

Progressive® International Motorcycle Shows® Attendees Are 23 Times More Likely to Purchase a Motorcycle

IMS attendees purchased 10,300 new and used motorcycles in 12 months following the 2016-2017 IMS tour

Santa Monica, CA (May 30, 2018) - [The Progressive® International Motorcycle Shows®](#), an industry leader on connecting powersports brands with highly qualified enthusiasts and buyers, today announces the results of its analysis for the 2016-2017 IMS tour, conducted by IHS Markit. The analysis helps to underscore the value that the IMS tour provides to the industry. IMS attendees are more likely to purchase a new or used motorcycle at a rapid rate and IMS fosters an environment that encourages female motorcycle owners. Furthermore, this analysis supports positive sales trends in the motorcycle industry, while stressing the importance of making face-to-face connections at consumer-facing events such as IMS.

“There is a direct correlation between attendance at our events and purchases of new and used motorcycles, proving that the IMS tour has a real-world impact on the motorcycle industry,” said Tracy Harris, senior vice president, Progressive International Motorcycle Shows. “This analysis validates that our attendees are very qualified leads and that IMS shows continue to do an outstanding job at converting attendees to purchasers.”

The following data provides the sales performance of show attendees and other metrics through 12 months from the date of their attendance. Highlights from the IHS Markit analysis of the 2016-2017 IMS tour include:

IMS attendees are more likely to purchase a motorcycle after attending IMS:

During the 2016-2017 IMS tour, attendees purchased new motorcycles at a rate 23 times higher than the public, and used motorcycles at a rate 17 times higher, according to the 2016-2017 IMS tour analysis conducted by IHS Markit. Additionally, since the 2013-2014 IMS tour, the overall purchase rate after attending an IMS show has increased. Data on purchase rates since the 2013-2014 tour is as follows:

- 2013-2014: 25% of attendees purchased a new or used motorcycle after attending an IMS event
- 2015-2016: 30.7% of attendees purchased a new or used motorcycle after attending an IMS event
- 2016-2017: 31.9% of attendees purchased a new or used motorcycle after attending an IMS event

Additionally, IMS attendees **purchased 10,300 new and used motorcycles** in 12 months following the 2016-2017 IMS tour.

IMS attendees are coming back to market faster than ever before:

Buyers came back to market after attending an IMS show faster in 2016-2017 than in previous years, with sales peaking in the third month from the show. The breakdown on speed of purchase is as follows:

0-30 days after show:

- Percent of new purchases in 2016-2017: 10.8%; compared to 10.51% in 2015-2016
- Percent of overall purchases (new and used) in 2016- 2017: 10.79%; compared to 9.85% in 2015-2016

30-60 days after show

- Percent of new purchases in 2016-2017: 11.76%; compared to 10.91% in 2015-2016
- Percent of overall purchases (new and used) in 2016-2017: 11.11%; compared to 10.97% in 2015-2016

60-90 days after show:

- Percent of new purchases in 2016-2017: 11.9%; compared to 9.99% in 2015-2016
- Percent of overall purchases (new and used) in 2016-2017: 11.76%; compared to 11.26% in 2015-2016

Rise in female motorcycle buyers:

IMS is currently seeing a rise in female motorcycle buyers and according to the IHS Markit research, as 26% of IMS attendees that purchase a motorcycle within 12 months of the show are female. Historically, the average percentage of motorcycle purchases from female IMS attendees had capped out at 25%, marking a rise in female buyers that has not been seen before. The breakdown of new vs. used sales among female IMS attendees is as follows:

New motorcycle purchases by women within 12 months of attending an IMS show: 27%

Used motorcycle purchases by women within 12 months of attending an IMS show: 25%

Top three IMS shows as related to purchase rate:

Below are the top three IMS shows during the 2016-2017 tour, as related to purchase rate of new and used motorcycles by attendees within 12 months of attending the show:

1. IMS Long Beach: 40.24% of attendees purchased
2. IMS Dallas: 35.61% of attendees purchased
3. IMS Cleveland: 34.29% of attendees purchased

Other Notable Takeaways:

- 13.2% of attendees bought a new motorcycle within a year of attending a show

- Attendees bought used motorcycles at a higher rate, with 18.7% purchasing a pre-owned motorcycle
- The average household income of a show attendee that went on to purchase a motorcycle is \$121,775
- On Highway motorcycles continue to be the preferred category of IMS attendees – capturing 80% of total sales

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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.