



The message resounding through the Powersports community – Ride It Out.

We are committed to supporting you and this community. As we take in the COVID-19 (coronavirus) updates, we're keenly aware the situation is changing rapidly and it is not business as usual.

We are tracking recommendations from government and health authorities, taking this news seriously as we evaluate how we operate and how to deliver what the industry needs at this time.

"In these uncertain times, we all must do everything we can to safely serve our customers," said Paul Vitrano, MIC Chairman. "We do not know what the future holds, but the MIC is working with federal and state government to help ensure the powersports industry is part of the discussion. We will continue to communicate with you as this situation continues to evolve. Our industry has survived difficult times before, and we will do the same again so long as we all commit."

We are focused on making the best decisions for your business, and for our industry both during and after this uncertain time as we look to the future. We will continue to keep you updated as soon as we have more information to share.

"This is no time for any of us to slow down," said Erik Pritchard, MIC President. "Our staff is working overtime to respond to this crisis, while also producing the work you rely upon, including regulatory, research, and ridership. Let us know how else we can help."

Be sure to take time to reach out and support one another. We're part of an incredible community and we will all move forward together.

#RideItOut #TogetherWeRise