



Specialty Vehicle Institute of America & ATV Safety Institute

2017

Participating Company Program

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- Created in 2009
- Accesses SVIA Services without membership
- SVIA Materials at Reduced Cost
- Help ATV Companies meet “ATV Action Plan” obligations

ATV Action Plan Elements

Available from SVIA/ASI

- Age Recommendations
- Training
- Safety Video
- Safety Alerts
- Toll-free Telephone Hotline
- Information & Education

By Participating Company

- Advertising
- Dealer Monitoring

Participating Company Program

- Fee structure based upon number of ATVs imported/wholesale
- Three options:
 - \$18.00 per VIN/PIN with \$100 cash training incentive
 - \$16.25 per VIN/PIN with \$50 cash & merchandise certificate training incentive
 - \$15.00 per VIN/PIN with no training incentive

Participating Company Program

- \$5,000 Minimum Annual Investment
 - \$2,500 in January
 - \$2,500 in July
- Per vehicle fee paid above minimum fee based upon number of ATVs