



PRESS RELEASE

For Immediate Release
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CYCLE GEAR GOES FULL THROTTLE AT THE PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® AS PRESENTING SPONSOR OF THE MARKETPLACE

The most influential touring consumer motorcycle show in the U.S. teams with the largest and fastest growing retailer of motorcycle parts and accessories to create a powerhouse partnership

New sponsorship the 'Marketplace presented by Cycle Gear' enhances the IMS attendee experience in 10 major markets the U.S. with the opportunity to touch, test and try the latest motorcycle gear and aftermarket accessories

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., is pleased to announce that Cycle Gear will join IMS as the presenting sponsor of a key Show feature called the 'Marketplace presented by Cycle Gear.' Cycle Gear® Inc. is the country's largest retailer of motorcycle parts, apparel and accessories with more than 100 store locations in 34 states.

Since 1974, Cycle Gear's product selection and superior service have catered to the needs of motorcycle enthusiasts. With stores nationwide and an e-commerce website, Cycle Gear provides access and unbeatable prices to riders wherever they are, including IMS Shows.

Tracy Wan, Chief Operating Officer and President of Cycle Gear: "We are pleased to be the presenting sponsor of the 2015/2016 Progressive® International Motorcycle Shows®'s Marketplace. Cycle Gear is the largest motorcycle parts, accessory, and apparel omni-channel retailer in the United States with 112 stores in 34 states along with a massive ecommerce presence. IMS sets the bar for motorcycle trade shows with the best attended shows in major cities, where Cycle Gear has locations to serve the local communities. Together we look to expand our community engagement and promote the enthusiasm of motorcycle riding."

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 try the newest 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. In addition, motorcycle suppliers Bell, Chatterbox and Dainese AGV USA will be exhibiting in the Show's Retail Pavilion.

Tracy Harris, Senior Vice President, Powersports Group, UBM Advanstar: "The Progressive® International Motorcycle Shows® (IMS) is thrilled to welcome Cycle Gear as presenting sponsor of the Marketplace. Together the two organizations make a powerful alliance, reaching millions of consumers annually."

Information on additional IMS Show features will be available in the coming weeks. The 35th anniversary IMS Tour will kick off on October 31st in Portland, OR with 10 stops across the U.S. For a complete listing of

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Show dates and information, please 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.

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.

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