

**For Immediate Release**  
**December 10, 2009**

**Executive Committee recognize MMIC and COHV President,  
Bob Ramsay 25 years of service**

**Toronto, Ontario** – As a kick off to the December 11-13, 2009, Toronto Motorcycle show, the Motorcycle and Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV) Executive Committee held its year-end meeting at the Metro Toronto Convention Centre, where they took the opportunity to recognize MMIC & COHV President, Bob Ramsay, for his 25 years of service.

In appreciation of 25 years of service, Mario Lajoie, Managing Director of KTM CANADA, INC. and chair of the MMIC/COHV executive committee acknowledged Bob's dedications and leadership with a plaque and a Rolex watch.



**Picture 1 -  
Bob Ramsay (President MMIC & COHV) and Mario Lajoie (KTM North America)**

Lajoie, speaking on behalf of all MMIC & COHV member manufacturers and distributors, credited Bob's positive attitude and vision for the continued success of the MMIC and COHV as the not-for-profit trade associations representing the responsible interests of its membership.

In December 1984, Bob Ramsay joined the MMIC and the newly founded Canadian All-Terrain Vehicle Distributors Council (CATV) as the National Coordinator for Safety and Training. It wasn't long before Bob found himself at the helm when he became the MMIC/CATV Executive Director in 1987. Ramsay became President of the MMIC and CATV in 2005.

In 2007 the CATV, was officially renamed the Canadian Off-Highway Vehicle Distributors Council (COHV) "Why change the name?" queries Ramsay. "As the voice of the industry and in our ongoing efforts to educate the public on safe riding practices and environmental awareness, the COHV believes that it can more effectively represent the industry to government and the general public with the integration of off-road motorcycles and all-terrain vehicles under one umbrella."

Ramsay noted that, "Historically off-highway motorcycles were included under the Motorcycle & Moped Industry Council (MMIC) mandate but they did not fall under Federal or Provincial laws that are legislated for on-road vehicles. It makes sense to work with government, riding federations and our members on issues that are similar and this is being achieved by including off-road motorcycles in the COHV mandate."

Founded in 1971, the MMIC mandate was to monitor motorcycle market developments. Since its inception, MMIC's mandate has expanded to serve as a forum to identify and act on issues of importance to the motorcycle and scooter communities; monitor and respond to changes in legislation and regulations affecting the use of on-road and off-road motorcycles and scooters; make representations to the senior levels of government on behalf of its members and affiliate members; act as a statistical gathering base for the industry; and develop and offer group programs to serve dealers and motorcycle and scooter riders.

Since Bob's arrival in 1984, his role and that of MMIC and COHV expanded to include the Open Road Insurance program, which was designed to meet the unique needs of motorcyclists, with competitive insurance rates for all makes and models of street bikes.

Add to that, seven motorcycle and ATV shows across Canada and you can say that Bob's been pretty busy for someone with 25 years under his belt.



Picture 2  
**MMIC/COHV executive committee members**

A strong, credible voice is crucial to the success of any industry. Over the years, with Bob Ramsay at the helm, the MMIC & the COHV have done exactly that. They have established a strong and respected working relationships with the various governments in this country. This ensures that MMIC/COHV member companies are taken seriously and that industry positions are respected.

When asked, Bob admits that 25 years went by pretty fast. As they say time flies when you're having fun. So, let's see what the next twenty-five years will bring. In the mean time check out the [www.mmic.ca](http://www.mmic.ca) and the [www.cohv.ca](http://www.cohv.ca) websites for more information on MMIC/COHV member companies, safety materials and when and where the seven motorcycle & ATV shows are being held across Canada.

-30-

Contact:

Jo-Anne Farquhar, Director of Communications & Public Affairs  
MMIC & COHV

Toll free: 1-877-470-2288 Local 416-491-4439

Email [jfarquhar@mmic.ca](mailto:jfarquhar@mmic.ca); [jfarquhar@cohv.ca](mailto:jfarquhar@cohv.ca)

