

For Immediate Release

The Motorcycle Industry Welcomes More Riders to its Growing Family

(Toronto, December 1, 2004) If you've noticed more motorcycles, mopeds and scooters on the streets in the last year, it's because more people have joined the Motorcycling Family and taken to the road.

The Annual Industry Report, compiled by the Motorcycle and Moped Industry Council (MMIC), indicates new sales of street, dual-purpose, competition, off-road recreation, mini-bike, and scooter sales have risen 49 per cent from 1998 to 2002.

The MMIC is the trade association whose member company's account for more than 99 percent of all the new motorcycles sold in Canada.

According to recently released 2003 Retail Outlet Profile survey of 1,149 motorcycle and ATV outlets, also conducted by MMIC, fifty-five per cent of respondents reported an increase in new sales of motorcycles, mopeds, scooters and ATVs.

The \$4.3 billion dollar a year motorcycle, moped, scooter and ATV industry estimated that 62 per cent of total retail income at the retail outlet level can be attributed to new sales. And, the shift of women from passengers to drivers hasn't gone unnoticed by the industry as motorcycle manufacturers are responding more and more to the particular needs of female riders.

"The surge in sales corresponds to a surge in popularity and interest by Canadians who want to enjoy the exhilaration of motorcycling," states Robert Ramsay, President of MMIC. "Our association does all it can to encourage safe and responsible motorcycling in Canada. That's why we are promoting our "Welcome to Our Family" campaign."

The "Welcome to Our Family" campaign warmly welcomes anyone who wants to be part of the "Motorcycling Family." This includes individuals who rode a motorcycle when they were younger and are considering getting back on a bike again, new riders, and avid riders who have friends and family members they wish to mentor in the art of motorcycling.

The three information brochures included in the campaign provide new and returning riders with the useful tips aimed at helping those with an interest in motorcycling to take action to make their dream a reality.

Under the "Welcome to Our Family" banner, the brochures provide details on:

- The six main motorcycle types - so individual purchasers can choose the best bike for their needs and wants;
- How to purchase and insure a motorcycle - outlining various choices and explaining what a rider needs to understand in plain language; and
- What purchasers must know and do to become the best motorcycle riders they can be – ranging from Rider Training, proper gear, motorcycle terminology, and off-road riding for youngsters.

"Our industry's message is that motorcycling is a welcoming and inclusive pastime. Most motorcyclists view themselves as belonging to a unique group who share incomparable experiences," adds Ramsay, "We want to communicate that just about everyone can participate safely, easily and have lots of fun while they're riding."

The "Welcome to Our Family" information brochures are available in the MMIC booth at the Motorcycle shows taking place in cities across the country, at dealer showrooms, and on the association website (www.mmic.ca).

Media Contact

Anne Stephaniuk
Associations Only
1 Atlantic Avenue Suite 212
Toronto Ontario M6K 3E7
Tel: 416-539-9444
Cell:416-427-9172
Fax: 416-539-9365
anne.stephaniuk@associationonly.net
www.associationonly.net

MMIC/CATV Contact

Collin Richard
Motorcycle & Moped Industry Council
716 Gordon Baker Rd, Suite 100
North York, ON M2H 3B4
Tel: 416-491-4449
Fax: 416-493-1985
Toll free: 1-877-470-MMIC (6642)
crichard@mmic.ca
www.mmic.ca