

## Ticket Sales Open for the All-new 2021 Progressive IMS Outdoors Tour

Tickets are available at [motorcycleshows.com](http://motorcycleshows.com)

Tickets are now available for the first eight stops across the nation's leading motorcycle tour, [Progressive IMS Outdoors](http://motorcycleshows.com), a revamp of the Progressive® International Motorcycle Shows® (IMS) nearly 40-year history as the industry leader for connecting powersports' top brands with enthusiasts and buyers. Powersports veterans and enthusiasts, as well as new and potential riders, can purchase their tickets at [motorcycleshows.com](http://motorcycleshows.com) for the new outdoor, festival-like experience where consumers will be able to engage with hundreds of the latest street bikes, dirt bikes, cruisers, scooters, and ATVs, check out the latest gear and aftermarket accessories, as well as experience hours of entertainment including demo rides. Locations and ticket prices are as follows.

### Locations and Dates

- **Northern California:** Sonoma Raceway (Sonoma, CA - July 16-18)
- **Chicago:** Goebbert's Farm (Pingree Grove, IL - August 20-22)
- **New York City:** Brooklyn Army Terminal (Brooklyn, NY - September 3-5)
- **Pennsylvania:** Carlisle Fairgrounds (Carlisle, PA - September 10-12)
- **Texas:** Texas Motor Speedway (Fort Worth, TX - October 1-3)
- **Nashville:** James E. Ward Agriculture Center (Lebanon, TN - October 8-10)
- **Central Florida:** SUN n' FUN Campus (Lakeland, FL - October 15-17)
- **Atlanta:** Georgia International Horse Park (Conyers, GA - October 29-31)
- **Southern California:** Venue and Date TBA

### Pricing

- 1-day general admission:
  - \$20 for adults (12 and older)
  - \$25 for ticket and t-shirt
- 3-day weekend ticket:
  - \$30 for adults (12 and older)
  - \$35 for ticket and t-shirt
- Discounts
  - Group discounts and 2-for-1 Friday offers also available
  - Kids 11 and younger are free

### IMS Outdoors Southern California

The ninth and final stop of the 2021 IMS Outdoors tour will take place in Southern California in November. The venue of our Southern California IMS Outdoors Show was initially scheduled to take place at the FivePoint Amphitheater in Irvine, CA. Recently, FivePoint announced a decision to only host musical concerts for the remainder of 2021. The IMS team is currently vetting a number of venues throughout the area to ensure we select the best option for our customers and will announce the Southern California venue in a few weeks' time.

To stay up to date on the latest information regarding IMS Outdoors, visit [motorcycleshows.com](http://motorcycleshows.com).

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**About Progressive IMS Outdoors ([motorcycleshows.com](http://motorcycleshows.com))**

Progressive IMS Outdoors is an evolution of the Progressive® International Motorcycle Shows® tour's nearly 40-year stint that not only transitions IMS from the traditional convention center setup to a new open outdoor experience but will also create a festival-like atmosphere that promotes enthusiasts of all ages and levels to come together to better engage with products, each other, and the industry. While continuing its presence as the nation's largest consumer motorcycle tour, Progressive IMS Outdoors will support the growth of the Powersports community by offering a unique experience the industry has yet to see. Coming summer 2021, dates and locations for Progressive IMS Outdoors will be announced in December. IMS Outdoors is organized by Informa Markets, a division within Informa PLC, 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.informa.com](http://www.informa.com).