



Issue #5 - 2010

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Recent meeting suggestion:

Motorcycle/PowerSports Division of the ARA Proposed

A recent meeting of industry representatives with government officials, focused on safety regulations for motorcycles and powersports, demonstrated the value of a unified industry response.

It was pointed out at the meeting that this sector of the motor vehicle sales industry lacks any formal organization or voice, except for the Motorcycle Dealers Advisory Committee of the VSA. Subsequent discussion argued strongly in favour of forming a new division of the Automotive Retailers Association (ARA) of B.C. to serve precisely this purpose.

Ken Smith, President and Registrar of the VSA, suggested that the industry had two choices: "They can let the government decide what to do, or they can have their voices heard by coming together as a new division of the ARA."

Following is the text of an ARA release following this meeting.

Motorcycle and PowerSports Industry Meets to Discuss Issues

ARAMembers of British Columbia's motorcycle and powersports industry attended an industry forum hosted by the Automotive Retailers Association (ARA) last Monday. Guest speakers included: Steve Martin, Superintendent of Motor Vehicles; Lloyd Stamm, CEO of the Automotive Training Standards Organization; Ken Smith, President and Registrar of the Motor Vehicle Sales Authority of BC; and Vera Vukelich, Manager, ORVs & Tourism Land Use, Tourism Development Branch, Ministry of Tourism, Culture and the Arts.

The general purpose of the meeting surrounded motorcycle safety and a discussion on proposed changes to safety regulations affecting motorcycles and off-road vehicles such as ATVs.

Motorcycle/powersports dealers and representatives from motorcycle manufacturers were present.



Motorcycle Dealer Advisory Committee to the Board of Directors

Lenard Hall

Harley-Davidson of Prince George Ltd.

Simon Holt

Spunky's Motorcycle Shop Ltd.

Chuck E. Pawlechko

Cranbrook Power Sports Ltd.

Marq Smith

Western Powersports

Michael Stevulak

Scooter Underground

Gordon World

E-Cycle Electric Vehicles

VSA Board Member:

Al Cameron, Chair

Bluenose Motor Company
Parksville, B.C.

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Mr. Martin reviewed a comprehensive list of proposed changes to motorcycle safety regulations and Ms. Vukelich explained the efforts her department is undertaking with respect to off-road vehicle safety regulations. Mr. Martin said that industry consultations had been ongoing since November 2009. Many of the dealers in attendance expressed disappointment in the fact that they were largely unaware of how far along these initiatives appeared to be and that this meeting was the first opportunity they had been afforded to voice their opinions.

Dale Finch, ARA President, explained that his association was prepared to form a new division for powersports dealers, and that this meeting was an example of how the ARA represents members of its seven current divisions. Presently, there is no provincial association specifically representing motorcycle and powersports dealers.

All of the guest speakers agreed that there is a natural fit between motorcycle/powersports dealers and the ARA, and said they would welcome the industry representation the ARA would bring to the table.

When asked what the next step is, Finch replied, "Well, I guess that's up to them. We hosted this meeting and clearly this industry needs to have a voice. I think they all agreed that the ARA is their best bet. Before we can do anything further, they need to sign up and get the new division launched. Then we can move forward."

The ARA is in the process of putting together a summation document of items discussed and will circulate it within the PowerSport industry once complete. If interested in receiving a copy, please contact Darren Chura at the ARA.