



Snowmobile Trail Permit Sales Set New Ontario Record *Over 41,000 Permits Sold in Pre-Nov 1 Promotion*

(November 11, 2013 - Barrie, ON) – The upcoming snowmobiling season has received an unprecedented kick-start by setting a new trail permit sales record announced just as snow has already started to fall in many parts of Ontario. On October 10, the Ontario Federation of Snowmobile Clubs (OFSC) launched a Pre-November 1 permit promotion offering snowmobilers an opportunity to save money by purchasing a trail permit online – and tens of thousands of Ontarians responded enthusiastically, racking up pre-season numbers of 41,589 Seasonal and Classic Trail Permits, the largest and earliest sales total in OFSC history.

The Pre-November 1 promotion was very successful in achieving its goal of rewarding loyal trail permit buyers and attracting new or former ones. Loyal buyers accounted for almost 58% of early online sales, including purchasing more permits than previously for additional family sleds. But the most significant stat is that a remarkable number of new and former buyers generated just over 42% of Pre-November online sales, confirming their readiness to get started with snowmobiling in Ontario this winter.

“Another result of this effective promotion is that it has created a buzz and excitement for winter that started Ontario snowmobilers getting ready for snowmobiling earlier than usual,” commented Paul Shaughnessy, OFSC Executive Director. “This heightened anticipation should also translate into increased activity and sales at snowmobile dealers and other winter retailers this fall.”

This early permit sales achievement also signals an important shift in the way Snowmobile Trail Permit are sold in Ontario. Traditionally, trail permits have been sold only through local snowmobile clubs and at their retail outlets. In 2011, the OFSC introduced an online permit sales option, which have been growing steadily ever since, but is now on track to account for more than 50% of annual permit sales. The significance of this increase is that purchasing permits online relieves clubs and their volunteers of the huge administrative workload involved in manually processing permits. So more online sales mean that clubs can focus more of their volunteer time and efforts to make Ontario snowmobiling even better by delivering more great trails and good times for permit buyers.

It's not too late for snowmobilers to save money on their 2014 Seasonal and Classic Trail Permits. Both permit types are now on sale at Pre-December 1 fees of \$210 (Seasonal - \$50 savings) and \$140 (Classic - \$30 savings) on or before December 1. These permits can be purchased either in person at club retail outlets or online at www.ofsc.on.ca. Ontario law requires any snowmobile entering an OFSC trail for recreational sledding to display a valid permit.

The Ontario Federation of Snowmobile Clubs is a volunteer led not-for-profit association, which through strong leadership, provides a wide range of quality programs and services to, and on behalf of, its member organizations. Our provincial network of organized snowmobile trails connects Ontario communities providing responsible riding experiences that are safe, enjoyable and environmentally sustainable.