



**The Motorcycle & Moped Industry Council**

**Le conseil de l'industrie de la motocyclette et du cyclomoteur**

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**For Immediate Release**

**May 9, 2008**

### **Historic Moment for the Motorcycle & Moped Industry Council and the China Chamber of Commerce for Motorcycle**

**Toronto, ON** – Bob Ramsay, President of the Motorcycle & Moped Industry Council (MMIC) and Mr. Bingnan Chen, the Secretary-General of the Chinese Chamber of Commerce for Motorcycles (CCCM) located in the Chao Yang District of Beijing, China, for the first time in Canadian motorcycle manufacturing history have signed a memorandum of understanding (MOU), agreeing to work together to ensure that the manufacture of motorcycles and all terrain vehicles are safe, environmentally-friendly, energy efficiency and comply with the national standards in both countries in order to serve the interests of the entire industry and consumers in China and Canada.

“Today is a historic day for the MMIC,” stated Bob Ramsay. “Through this MOU on cooperation, MMIC and CCCM have agreed to serve the interests of their members in a responsible and transparent manner in order to benefit the manufacturers, distributors and consumers of both countries.” Ramsay is pleased to add, “Both Parties have also agreed to maintain open communication, working cooperatively to address any matters that arise and to respect each other’s positions.”

Secretary-General Chen commented that, “CCCM has agreed to inform all the Chinese export enterprises about Canada’s relevant laws and regulations as well as its standards and compliance requirements.” Chen also stated that signing the MOU is a great start and compared this signing ceremony to planting a tree “that represents the growth of cooperation and friendship between the motorcycle industry of two countries.”



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The key aspect of this MOU of Cooperation is that both Parties will emphasize and undertake the exchange of policies, laws and regulations, technical standards and requirements for compliance for motorcycle and all terrain vehicle products and provide information, to each other within the limits of resources and time, on market conditions, trends, motorcycle exhibitions, professional and educational conferences.

The Motorcycle and Moped Industry Council, originally founded in 1971, is a national, non-profit, trade association representing the responsible interests of the major motorcycle and scooter distributors, as well as the manufacturers, distributors and retail outlets of motorcycle and scooter related products and services in Canada. The member companies of the MMIC account for over 95 percent of all the new motorcycles and scooters sold in Canada.

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Contact:

Jo-Anne Farquhar

Director of Communications & Public Affairs

MMIC

Office - 416-491-4449 ext 105

Cell: 416-996-9207

[jfarquhar@mmic.ca](mailto:jfarquhar@mmic.ca)