

Progressive® International Motorcycle Shows® Receives Early Support from Leading Industry Brands

Arlen Ness, Bridgestone, Cycle Gear, Ural, Vanderhall and more commit to the 2017-2018 Tour

Santa Monica, Calif. (September 7, 2017)- The Progressive® International Motorcycle Shows® (IMS), an industry leader on connecting powersports' leading brands with highly qualified enthusiasts and buyers, has received immense support from the motorcycle industry with the early commitment of many new and returning brands to the upcoming 2017-2018 tour. This early support demonstrates that the IMS tour is the paramount event in the powersports industry and provides the best opportunity to network with the enthusiast community. Already faithful to the 2017-2018 tour are many well-known brands including Ural, who is returning as a tour-wide exhibitor after participating in select shows last year.

“The International Motorcycle Show is our favorite tour to showcase the new Ural models and meet with our customers and fans! IMS is an amazing way to kick off the 2018 season and this year we are excited to be expanding our presence to all 7 stops,” said Matt Trigaux, director of marketing, Ural.

In addition to Ural and other major manufacturers, the 2017-2018 IMS tour will also host Vanderhall, a vintage inspired three-wheeler that is manufactured in the USA. Vanderhall will increase participation to four shows this year.

The 2017-2018 IMS Tour will also include the return of Cycle Gear as the sponsor of the marketplace. The ‘Marketplace presented by Cycle Gear,’ is an interactive retail space for motorcycle gear, parts and accessories. This IMS staple provides attendees with the opportunity to get a first-hand look at the newest products on the market and consult and connect with industry-experts to discover the gear that best fits their needs. Aftermarket brands to be featured in the ‘Marketplace presented by Cycle Gear,’ include Arai Helmets, Arlen Ness, Bridgestone Americas Tire Operations, Continental Tire, Dunlop, Heidenau Tire, HJC America, J&M Corporation, K&N Engineering, Klim USA, National Cycle, Rinehart Racing, Shoei Saftey Helmet, StompGrip and Yuasa Battery Inc.

For 36 years, the IMS Tour has provided a unique opportunity for the powersports industries biggest brands and supporters to come together and foster new relationships. Stopping in seven cities across the United States, the 2017-2018 IMS Tour will provide multiple opportunities for motorcycle enthusiasts and like-minded consumers to connect with industry-leading brands and companies. “The early support we’ve seen from the industry further validates the need for the IMS tour and the positive impact it has on the participating companies and consumers,” said Tracy Harris, Senior Vice President of the Progressive® International Motorcycle Shows®. “We are excited to see such incredible momentum this early in the event cycle, and watch the IMS tour continue to provide powersports enthusiasts across the United States with a unique opportunity to connect with organizations that matter most in the industry.”

The Progressive® International Motorcycle Shows® tour will kick-off in Long Beach, CA on November 17, 2017 at the Long Beach Convention Center. To see all seven tour dates and learn more, 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.