

## Dates and Cities Announced for the 38<sup>th</sup> Annual Progressive® International Motorcycle Shows® (IMS) 2018-2019 Tour

*Seven Top Markets in the United States Will Host the Nation's Largest Touring Consumer Motorcycle Show*

**Santa Monica, Calif. (June 28, 2018)**- The [Progressive® International Motorcycle Shows®](#) (IMS), an industry leader on connecting powersports' leading brands with enthusiasts and buyers, today announced dates for its upcoming 2018-2019 tour. The IMS Tour will stop in seven leading motorcycling markets to provide consumers and enthusiasts with an inside look at what the leading companies are bringing to the market in the coming year, and showcasing all that the motorcycling lifestyle has to offer. Tickets for the 2018-2019 IMS tour will go on sale Thursday, September 6, 2018. To learn more please visit: [motorcycleshows.com](http://motorcycleshows.com)

"For 37 years, the IMS Tour has fostered a strong community of motorcycle enthusiasts and the brands they love. IMS is a staple in many motorcycling communities and we are excited to once again help unite powersports supporters across the country," said Tracy Harris, senior vice president of the Progressive® International Motorcycle Shows®. "The 2018-2019 tour will stop in seven passionate markets, bringing the best that the powersports industry has to offer along for the ride."

**The 2018-2019 Progressive® IMS Tour dates and cities are as follows:**

- **Long Beach, CA:** November 16-18, 2018, Long Beach Convention Center
- **New York, NY:** November 30 - December 2, 2018, Jacob K. Javits Convention Center
- **Dallas, TX:** January 4-6, 2019, Kay Bailey Hutchison Convention Center **NEW DATE**
- **Cleveland, OH:** January 25-27, 2019, I-X Center
- **Minneapolis, MN:** February 1-3, 2019, Minneapolis Convention Center **NEW DATE**
- **Washington D.C.:** February 8-10, 2019, Walter E. Washington Convention Center **NEW DATE**
- **Chicago, IL:** February 15-17, 2019, Donald E. Stephens Convention Center **NEW DATE**

With support from the industry-leading original equipment manufacturers (OEMs) and Progressive Insurance, the IMS Tour is the largest touring consumer motorcycle event in the United States. IMS continues to demonstrate its importance on the consumer motorcycle market and industry, as its attendees are 23 times more likely to purchase a motorcycle than the general population. Additionally, 31.9% of the IMS 2016-2017 tour attendees purchased a new or used motorcycle within 12 months of attending a show.\*

For the second consecutive year, IMS will host its dedicated tour-wide retail spaces, Shift at IMS and Adventure Out!. Shift, designed for the rider interested in products that are functional and

high performance with an emphasis on design and style, will feature a highly curated selection of brands, immersive activations and entertainment including tastings, craft artisans and do-it-yourself customizations. REV'IT will return to Shift again this year, featuring protective motorcycle gear that combines performance and style. Adventure Out!, created for attendees to learn, explore and share the adventure of life on two wheels, will host more robust content with an expanded lineup of speakers, favorite rides and destinations, well-known travelers, product specialists, exhibitors and sponsors.

New to the 2019 tour, enthusiasts can look forward to do-it-yourself programs and experts hosted in the popular Marketplace, featuring aftermarket brands in apparel, accessories and hard parts. The new content will include tech talks, how-to programs for doing your own maintenance and customizing your bike, winterizing and product-use training.

Title Sponsor Progressive® Insurance, a supporter of the IMS Tour since 2004, will also return for the 2018-2019 tour. Progressive® has been selling motorcycle insurance for over 35 years and has played a significant part in the IMS Tour since being named Title Sponsor in 2010.

“This marks our 14<sup>th</sup> year working with IMS to showcase motorcycle culture across the country and we’re excited to once again be the Title Sponsor of this industry leading event,” said Eric Doubler, recreational vehicle business leader, Progressive. “Working closely with the IMS Tour team at UBM and our consumer engagement agency, Match Marketing Group, has led to a truly innovative event that brings something new to the table every year. As the #1 motorcycle insurer, we are thrilled to once again hit the road and connect with passionate motorcyclists across the nation throughout the 2018-2019 IMS Tour.”

Starting in Long Beach, California, the tour will provide motorcycle enthusiasts across the United States with access to hundreds of new 2019 models, the opportunity to purchase the latest parts, gear and accessories, and enjoy a variety of live motorcycle entertainment. With 37 years of experience, the IMS Tour is truly dedicated to providing a platform for OEMs, brands, and powersports fans to unite and foster relationships.

To learn more about the Progressive® International Motorcycle Shows® Tour, please visit: [motorcycleshows.com](http://motorcycleshows.com).

**Connect with IMS (#RidersUnite):**

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\* 2016-2017 IMS Tour analysis conducted by IHS Markit

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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 organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit [www.ubm.com](http://www.ubm.com) and [www.informa.com](http://www.informa.com).