

**For Immediate Release
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New Standards for Youth-Model ATVs

Toronto, Ontario -- Canada's major Off-Highway Vehicle (OHV) manufacturers, distributors and retailers know the importance of maintaining a solid reputation when it comes to offering their products and services to the general public. They also understand the benefits of joining a national trade association such as the Canadian Off-Highway Vehicle Distributors Council (COHV) in Canada.

Why, because the COHV, as a not-for profit association, represents the responsible interests of manufacturers, distributors, retailers and after-market products to government, law enforcement and the general public.

“The ATV industry also recognizes that rider education, parental supervision, and appropriate government legislation are the keys to improving ATV safety for both children and adults”, commented Bob Ramsay, President of the COHV. “And when statistics report that vehicle misuse is present in 92% of ATV fatalities, Industry realizes there is a need to constantly educate and inform riders and owners on how to minimize risks to ATV users,” added Ramsay.

Industry, through its member association, continually consults with consumer safety groups, dealerships and parents in its efforts to improve ATV safety and safety experts agree that the key to improving ATV safety for riders under the age of 16 years is to keep them off ATVs designed for adults.

With this in mind, the Specialty Vehicle Institute of America (SVIA), working with the American National Standards Institute (ANSI) introduced its revised ANSI/SVIA 2007 Youth-Model ATV standard. The COHV member companies' agreed to voluntarily comply with the ANSI/SVIA 2007 ATV standard with a few additions that included adding Canada's required certification labels in both official languages. This standard establishes the minimum requirements for four-wheel ATVs that are offered for sale in Canada by the COHV member companies and becomes effective with the 2010 model year.

Previously, youth-model ATVs were produced in just two categories, Y-6 and Y-12 and were tied to specific engine displacement up to 90cc. These classifications and engine size limitations worked for some younger riders but were less helpful to older and bigger riders, resulting in some 14 and 15 year olds choosing to ride adult-model ATVs.

The new standard provides more flexibility: youth-model ATVs are designed for varying ages, with differing speed limitations and parental controls for the different categories.

Youth ATV...2

COHV Youth ATV...2

- Y-6+ designed for riders aged 6 and older with adult supervision; comes from the factory set with maximum speed of 10 mph or 16 km, can be adjusted by parents up to a maximum speed 15 mph or 24 km.
- Y-10+ designed for riders aged 10 and older with adult supervision; comes from the factory set with a maximum speed of 15 mph or 24 km, can be adjusted by parent up to maximum speed 30 mph or 48 km.
- Y-12+ designed for riders aged 12 and older with adult supervision; comes from the factory set with a maximum speed of 15 mph or 24 km, can be adjusted by parent up to a maximum speed 30 mph or 48 km.
- T designed for riders aged 14 and older with adult supervision, and riders 16 and older without supervision; comes from the factory set with a maximum speed of 20 mph or 32 km, can be adjusted by parent to maximum speed of 30 mph or 48 km or 38 mph or 61 km.

“COHV member companies are in compliance with Transport Canada regulations, produce quality vehicles and will voluntarily comply with the new stringent ANSI/SVIA 2007 ATV standard,” stated Ramsay. He added that “This voluntary standard establishes requirements for equipment, configuration, performance and labeling of four wheel ATVs and for warning and caution statements in owner's manuals.”

It's only fair that new entrants, who represent an increasing share of new vehicles sold each year to the Canadian ATV market, understand the importance of following the example set by the COHV member companies and guarantee consumers the same quality vehicles.

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