

BC Powersports Dealers Association

Unity through Advocacy, Collaboration & Education

ANNUAL REPORT 2025



BC Powersports Dealers Association

2025 Annual Report

Building a Stronger Voice for BC Motorcycle & Powersports Dealers

Message from the Executive Director

2025 marked an important transition year for the BC Powersports Dealers Association.

Over the past year, the association focused on strengthening its internal structure, developing a clear strategic direction, and expanding engagement with dealers, government, and industry partners across British Columbia.

Key accomplishments included the completion of an **organizational review**, development of a **new Strategic Plan (2025–2028)**, expanded advocacy through multiple industry working groups, and the successful hosting of the **2025 BCPDA Dealer Summit**.

Throughout the year, BCPDA worked to ensure that powersports dealers in British Columbia have a strong and unified voice when engaging with regulators, government agencies, OEMs, and industry stakeholders.

While much of this work happens behind the scenes, 2025 laid an important foundation for strengthening dealer representation and industry collaboration in the years ahead.

We thank the dealers, partners, sponsors, and volunteers who supported this work and helped shape the future direction of the association.



Kristin Parsons
Executive Director
BC Powersports Dealers Association



Unity through Advocacy, Collaboration & Education



About BCPDA

The **BC Powersports Dealers Association (BCPDA)** represents motorcycle and powersports dealers across British Columbia.

Our mission is:

To unify and represent the voice of BC powersports dealers through strong advocacy and industry collaboration.

Our vision is:

A thriving and respected powersports dealer network in British Columbia.

BCPDA works with government agencies, regulators, OEMs, and industry partners to address issues impacting dealers and the broader powersports industry.

Strategic Direction

In 2025, BCPDA completed a new **Strategic Plan (2025–2028)** that will guide the organization over the next three years.

The plan focuses on four key priority areas:

1. **Internal Operations**
2. **Defining and Communicating BCPDA's Role**
3. **Strengthening Member Engagement and Value**
4. **Government and OEM Advocacy**

These priorities are shaping the association's work as it continues to build stronger industry representation and services for members.

2025 Timeline of Work

The following timeline highlights key milestones and initiatives completed throughout the year.

January

- Executive Director role established
- Organizational priorities identified
- Society registration and governance review initiated

February – April

- Governance and operational review
- Membership outreach and communications
- Preparation for strategic planning

May

- **Strategic Planning Session with the Board of Directors**
- Development of the BCPDA Strategic Plan (2025–2028)

June

- **Support and promotion of the MotoCanada National Trail Report**
- Sharing of report through dealer and industry networks

July

- **Letter of Support to Christina Lake Trails Alliance**
- **Advocacy letter submitted to the Ministry of Forests regarding recreation access**

September

- **Attendance at the National Powersports Dealers industry conference in Ohio**
- Engagement with international dealer associations and industry partners

October

- Final preparation for Dealer Summit
- Continued advocacy and regulatory engagement

November

- **BCPDA Dealer Summit – November 2–3, Richmond BC**
- Industry networking, regulatory discussions, and dealer collaboration

December

- Summit feedback review
- Strategic planning implementation
- Preparation for 2026 initiatives



Photo by: John Palmer

Organizational Development

A major focus in 2025 was strengthening the internal structure and operational capacity of the association.

Key initiatives included:

- Completion of an **internal organizational audit and structure review**
- Development and approval of the **BCPDA Strategic Plan**
- Development of updated governance policies and bylaws
- Creation of committee structures to support key initiatives
- Development of membership engagement strategies
- Organizational transition from **MPBC to BC Powersports Dealers Association**

These efforts created a stronger operational foundation for the association moving forward.

Advocacy & Industry Representation

BCPDA actively represents dealer interests with government agencies, regulators, and industry partners.

Throughout 2025 the association participated in several key policy and regulatory discussions.

Industry Working Groups

BCPDA participated in several important industry working groups including:

Vehicle Sales Authority (VSA) Industry Working Group

- Addressing regulatory issues impacting powersports dealers
- Participation in discussions around dealer transaction fees and regulatory compliance
- Participation in development of updated industry purchase agreement templates.

Tire Stewardship BC (TSBC) Industry Working Group

- Representation of dealer concerns within the provincial tire recycling program
- Participation in advisory discussions regarding industry impacts and operational challenges.

Graduated Licensing Program (GLP) Working Group

- Participation in discussions regarding potential changes to motorcycle licensing requirements and rider safety programs.

E-Moto Policy Working Group

- Collaboration with ICBC, RoadSafetyBC, and representatives from the Mountain Bike Association to discuss emerging issues related to electric motorcycles and new mobility technologies.

These working groups ensure that dealer perspectives are represented in regulatory decisions that affect the powersports industry.

Industry Collaboration

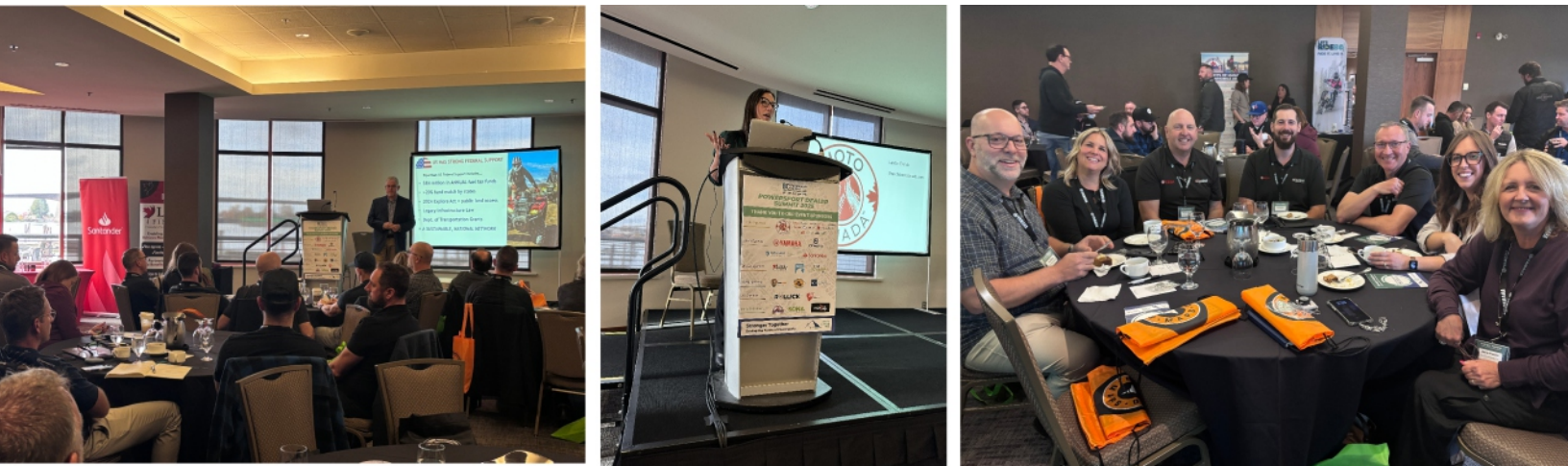
BCPDA continued to strengthen relationships with organizations across the powersports and recreation sector.

Partnerships included collaboration with:

- MotoCanada
- BC Coalition of Motorcyclists (BCCOM)
- Back Country Powersports Coalition (BCPSC)
- RoadSafetyBC
- Rider advocacy organizations across British Columbia.

These partnerships help amplify the collective voice of the powersports industry.

2025 BCPDA Dealer Summit



One of the highlights of the year was the **2025 BCPDA Dealer Summit**, held **November 2–3 in Richmond, BC**.

The event brought together approximately **60+ dealers, industry partners, and stakeholders** to discuss the future of the powersports industry in British Columbia.

The Summit included:

- Industry keynote presentations
- Regulatory updates from government and industry organizations
- Panel discussions on workforce, partnerships, and industry issues
- Dealer networking opportunities
- Collaborative workshops including the **OEM / Dealer Relations session**

Survey feedback confirmed strong support for the event:

Category	Rating
Overall Experience	4.63 / 5
Value of Information	4.46 / 5
Relevance to Dealerships	4.38 / 5
Speaker Quality	4.30 / 5

Category	Rating
Likelihood to Attend Again	4.75 / 5

Participants highlighted **networking, industry insights, and regulatory updates** as the most valuable aspects of the event.



Strengthening Member Engagement

BCPDA continued working to build stronger connections with dealers across the province.

Key activities included:

- Membership outreach to powersports dealers
- Industry communications and updates
- Development of membership value messaging
- Engagement with dealers through events and working groups.

Increasing dealer participation remains a key objective moving forward.



2025 Impact Summary

In 2025, BCPDA:

- ✓ Completed a **Strategic Plan (2025–2028)**
- ✓ Conducted an **organizational audit and structural review**
- ✓ Participated in **multiple provincial industry working groups**
- ✓ Advocated on industry issues with government and regulators
- ✓ Hosted the **2025 BCPDA Dealer Summit**
- ✓ Strengthened partnerships across the powersports industry

These initiatives helped establish a strong foundation for the association's future growth.



Photo by: John Palmer

BCPDA Board of Directors

BCPDA is guided by a volunteer Board of Directors representing powersports dealers across British Columbia. The Board of Directors provides strategic leadership and industry expertise to guide the association's work on behalf of powersports dealers throughout the province.



Mike Skiba
Chair
Greater Vancouver
Powersports



Brendan Key
Vice Chair
GA Checkpoint



Janine Francks
Board Member
Daytona
Motorsports



Tony Filangieri
Board Member
Imperial
Motorcycles



Kevin Westerhaug
Board Member
Main Jet
Motorsports



Scott Harvey
Board Member
Kelowna
Powersports



Dustin Lloyd
Board Member
Cycle North



Malcom Hunter
Board Member
Deeley Group



Kristin Parsons
Executive Director
BC Powersports
Dealers Association

Looking Ahead to 2026

In 2026, BCPDA will continue building on the progress made in 2025 by focusing on:

- Expanding dealer membership across British Columbia
- Strengthening government and regulatory advocacy
- Advancing industry policy work through committees and working groups
- Hosting the **2026 BCPDA Dealer Summit**
- Developing additional member services and industry resources.



Photo by: John Palmer

Industry Partners & Supporters

BCPDA has launched a new Industry Engagement Program in 2025, offering flexible partnership opportunities for organizations to connect with dealers, increase visibility, and support industry growth - contact us to learn how you can get involved.

2025 Industry Partners:



2025 Industry Supporters:



Riding Associations

BCPDA works closely with organizations representing riders and recreation interest including:



These partnerships strengthen industry collaboration and help ensure dealer interests are represented at all levels.

Why Join BCPDA

The BC Powersports Dealers Association exists to represent and support the powersports dealer community across British Columbia.

Membership helps strengthen the industry's collective voice and ensures dealers are represented in important regulatory and policy discussions.

BCPDA Membership Provides:

Industry Advocacy

Representation with government agencies including ICBC, RoadSafetyBC, the Vehicle Sales Authority, and other regulators.

Industry Intelligence

Updates on regulatory changes, industry trends, and emerging issues affecting powersports dealers.

Industry Collaboration

Opportunities to connect with dealers, OEM representatives, and industry partners.

Dealer Events

Access to events such as the **BCPDA Dealer Summit** and industry networking opportunities.

Industry Representation

A unified voice for powersports dealers across British Columbia.

Join the Movement

BCPDA is working to strengthen the powersports dealer network across the province — but we can only do it with industry support.

Join BCPDA and help build a stronger voice for powersports dealers in British Columbia.

Thank You

BCPDA would like to thank the dealers, partners, sponsors, and volunteers who supported the association throughout 2025.

Together we are building a stronger voice for powersports dealers across British Columbia.



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JOIN TODAY AND HELP GROW OUR COLLECTIVE VOICE

info@bcpowersportsdealer.com

Scan the QR code to explore membership and join now.

