

ATV RIDERS FORM NEW PARTNERSHIPS TO INCREASE TRAIL OPPORTUNITIES IN NEW YORK

(Unadilla, NY); Saturday April, 28th BRP sponsored a ride day at Unadilla for the New York State Off-Road Vehicle Association (NYSORVA) to unite NY OHV clubs. A day of riding at the historic and famous Unadilla Valley Sports Center was just what they needed. Over 100 representatives from 22 NY OHV riding clubs converged for several planned meetings and a lot of great riding.

The state of New York has one of the highest numbers of ATV owners in the country, but very few public places to ride them. NYSORVA was originally formed in 1994 and has been dedicated to increasing trail opportunities for off-highway vehicle riders throughout the state. Along the way it's been an uphill battle as OHV registration monies have been used for just about everything but making new trails. For the past 7 months NYSORVA has been under a massive reorganization spearheaded by the New York State Powersport Dealers Association (NYSPDA). Notable changes revolve around a newly formed 14 member board of directors. This group of OHV club leaders has been assembled from every region of NY State. Jeff Binga, CEO Black Labs Inc. and NYSORVA President," says the group has already passed several major milestones, the most significant is securing affordable landowner trail insurance that will enable a private land and club based trail system."

"Operating for the last decade with just a few volunteers at the helm and less than a \$3,000 annual budget NYSORVA was in need of an organizational overhaul to be successful in their goals of getting more places to ride," says Director of the New York State Powersport Dealers Association Bob Ski. "With a bunch of help from Bombardier Recreational Products, Moose Racing, Jones Cam, and the Dealer Association, we were able to get a large group of the movers and shakers in the New York OHV community together for the very first time."

"Most of these clubs had never met each other, a lot of important club networking was done at this event. I think the greatest effect from the day was when they realized that they are not unique or alone in the effort for a legitimate place to ride. Getting the dealer association involved is a new step for New York's OHV activism, explained Ski.

"Most dealers and some manufacturers are now realizing that by assisting in the development of legal riding areas they are investing in their market, the return is increased sales and a viable future for this sport." Several attendees mentioned feeling like part of something larger and left ready to work together. And of course they all had a lot of fun riding the latest machinery from Bombardier."



BRP sponsored a day that brought club board members from as far away as Long Island and Buffalo to Unadilla to begin the process of working together.

Those interested in seeing more OHV trails in New York State should check out the NYSORVA website at www.NYSORVA.org and join a club.



Left to Right:
Greg Robinson, (Unadilla Motorsports, Mike Jones, and Chris (Jones Cam)

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