

MEDIA RELEASE

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May is Motorcycle Safety Month: A Unified National Campaign Calls on Canadians to “Stay Safe. Respect the Road.”

The Canadian Motorcycle Association (CMA) and Moto Canada are proud to recognize May as Motorcycle Safety Month, reinforcing their shared commitment to rider safety across Canada.

This year marks a significant milestone. For the first time, a unified national safety campaign will be amplified coast to coast through an unprecedented collaboration between the CMA, Moto Canada, and partner organizations across the country. Together, the industry is rallying behind one clear message: **Stay Safe. Respect the Road.**

By aligning voices nationwide, this campaign aims to reach more road users than ever before—encouraging both riders and motorists to play an active role in keeping Canada’s roads safe. Riders are urged to ensure their motorcycles are in proper working condition, wear certified protective gear, and continually build their skills. Motorists are reminded to remain alert, check blind spots, and share the road responsibly with motorcyclists.

“This year’s campaign represents a powerful step forward for rider safety in Canada,” said Todd Sharpless. “By working together across organizations and regions, we are sending a consistent, unified message that safety is a shared responsibility. When we all commit to respecting the road, we create a safer environment for everyone.”

“Collaboration is what makes this year truly different,” added Landon French. “With partners across the country standing behind one message, we have an opportunity to make a lasting impact on rider awareness and road safety. ‘Stay Safe. Respect the Road.’ is more than a slogan—it’s a call to action for all Canadians.”

Through education, advocacy, and community engagement, the CMA and Moto Canada—alongside their partners—remain dedicated to promoting safe riding practices nationwide. This collective effort reflects the strength of Canada’s motorcycling community and its commitment to protecting riders and all who share the road.

Together, let’s make this riding season a safe one—for riders, drivers, and communities across the country.



About the Canadian Motorcycle Association (CMA)

The Canadian Motorcycle Association (CMA) is a national, not-for-profit organization dedicated to promoting, protecting, and growing motorcycling across Canada. Representing riders, clubs, and associations from coast to coast, the CMA advocates for safe, responsible riding both on- and off-road.

The CMA is the national governing body for motorcycle sport in Canada and the sole authority recognized by the Fédération Internationale de Motocyclisme (FIM) to oversee and sanction national motorcycling events. It serves as the official organization for all matters related to motorcycling activities—both sporting and non-sporting—and is recognized by the Canadian Olympic Committee (COC) as the sole competent authority for motorcycle sport in Canada.

Learn more at motorcyclingcanada.ca

About Moto Canada

We exist so Canadians can ride.

Moto Canada is the nation's leading industry association representing the interests of the world's best powersports brands — including Arctic Cat, Aprilia, BMW Motorrad, BRP, Can-Am, CFMoto, Ducati, GasGas, Harley-Davidson, Honda, Husqvarna, Indian Motorcycles, Kawasaki, KTM, MV Agusta, Moto Guzzi, Piaggio, Polaris, Royal Enfield, Suzuki, Triumph, Vespa, and Yamaha. Moto Canada is a driving force, uniting Canadians with the exhilarating world of powersports and as industry advocates, we champion Canadians' ability to ride both on and off-road. Moto Canada members represent over 90% of the powersports industry in Canada, generating \$17.3 billion in economic activity and over 88,000 Canadian jobs.

Moto Canada Connect is a for-profit marketing and media company owned by Moto Canada and powersport manufacturers. Moto Canada Connect owns and produces The Motorcycle and Powersport Shows, Canada's premier powersport shows.

Learn more at MotoCanada.com.

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