

The Progressive® International Motorcycle Shows® Teams Up with J&P Cycles, Cycle Source Magazine to Showcase Custom Motorcycle Building, DIY Maintenance

*J&P Cycles Hosting Custom Motorcycle Builder Show;
Cycle Source's "Grease & Gears Garage" Live Streaming Interactive "How-To" Segments*

Santa Monica, Calif. (October 30, 2017) - [The Progressive® International Motorcycle Shows®](#) (IMS), an industry leader on connecting powersports brands with highly qualified enthusiasts and buyers, today announced the return of the Ultimate Builder Custom Bike Show hosted by J&P Cycles as well as the addition of "do-it-yourself" demonstrations from Grease & Gears Garage (which will be presented by emcee Pat Jansen) to this year's tour. J&P Cycles is considered the world's largest aftermarket motorcycle parts and accessories store, and Cycle Source Magazine is the premiere news resource for custom bike builders. The IMS tour kicks off in Long Beach, CA from November 17-19. For more information and to register for a media pass, please visit: motorcycleshows.com.

"Customization is a major trend in the motorcycling world. Now, more than ever, our attendees are curious about the possibilities of do-it-yourself customization and economical ways they can maintain their own bikes," said Tracy Harris, senior vice president, Progressive International Motorcycle Shows. "J&P Cycles and Cycle Source Magazine are both at the forefront of the custom motorcycle builder community, and between the Ultimate Builder competition and Grease & Gears Garage demonstrations, every enthusiast will have an opportunity to gain the skills and knowledge they're looking for."

"As the leader in helping riders customize their motorcycles, all of us at J&P Cycles are stoked to present the Ultimate Builder Custom Bike Show (UBCBS) and recognize the amazing work of America's bike builders," said Zach Parham, president of J&P Cycles parent company, MAG Retail Group.

The UBCBS is the world's largest motorcycle builder competition, attracting many of the best builders from across the country to compete in four different building classes including Custom Street, Freestyle, Modified Harley and Modified Retro. The competition expects over 350 builders will enter for the chance to win \$100,000 in cash and prizes across the tour. The competition will take place at every stop on the IMS tour. The winner from each city will move on to compete in the championship round, which takes place February 9-11 in Chicago, IL.

"We are thrilled that we have the opportunity to bring Grease & Gears Garage to IMS for the 2017-18 tour. This is an important time in custom motorcycling and to be able to showcase some of the most talented Motorcycle Builders and Wrenches across the country on an educational and entertaining platform is exciting for the industry as a whole. We hope that by offering these live demonstrations and tutorials we will give new and experienced motorcyclists not only the knowledge, but the excitement that comes along with doing it yourself," said Chris Callen, editor-in-chief and publisher, Cycle Source Magazine.

Grease & Gears garage, presented by Cycle Source Magazine, will feature a lineup of live demonstrations from top custom motorcycle builders and craftsmen in the industry, providing an inside look at custom building and motorcycle repair techniques including:

- How to build custom exhausts
- Rebuilding carburetors

- Upgrading controls
- Frame fabrication

Over the course of the live demonstrations, the team will work towards building a custom Harley-Davidson FXR named “The War Pony.” The demonstrations will take place in every city and also be streamed on Facebook Live through the official IMS Facebook page.

The 2017-2018 Progressive® IMS tour kicks off at the Long Beach Convention Center in Long Beach, CA on November 17, 2017. To learn more about the IMS tour, see the full tour schedule and purchase tickets, please visit motorcycleshows.com.

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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.

About J&P Cycles (jpcycles.com)

Founded by John and Jill Parham in 1979, J&P Cycles is the world’s largest aftermarket motorcycle parts and accessories retailer, legendary for its customer service and tech support to riders. J&P Cycles operates retail locations in Anamosa, Iowa, Daytona Beach, Florida, and Sturgis, South Dakota. The company’s award-winning Rider Service Center is located in Daytona Beach, Florida and is open 7 days a week, 360 days a year. J&P Cycles further supports motorcyclists with retail pop-up stores at over a dozen motorcycle rallies and events throughout the U.S. each year.