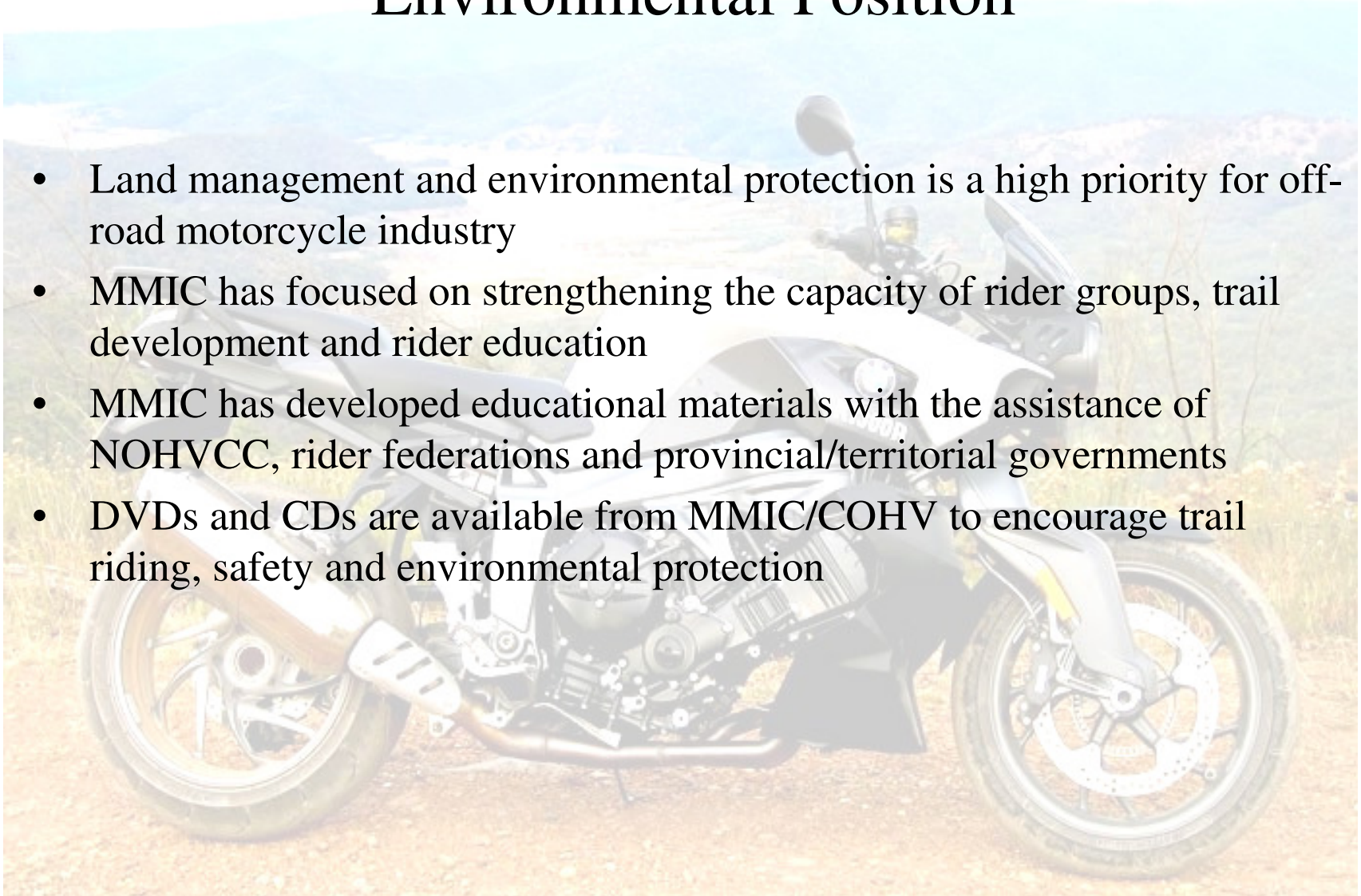
# Canadian Motorcycle Industry Environmental Position

- The result: A new sound emission standard for on-road, in-use PTWs was recently approved – SAE J2825
- SAE J2825 enables law enforcement officers to check excessively loud PTWs quickly and easily to determine if they comply
- SAE J2825 effectively singles out inappropriately modified, damaged, and new non-complying exhaust systems
- This new standard has gained broad support from all levels of government and law enforcement officials
- Edmonton is the first jurisdiction in Canada to introduce a By-Law based on this standard in May, 2010



# Canadian Motorcycle Industry Environmental Position

- Land management and environmental protection is a high priority for off-road motorcycle industry
- MMIC has focused on strengthening the capacity of rider groups, trail development and rider education
- MMIC has developed educational materials with the assistance of NOHVCC, rider federations and provincial/territorial governments
- DVDs and CDs are available from MMIC/COHV to encourage trail riding, safety and environmental protection



# Canadian Motorcycle Industry Environmental Position

## Conclusion

- Motorcycle industry in Canada is part of a global effort to continue to improve our shared natural environment
- Member companies are at the leading edge of new environmentally friendly and safety technology and innovation
- MMIC as the PTW industry association in Canada is a vital component to represent the responsible interests of the PTW manufacturers and distributors
- Thank you for inviting MMIC to participate in the historic moment

