



**FOR IMMEDIATE RELEASE**

## **International Snowmobile Manufacturers Association Names Jaret Smith President**

*Ed Klim Retiring after more than 25 years of service*

**(Jan. 5, 2024)** – The International Snowmobile Manufacturers Association (ISMA), today announced that Ed will retire from his position as President in 2024. Jaret will serve as President, effective January 15, 2024.

“In my time serving on the ISMA Board of Directors, I’ve had the privilege to work with Ed as he led the organization and helped cultivate and grow the Snowmobile industry,” said Troy Halvorson, Arctic Cat, ISMA BOD Member. “His passion for the industry and advancing the sport has had an immeasurable impact and we are deeply grateful for his years of distinguished service.”

Ed began his tenure with ISMA in 1995 and has made significant contributions to the Snowmobile industry in the last 28 years including establishing “Safe Riders” safety program and training and working with Snowmobile enthusiasts to keep Yellowstone National Park open to snowmobiling. Ed will work closely with Jaret during this transition period.

“Jaret brings with him a wealth of Snowmobile industry experience in fostering strong relationships with industry partners to promote the sport, and we are excited to have him continue those efforts as President of the organization,” said Halvorson.

Jaret joins ISMA with more than 10 years of snowmobile industry experience, most recently with Yamaha, where he served as Manager of the North American Snowmobile Division. Prior to that, he spent three years at a powersports dealership driving growth and modernization. Smith has also served as Board Director at ISMA and previously contributed to the ISMA Statistics Committee, Technical Standards Committee (SSCC & SAE) and the ISMA Communications Committee. Jaret brings with him a life-long passion for snowmobiling, logging more than 2,500 miles annually across the U.S. and Canada.

### **About ISMA**

The International Snowmobile Manufacturers Association (ISMA) was established in 1995 and is an organization representing the four snowmobile manufacturers. ISMA coordinates committees within the industry to handle concerns such as snowmobile safety, the promotion of the lifestyle activity of snowmobiling, keeping accurate statistics, reporting the growth of the industry and the positive economic impact of snowmobiling throughout the world. ISMA maintains strong partnerships with the [Canadian Council of Snowmobile Organizations \(CCSO/CCOM\)](#) and the [American Council of Snowmobile Associations \(ACSA\)](#).

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