



## PRESS RELEASE

For Immediate Release

### **Progressive® International Motorcycle Shows® (IMS) Ready for Its Fifth Stop in Cleveland, OH on January 27<sup>th</sup>**

**Santa Monica, Calif. (January 27, 2017)** – The Progressive® International Motorcycle Shows® (IMS), the motorsports industry's most powerful method for engaging qualified buyers, is geared up and ready to stop in Cleveland, OH. The 2017 IMS tour will feature some of the top industry leading manufacturers such as BMW, Can-Am|BRP, Ducati, Harley-Davidson, Honda, Indian, Kawasaki, KTM, Royal Enfield, Slingshot, Suzuki, Victory, and Yamaha. Attendees visiting the IMS show will have the opportunity to engage with leading powersports brands, see new motorcycle models for the first time, and enjoy exciting new show attractions.

**Dates:** Friday, January 27- Sunday, January 29, 2017

**Location:** I-X Center, 1 I-X Center Dr, Cleveland, OH 44135

**Show Hours:** Friday, 3:00 p.m.-8:00 p.m., Saturday, 9:30 a.m.-9:00 p.m., Sunday, 10:00 a.m.-5:00 p.m.

**Admission:** \$16 adults. All children 11 and under are free when accompanied by a paying adult

**General Information:** 1-800-331-5706 or [www.motorcycleshows.com](http://www.motorcycleshows.com)

#### **Attractions at IMS include:**

- **FMX Stunt Show featuring Jimmy Fitzpatrick and the Metal Mulisha Fitz Army-** Fitzpatrick and his fellow Fitz Army riders plan to put on a show that has not been seen before on the IMS tour, displaying their freestyle motocross talents in the form of flips, whips, heel clickers and more.
- **Inked Tattoo Parlor-** Featured at all of the stops on the tour, the Inked tattoo parlor, presented in partnership with Inked Magazine, will provide attendees with temporary airbrush tattoos of their choice. Tattoo options range from classic tattoo art to motorcycles and logos.
- **IMS Vintage-** The recently re-done IMS Vintage will display classic and retro motorcycles from across the country in a whole new way. Come see what's new this year.
- **J&P Cycles Ultimate Builder Custom Bike Show (UBCBS)-** Now in its eighth consecutive year, the J&P Cycles Ultimate Builder Custom Bike Show is the largest and one of the most sought after touring custom bike competitions in the United States. Local builders in Long Beach will include AFT Customs, a pioneer in designing & building Metric custom motorcycles for many years.
- **The Progressive® Parlor-** The Progressive® Parlor is a one-stop-shop for entertainment and service. Within the Parlor, Progressive® operates a collection of activities: Grab a cup of Joe, watch live motorcycle illustration, check out innovative industry products in the partner showroom, get barber or manicure services from Flo's Chop Shop, or just relax with friends at the Progressive® stage while enjoying live music and industry leader interviews.
- **Flo's Chop Shop-** Get cleaned up at Flo's Chop Shop from the best barbers, hand-picked out of Austin, TX. We also offer other personal tune-ups, such as boot shines, and mini-manicures, for all riders alike.
- **The Progressive® Stage-** This year, the Progressive® stage will host a variety of intriguing guests, including performances from local bands, artist Makoto Endo and more. Come snag a front-row seat and experience motorcycle culture first hand with us.
- **The Studio-** Motorcycles and art, see it come alive at The Progressive® Studio! An artist will be onsite to create unique motorcycle-inspired masterpieces, inspired by those who love to ride and the beautiful works of art that we call motorcycles.



- **The Marketplace presented by Cycle Gear-** The Marketplace presented by Cycle gear has been a focal point of the IMS tour as it serves as a one stop shop for all of the latest motorcycle parts, accessories and equipment from many of the leading brands in the industry.
- **WIN, PLAY, VOTE-** a mobile app and digital interface that will allow consumers to seamlessly interact with main show attractions and participating brands. Through the swipe of an Event Pass, attendees can participate in an experience called WIN, PLAY, VOTE, allowing them to win prizes, play games, join activities and share it all in real time socially.
- **Kids Zone Presented by Allstate-** Young children, aged 18 months – 5 years old, can explore life on two wheels for free. This allows kids to experience the challenge and thrill of riding a balance bike in a safe environment.
- **The Progressive® Welcome Center-** Accumulating awesome giveaways and gear at IMS is easier when you have a convenient Progressive® show bag. We offer them free to every attendee at the Welcome Center, as well as directions to the Progressive® Parlor and info on how to get your hands on more swag. In addition, Progressive® customers are rewarded with a free VIP gift!
- **Flo's Coffee Grinder-** A place to take a load off, grab a cup of Joe (or other hot beverage), and discuss all things motorcycle insurance, Flo's Coffee Grinder has you covered. Progressive® agents are on-site with free caffeine to get you revved up with the right information and to continue your journey through the International Motorcycle Show. Besides leather, how else are you covered?

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**About Progressive® International Motorcycle Shows®** ([www.motorcycleshows.com](http://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**

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](http://www.ubmamericas.com).