



Canadian All-Terrain Vehicle Industry Launches "ATV SafetyWatch" Program

The Canadian All-Terrain Vehicle Distributors Council (CATV) today introduced ATV SafetyWatch, a new program aimed at encouraging the safe and responsible use of all-terrain vehicles by riders of all ages, skill levels and experience.

([PRWEB](#)) January 29, 2005 -- The last eight years have seen a strong growth in the number of recreational ATV riders enjoying Canada's ATV trail system and adventure-tourism areas. In 2004, close to 90,000 new ATVs were sold in this country. In the last three years, over 275,000 new ATVs have been purchased, bringing the total number of ATVs in use in Canada to approximately 850,000. It is estimated that over 2.5 million Canadians ride an ATV each year.

"With the launch of this new program, the ATV industry is re-doubling its commitment to promoting and fostering the safe and responsible use of all-terrain vehicles," said Robert Ramsay, CATV's President. "It's up to every ATV rider to be aware of and abide by the rules and to use common sense while riding at all times, so that everyone -- ATV riders as well as all the other users who share the trail systems -- can have a fun and safe experience enjoying the activity of their choice."

ATV SafetyWatch will raise awareness of the three key attributes all "PRO" riders of ATVs demonstrate: prudence, responsibility and organization. The program reaches out to riders with learning tools and promotional materials, to ensure riders of all ages and skill levels have access to the best, most up-to-date information on proven riding techniques so they are ready and able to enjoy a safe ride on the trail.

The ATV SafetyWatch program will be promoted across Canada with brochures and posters distributed to ATV dealerships, Federations, and Clubs.

Initially, the ATV SafetyWatch program features three educational components: Tips for the ATV Rider booklet, ATV Like a PRO CD, and the ATV Rider Course.

Both the ATV Rider booklet and ATV Like a PRO CD are learning tools which detail the skills and preparation required to safely operate an ATV. This ranges from reading the terrain and knowing how to turn, accelerate and stop; to the pre-ride inspection and what protective gear should be worn.

The Tips for the ATV Rider booklet is a pocket-sized, comprehensive reference to all aspects of riding an all-terrain vehicle. It was developed by the CATV and is distributed through ATV dealerships to all purchasers of new ATVs.

The ATV Like a PRO CD is an interactive computer-based program that presents, in a multi-media format, the preparation and riding skills each ATV rider should practice to stay safe.

The CD was developed and produced by the CATV and the Canada Safety Council (CSC), a national, non-government, charitable organization dedicated to providing safety information, education and awareness resources to Canadians.

In addition to the ATV Like a PRO CD, the CSC offers the CATV-supported ATV Rider Course, the third



component of ATV SafetyWatch. This five and a half to seven hour hands-on training program is based on field-tested techniques and operated by CSC certified instructors.

“We are delighted to be part of this initiative with CATV,” states Emile-J. Therien, president of the Canada Safety Council. “The more educational resources are available to the public, the more people will be prepared to enjoy their ATV riding activities in a safe manner.”

The Canadian All-Terrain Vehicle Distributors Council, founded in 1984, is a national, non-profit, trade association that represents the responsible interests of the major ATV distributors, as well as the manufacturers, distributors and retail outlets of ATV-related products and services, and individual owners and riders of all-terrain vehicles in Canada. (www.catv.ca)

The Canada Safety Council is a national, non-government, charitable organization dedicated to safety. Their mission is to lead in the national effort to reduce preventable deaths, injuries and economic loss in public and private places throughout Canada. CSC serves as a credible, reliable resource for safety information, education and awareness in all aspects of Canadian life - in traffic, at home, at work and at leisure. (www.safety-council.org)

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