

Bikers Jumpstart Riding Season at Indiana State Fairgrounds

26th Annual Indiana Motorcycle Expo headlines opening weekend of 63rd Annual Ford Indianapolis Boat, Sport and Travel Show, February 17-19

INDIANAPOLIS – It may be weeks or even months before the spring rains flush a winter’s worth of salt from Indiana’s roadways, but encouraged motorcycle enthusiasts from across the Midwest sense signs of the impending riding season: longer days, warming temperatures and the return of the Indiana Motorcycle Expo to the City of Indianapolis.

Casual and hardcore motorcycle lifestyle enthusiasts alike are preparing to converge on the Indiana State Fairgrounds, February 17-19, when the *26th Annual Indiana Motorcycle Expo* takes center stage during opening weekend of the *63rd Annual Ford Indianapolis Boat, Sport and Travel Show* – the nation’s largest sport show. It’s a welcomed jumpstart to the upcoming motorcycling season, where bikers of all stripes will find some 70,000 square feet and over 100 unique exhibitors featuring the latest in motorcycle accessories, biker apparel, custom paint and fabrication, lifestyle services, new and used motorcycles and more to get their engines revving.

The *26th Annual Indiana Motorcycle Expo* is a Mecca for all manner of bikes and motorcycle accessories, and is looking bigger and better than ever. The Expo brings together enthusiasts, manufacturers, major dealers and bike-related exhibitors from across the country showcasing the very latest motorcycles and a full compliment of related motorcycle lifestyle products and services. This year, 14 different motorcycle manufacturers join with dozens of dealers to showcase their latest models. It’s a unique environment where bikers can see, touch and compare all the latest bikes, gear and equipment, meet face-to-face with industry experts, ask questions, then have the opportunity to buy the best motorcycle gear and services available.

In addition to these exhibitors, a variety of unique show features add value to the overall experience.

Art and engineering converge at the annual *Biker’s Showcase* – one of the Expo’s most popular features. It’s an exciting and nostalgic motorcycle exhibit and contest rolled into one great, interactive event. This year’s theme is *Touring – Bikes Built for the Long Haul*, and will feature hundreds of custom motorcycles on display for public judging in the Sport Touring, Adventure Touring, Cruiser/Bagger, Bagger/Tourer, 3-Wheel, Chopper, Power Cruiser and Classic/Rat Bike/Barn Find categories. Those interested in entering one or more of their own motorcycles in the Showcase can find out how at www.indianamotorcycleexpo.com.

It’s no secret that the State of Indiana and the City of Indianapolis enjoy rich motor sports histories and traditions. But many are unaware of Indiana’s special place in motorcycling history. Ever since Orient-Aster, Indian and Harley-Davidson started building America’s first mass-produced motorcycles at the turn of the 20th Century, bikers have been modifying and racing them – and Indiana was and continues to be a hot bed for all manner of motorcycle races and competitions.

At the *Pioneers of Hoosier Motorcycling* exhibit and forum, several of the men and women who were pioneers in Indiana’s motorcycle world will share their stories and remembrances of the early days of motorcycling. These moderated sessions will be tailored to various topics and themes, but will be free flowing as these amazing people re-tell their stories from back in the day. Motorcycle enthusiasts won’t want to miss your opportunity to connect with the men and women who laid the groundwork for the

sport and industry they enjoy today. Questions from the audience will be welcomed and encouraged. Following the sessions, visitors will have the unique opportunity to talk one-on-one with these pioneers and view a display of their private collections of memorabilia, which will include one-of-a-kind bikes, personal photo collections, trophies, riding apparel and more.

Beginning in 1979, before there was a state-legislated motorcycle operator program in Indiana, ABATE of Indiana saw the benefits of riders having the skills and strategies to make their travels safer and more enjoyable. Over the 37 years since, ABATE of Indiana has trained more than 125,000 Hoosier motorcyclists to ride. The organization will be on-hand at the 26th Annual Indiana Motorcycle Expo to answer rider questions and provide early sign-ups for their motorcycle classes, so those new to motorcycling can gain the confidence necessary to take to the roads safely.

Other unique and exciting features of this year's Indiana Motorcycle Expo include ABATE of Indiana's *Tiny Tots Test Track*, where future bikers can safely try out their two-wheeled skills, and the *International Bikini Team Biker Wear and Swimsuit Competitions*, where Expo attendees can check out the latest in motorcycle lifestyle fashions.

"One of the great things about the Indiana Motorcycle Expo is the crossover traffic it gets with the Ford Indianapolis Boat, Sport and Travel Show," says show organizer Kevin Renfro. "Bikers definitely love to travel, and many of them also like to camp, fish, boat or hunt," he continues. "Likewise, folks coming to the Boat, Sport and Travel Show also love checking out the Motorcycle Expo... It's a big benefit to our exhibitors and it means two exciting shows for the price of one for our attendees."

One of the greatest areas of crossover between the two shows involves the 63rd Annual Ford Indianapolis Boat, Sport and Travel Show's 50,000 square-foot *Travel and Tourism Pavilion*. Biker tourism has come on strong in recent years as a result of motorcycle enthusiast demographics. Similar to the RV market, a growing percentage of motorcycle lifestyle enthusiasts are retired with disposable income. The Travel and Tourism Pavilion serves up one-stop shopping for some of the best motorcycle vacations to be found throughout the U.S. and Canada, with Convention and Visitors Bureaus and other travel professionals on-hand to offer insights on the best and most exciting motorcycle destinations. From long country roads to hotels and restaurants, these travel pros will offer everything necessary to have motorcycle enthusiasts packing their saddlebags for their next motorcycle adventure.

For the latest information on the 26th Annual Indiana Motorcycle Expo, February 17-19 at the Indiana State Fairgrounds, including exhibitors, special features, seminar topics and schedules, and more, visit www.indianamotorcycleexpo.com.

Discount Ticket Specials

A single ticket gets visitors into both the *26th Annual Indiana Motorcycle Expo* and the greater *63rd Annual Ford Indianapolis Boat Sport and Travel Show*. Save money and don't wait in line. Special discounts are available this year on Etickets purchased online at www.indysportshow.com. Keep an eye on the website for these special opportunities.

Indiana Motorcycle Expo Hours

Friday, Feb. 17: 1:00 - 9:00 pm

Saturday, Feb. 18: 10:00 am - 9:00 pm

Sunday, Feb. 19: 10:00 am - 5:00 pm