

MEDIA RELEASE  
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## Canada's Off-Road Community Unites for June Safety Campaign: "Stay Safe. Respect the Trails."

The Canadian Motorcycle Association (CMA), the Canadian Quad Council (CQC), and Moto Canada are proud to recognize June as Off-Road Safety Month, bringing together riders and trail users across Canada around a shared commitment to safer riding and responsible trail stewardship.

This year's campaign marks a stronger, more collaborative national effort. For the first time, CMA, CQC, Moto Canada, and fourteen provincial partner organizations are working together coast to coast to amplify one clear message: **Stay Safe. Respect the Trails.**

The campaign reflects the realities of off-road riding and the importance of being prepared before heading out. Whether riding an off-road motorcycle, ATV, or side-by-side, participants are reminded to wear proper protective gear, inspect their vehicles, ride within their skill level, stay on designated trails, and remain alert to changing terrain, wildlife, and other trail users.

"Off-road riding is built on preparation, awareness, and respect," said Landon French, CEO and President of Moto Canada. "This year's campaign brings partners together behind a common message that speaks directly to riders and the trail systems they value. When we work collectively, we can make a stronger impact and help protect the future of off-road riding in Canada."

"Trail safety is a shared responsibility," said Todd Sharpless, President of the Canadian Motorcycle Association. "Every rider has a role to play, from choosing the right terrain to wearing the proper gear and riding with care. June is an important reminder that safe riding habits and respect for the trails help keep these spaces open and enjoyable for everyone."

"ATV riders and side-by-side users understand how important it is to ride responsibly," said Peter Mellish, President of the Canadian Quad Council. "This campaign reinforces the everyday choices that matter most, including vehicle checks, proper loading, and staying on approved trails. Those habits help protect riders, preserve access, and strengthen the off-road community as a whole."



The national campaign is supported by social media messaging tailored to both off-road motorcycles and ATVs, with practical reminders focused on machine readiness, protective gear, skill development, trail conditions, and responsible riding behaviour. For motorcycle riders, the campaign highlights the importance of matching terrain to experience and staying alert to changing conditions. For ATV and side-by-side users, it emphasizes understanding vehicle limits, following manufacturer guidance, and riding with safety in mind.

Through this coordinated effort, CMA, CQC, Moto Canada, and their provincial partners are working to promote a stronger culture of off-road safety across the country. By riding prepared and respecting the trails, Canadians can help ensure these shared spaces remain safe, accessible, and sustainable for future generations.

### **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](http://motorcyclingcanada.ca)

### **About the Canadian Quad Council (CQC)**

As the national voice of Canada's ATV & ROV community, the CQC serves as an educational and policy resource, providing valuable insights and guidelines for its members, federal governing bodies, and the general public, all aimed at promoting safe and responsible riding. The council's mandate goes beyond advocacy. It catalyzes collaboration and knowledge exchange among member federations and associations nationwide.

The CQC strives to cultivate a supportive ecosystem conducive to the growth and development of robust rider federations by facilitating knowledge transfer, sharing best practices and implementing targeted programming. Additionally, the council plays a crucial role in amplifying



the collective voice of its members, channelling advocacy efforts toward impactful outcomes that resonate across the nation's ATV and ROV communities.

Learn more at [quadcouncil.ca](http://quadcouncil.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](http://MotoCanada.com).



**For more information, please contact:**

**Deborah Potter**

Moto Canada  
Vice-President, Marketing & Business  
Development  
1-289-338-7548  
[dpotter@motocanada.com](mailto:dpotter@motocanada.com)

**Todd Sharpless**

The Canadian Motorcycle Association  
(CMA)  
President  
(519)-466-6841  
[todd@motorcyclingcanada.ca](mailto:todd@motorcyclingcanada.ca)

**Wayne Daub**

Canadian Quad Council (CQC)  
General Manager  
1-888-613-2722  
[generalmanager@quadcouncil.ca](mailto:generalmanager@quadcouncil.ca)