



PRESS RELEASE

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PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® CELEBRATES ITS 35th ANNIVERSARY WITH A HALLOWEEN KICK-OFF OF ITS 10-CITY U.S. TOUR

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle shows in the U.S., shift into gear Saturday, October 31 through Sunday, November 1 in Portland, OR. The 2015-2016 IMS Shows feature the world's leading manufacturers including BMW, BRP|Can-Am, Ducati, Harley-Davidson, Honda, Indian, Kawasaki, Royal Enfield, Slingshot, Star, Suzuki, Triumph, Victory, and Yamaha. These top brands will be on-hand to display their North American lineups, as well as the leading aftermarket parts and accessory brands. From seasoned veterans to casual enthusiasts, the Progressive® International Motorcycle Shows® are the ultimate destination to experience the powersports culture, talk to brand and industry experts, shop the marketplace, or even demo that new model you've had your eye on. IMS Shows are designed for fun, entertainment and commerce.

Tracy Harris, Senior Vice President Powersports Group, UBM Advanstar: "As we begin our 2015-2016 Tour, IMS continues to be a powerful force in the motorcycle industry. For 35 years, we have led the way driving trends in the marketplace and influencing consumers. From the veteran rider to the casual fan, our Show is the annual gathering place where consumers come to make important decisions on when, where, why and how to be a part of the rider lifestyle."

Scott Hall, Motorcycle Product Manager, Progressive® Insurance: "As the #1 motorcycle insurance company, we understand the passion of our audience and have raised our own bar by adding the Progressive® Parlor® to the tour, as well as teaming up with Movember and bikers across the country to raise money and awareness for men's health. During our first three tour dates, head to Flo's Chop Shop to get a fresh, clean shave or a beard trim and Progressive® will donate \$10, as well as match your donation dollar for dollar."

Key features from the 2015-2016 IMS Tour include:

'Marketplace presented by Cycle Gear' – Featured at each stop on the IMS Tour, the 'Marketplace presented by Cycle Gear' is an interactive retail space for motorcycle parts and accessories. This unique Show activation offers attendees the opportunity to touch, test and/or try the newest top parts, accessories and gear while interacting with factory specialists from leading manufacturers. This top-of-the-line experience, led by presenting sponsor Cycle Gear, includes products and representatives from Arai Helmets, Dunlop/Goodyear, Dynojet, Heidenau Tires, HJC America, K&N Engineering, Mustang Motorcycle Products, National Cycle, Performance Machine, Rinehart Racing, Shoei Safety Helmet Corp., Tourmaster/Cortech, Twisted Throttle, Vance & Hines and Yuasa Battery. Additionally, Bell Helmets, Chatterbox, Dainese, and EagleRider will be joining the tour in the Retail Pavilion showcase, selling direct to consumers.

J&P Cycles Ultimate Builder Custom Bike Competition – Back for a seventh year, the J&P Cycles Ultimate Builder Custom Bike Competition, is the largest touring custom bike competition in the U.S. offering the most in cash and prizes in America. With more than 400 custom-built bikes on display at IMS Tour stops across the country, the competition hosts four classes including: Freestyle, Modified Harley-Davidson, Modified Custom and Modified Street. Contestants are encouraged to enter at any of the IMS Shows for a chance to win a piece of \$100,000 in cash and prizes. Four cash prize winners will be chosen at each show,

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with the inaugural U.S. Championship Round held in Chicago, IL, February 12-14, 2016. This highly anticipated competition is proudly sponsored by J&P Cycles and Harley-Davidson.*

Stunt Shows featuring Team No Limit with legendary rider Jason Britton – Back with fresh stunts and new motorcycles for the 2015-2016 Tour season, the stunt show includes television star and riding icon, Jason Britton and Team No Limit, to perform new thrilling shows throughout the weekend.

The Progressive® Welcome Center – A place to gather information on the Progressive® Parlor®, pick up a free bag for all of the IMS Show takeaways and collect VIP Gifts – reserved specifically for Progressive's loyal customers.

Progressive® Parlor® – Designed to pay homage to the hand-built motorcycle movement, this new, family-friendly pit-stop from IMS title sponsor Progressive®, is part workshop and part social space brought together to celebrate those who live to ride. Easily recognizable by a large flag inspired by Progressive® riders around the world, the activation invites attendees to race against fellow bikers on the all new Slot Track that features attractions from iconic Historic Route 66; or stop by Flo's Coffee Grinder for a complimentary cup.

Live art by Makoto Endo – One of the most unique motorcycle artists in the world, Japanese-born Makoto Endo will be performing live Ivy-Illustration art each day at the Progressive® Parlor®. Throughout the Show, Progressive® will be giving away the Makoto Endo prints via sweepstakes that attendees can enter onsite.

Race America Slot Track – The ever-popular race track returns to the IMS Tour for 2015-2016 with an entirely new skin featuring Historic Route 66-America's Mother Road, and some of the most classic road trip icons in U.S. history. Located in the Progressive® Parlor®.

Flo's Coffee Grinder – A place to take a load off from all the Show action and fuel up with a cup of coffee on us, courtesy of Flo. At Flo's Coffee Grinder, attendees can chat in-person with Progressive® agents about vehicle and policy questions, and don't forget your special gift when you take a few minutes to get a quote. Located in the Progressive® Parlor®.

Progressive® Custom Motorcycle Displays – Progressive® has teamed up with renowned builders Pat Patterson/Led Sled Customs and Dustin Kott/Kott Motorcycles to collaborate on the custom design and build of two completely unique bikes for the IMS Tour. Located in the Progressive® Parlor®.

Progressive® Custom – Formally known as the Premiums Bar, the newly re-designed space offers four t-shirts for lucky winners to select from, one of which is from Cleveland-based, GV Art & Design; a kick stand puck or a bandana. Located in the Progressive® Parlor®.

Flo's Chop Shop – Keeping riders looking fresh on and off the road, stop by Flo's Chop Shop for a free beard or mustache trim, straight razor line up, boot shine or manicure with special Flo nail polish. Flo's Chop Shop offers personal tune-ups from some of the best names in the business including The Shed Barbershop out of Austin, TX and Shinola, out of Chicago, IL, among others (select cities). Located in the Progressive® Parlor®.

Progressive® Main Stage – Our Main Stage presentations attract thousands of attendees to see the top motorcycle racers, riding instructors, technical seminars, daredevil stunt riders, adventure touring legends, bike designers, industry influencers and custom builders along with A-list and moto celebrities. Q&A from the audience following the presentations is encouraged. Stage highlights for the current Tour include Director Mark Neale and the making of "Hitting the Apex" narrated by Brad Pitt (select cities); Doug Danger (select cities), Glen Heggstad/Earth Ride (select cities), Scott Russell "Mr. Daytona" (select cities), Yamaha Champions Riding School (select cities) and Jason Britton/Team No Limit, among others.

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Progressive® School of Rock – Supporting our next generation of riders, the Progressive® School of Rock returns for a 3rd Tour, featuring high-energy, live performances on the Progressive® Main Stage adding the perfect mix of music and motorcycles to the IMS Shows.

21 Helmets Inked – Stop by and see this exclusive installation of 21 Helmets, a See See Motorcycles custom helmet show. This is the 1st nationwide tour of 21 Helmets and will feature one-of-a-kind helmets designed by 21 tattoo artists from across the country.

Allstate® Kids Zone – Designed to engage the youngest of riders, this feature was created with unique pedal-less bicycles on a pre-set course to give children an unforgettable two-wheeled experience.

Demo Rides (select cities) – Licensed motorcyclists who bring their own riding gear (including a helmet) can test ride the hottest new bikes from BRP|Can-AM, Harley-Davidson, Honda, Indian, Suzuki, Victory and Yamaha on Saturday and Sunday, during daylight hours in Portland, Sacramento, Long Beach, and Phoenix.

Supermoto Racing (Sacramento) – Supermoto USA hosts action-packed racing all weekend.

Vintage Club Displays – Motorcycle enthusiasts are invited to look into the past and see the very best of classic and retro motorcycles along-side new models on the Show floor, courtesy of local vintage motorcycle clubs and owners.

Ultimate Powersports Giveaways – Enter to win a chance at one of the powersports vehicles, which include an Indian Scout and an RM Z250 Suzuki, among others. Winners will be announced following the conclusion of the Tour in March of 2015. Full contest rules and prizes available upon request or at www.motorcycleshows.com

Free motorcycle parking and gear check (select cities) – Complimentary motorcycle parking and gear check will be available for all riders who bring their motorcycles to the show.

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

- **NEW CITY:** October 31-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 20-21, 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.

*Entry space for the J&P Cycles Ultimate Builder Custom Bike Competition in each city is limited. Interested custom builders should log on to www.motorcycleshows.com for more information. Full contest rules and prizes available upon request.

Features and show features are subject to change. Please visit www.motorcycleshows.com for city specific details.

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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 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.

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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