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ALL-TERRAIN VEHICLE SALES AND TRAINING CONTINUE TO GAIN MOMENTUM

Irvine, Calif. – Mirroring the vigor of the motorcycle industry, sales and new-buyer training on all-terrain vehicles (ATVs) are continuing to gain momentum. Sales figures for 2002 were 5.6% over those of 2001, and over 47,000 riders were trained in 2002 which is a 9.8% increase over 2001. The booming popularity of ATVs is further demonstrated in a five-fold sales increase since 1993 and there is no slowdown in sight.

Unit sales reached 847,000 in 2002, and the demand for training has been correspondingly robust. To keep pace, the ATV Safety Institute (ASI) and participating manufacturers offer free hands-on training to new ATV purchasers and their family members. The courses are available at nearly 1,000 locations and more than 500,000 riders have been trained since 1988. Each week between 200 – 300 courses are conducted nationwide.

“We are very encouraged by this continued increase in training,” says Tom Yager, Vice President, Safety Programs for the Specialty Vehicle Institute of America (SVIA). Tim Buche, SVIA President adds, “ASI member companies have consistently demonstrated their commitment to safety and the responsible use of ATVs.”

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ASI's primary goal is to promote the safe and responsible use of ATVs, thereby reducing accidents and injuries that may result from improper ATV operation by the rider. This is accomplished through a variety of programs that promote the "Golden Rules."

GOLDEN RULES

1. Take an approved training course. Call toll-free (800) 887-2887 to enroll.
2. Ride an ATV that's right for your age. The guidelines are:
 - Age 6 and older – Under 70cc
 - Age 12 and older – 70cc to 90cc
 - Age 16 and older – Over 90cc
3. Supervise riders younger than 16 years of age.
4. Always wear the right safety gear, especially a helmet, when you ride.
5. Never carry a passenger.
6. Always avoid paved surfaces. Never ride on public roads.
7. Ride only on designated trails and ride responsibly!

The Specialty Vehicle Institute of America[®] (SVIA) is an information source about the all-terrain vehicle (ATV) industry. SVIA provides information on ATV standards as well as promoting model state legislation on ATV riding. It also serves as a liaison with state and federal agencies on ATV training and their influence upon the environment. Membership is open to all corporations regularly engaged in the business of manufacturing, importing or wholesale distribution of ATVs in the United States. SVIA was formed in 1983 as a national not-for-profit trade association and is based in Irvine, California. Its members include AlphaSports, Arctic Cat, Bombardier, Honda, John Deere, Kawasaki, Suzuki and Yamaha.

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