



## PRESS RELEASE

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### PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® FUEL INDUSTRY GROWTH

*34<sup>th</sup> annual nationwide tour delivers 432,000 consumers across 11 major markets, 1,300 exhibitors and 15 vehicle manufacturers, dominating exposure for the 2014-15 selling season*

**Santa Monica, Calif.** – The Progressive® International Motorcycle Shows® (IMS), the largest and most influential touring consumer motorcycle show in the U.S., roared into 11 major markets from October through February with 1,306 exhibitors, seven national sponsors, 15 major motorcycle brands and nearly 100 premium parts and accessories manufacturers showcasing in more than 1,103,000 square feet of indoor/outdoor exhibit space.

The tour continued its dominance in the industry by delivering 432,000 attendees from all income, age and demographics to interact with manufacturers and retailers over the five-month run, and showed expanded attendance from women, Latinos, families and millennial buyers. Highlighting the tour was a new stop in Miami Beach, FL, to reach area residents and vacationers, including an emerging Spanish-speaking market.

**Tracy Harris, Senior Vice President Powersports Group, UBM Advanstar:** “As we enter our 35<sup>th</sup> year, IMS continues to be the ultimate destination to experience powersports culture, speak with brand and industry experts, and purchase premium gear and aftermarket accessories. From the veteran rider to the casual fan, IMS is the annual gathering place where consumers come to make important decisions on when, where, why and how to be a part of the rider lifestyle.”

**Qualified buyers.** IMS attendees purchase new motorcycles at a rate 19 times higher and pre-owned vehicles 16 times higher than the general U.S. population, and come to market generally within four months of attending an IMS event, according to research generated by IHS/Polk.

**OEM anchors.** Fifteen major vehicle manufacturers were on tour for 2014-15, including brands that have partnered with IMS since it launched in 1982. Charter partners BMW, Harley-Davidson, Honda, Kawasaki, Suzuki and Yamaha were joined by BRP|Can-Am, Ducati, Indian, KTM, Star, Triumph and Victory to showcase their North American lineups and introduce more than 25 new models to customers. In addition, 2014-15 tour participants included Hyosung, Motus, Royal Enfield and Slingshot in select cities.

**Key sponsors.** IMS' seven key partners included title sponsor Progressive® Insurance (a supporter of IMS events since 2004 and now title sponsor of the tour through 2020); Airhawk, Allstate, EagleRider, GEICO, J&P Cycles and Russ Brown Motorcycle Attorneys.

**Compelling features.** The Shows are designed for fun and entertainment as well as commerce. Features for the 2014/2015 season included main stage seminars with distinguished speakers, racers and trainers; high-energy entertainment from The Progressive® School of Rock; A-list celebrity appearances; motorcycle stunt shows; Super Moto Racing; demo rides (select markets); The EagleRider Travel and Tour Pavilion; and vintage bike displays.

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Plus, The J&P Cycle Ultimate Builder Custom Bike Show, the largest and longest running touring bike show in the U.S., awarded competitors in three classes in each city and crowned a National Champion at the final stop in Chicago. On average the competition featured approximately 30 motorcycles per city with a total of 350 customs tour wide.

The star attraction at IMS is always the motorcycles with each city showcasing 500-700 units for enthusiasts to check out and event demo.

The 35<sup>th</sup> annual tour begins this fall; show dates will be announced in the coming weeks.

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**About Progressive® International Motorcycle Shows®** ([www.motorcycleshows.com](http://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 managed by the UBM Advanstar Powersports Group, a member of the Motorcycle Industry Council.

**About UBM Advanstar**

UBM Advanstar, part of UBM Americas, is a US-based event and marketing services business serving the fashion, licensing, life sciences and powersports industries. The company owns and operates a portfolio of 54 tradeshow, 100 conferences, 30 publications, and almost 200 electronic products and websites. Our market-leading brands and a commitment to delivering innovative, quality products and services enable UBM Advanstar to "Connect Our Customers With Theirs." UBM Advanstar is a UBM plc company.

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