

Our Mission

The objective of the Powersports Dealers Association of Colorado is to promote and protect the strategic, financial and sporting interests of persons and businesses engaged in the retail sale of franchised motorcycles, ATVs, personal watercraft and snowmobiles. At the State Capitol, in the halls of the state bureaucracy and in the association boardroom, PDAC is working for you!

PDAC
13670 Cherry Way
Thornton, CO 80602

Prospering in the Powersports Industry in the 21st Century

Why you need the Powersports Dealers Association of Colorado



Lobbying



Regulatory Watchdog



Public Land Access



Dealer Assistance



State and Federal regulations are often the curse of small business. Despite numerous efforts to overregulate the powersports industry, PDAC has fought successfully for reasonable regulations concerning use of motorcycles, All Terrain Vehicles, snowmobiles and personal watercraft. Colorado enjoys the best off-highway recreation in the United States. Thanks to the PDAC, we have kept our right to ride on public land and helped fund off-highway vehicle recreation. PDAC is a co-founder of the Colorado Off-Highway Vehicle Coalition, considered one of the premier grass-roots organizations in the U.S.



A sampling of PDAC accomplishments:

- ☑ Defeated numerous legislative attempts to require personal injury protection and mandatory health insurance on all motorcycle insurance plans, which would have resulted in disastrously high premiums for riders
- ☑ Amended legislation intended on banning OHVs from all public roads
- ☑ Amended legislation to allow the use of personal communications devices in protective headgear
- ☑ Co-founded the Colorado Off-Highway Vehicle Coalition
- ☑ Prepared legislation to enhance ATV use in the state
- ☑ Defeated a poorly thought out plan to title ATVs and snowmobiles within the Department of Revenue
- ☑ Lobbied to allow motorcycle riders the full-time use of the state's HOV lanes
- ☑ Lobbied to exclude motorcycles from the Motor Vehicle Repair Act and Lemon Law
- ☑ Defeated an ill-advised and narrowly drawn repeal of the Sunday blue laws
- ☑ Negotiated legislation to mitigate trail losses in Colorado
- ☑ Lobbied to pass rider education legislation resulting in a 10-fold increase in trained riders
- ☑ Worked closely with state agencies to prevent costly and unnecessary new rules and regulations from being promulgated
- ☑ Arranged for low-cost, full-use dealer plates for motorcycles
- ☑ Assisted in the development of the first full college curriculum for OHV managers

For over 30 years, the Powersports Dealers Association of Colorado and its predecessor organizations have provided full-time lobbying and watchdog efforts at the State Capitol, successfully defeating legislation that would have proven harmful to the interests of the state's motorcycle, ATV, watercraft and snowmobile retailers. In addition, PDAC has played a vital role in educating legislators and crafting proposed legislation that has benefited dealers and their customers. PDAC has recently strengthened its organizational structure and enhanced its member communications. By increasing member participation, PDAC can become an even more proactive and beneficial force for powersports dealers in Colorado.