



2017-2018 Dates and Cities Announced for the 37th Annual Progressive® International Motorcycle Shows® (IMS) Tour

The leading motorcycle tour stops in seven key markets across the United States

Santa Monica, Calif. (June 27, 2017)- The Progressive® International Motorcycle Shows® (IMS), the industry authority on connecting powersports' leading brands with highly qualified enthusiasts and buyers, today announced dates for its upcoming 2017-2018 tour. The IMS Tour will travel across the United States, stopping in seven influential markets to provide consumers and enthusiasts with an inside look into the latest and most innovative motorcycles, gear and products from leading companies in the industry, as well as showcasing what the motorcycling lifestyle has to offer.

"We are very excited to announce the dates and cities for the upcoming 2017-2018 tour, as this year we are planning to deliver the most in-depth and immersive experience yet for our attendees," said Tracy Harris, senior vice president of the Progressive® International Motorcycle Shows®. "We will continue to support the powersports industry through our events, while cultivating a place for motorcycle enthusiasts to gather and share a one-of-a-kind motorcycling lifestyle experience."

The 2017-2018 Progressive® IMS Tour dates and cities are as follows:

- **Long Beach, CA:** November 17-19, 2017, Long Beach Convention Center
- **New York, NY:** December 1-3, 2017, Jacob K. Javits Convention Center
- **Minneapolis, MN:** December 8-10, 2017, Minneapolis Convention Center **-NEW DATES**
- **Cleveland, OH:** January 26-28, 2018, I-X Center
- **Dallas, TX:** February 2-4, 2018, Kay Bailey Hutchison Convention Center **-NEW DATES**
- **Chicago, IL:** February 9-11, 2018, Donald E. Stephens Convention Center
- **Washington D.C.:** February 23-25, 2018, Walter E. Washington Convention Center **-NEW DATES**

Since its inception in 1982, the IMS Tour has become the largest touring powersports event in the United States and is supported by industry-leading original equipment manufacturers (OEM's). IMS has a proven impact on the consumer motorcycle market and industry. Its attendees are 18 times more likely to purchase a powersport vehicle than the general motorcycling population because they've attended IMS. Additionally, 31 percent of the IMS 2015- 2016 Tour attendees purchased a new or used vehicle within 12 months of attending a show.*

Several new show attractions will also be added to the upcoming tour, including a new lifestyle section, an adventure and travel section and fresh stage content. This will accompany fan-favorite attractions such as the stunt show, Win Play Vote, IMS Vintage and more.

Also returning to the 2017-2018 tour is title sponsor, Progressive® Insurance, a supporter of the IMS Tour since 2004. For over 50 years, Progressive® has been a proponent of the motorsports industry and has played a significant part in the IMS Tour since being named title sponsor in 2010.

“We’re excited to hit the road for what will be the biggest Progressive IMS Tour yet. As title sponsor, we’ll be bringing another can’t be missed experience deeply-rooted in motorcycle culture,” said Eric Doubler, Direct Business Leader at Progressive Insurance. “In working closely with our partners at UBM and Match Marketing Group, we look forward to connecting with passionate motorcycle enthusiasts across the nation by providing a full throttle, interactive experience for riders of all ages.”

With 36 years of experience, the IMS Tour is truly dedicated to providing a platform for OEM’s, brands, and powersports enthusiasts to connect and foster relationships. The IMS Tour has grown into a comprehensive gathering for the powersports industry, and will provide a top-notch experience for its community in the upcoming 2017-2018 tour. Starting in Southern California, the tour will provide motorcycle enthusiasts across the United States the opportunity to swing a leg over hundreds of new 2018 models, score the hottest parts, gear and accessories and enjoy hours of live entertainment.

To learn more about the Progressive® International Motorcycle Shows® Tour, please visit: motorcycleshows.com

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*Polk/IHS Markit Study on the 2015-2016 IMS Tour

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About Progressive® International Motorcycle Shows® (www.motorcycleshows.com)

The Progressive® International Motorcycle Shows® offer enthusiasts an all-access pass to the world of motorcycling. Launched in 1982, the tour showcases hundreds of the latest street bikes, dirt bikes, cruisers, scooters and ATVs for new and experienced riders, and gives enthusiasts of all ages the opportunity to check out the latest gear and aftermarket accessories, as well as hours of entertainment. The Progressive® International Motorcycle Shows® is organized by UBM plc. UBM is the largest pure-play B2B Events organizer in the world. Our 3,750+ people, based in more than 20 countries, serve more than 50 different sectors. Our deep knowledge and passion for these sectors allow us to create valuable experiences which enable our customers to succeed. Please visit www.ubm.com for the latest news and information about UBM.