



PRESS RELEASE

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PROGRESSIVE[®] INTERNATIONAL MOTORCYCLE SHOWS[®] ANNOUNCE U.S. 35th ANNIVERSARY CALENDAR

35th annual countrywide tour delivers maximum exposure with 10 US cities for the 2015/16 season

Tour dates announced that include two new cities, plus business-to-business and educational components

Santa Monica, Calif. – The Progressive[®] International Motorcycle Shows[®] (IMS), the most influential touring consumer motorcycle show in the U.S., today announced show dates for its 35th anniversary countrywide Tour. IMS will roar into 10 major markets with 15 vehicle manufacturers October 2015 through February 2016, with engaging activations and hundreds of motorcycles for enthusiasts to check out and even demo (in select cities).

Key sponsors of the 2015/2016 Tour include the title sponsor, Progressive[®] Insurance, a supporter of the Shows since 2004 and now title sponsor of the Tour through 2020; Allstate Insurance and J&P Cycles.

Scott Hall, Motorcycle Product Manager, Progressive Insurance: “Connecting with passionate motorcyclists across the country is our favorite part of our title sponsorship of the Progressive[®] International Motorcycle Shows[®]. From the Welcome Center to greet consumers when they arrive, to the Garage that features the interactive Slot Race Track and the Premium Bar stocked with custom motorcycle tee-shirts, to the music and energy the young School of Rock musicians bring to the stage, it’s a family-friendly experience you don’t want to miss.”

The upcoming Tour will have an increased focus on motorcycle manufacturers and an engaging show experience for the widest audience of enthusiasts across the country. Motorcycle riders and powersports fans from coast to coast will have the opportunity to experience hundreds of new street bikes, adventure/dual sports, dirt bikes, cruisers, scooters, ATVs and more. Major manufacturers and key partners on Tour include brands that have partnered with IMS since it launched in 1982. Charter partners on Tour include BMW, Harley-Davidson, Honda, Kawasaki, Suzuki and Yamaha who are joined by BRP/Can-Am, Ducati, Indian, KTM, STAR, Triumph and Victory, among others.

IMS, the nation’s largest touring motorcycle event, connects riders with products and services that support their motorcycling lifestyle. This nationwide series is designed for fun and entertainment as well as commerce. Compelling show activations include new features and educational experiences designed for riders of all levels. Activations for the 2015/2016 Tour include the longest running custom bike show in the U.S.; J&P Cycle Ultimate Builder Custom Bike Show; The Progressive[®] School of Rock; A-list celebrity appearances; motorcycle stunt shows; Super Moto Racing; and vintage bike displays.

The star attraction at each stop on the IMS Tour is always the motorcycles with each city showcasing 500-700 units for enthusiasts to see, touch and try (in select cities) along with the latest gear and accessories.

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The 2015/2016 Tour cities represent the most motorcycle-dense populations in the US, reaching many of the nation's motorcycle enthusiasts. The tour schedule offers attendees the unique opportunity to be the first to see the newest models, speak with knowledgeable product experts and be well-prepared and enthusiastic for the upcoming riding season.

In addition to the consumer facing aspect of IMS, the Shows will add a business-to-business platform in all markets. Designed specifically for motorcycle dealers, the initiative is geared toward education, information and training.

Tracy Harris, Senior Vice President Powersports Group, UBM Advanstar: "In response to industry demand, the 2015/16 IMS nationwide tour will incorporate a business-to-business platform, providing vehicle and aftermarket manufacturers and allied services the opportunity to meet with dealers in each of our markets. This saves time and resources for busy retailers, and gives IMS exhibitors more in-depth market interaction to sell and service their retail clients."

The 2015-2016 Progressive® International Motorcycle Shows® 10-city Tour schedule is as follows:

- **NEW CITY:** October 30-November 1, 2015 | Oregon Convention Center, Portland, OR
- **NEW CITY:** November 6-8, 2015 | Cal Expo Center, Sacramento, CA
- November 20-22, 2015 | Long Beach Convention Center, Long Beach, CA
- December 11-13, 2015, Jacob Javits Convention Center, New York, NY
- January 8-10, 2016, Miami Beach Convention Center, Miami Beach, FL
- January 22-24, 2016, Kay Bailey Hutchison Convention Center, Dallas, TX
- January 29-31, 2016, I-X Center, Cleveland, OH
- February 5-7, 2016, Minneapolis Convention Center, Minneapolis, MN
- February 12-14, 2016, Donald E. Stephens Convention Center, Chicago, IL
- **NEW DATE:** February 19-21, 2016 | University of Phoenix Stadium, Glendale, AZ

Media Days are scheduled to take place in Long Beach and New York, showcasing the latest new vehicles and product debuts. Additional opportunities will exist for licensed riders to test ride new motorcycles at select cities on the Tour. For more information 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. The Progressive® International Motorcycle Shows® is managed by the UBM Advanstar Powersports Group, a member of the Motorcycle Industry Council.

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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 tradeshows, 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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