



Motorcycle Industry Council
Media Relations
(949) 727-4211, Ext. 3027

**MIC Partners with EICMA to Facilitate ATV Symposium at
EICMA China – The Motorcycle Show in Beijing, China, June 11-13, 2010**

IRVINE, Calif., March 3, 2010 – An ATV symposium has been added to the roster of events and activities to be held at EICMA China – The Motorcycle Show, in Beijing, China, June 11-13, 2010. The ATV symposium will be facilitated by the Motorcycle Industry Council (MIC) in partnership with the organizers of EICMA (Esposizione Internazionale del Ciclo e Motociclo), and Chinese Chamber of Commerce for Motorcycle (CCCM).

“We’d like to express our appreciation to Costantino Ruggiero, Managing Director of EICMA, who paved the way for MIC’s participation at this exciting new motorcycle exhibition in China,” said MIC President Tim Buche. “The ATV symposium will provide a tremendous opportunity to exchange information and ideas on ATV issues around the world with government regulators, industry, and other stakeholders.”

Having developed relationships with the co-organizers of EICMA China, the MIC is well-suited to facilitate this ATV symposium. The U.S. industry associations have enjoyed a long and productive relationship with the EICMA at exhibitions in Europe and Asia. And in 2009 the Specialty Vehicle Institute of America (SVIA) visited China with Consumer Product Safety Commission Chairman Inez Tenenbaum and participated in the ATV Industry Outreach session. The U.S. industry associations also met with CCCM Secretary General Chen Bingnan at the EICMA Milan Bike Show in Italy.

-more-

MIC Partners with EICMA to Facilitate ATV Symposium in China - Page 2

Topics to be covered at the three-hour ATV symposium include market dynamics, consumer use, safety and training, vehicle standards, technical issues, and regulatory issues such as mandatory standards, youth vehicle requirements, and testing and certification. EICMA China – The Motorcycle Show is the result of a historic joint venture – CIME / China - Italy Motorcycle Exhibition Co., Ltd. – that was established by three entities: the Chinese Chamber of Commerce for Motorcycle, Genertec International Advertising & Exhibition Co. Ltd, and EICMA Spa, the executive arm of the Italian Manufacturers Association (Confindustria Ancma) and organizers of the EICMA in Milan, Italy since 1914.

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 industry association representing manufacturers and distributors of motorcycles, scooters, motorcycle/ATV/ROV parts and accessories, and members of allied trades such as insurance, finance and investment companies, media companies 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. Visit the MIC at www.mic.org.

#