



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

FOR IMMEDIATE RELEASE

Thursday, June 16, 2022

Markham, ON: Michelle O'Hara has resigned as the President of the Motorcycle & Moped Industry Council (MMIC).

MMIC is a national, non-profit, trade association which represents the responsible interests of the major motorcycle and scooter manufacturers, as well as the manufacturers, distributors and retail outlets of motorcycle and scooter-related products and services in Canada. "I have truly enjoyed my time at MMIC. This was an incredibly difficult, but necessary decision for me at this time," O'Hara stated. Her resignation is effective August 12.

"We respect Michelle's decision and thank her for her service and accomplishments during her tenure as President," MMIC Chair, Andrew Fletcher said. "The organization continues to have a strong national presence promoting and encouraging the benefits of riding, and safe responsible use of on-road motorcycles and scooters. During this time of transition, we are grateful to continue to work with Michelle over the next few months alongside our talented team as we search for a successor."

Under her leadership at MMIC, O'Hara worked with the team to increase operational efficiencies, and developed projects and policies that focus on membership value, and strategies to engage and promote riding across Canada. Part of this process focused on rounding out the leadership team, by adding the roles of market expansion, and membership services.

"MMIC has a long-standing reputation in Canada for advocating on behalf of our members, and on behalf of those who enjoy riding throughout the country. The organization is served by incredibly smart and talented employees and volunteers," O'Hara said. "During my tenure, the focus was to further develop our processes and people, leveraging our strengths and finding ways to build on them for even greater success in the future. I'm proud of what we have accomplished in such a short period of time. We have a great leadership team, and along with our dedicated Board of Directors, will carry the organization forward to achieve our mission and vision."

MMIC has immediately commenced a search for a successor who can continue to lead the organization in achieving its mission and goals to further advocate and advance ridership in Canada. Our leadership team will work closely with the Board, to continue to drive our advocacy forward and ensure continuity during the search for a permanent replacement.

"On behalf of the Board of Directors, we thank Michelle for her service and accomplishments during her tenure, especially through the most recent wave of the COVID-19 pandemic," noted Mr. Fletcher. "She has led a capable leadership team, which has positioned us well to continue forward momentum. We wish her the very best in the future."



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About the Motorcycle & Moped Industry Council (MMIC):

The Motorcycle & Moped Industry Council, originally founded in 1971, is a national, non-profit, trade association which represents the responsible interests of the major motorcycle and scooter manufacturers, 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 approximately 90 percent of all the new on-road motorcycles and scooters sold in Canada. The MMIC is funded entirely by its Members and Industry Partners and by the programs and services it offers.

Contact:

Michelle O'Hara, President
Motorcycle & Moped Industry Council
mohara@mmic.ca
905-441-7766