

MOTORCYCLE AND MOPED INDUSTRY COUNCIL
CANADIAN OFF-HIGHWAY VEHICLE DISTRIBUTORS COUNCIL

MMIC  **CIMC**

Motorcycle & Moped Industry Council
Le conseil de l'industrie de la motocyclette et du cyclomoteur

COHV  **CVHR**

Canadian Off-Highway Vehicle Distributors Council
Conseil Canadien des Distributeurs de Véhicules Hors Route



2012
MEMBERSHIP
PROGRAM
your industry
...your voice

www.mmic.ca

www.cohv.ca

WHY JOIN THE MMIC/COHV?

- The voice that successfully represents your interests to government and the consumer.
- NEW!! Importer's Assistance Program: Consulting-Education-Information
- Build business relationships with other businesses committed to the industry
- Stay informed with statistical reports and industry news
- Your forum for ideas and information exchange through our membership programming
- Discounts on exhibit space in our 7 major national consumer shows

THE BENEFITS OF MEMBERSHIP...

COMPREHENSIVE MEMBERSHIP STRUCTURE

Both the MMIC and COHV have undergone a change in membership structure to reflect the changes in focus of both Councils. MMIC's mandate now concentrates on On-Road products only, while COHV includes all vehicles that are produced for Off-Road use, including off-road motorcycles. Each council now has clear direction, and projects and resources will be more precisely utilized. Now each council offers more levels for each potential member to choose from.

For more information visit both websites.

AGGRESSIVE COMMUNICATION PROGRAMMING

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

NATIONAL RETAIL SALES

Exclusive to MMIC/COHV Affiliate members, you receive our monthly industry retail sales data report. Categorized by type, cc size, and province, you'll put greater focus to your sales programs with this valuable information. You'll also receive a year-end summary report.

REGULATION/LEGISLATION ADVOCATES

A strong voice is crucial to the success of any industry.

The MMIC and COHV have established a high degree of credibility with the all levels of government across Canada. This ensures that the motorcycle and ATV industries are a respected source for position papers and research on a wide range of issues.

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 ATVs, manufacturers and suppliers, dealers, and the riding community. We seek out key contacts at all levels of government to ensure our position and knowledge is part of their decision-making process.

IMPORTER ASSISTANCE PROGRAM

Importers of whole On-Road vehicles are obligated to join an association that will assist them in preparing and reviewing their Transport Canada CMVSS approval documentation. Transport Canada will partner with MMIC in ensuring that members test their products and present their documentation to Federal Government standard. MMIC and COHV will offer education and information sessions to assist importers.

For more information contact Tim Stover at MMIC, or visit www.mmic.ca

PROACTIVE PROGRAMMING

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

INSURANCE PROGRAMS – COMMERCIAL AND CONSUMER

Insurance coverage, for the industry, and for the consumer, is one of the most controversial topics in the industry. MMIC/COHV has taken the lead in both areas by developing programs with partner companies to provide the industry, and those who ride, with comprehensive programs designed especially for their needs.

EXHIBIT SPACE DISCOUNT

Your best opportunity to market your product or service in Canada is to exhibit in the national-profile motorcycle/ATV shows owned by MMIC/COHV. With Canada's seven premier consumer shows, your company will be front-and-centre to over two hundred thousand passionate, motivated buyers.

Only Corporate Affiliate Members are eligible for Exhibit Space Discounts! They range from single booth discounts to multi-show, multi-booth programs. Contact MMIC/COHV for details.

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MMIC/COHV ON-LINE

MMIC/COHV is committed to ensuring members 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 Corporate Members. 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.

NEWSLETTER

Watch current industry news and events evolve each month with the Industry On-line Newsletter. A quick summary of legislative and industry items from every region of Canada 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 ATVs. 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 has 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, associations.

IT PAYS TO JOIN!

The MMIC/COHV will rebate 20% of your membership dues each time an Affiliate Member sponsors another company or organization to join. All member companies are eligible to receive a rebate for 2 companies per year.

CONTACT TIM STOVER, MANAGER OF SHOWS AND MEMBER SERVICES FOR MORE INFORMATION.



The Motorcycle & Moped Industry Council and the Canadian Off-Highway Vehicle Distributors Council are not-for-profit trade associations which represent the distributors of motorcycles, mopeds, scooters, ATVs, and related products in Canada.

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

AIMS AND OBJECTIVES

- TO PROMOTE THE SAFE AND RESPONSIBLE USE OF MOTORCYCLES AND ATVs
- TO DEVELOP AND EXPAND COMMUNICATION AND COOPERATION AMONG ALL LEVELS OF THE MOTORCYCLE AND ATV COMMUNITIES
- TO ENHANCE GOVERNMENT RELATIONS AND PUBLIC AFFAIRS THROUGH BROAD CO-OPERATIVE EFFORTS
- TO PROMOTE THE RESPONSIBLE INTERESTS OF MOTORCYCLISTS AND ATVers AND THE MOTORCYCLE AND ATV INDUSTRIES

FOR FURTHER INFORMATION CONTACT:

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