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Snowmobiling industry experiences growth in 2008

Industry generates \$27 billion worth of economic activity in North America per year

HASLETT, Mich., November 17, 2008—Every year, 3 million people bundle up, get outdoors and participate in an activity that generates \$27 billion worth of economic activity in North America—snowmobiling. Snowmobiling is a favorite winter recreation activity in North America, and it continues to grow.

Snowmobiling is one of the easiest recreational lifestyle activities to learn, making it suitable for all ages. In fact, 95 percent of snowmobile enthusiasts consider snowmobiling a family lifestyle activity. Snowmobiling allows you to create unforgettable memories with family and friends while escaping the demands of everyday life.

In 2008, more snowmobilers went snowmobiling than any year before, and there are now more registered snowmobiles this year than in 2007. Registered snowmobiles in the United States increased 2.6 percent, despite the challenging economy. There are also over 708,000 registered snowmobiles in Canada—a 1.5 percent increase over 2007.

Snowmobilers' level of activity is also rising. There are 230,000 miles of groomed and marked snowmobile trails that wind through beautiful scenery throughout North America, amounting to more miles of snowmobile trails than in the entire U.S. interstate highway system. Miles ridden by snowmobilers in North America jumped 17 percent in 2008 over 2007, with the average snowmobiler riding over 1,040 miles last winter. The spike in activity increased tourism-related expenditures and traffic.

For those interested in learning more about snowmobiling, the www.gosnowmobiling.org Web site is an essential tool for guidance. It provides information on how to get started in snowmobiling, dealers and renters who can supply you with a snowmobile, locations to snowmobile and more. It's a great way for the inexperienced snowmobiler to get informed. A free e-newsletter is also available to sign up for through the Web site.

ISMA is an organization representing the four manufacturers of snowmobiles. ISMA's main function is to provide and encourage policies, programs and activities to improve the lifestyle activity of snowmobiling throughout the world. It maintains strong partnerships with the Canadian Council of Snowmobile Organizations (CCSO/CCOM) and the American Council of Snowmobile Associations (ACSA). For more information about ISMA, visit www.snowmobile.org. International Snowmobile Manufacturers Association, 1640 Haslett Road, Suite 170, Haslett, MI 48840.

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