

The 9th Annual J&P Cycles Ultimate Builder Custom Bike Show Returns to the 2018-2019 Progressive® International Motorcycle Shows Tour®

Industry Veteran Bob Kay to Host United States' Largest Custom Motorcycle Competition

Santa Monica, Calif. (August 7, 2018) - [The Progressive® International Motorcycle Shows® \(IMS\)](#), an industry leader on connecting powersports brands with highly qualified enthusiasts and buyers, today announced the return of the J&P Cycles Ultimate Builder Custom Bike Show (UBCBS) to the 2018-2019 IMS Tour. UBCBS is an elite-level custom motorcycle builder competition featuring more than 400 motorcycles and with more than \$100,000 cash and prizes awarded across the tour, the largest prize package in the United States. The competition will be held at all seven stops on the IMS Tour with the championship round taking place February 17 in Chicago, IL. To learn more, please visit: motorcycleshows.com/UBCBS.

The 9th annual UBCBS will be hosted by Bob Kay, a well-known and highly respected member of the American Custom and V-Twin motorcycle community. Kay has a long history in the custom motorcycle community and organized his first charity custom bike show in the mid 80's during the Laconia Rally. He continued charity bike shows in Sturgis, SD and in 2010 helped IMS launch the Ultimate Builder Custom Bike Show to showcase the best custom bikes in the country. Kay is looking forward to rejoining the Progressive® International Motorcycle Shows® for the 2018 - 2019 tour as the director of the J&P Cycles Ultimate Builder Custom Bike Show.

“The Progressive® International Motorcycle Shows® understands and caters to the custom builder community,” said Bob Kay, director, J&P Cycles Ultimate Builder Custom Bike Show. “I am excited to once again lead the charge in providing this community with a platform to display their skills and artistic ability, while rewarding the best in the industry for their talents.”

Since its inception during the 2010 - 2011 IMS Tour, the UBCBS has awarded over \$660,000 in cash and prizes. This year's competition will take place at every stop on the IMS Tour and feature four categories including Freestyle, Custom Retro, Custom Street and Custom Harley. Judged by a panel of industry experts, winners in every city along the IMS Tour will be invited to compete in the championship round in Chicago for a chance to be crowned 'King of the Builders.' Last year, a group of eight veterans from the non-profit organization Motorcycle Missions were crowned champions and awarded \$20,000 in cash and prizes.

“The J&P Cycles Ultimate Builder Custom Bike Show is the mecca in custom motorcycle competitions and the return of someone as knowledgeable and experienced as Bob Kay will only add to the competitions success,” said Tracy Harris, senior vice president, Progressive® International Motorcycle Shows®. “We are also excited to once again partner with J&P Cycles, who have been a fantastic UBCBS title sponsor and major proponent of custom builders for years.”

The 2018-2019 IMS Tour will mark the 7th year that [J&P Cycles](#) has been the title sponsor for UBCBS. J&P Cycles is the world's largest aftermarket motorcycle parts and accessories store and has proven to be the leading organization in helping riders customize their motorcycle.

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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, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.