



2018

INDUSTRY PARTNERS PROGRAM

YOUR INDUSTRY. YOUR VOICE.

The Benefits of Partnership

REGULATION/LEGISLATION ADVOCATES

One of the primary functions of the MMIC/COHV is to be vigilant for new and changing legislation and environmental issues that will have a direct impact on motorcycles and OHVs, manufacturers and suppliers, dealers, and the riding community. The MMIC and COHV have established a high degree of credibility with all levels of government across Canada. This ensures that the motorcycle and OHV industries voice is heard as a respected source of accurate information when representing issues of importance to the motorcycle, scooter and off-road vehicle communities.

EXHIBIT SPACE DISCOUNT

Your best opportunity to market your product or service in Canada is to exhibit in the national-profile motorcycle/OHV shows owned by Power Sport Services. With Canada's six premier consumer shows, your company will be front-and-centre to over two hundred thousand passionate, motivated buyers. Visit online: www.themotorcycleshows.ca

NATIONAL RETAIL SALES

MMIC/COHV Industry Partners will receive our monthly industry retail sales data report. Categorized by type, cc size, and province, this valuable information will allow you to better target your sales program objectives. You'll also receive a year-end summary report.

IMPORTER ASSISTANCE PROGRAM (IAP)

The MMIC has developed the Import Assistance Program (IAP) to assist its member companies in preparing and submitting evidence of conformity to the federal government in order to fulfil their obligation under the current applicable legislation and regulations, such as the Motor Vehicle Safety Act and Regulations. As a member of the MMIC and COHV you can access the most up to date information and expand your knowledge regarding compliance issues through the IAP program.

EXCLUSIVE COMMUNICATIONS

MMIC/COHV provide timely services to help target your market with authority. Monthly retail sales stats, market trending summary, annual industry statistics, legislative bulletins and on-line information access are designed to keep you current and effective. Information is power. It's your advantage in the marketplace.

PROACTIVE PROGRAMMING

MMIC/COHV continue to monitor and respond to the changing business and environmental atmosphere by developing proactive programs and materials that promote the safe and responsible use of your products.

Why join the MMIC/COHV

The voice that successfully represents your interests to government, media and consumers

The Importer's Assistance Program: helping importers understand Canadian motorcycle and OHV equipment standards and how to complete required documents

Stay informed with statistical reports and industry news

Your forum for ideas and information exchange through our membership programming

Discounts on exhibit space in Power Sport Services' six national consumer shows

Build business relationships with other businesses committed to the industry

FOR MORE INFORMATION CONTACT
OKSANA BUHEL, INDUSTRY PARTNER
SERVICES

FOR MORE INFORMATION CONTACT OKSANA BUHEL AT MMIC / COHV, OR VISIT US ONLINE:

WWW.MMIC.CA WWW.COHV.CA

MMIC/COHV ON-LINE

MMIC/COHV are committed to ensuring Industry Partners have full access to our programs and information. We continue to expand our web presence with current news and information for industry insiders and the consumer. Many of the industry sections are accessible only to Industry Partners. You'll be able to view our on-line Jobs Board, along with statistics, marketing reports, regulatory and legislative news, insurance information, and much more.

**NEWSLETTERS**

Watch current industry news and events evolve each month with the *Canada Now!* and *Canada's Motorcycle and Powersport News* newsletters. A highlight of legislative and industry items and what MMIC/COHV is doing about them, will keep you ahead of the competition. Also included is the monthly retail sales report.

CONSUMER AWARENESS/TRAINING PROGRAMS

MMIC and COHV are committed to promoting the safe, responsible use of motorcycles and OHVs. We take very seriously our mandate to provide information to consumers about the best way to enjoy the outdoor lifestyle with your products. It illustrates to the consumer your concern for their enjoyment beyond the sale. MMIC/COHV have created a series of programs and brochures that help the consumer make responsible choices. They include training CDs, environmental information, and product choice information. All of the information packages are available to the consumer, dealers, clubs, and associations.

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All Industry Partners are eligible for Exhibit Space Discounts! They range from single booth discounts to multi-show, multi-booth programs. Contact Power Sport Services for details:

www.powersportservices.ca

**INSURANCE PROGRAMS
COMMERCIAL AND CONSUMER**

Insurance coverage, for the industry, and for the consumer, is one of the most controversial topics in the industry. Through the Open Road Insurance program, MMIC/COHV has taken the



lead in both areas by developing programs to provide dealers, and those who ride, with comprehensive programs designed especially for your needs.

The Motorcycle & Moped Industry Council and the Canadian Off-Highway Vehicle Distributors Council are not-for-profit trade associations who represent the manufacturers and distributors of motorcycles, scooters, ATVs and side-by-side vehicles, and those offering related products and services in Canada.

Incorporated in 1977 and 1984 respectively, the MMIC and COHV are committed to expanding the safe and responsible use of motorcycles and OHVs.

Aims and Objectives

- To promote the safe and responsible use of motorcycles, ATVs and side by side vehicles
- To develop and expand communication and cooperation among all levels of the motorcycle and OHVs communities
- To enhance government relations and public affairs through broad co-operative efforts
- To promote the responsible interests of motorcyclists and OHV riders and the motorcycle and OHV industries

For further information contact:

Motorcycle and Moped Industry Council
Canadian Off-Highway Vehicle Distributors Council

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