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**Motorcycle Industry Council and Specialty Vehicle Institute of America  
Post Video Comments on YouTube™ Regarding the CPSIA Ban on Youth ATVs and  
Motorcycles**

**IRVINE, Calif., Feb. 24, 2009** – Ten video segments regarding the impact of the CPSIA on enthusiasts and members of the powersports industry have been posted on YouTube today. Each video tells a different story and represents the thoughts, feelings and opinions of hundreds of thousands who have made calls and sent letters to Washington legislators and regulators requesting exclusions for youth-sized ATVs and off-road motorcycles from the lead content provisions of the Consumer Product Safety Improvement Act. You can easily access the new videos by going to [mic.org](http://mic.org) and clicking on the video links.

1. **Paul Vitrano**, General Counsel for MIC and SVIA, explains the “Consumer Product Safety Improvement Act” and talks about its impact on the Powersports Industry.
2. **Carrie Coombs Russell**, President of the National Promoters Group and a lifelong motorcycle rider advocate talks about the impact of CPSIA on the Youth and Family Racing Community.
3. **Eric Anderson**, VP of Scorpion Sports and lifelong motorcycle rider/coach explains how manufacturers and sellers of aftermarket products are responding to CPSIA.
4. **Bill Reed** is a marketing specialist for Hatfield McCoy Trails and a lifelong advocate for the responsible use of off-road resources. He talks about the negative impact of CPSIA on the tens of thousands of off-road enthusiasts who enjoy Hatfield McCoy trails, more than 500 miles of motorized trails in southern West Virginia open to ATVs and off-road motorcycles.
5. **Randy Hawkins** a professional motorcycle rider, Seven-time AMA National Enduro Champion, manager and mentor to thousands of young riders who dream about becoming professional racers; speaks out about impact of CPSIA.

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6. **Brian Hawthorne**, public lands director for the BlueRibbon Coalition, talks about how the CPSIA is impacting the members of his national recreation group, over 600,000 recreationists and powersports enthusiasts.
7. **Jason Raines** is a concerned parent, professional motorcycle racer and three-time AMA National Hare Scrambles Champion. He speaks out about the impact of the CPSIA lead ban.
8. **Russ Ehnes** is the executive director of the National Off-Highway Vehicle Conservation Council (NOHVCC), an organization of hundreds of thousands of enthusiasts that supports safe and responsible use of youth-sized ATVs and motorcycles and seeks to protect access to off-highway riding areas.
9. **Jeff Fredette**, professional racer, an ISDE racing legend and AMA Hall of Famer urges immediate action to protect access to youth-sized ATVs and motorcycles.
10. **Karen Umphress** of the National Off-Highway Vehicle Conservation Council (NOHVCC) speaks out about support for responsible off-road use and the importance of protecting access to youth-sized ATVs and motorcycles.

The videos were filmed during the Dealer Expo in Indianapolis while petitions were being signed. Over 6,000 petitions were collected at the event and hand-delivered to the CPSC office on February 11, copies of the petitions were also sent to congressional leaders urging them to support the MIC and SVIA requests for exclusion so that youth models can continue to be sold. Paul Vitrano, general counsel for the MIC and SVIA said “The act is cutting off access to appropriate-sized models for children 12 and under, and ruining sales at many dealerships nationwide. For weeks, we’ve been urging the CPSC to grant our petitions and for members of Congress to support our requests. We’ve worked on a lot of media coverage and we’ll be delivering a lot of mail from constituents nationwide, about this bad-for-family, bad-for-business regulation.”

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“This situation is serious and we are very concerned about an unintended consequence of the Consumer Product Safety Improvement Act,” Vitrano said. “With right-size models being unavailable to families, we may see more kids out on adult ATVs and we know that this leads to crashes. The CPSC, the ATV industry, consumer groups, safety advocates and parents all agree that it’s critical to keep riders under the age of 16 off of large ATVs designed for adults.”

The industry has urged the CPSC and federal legislators to take a common-sense approach to implementation of the CPSIA’s lead-content provisions and minimize the negative economic impact of the current ruling. Some products may need to be destroyed, which would result in severe hardship to manufacturers, distributors and their dealerships during a time of economic disruption.

Since 1983, the Specialty Vehicle Institute of America<sup>®</sup> has promoted the safe and responsible use of All-Terrain Vehicles through rider training programs, public awareness campaigns, and state legislation. The SVIA also serves as a resource for ATV research, statistics, and vehicle standards. The SVIA, based in Irvine, Calif., is a not-for-profit trade association sponsored by Arctic Cat, BRP, CROSSRUNNER, Honda, Kawasaki, KTM, KYMCO, Polaris, Suzuki, Tomberlin and Yamaha. For membership information, call (949) 727-3727. For safety information or to enroll in the *ATV RiderCourse*<sup>SM</sup> nearest you, visit [www.atvsafety.org](http://www.atvsafety.org) and click on “Online Enrollment” or call (800) 887-2887.

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, and activities surrounding technical and regulatory issues. It is a not-for-profit, national trade association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as publishing companies, advertising agencies, insurance firms and consultants. The MIC is headquartered in Irvine, Calif., with a government relations office adjacent to Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914.

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