

BC Powersports Dealers Association

August 1st 2026

BCPDA Advocacy Report

Your Voice. Your Industry. Your Association.

At the BC Powersports Dealers Association, advocacy is one of the most valuable benefits of membership. Every week, we represent BC dealers at government tables, industry working groups, and stakeholder meetings where decisions are being made that directly impact your business.

From regulatory reform to land access, consumer protection, rider licensing, and emerging technologies, our goal is simple:

Ensure the dealer perspective is heard before decisions are made—not after.

Here's a look at what we've been working on over the last six months on your behalf.

Insurance Council of BC

Protecting Dealers from Unnecessary Costs

Insurance Council
BRITISH COLUMBIA

One of our largest advocacy priorities this year has been the proposed Insurance Council of BC licensing framework for dealerships offering insurance products.

Working alongside the New Car Dealers Association (NCDA) and the Automotive Retailers Association (ARA), BCPDA has submitted extensive feedback outlining concerns with the proposal.

Key issues include:

- New licensing costs for dealerships
- Significant administrative burden
- Proposed 30% disclosure threshold requirements
- Duplication of existing VSA oversight
- Increased compliance costs with limited consumer benefit

Our position is that these requirements create unnecessary red tape and should instead be managed through the existing VSA regulatory framework wherever possible.

This work continues as government reviews stakeholder feedback. The proposed roll out of the final licensing framework is scheduled for January 1st, 2027 and we expect to have an update from ICBC beforehand as they are set to attend our Annual Dealers Summit on Nov 8 & 9th 2026 to do a presentation on the program and take questions from our dealer network.

Learn more about our feedback on this [program here](#)

Vehicle Sales Authority (VSA)

Holding Government Accountable

The introduction of the new VSA transaction levy was accompanied by commitments that the additional funding would improve both dealer support and consumer services.

BCPDA continues to work directly with the Vehicle Sales Authority to ensure those commitments become reality.

Our focus includes:

- Monitoring how levy funds are being invested
- Advocating for improved dealer services
- Holding the VSA accountable for promised outcomes
- Ensuring dealers receive value for the additional costs imposed on the industry

Our commitment: If dealers are required to contribute more, they deserve to see measurable improvements.

ICBC Graduated Licensing Program

Bringing the Dealer Voice to the Table

BCPDA has represented powersports dealers on ICBC's Graduated Licensing Program stakeholder committee for the past two years.

As government reviews potential changes to motorcycle licensing, we continue to advocate for policies that improve rider safety while recognizing the realities faced by dealerships and new riders.



Topics under discussion include:

- Rider progression timelines
- Motorcycle restrictions
- Training requirements
- Consumer education
- Impacts on dealership sales and customer experience

Having a seat at this table ensures that policy decisions are informed by those who understand the industry best.

Our dealers will learn more about the proposed changes to take effect in 2027 at the upcoming [Dealers Summit](#) in November 2026.

Protecting Recreation Access Across BC

Access Means Business

Public land access directly affects dealership success.

Every trail closure, road deactivation, or riding restriction impacts tourism, recreation, vehicle sales, service work, and local economies.

BCPDA continues working with recreation organizations and the BC Powersports Coalition on access issues throughout British Columbia, including:

- East Kootenay - Southern Rockies Mountain Passes Access Management Plan
- West Kootenay – Incomappleux & Rady Creek
- Northern BC – Gold Rush Snowmobile Trail and ORV Access into communities
- Tl'esqox (T̓silhqot'in) area
- Vancouver Island (Mosaic lands)

Our role is to ensure governments understand the economic impacts of access decisions—not just the recreation impacts.

We continue advocating for:

- Sustainable recreation access
- Responsible land management
- Economic development
- Rural jobs
- Business sustainability

When trails close, businesses lose customers. The dealer perspective must remain part of every conversation.

In May, Members of the BC Powersports Coalition met with Minister of Environment Tamara Davidson, to discuss de-activations and access concerns.



In July, the BCPDA co-hosted an event in the Trout Lake area to bring attention to two area closures that were directly affecting riders, homeowners, businesses and communities.

Partnerships That Create Value

Exclusive Opportunities for Members

Advocacy also creates opportunities.

Through our partnership with ICBC and the RCMP Motorcycle Skills Challenge events, BCPDA has secured exclusive opportunities for member dealerships and rider training providers to participate in community events throughout BC.

These events allow members to:

- Showcase products
- Promote rider training
- Connect with new customers
- Increase community visibility

Participation in these events is available exclusively to BCPDA members.



Similarly, during the ORCBC Conference in Kamloops, local dealers were invited to display e-moto products as part of our educational presentations on emerging technologies.

We're committed to creating opportunities that generate value beyond advocacy alone. Learn more about our [membership and partnership opportunities here.](#)

Building Influence Through Partnerships

A Seat at Every Table

BCPDA is proud to represent BC dealers through numerous provincial stakeholder groups, ensuring the powersports industry has a voice wherever important decisions are being made.

Current stakeholder groups include:

- Vehicle Sales Authority (VSA)
- Insurance Council of BC
- ICBC
- RoadSafetyBC
- Tire Stewardship BC
- Outdoor Recreation Council of BC
- BC Powersports Coalition
- Industry associations including NCDA, ARA and RVDA

By working collaboratively with other industry associations, we amplify the dealer voice while finding common solutions to shared challenges.

When government asks for industry input, BC dealers now have a seat at the table.

Tire Stewardship BC

Working Toward Practical Solutions

BCPDA continues advocating for improvements to BC's tire stewardship program.



While dealers bear the operational costs of collecting and storing used tires, the current system provides no opportunity for cost recovery.

Our ongoing discussions focus on:

- Reducing dealer costs
- Improving collection systems
- Simplifying processes
- Exploring cost recovery opportunities
- Creating practical solutions for rural dealerships

We will continue pushing for a stewardship model that recognizes the important role dealerships play.

Advocacy in Action

Taking Decision Makers Into Our Communities

Some of our most effective advocacy happens outside the boardroom.

Earlier this year, BCPDA joined meetings with representatives from the Trans Canada Trail during tours of the Christina Lake and Princeton regions—areas facing potential recreation access changes.

By bringing decision-makers directly into affected communities, we help them understand the real-world impacts on:

- Local businesses
- Powersports dealerships
- Tourism
- Rural economies
- Recreation users
- Employment

These on-the-ground conversations help ensure that future decisions are informed by both environmental considerations and economic realities.



E-Moto & E-Bike Regulations

Creating Clarity for Dealers and Consumers

The rapid growth of electric motorcycles and electric bicycles has created significant confusion in the marketplace.

Current legislation does not clearly distinguish between many products, leaving consumers—and often retailers—uncertain about where products can legally operate and what standards apply.

BCPDA is actively working with government and industry partners to address:

- Clear definitions between e-bikes and e-motorcycles
- Safety certification requirements
- Imported products entering Canada
- Battery safety standards
- Consumer education
- Dealer compliance

We also represented the dealer perspective during the ORCBC 50th Anniversary Conference in Kamloops, participating in a panel discussion alongside recreation organizations to explore how traditional recreation, mountain biking, and e-mobility can successfully coexist.



New OEM Partner E-Ride Pro attended the ORCBC conference to provide demo's of their 2026 line up of e-motorcycles.

Our goal is to create practical legislation that supports innovation while maintaining public safety and giving dealers confidence in the products they sell.

Next up, the BCPDA will be issuing an industry survey to learn more from our dealers directly on the impacts of these products and how we can advocate on your behalf through our new E-Moto Industry Committee.

Strengthening the Moto Show Experience

Dealer Working Group Formed with MotoCanada

One of the most exciting new initiatives this year is the formation of a **BC Dealer Working Group** in partnership with **MotoCanada** to help shape the future of the BC Motorcycle Powersports Show.



The working group brings together dealers from across the province to provide direct feedback and recommendations on how to make the show more valuable for exhibitors, OEMs, and consumers alike. By ensuring dealers have a voice in the planning process, we're helping create an event that better supports sales, customer engagement, and the long-term growth of the powersports industry.

Current priorities include:

- **Enhanced dealer ticketing programs** to help drive customers into the show.
- **The return of the BCPDA VIP Dealer & OEM Social**, creating valuable networking opportunities.
- **Expanded demo riding opportunities** and interactive experiences.
- **More family-friendly programming and kids' activities** to attract the next generation of riders.
- **Increased OEM participation** and stronger collaboration across the industry.
- **Exclusive benefits and opportunities for BCPDA members** participating in the show.

This collaborative approach is helping ensure that BC's premier consumer powersports event continues to evolve while delivering greater value for our dealers, industry partners, and attendees.

Save the Date!



BC Motorcycle Show

January 15–17, 2027

We're looking forward to another great event and will be sharing more details—including exclusive BCPDA member benefits—as planning progresses.

Looking Ahead

Advocacy never stops. Every month, BCPDA continues working with government, regulators, industry partners, recreation organizations, and community leaders to protect and strengthen BC's powersports industry.

Whether it's reducing unnecessary regulation, improving legislation, protecting recreation access, or creating new opportunities for dealers, our mission remains the same:

To ensure the voice of BC powersports dealers is represented wherever decisions affecting our industry are being made.

Thank you for supporting a stronger, united industry through your BCPDA membership.

Not a member yet? [Join Now](#) and support the work we do!