



PRESS RELEASE

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PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® CONTINUE TO FUEL INDUSTRY GROWTH AND DOMINATE U.S. MARKET

35th annual nationwide tour leads exposure for motorcycling industry and delivers an impressive 374,941 consumers in 10 major U.S. markets with 1,252 exhibitors and 15 vehicle manufacturers

Santa Monica, Calif. (March 16, 2016) – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle shows in the U.S., roared into 10 major markets from October through February with 1,252 exhibitors, six key sponsors and 15 major motorcycle brands showcased in more than 1,118,300 square feet of indoor/outdoor exhibit space.

Outdoor activations and demo rides were held in four IMS cities across the U.S. and hosted more than 5,300 participants. Complimentary motorcycle parking was featured at six stops on the tour to accommodate the more than 24,000 enthusiasts riding to IMS to enjoy the show's features and activations. Attendees were treated to nearly 30,000 motorcycles tour wide including custom motorcycles, exhibitor product (in booths), vintage displays and attendee parking.

The IMS tour continued to lead the motorcycle industry by delivering 374,941 attendees from diverse incomes, ages and demographics to interact with manufacturers and retailers over its four-month run. The shows continued to expand attendance from the fastest growing segments of the industry including women, families and millennial buyers. Highlighting the 2015-2016 tour were new stops in Portland, OR and Sacramento, CA, reaching area residents, enthusiasts and new motorcyclists in those burgeoning riding markets.

Tracy Harris, Senior Vice President Powersports Group, UBM Americas: "As we look back on 35 years of IMS, the tour continues to lead the motorcycle industry by connecting thousands of attendees nationwide with the brands, products and experiences that they enjoy. No other traveling motorcycle event in America delivers the reach of IMS with multi-city, indoor/outdoor venues and consumer exposure. For veteran riders and casual fans alike, IMS is the annual gathering place where attendees make key decisions on riding including when, where, why and how they would like to experience motorcycling."

Scott Hall, Motorcycle Product Manager, Progressive Insurance: "As the # 1 motorcycle insurer, we understand the passion of our customers and riders everywhere. In working closely with our partners at UBM Americas and Match Marketing Group, we strive to create a unique experience that is driven solely by the motorcycle enthusiast, yet able to engage visitors of all ages. This season's tour was a huge success, and we can't wait to get on the road for next year."

Qualified buyers. Show attendees purchased a new motorcycle in the IMS analysis period at a rate 16 times higher than the general U.S. population. They come to market generally within four months of attending an IMS event, according to research generated by IHS/Polk.

Original Equipment Manufacturers. 15 major vehicle manufacturers participated in the 2015-2016, including brands that have partnered with IMS since its launch in 1982. Charter partners BMW, Harley-Davidson, Honda, Kawasaki, Suzuki and Yamaha were joined by BRP|Can-Am, Ducati, Indian, KTM, Royal

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Enfield and Victory to showcase their North American lineups and introduce more than 62 new models. In addition, 2015-2016 tour participants included Hyosung, Slingshot and Triumph in select cities.

Key sponsors. IMS' six key sponsors included title sponsor Progressive® Insurance (a supporter of IMS events since 2004 and now title sponsor of the tour through 2020), Allstate, Cycle Gear, Harley-Davidson, J&P Cycles and Royal Enfield (Championship Round, J&P Cycles Ultimate Builder Custom Bike Show).

Press coverage and on-site attendance. Across the tour, IMS attracted more than 600 journalists covering exhibitor news and events, live from the show floor including Media days in Long Beach and New York. Media highlights included Associated Press, The New York Times, The Los Angeles Times, The Orange County Register, Fox News (Cleveland, Minneapolis), The Dallas Morning News, Cycle World, Motorcyclist, Motorcycle.com and Rider Magazine, among others. In addition, Good Moring Arizona hosted the weather portion of their show live, on-site at IMS Phoenix on February 21, 2016 with extensive coverage that included a total of eight interviews and 13 weather segments.

Compelling features and outdoor activations. The IMS tour is designed for fun and entertainment as well as education and commerce. Features for the 2015-2016 season included Progressive® Main Stage seminars with distinguished speakers, racers and trainers; high-energy entertainment from the Progressive® School of Rock; A-list and moto celebrity appearances; the 'Marketplace presented by Cycle Gear,' an interactive retail space for motorcycle parts and accessories; demo rides (select markets); the Progressive® Parlor, a family-friendly pit-stop that's part workshop and part social space brought together to celebrate riders; Progressive® Welcome Center; thrilling motorcycle stunt shows; the Allstate Kids Zone, an unforgettable two-wheeled experience designed to engage the youngest of riders with unique pedal-less bicycles; one-of-a-kind helmets designed by tattoo artists from across the country at 21 Helmets Inked; supermoto racing (select markets); vintage bike displays; complimentary motorcycle parking (select markets) and Ultimate Powersports Giveaways.

J&P Cycles Ultimate Builder Custom Bike Competition. The J&P Cycles Ultimate Builder Custom Bike Competition (UBCBS) sets itself apart as the largest touring custom bike competition in the U.S. featuring the largest tour wide purse of any traveling motorcycle builder competition in the U.S. In addition to four classes of winners at each stop on the 2015-2016 tour (Freestyle, Modified Harley-Davidson, Modified Custom and Modified Retro), a head-to-head Championship Round was held at IMS Chicago and featured prizes up to five times that of the other cities on the tour, topping out at a total prize package of more than \$50,000 (cash and prizes). This highly anticipated annual competition was proudly sponsored by Royal Enfield, a key sponsor in the Modified Custom class of the U.S. Championship Round, tour wide by J&P Cycles, in the title sponsor role; and Harley-Davidson, as sponsor of the Modified Harley-Davidson class.* For a complete list of UBCBS winners along with prize and product sponsors, please contact the UBM Public relations Department at media@motorcycleshows.com

The 36th annual tour begins in fall 2016; show dates will be announced in the coming months.

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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 Americas Powersports Group, a member of the Motorcycle Industry Council.

About UBM Americas

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UBM Americas, a part of UBM plc, is the largest business-to-business events and trade show organizer in the U.S. Through a range of aligned interactive physical and digital environments, UBM Americas increases business effectiveness for both customers and audiences by cultivating meaningful experiences, knowledge and connections. UBM Americas has offices spanning North and South America, and serves a variety of specialist industries with dedicated events and marketing services covering everything from fashion, tech and life sciences to advanced manufacturing, cruise shipping, specialty chemicals, powersports and automotive, concrete, hospitality, cargo transportation and more. For more information, visit: www.ubmamericas.com.

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