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Snowmobiling economic indicators are positive for 2009-2010 season
Industry generates 90,000 jobs, \$28 billion in North America per year

HASLETT, Mich., November 5, 2009— Every year, 3 million people bundle up, get outdoors and participate in an activity that generates \$28 billion worth of economic activity in North America—snowmobiling. Snowmobiling is a favorite winter pastime, and it continues to grow each year. Snowmobile registrations in North America increased in 2009 compared to 2008. In Canada, there was an 8 percent increase in registered snowmobiles, and in the United States, registered snowmobiles increased by 1 percent. There are over 2.5 million registered snowmobiles in North America.

Snowmobilers' level of activity is also rising. There are 230,000 miles of groomed and marked snowmobile trails that wind through beautiful scenery throughout the U.S. and Canada, amounting to more miles of snowmobile trails than in the entire U.S. interstate highway system. Snowmobilers averaged over 1,300 miles of riding—a 20 percent increase from the previous year.

Major universities across North America have conducted Economic Impact Studies, highlighting how snowmobile related winter tourism is a major part of winter's economic engine. Studies show over 90,000 full-time jobs exist to support snowmobile tourism. Many areas report that snowmobiling is the largest part of their tourism sector.

The 2009-2010 season is gearing up to be just as promising. Climatologists across North America have reported a 7 degree below average temperature for parts of North America. In some regions, this summer has been the coldest in over 100 years. Initial reports show that global cooling will continue for ideal snowmobiling temperatures this winter. The Farmer's Almanac also predicts a frigid winter with abundant snowfall.

For those interested in learning more about snowmobiling, www.gosnowmobiling.org is an essential tool for guidance. The site provides information on getting started in snowmobiling, dealers and renters who can supply you with a snowmobile, locations to snowmobile, and more.

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

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