



## PRESS RELEASE

For Immediate Release

### **The Progressive® International Motorcycle Shows® (IMS) Launches Nationwide Tour in Long Beach, CA on November 18**

**Santa Monica, Calif. (November 18, 2016)** – The Progressive® International Motorcycle Shows® (IMS), the motorsports industry's most powerful method for engaging qualified buyers, is geared up and ready to for its first stop in Long Beach, CA. 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, 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.

To learn more about the tour, please visit: [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. During the month of November, Progressive® teams up with the Movember Foundation for a second year of the Mo's and Moto's campaign, to help raise money and awareness for men's health. Come into Flo's Chop Shop to sign up\*, shave down, and learn more about "Throttle Therapy".  
\*Complimentary gifts are distributed to all Mos and Moto's participants!
- **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. [Click here to see the full schedule.](#)
  - **The Evolution of Performance by Rickey Gadson**
  - **Tips For Working on Your Own Bike by Alex Rossborough**
  - **Ride Like a Champion by Yamaha Champions Riding School**



- **Adventure Travel with Earth Ride! By Glen Heggstad**
- **The Sunset Jam performing at the Progressive® Stage**
- **The Gatsby Affair performing at the Progressive® Stage**
- **Meet a custom builder from the J&P Cycles Ultimate Builder Champion Bike Show**
- **Upgrade Your Bike's Performance For Free – Take Care of Your Tires by Dunlop Tires**
- **Harley Radio FLASH Made Easy by J&M Corporation**
- **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.
- **Demo Rides-** Licensed riders get the chance to test ride bikes from many of the participating brands including BMW, Harley-Davidson, Honda, Indian, Slingshot, Suzuki, Victory, and Yamaha.
- **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).