

BULLETIN

Motorcycle Industry Division

Farm and Industrial Machinery Dealers Association



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Members of the VACC Motorcycle Industry Division (MID) and Farm and Industrial Machinery Dealers Association (FIMDA) should be aware of two recent public statements released by Honda Australia and Yamaha Motor Australia that announces that they will both stop retailing ATVs in Australia if a draft standard known as the ATV Mandatory Safety Standards [proposed by the ACCC](#) becomes law.

MID and FIMDA are disappointed that the ACCC have ignored the manufacturers stance that rollover protection devices have no proven benefit. It is the view of MID and FIMDA that a focus on the adherence to the safety warnings that have been sufficiently highlighted by manufacturers for some time are sufficient. This includes warnings about use of helmets, the benefits of training and rider restrictions for under age persons.

Nevertheless it is an issue that ACCC and the manufacturers must sensibly resolve or the retail industry suffers.

What will be the effect on the local market?

The decision of Honda and Yamaha to make these decisions will have consequences for that market segment and for MID or FIMDA dealers who are under Franchise or Dealer Agreements with those brands. VACC Research advises that both brands account for 43.5% of the 2018 National ATV Sales.

Members who retail these products may have concerns with how the withdrawal of these products will impact their businesses.

What is Honda and Yamaha asking its dealers to do?

The public statements have asked that dealers of that brand make this a 2019 Federal Election Issue.

VACC would urge that if you intend to do so that you point out the commercial, employment and community impact on your business, as well as the manufacturer impact. The potential loss in sales and service could devastate some members, particularly in regional Victoria.

What should MID or FIMDA members do if unsure or have concerns?

MID or FIMDA members who believe they will suffer as a result of the Honda and Yamaha announcements are advised to contact Stuart Strickland OAM at VACC via sstrickland@vacc.com.au.

Please see information in the bulletins as released by [Honda](#) and [Yamaha](#).

Stuart Strickland OAM

Industry Policy Advisor

Industry Divisions

VACC

Level 7 | 464 St Kilda Road | Melbourne Vic 3004

P: 03 9829 1146 | E: sstrickland@vacc.com.au | W: vacc.com.au