



Canadian Off-Highway Vehicle Distributors Council  
Conseil Canadien des Distributeurs de Véhicules Hors Route

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For Immediate Release  
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**ONE YEAR ANNIVERSARY OF THE COHV INDUSTRY C.A.R.E.S. INITIATIVE**

**Toronto** – One year ago, in October 2006, The Canadian Off-Highway Vehicle Distributors Council (COHV) and its member companies announced the implementation of the C.A.R.E.S. marketing and advertising Code of Ethics, which was one more step in its ongoing efforts to educate the public on safe riding practices and environmental awareness.

C.A.R.E.S, the cornerstone of all-terrain vehicle and off-road motorcycle advertising and marketing allows the industry to clearly communicate with **Clarity, Accuracy, Responsibility, Environmental Awareness and Safety (C.A.R.E.S)**.

“The C.A.R.E.S. Code of Ethics is designed to set and maintain consistent standards for advertising and promotional materials for all of our industry members throughout Canada,” stated Bob Ramsay, President of the COHV. “We are committed to the public, to the integrity of the industry in which we operate and to each other when it comes to promoting product features, user safety and preserving the environment.”

“Canadians expect more and want more from manufacturers and distributors of consumer products,” commented Ramsay. “The ATV and off-road motorcycle industries believes that consumers deserve product information that is clear, concise and helpful and at the same time is socially and environmentally responsible.”

The COHV and its member companies believe that positive education fosters responsible recreation. By following these advertising guidelines, we can help

preserve the environment for future generations and reduce ATV accidents by promoting all aspects of ATV and off-highway rider safety.

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Well-known brand name companies such as; Arctic Cat; BRP (*Can-Am*); Honda; Kawasaki; KTM; Polaris; Suzuki and Yamaha are committed to the integrity of the ATV industry and showed their commitment by signing the agreement. The COHV and its member companies believe that by taking a leadership role, we can convince other non-member ATV distributors to follow our direction by honouring and adhering to the C.A.R.E.S. Code of Ethics.

The **Canadian Off-Highway Vehicle Distributors Council**, originally founded in 1984, is a national, non-profit, trade association that represents the responsible interests of the major ATV manufacturers, distributors and retail outlets of Off-Highway Vehicle related products and services, and individual owners and riders of off-highway vehicles in Canada.

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