

Contact: Rachael Biermann, rbiermann@allseasonscommunications.com
Agency: All Seasons Communications
Phone: (586) 752-6381

International Snowmobile Manufacturers Association touts renting a snowmobile
Test drive one and see if this favorite winter activity is right for you

HASLETT, Mich., December 15, 2008— If you've ridden a snowmobile, you've probably already discovered that snowmobiling is the perfect activity to enjoy during the winter months with family and friends. For those who haven't tried snowmobiling before, it's time to test drive one and determine if snowmobiling is right for you. Renting is the perfect way to do just that. You'll learn that operating a snowmobile is less difficult than you may think.

Renting a snowmobile is a great way to establish your comfort and skill level. There are numerous rental agencies throughout North America conveniently located near groomed trails, vast snow lands, lodges and resorts which rent snowmobiles. Some rental agents will even deliver the snowmobiles to your snowy paradise, ready for you to enjoy. Not only will the agency provide you with a snowmobile, but all the necessary snowmobile equipment and warm gear to fully give you a taste of the snowmobiling lifestyle.

Many ski resorts across North America now offer snowmobile renting, along with all the essential gear to hit the trails and have some fun. These resorts are discovering that snowmobiling is one of the most popular winter activities. Prices for renting vary by rental agent and duration.

According to a recent study by the International Snowmobile Manufacturers Association (ISMA), 50 percent of all North American adults would like to go snowmobiling. When outdoor enthusiasts were asked to rate their desire to go snowmobiling on a scale of 1 (lowest) to 10 (highest), most showed a huge interest, choosing the number 9.

The Go Snowmobiling Web site, www.gosnowmobiling.org, has a searchable database of 346 locations in the United States and Canada that rent snowmobiles. The database allows consumers to narrow down their search by state or province. The Web site a great way for the inexperienced snowmobiler to get information about renting, dealers, tips on getting started and locations to snowmobile.

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. For more information, visit www.snowmobile.org. International Snowmobile Manufacturers Association, 1640 Haslett Road, Suite 170, Haslett, MI 48840.

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