



PRESS RELEASE

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PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® ANNOUNCES A NEW BUSINESS-TO-BUSINESS PLATFORM FOR DEALERS AND AFTERMARKET BRANDS DURING THE 2015/2016 TOUR

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., is pleased to announce a new business-to-business platform for the 2015/2016 Tour. Designed to connect powersports retailers and brands efficiently and effectively in 10 key motorcycling markets across the U.S., this program was created for on-the-go dealers and aftermarket manufacturers looking to take a more active approach in engaging with their retail customers.

Featured at each stop on the IMS Tour, the business-to-business platform is geared toward education, information and training while connecting with local retail communities across the U.S. On Friday in each IMS city, before the consumers arrive for the public open of the Show, we invite participants to make presentations, network and talk business with dealers.

Tracy Harris, Senior Vice President, Powersports Group, UBM Advanstar: “The Progressive® International Motorcycle Shows® business-to-business initiative is a unique opportunity for dealers who are strapped for time and personnel, as well as aftermarket manufacturers looking to leverage their presence at IMS. This is the largest touring program of its kind in the U.S. and we look forward to assisting our clients with maximizing their opportunities at IMS through this added-value program.”

In support of the business-to-business initiative, the ‘Marketplace presented by Cycle Gear’ is an interactive retail space for motorcycle parts and accessories. This unique Show activation offers attendees the opportunity to touch, test and try the newest top parts, accessories and gear while interacting with factory specialists from leading manufacturers. This top-of-the-line experience, led by presenting sponsor Cycle Gear, includes products and representatives from Arai Helmets, Dunlop/Goodyear, Dynojet, Heidenau Tires, HJC America, K&N Engineering, Mustang Motorcycle Products, National Cycle, Performance Machine, Rinehart Racing, Shoei Safety Helmet Corp., Tourmaster/Cortech, Twisted Throttle, Vance & Hines and Yuasa Battery. In addition, motorcycle suppliers Bell, Chatterbox and Dainese AGV USA will be exhibiting in the Show’s Retail Pavilion.

Information on additional IMS Show features will be available in the coming weeks. The 35th anniversary IMS Tour will kick off on October 31st in Portland, OR with 10 stops across the U.S. For a complete listing of Show dates and information, please visit www.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.

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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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