



PRESS RELEASE

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IMS GOES HOLLYWOOD THE PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® SIGN JASON BRITTON, IAN GAINES AND TEAM NO LIMIT FOR 2015/2016 TOUR SEASON

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., today signed television star and stunt riding icon, Jason Britton and Team No Limit, to perform new thrilling stunts during the 2015/2016 Tour. Show attendees from Long Beach to New York City will have the chance to see Britton and his new stunt partner and former National Football League (NFL) player, Ian Gaines, perform multiple, heart-pounding shows each weekend, sometimes mere feet away from the action.

This Tour, Team No Limit offers IMS attendees a radical new show featuring fresh, edge-of-your-seat stunts. With the recent addition of Gaines, the team brings a new dynamic to the stunt ring that includes daring shuffles; kick flip bunny hops and shocking kangaroo stoppies all while riding the latest, greatest Kawasaki ZX6R bikes.

Tracy Harris, Senior Vice President, Powersports Group, UBM Advanstar: “When we asked one of the biggest names in stunt riding to return to the IMS Tour for a second season, Britton wanted to give our attendees something fresh. For the upcoming Tour, he and Gaines have developed a brand new show with cutting-edge motorcycles and enhanced stunts to engage and energize the IMS crowd. In addition to over 500 motorcycles on the Show floor, the price of admission includes live stunt performances with new material from an internationally known superstar.”

Britton and Team No Limit are among the world’s top stunt teams. Their performances at IMS will give thousands of Show attendees across the U.S. the chance to see these skilled dare-devils perform live and in person. After the performances, fans will have the chance to see Britton and Team No Limit on the Progressive® Stage throughout the weekend.

Jason Britton, Team No Limit: “You’ve seen Team No Limit stunts on the Speed Network and YouTube but life is not complete until you see our show live on the IMS Tour.”

The Team No Limit stunt show is a key Show feature of the 2015/2016 IMS Tour. The 35-year-old powersports event series offers its attendees a completely new visual experience each season with unique on-site activations and more ways to interact with and buy products, bikes and experience two wheels. From California to New York, hardcore powersports enthusiasts, recreational riders, and aspirational fans from all riding levels will be engaged in a brand new way on the Show floor and spend time connecting with exhibitors and the motorcycle community.

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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UBM Advanstar
2450 Colorado Avenue
Suite 300 East
Santa Monica, CA 90404
T: +1 310 857 7500
www.ubmadvanstar.com



Media Contact: Jannelle Grigsby, +1 310 857 9020, jgrigsby@advanstar.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 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.

UBM Advanstar
2450 Colorado Avenue
Suite 300 East
Santa Monica, CA 90404
T: +1 310 857 7500
www.ubmadvanstar.com