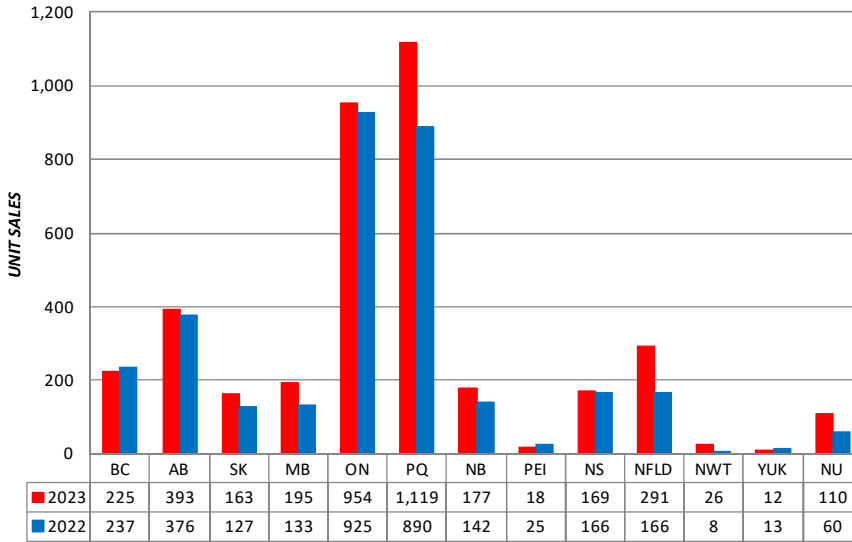


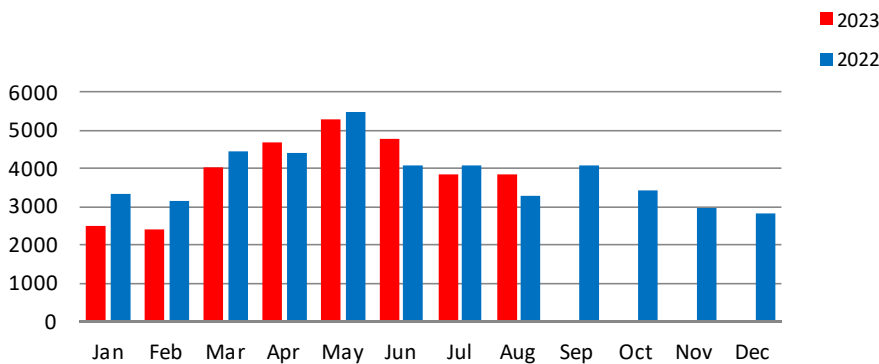
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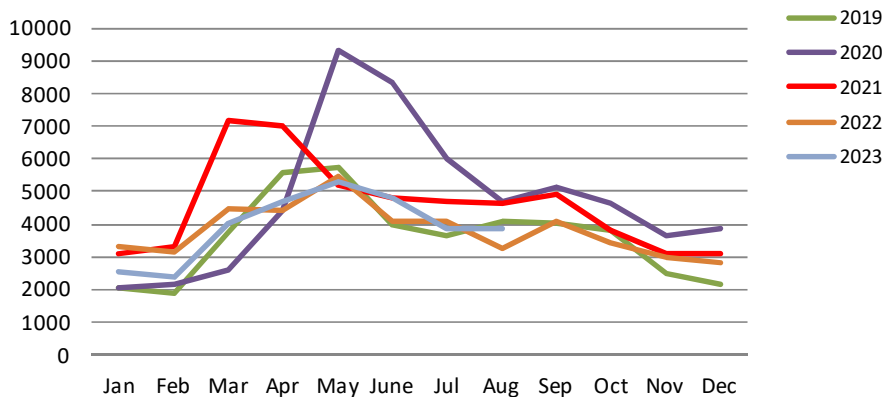
ATV Sales by Province August 2023



ATV Sales 2023 vs 2022



ATV Sales by Year



Retail Sales Analysis 2023 August Edition



2024 Motorcycle and Powersport Show Dates

January 12-14 Vancouver
Tradex in Abbotsford

January 26-28 Edmonton
Edmonton Expo Centre

February 2-4 Calgary
BMO Centre, Stampede Park

February 16-18 Toronto
Energycare Centre, Exhibition Park

February 23-25 Montréal
Palais des congrès

MMIC / COHV AFFINITY PARTNERS



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Retail sales report



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

COHV Statistics Report

Retail OHV Sales Report

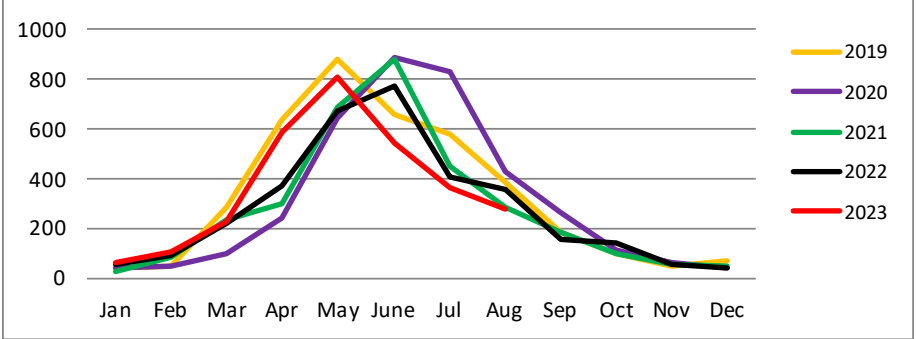
For the Month of Aug 2023

	Current Month	% of Volume	Same Month LFY	% of Volume	Unit Change	% Change	YTD	% of Volume	Prior YTD	% of Volume	Unit Change	% Change
British Columbia	225	5.84%	237	7.25%	-12	-5.06%	2,034	6.47%	2,267	7.03%	-233	-10.28%
Alberta	393	10.20%	376	11.51%	17	4.52%	3,396	10.81%	2,979	9.23%	417	14.00%
Saskatchewan	163	4.23%	127	3.89%	36	28.35%	1,380	4.39%	1,338	4.15%	42	3.14%
Manitoba	195	5.06%	133	4.07%	62	46.62%	1,618	5.15%	1,453	4.50%	165	11.36%
Ontario	954	24.77%	925	28.30%	29	3.14%	8,584	27.31%	9,734	30.17%	-1,150	-11.81%
Quebec	1,119	29.05%	890	27.23%	229	25.73%	8,705	27.70%	8,752	27.13%	-47	-0.54%
New Brunswick	177	4.60%	142	4.35%	35	24.65%	1,467	4.67%	1,476	4.58%	-9	-0.61%
Prince Edward Island	18	0.47%	25	0.76%	-7	-28.00%	168	0.53%	241	0.75%	-73	-30.29%
Nova Scotia	169	4.39%	166	5.08%	3	1.81%	1,385	4.41%	1,579	4.89%	-194	-12.29%
Newfoundland	291	7.55%	166	5.08%	125	75.30%	1,854	5.90%	1,797	5.57%	57	3.17%
Northwest Territories	26	0.67%	8	0.24%	18	225.00%	196	0.62%	141	0.44%	55	39.01%
Yukon Territory	12	0.31%	13	0.40%	-1	-7.69%	123	0.39%	106	0.33%	17	16.04%
Nunavut	110	2.86%	60	1.84%	50	83.33%	519	1.65%	399	1.24%	120	30.08%
Province TOTAL	3,852	100.00%	3,268	100.00%	584	17.87%	31,429	100.00%	32,262	100.00%	-833	-2.58%



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

Scooter Monthly Sales



Retail Sales Analysis 2023 August Edition



2024 Motorcycle and Powersport Show Dates

- January 12-14 Vancouver Tradex in Abbotsford
- January 26-28 Edmonton Edmonton Expo Centre
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- February 16-18 Toronto Enercare Centre, Exhibition Park
- February 23-25 Montréal Palais des congrès

MMIC / COHV AFFINITY PARTNERS

Introducing the PEI ATV Federation

As the warm summer breeze sweeps across Prince Edward Island, we're excited to bring you the latest updates from the PEI ATV Federation. Our eight clubs have become the backbone of our thriving community, working tirelessly to create a network of trails that connect riders to the island's picturesque landscapes. The collaborative efforts of our clubs have led to the development of approximately 550 kilometers of trails, offering adventure seekers a chance to explore the island like never before. A crucial component of expansion has been the pilot road project which utilizes low traffic, dirt roads.

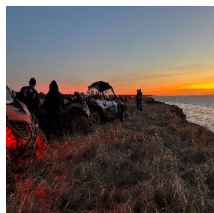


Our commitment to education and safety has never been stronger. In 2022, a remarkable 2850 trail passes were sold, reflecting the growing interest in responsible ATV riding. We believe that with every trail pass, we're not just granting access to the great outdoors but also promoting a culture of safety and respect. Our effective social media presence has been instrumental in spreading awareness about safe riding practices, trail etiquette, and environmental consciousness. We're not just riders; we're responsible stewards of the land. The importance of social media is more important than ever! Our federation has on staff, a social media manager and the role has proven invaluable when it comes to sharing information and pushing a consistent message of safety. Our member clubs have also established social media pages and have seen great success in event advertising, online fundraising and relaying crucial information about trail closures, maintenance, etc. Social media has become a hub for enthusiasts to ask questions, organize runs and share information about the trails.

What sets us apart from the rest of Canada is our unique trail landscape. With 90% of our trails located on private land, our partnerships with landowners are invaluable. Our member clubs work extremely hard to maintain these relationships. Because of these relationships member clubs and landowners are more often than not, able to effectively find a way to keep active trails open. The Environmental Code of Practice (ECOP) (<https://ridepei.ca/wp-content/uploads/2023/01/Environmental-Code-of-Practice.pdf>) has allowed us to create a sustainable and mutually beneficial relationship too. The PEI ATV Federation is the only trail user group on PEI that has and operates under the guidance of an environmental code of practice. It's a testament to our commitment to responsible, sustainable and environmentally friendly trail building.

The province will be introducing annual registration in 2024 which will give our member clubs the resources they so desperately need to expand and maintain their trail systems, and our strategic plan continues to guide our path (<https://ridepei.ca/resources/>). Furthermore, our partnership with Tourism PEI has led to the prioritization of Winter ATV Tourism, culminating in a potential regional pilot project connecting three clubs in West Prince. This pilot project will be the

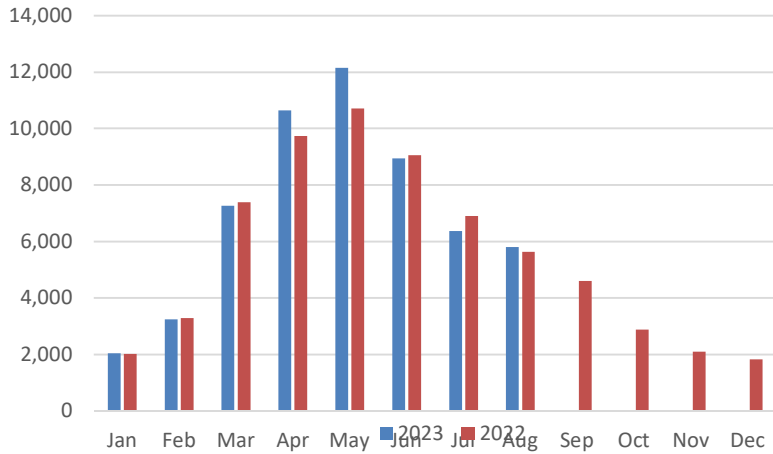
first of its kind on PEI. If you weren't aware, PEI does not have a shared trail system so this project would be the first to actively explore shared trail usage. We are in the final stages of a Tourism Feasibility Study which will help us determine the economic impact that ATV tourism brings to our island communities. From this study there will be a 3-year action plan that will help us chart this new territory.



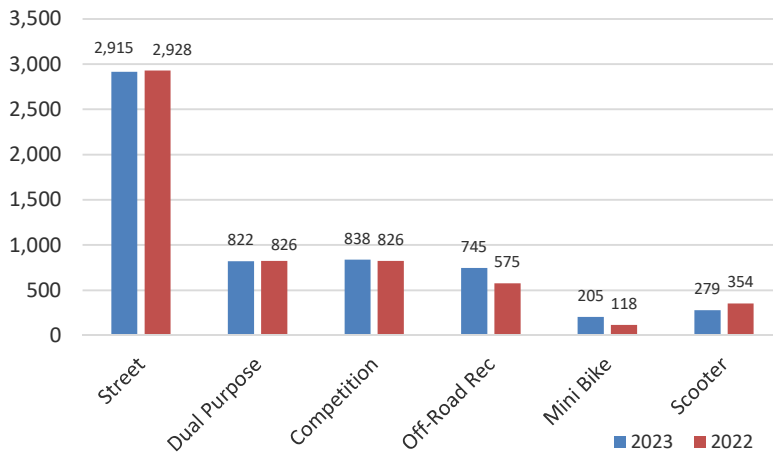
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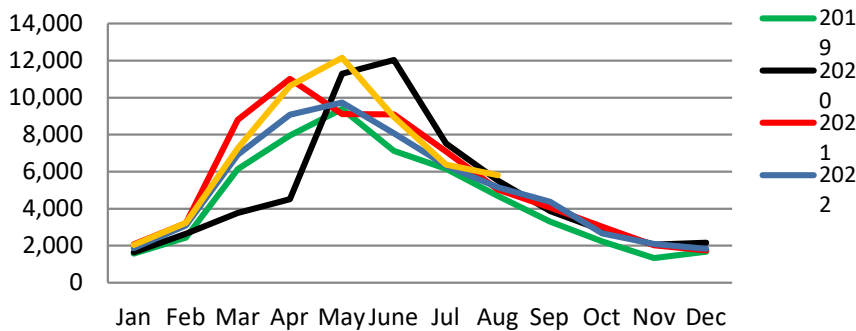
2023 vs 2022 Motorcycle



August 2023 vs 2022



Total Motorcycle Monthly Sales



Retail Sales Analysis 2023 August Edition



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Retail sales report



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

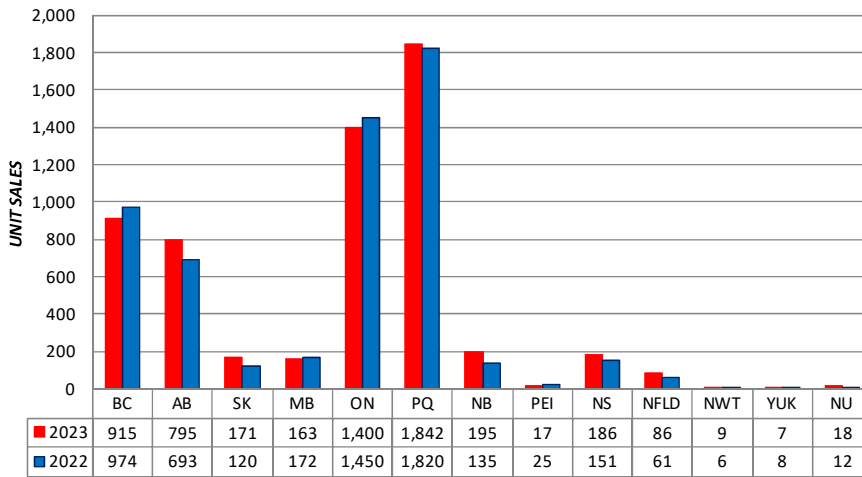
MMIC Statistics Report
Retail Motorcycle Sales Report
For the Month of August 2023

	Current Month	% of Volumes (CM)	Same Month LFY	% of Volumes (CM LY)	Unit Change	% Change	YTD	% of Volumes (YTD)	Prior YTD	% of Volumes (YTD LY)	Unit Change	% Change
Street	2,915	50.22%	2,928	52.03%	-13	-0.44%	28,284	50.10%	27,421	50.11%	863	3.15%
Dual Purpose	822	14.16%	826	14.68%	-4	-0.48%	8,334	14.76%	7,286	13.32%	1,048	14.38%
Competition	838	14.44%	826	14.68%	12	1.45%	8,541	15.13%	7,893	14.42%	648	8.21%
Off-Road Rec	745	12.84%	575	10.22%	170	29.57%	6,696	11.86%	7,641	13.96%	-945	-12.37%
Mini Bike	205	3.53%	118	2.10%	87	73.73%	1,630	2.89%	1,540	2.81%	90	5.84%
Scooter	279	4.81%	354	6.29%	-75	-21.19%	2,975	5.27%	2,937	5.37%	38	1.29%
Categories TOTAL	5,804	100.00%	5,627	100.00%	177	3.15%	56,460	100.00%	54,718	100.00%	1,742	3.18%
British Columbia	915	15.76%	974	17.31%	-59	-6.06%	9,187	16.27%	9,371	17.13%	-184	-1.96%
Alberta	795	13.70%	693	12.32%	102	14.72%	8,544	15.13%	7,732	14.13%	812	10.50%
Saskatchewan	171	2.95%	120	2.13%	51	42.50%	1,646	2.92%	1,382	2.53%	264	19.10%
Manitoba	163	2.81%	172	3.06%	-9	-5.23%	1,775	3.14%	1,473	2.69%	302	20.50%
Ontario	1,400	24.12%	1,450	25.77%	-50	-3.45%	13,063	23.14%	13,258	24.23%	-195	-1.47%
Quebec	1,842	31.74%	1,820	32.34%	22	1.21%	18,045	31.96%	17,576	32.12%	469	2.67%
New Brunswick	195	3.36%	135	2.40%	60	44.44%	1,531	2.71%	1,396	2.55%	135	9.67%
Prince Edward Island	17	0.29%	25	0.44%	-8	-32.00%	179	0.32%	205	0.37%	-26	-12.68%
Nova Scotia	186	3.20%	151	2.68%	35	23.18%	1,473	2.61%	1,428	2.61%	45	3.15%
Newfoundland	86	1.48%	61	1.08%	25	40.98%	755	1.34%	680	1.24%	75	11.03%
Nunavut	9	0.16%	6	0.11%	3	50.00%	37	0.07%	25	0.05%	12	48.00%
Northwest Territories	7	0.12%	8	0.14%	-1	-12.50%	80	0.14%	64	0.12%	16	25.00%
Yukon	18	0.31%	12	0.21%	6	50.00%	145	0.26%	128	0.23%	17	13.28%
Provinces TOTAL	5,804	100.00%	5,627	100.00%	177	3.15%	56,460	100.00%	54,718	100.00%	1,742	3.18%



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Motorcycle Sales by Province August 2023



The role you and your staff play in cybersecurity

In our technologically advanced society, scams are commonplace as cyber criminals try to steal money and personal information through unsuspecting victims, such as a company's employees.

Did you know?

- World Economic Forum finds that nearly all (95%) cyber breaches happen because of human error
- Ransomware and business email compromise were the two leading causes of loss, accounting for nearly 50% of claims in 2020 and 2021*

That's why an effective cyber risk management strategy should include employee training as awareness is critical to help ensure your business stays cybersecure. Together with CyberScout, a leading cyber service provider, we've created informative resources with tips to help protect your business and avoid potential losses caused by cyberattacks:

- [An Overview of Scams](#)
- [Business Email Compromise](#)

To learn more about Federated Insurance, visit www.federated.ca

* NetDiligence Cyber Claims Study 2022 Report



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