



MEDIA FACT SHEET

2010 VANCOUVER MOTORCYCLE SHOW

EVENT:

The Vancouver Motorcycle Show is B.C.'s foremost motorcycle show and the only event in the province at which all of the major manufacturers showcase their new models. With some 200 exhibitors and more than 35,000 annual spectators, as well as new models from the world's leading motorcycle manufacturers, the Vancouver Motorcycle Show is British Columbia's premier motorcycle event.

DATES & TIMES:

- Thursday, January 21 – 5 to 9 p.m.
- Friday, January 22 – 10 a.m. to 9 p.m.
- Saturday, January 23 – 10 a.m. to 9 p.m.
- Sunday, January 24 – 10 a.m. to 5 p.m.

ADMISSION:

Adults: \$12.00

Youth (6-15): \$8.00

Children (under six and accompanied by an adult): Free

Family (2 Adults/2 Juniors): \$32.00

LOCATION:

TRADEX is just 50 minutes from Vancouver along the scenic Trans-Canada Highway #1 and immediately adjacent to the Abbotsford International Airport (YXX) at 1190 Cornell Street, Abbotsford, B.C., V2T 6H5.

PARKING:

Thousands of parking spaces are available, with a shuttle to drop you off at the front door! Ride your motorcycle to the Show and you park for free!

STATISTICS:

- 35,000 visitors
- 187 exhibitors
- 143,000 square-foot show floor

FOR MORE INFORMATION:

- www.vancouvermotorcycleshow.ca
- 604-535-7584

EXHIBITS & SPECIAL FEATURES:

The Vancouver Motorcycle Show features a number of exciting exhibits and special features this year, including:

3rd ANNUAL SHE RIDES NITE

Saturday, Jan. 23 from 5 to 9 p.m.

She Rides Nite is an industry celebration of women who ride or are considering taking up the sport. Whether one rides a motorcycle, scooter or ATV, on the street, track or trail, She Rides Nite will be a fun, information-filled evening catering to women who embrace the freedom and independence of riding.

VINTAGE RIDER NIGHT

Thursday, Jan. 21 from 5 to 9 p.m.

Vintage Rider Night will honour the experience, class and independence of riders who can recall the free-spirited motorcycle culture of the 1960s and 70s. Visitors will have the chance to meet Hall of Fame racing legend Steve Baker, take in live music and watch a café motorcycle racing demonstration.

ASPHALT JUNKIEZ STUNT TEAM

The Asphalt Junkiez team will dazzle and amaze with physics-defying stunts and tricks during their Throttle Trauma Stuntacular. The team features riders from the internationally distributed movies *Throttle Trauma* and *Throttle Trauma II: Street Kings*. They will be ripping it up at the show Friday, Jan. 22 at 1 and 7 p.m.; Saturday, Jan. 23 at 3:30 and 6:15 p.m.; and Sunday, Jan. 24 at 3:30 p.m.

SUPER BIKES! HOST JASON BRITTON

Jason Britton, the world-renowned and respected extreme stunt rider and host of Speed TV's SuperBikes! will be on hand to meet fans and sign autographs. Britton made a name for himself with extreme stunt work in films like *Torque*, for which he was Ice Cube's stunt double. He'll be at the Parts Canada Booth #555, Thursday, Jan. 21 at 7 p.m., Friday, Jan. 22 and Saturday, Jan. 23 at 1 p.m., 3 p.m. and 7 p.m., and Sunday, Jan. 24 at 1 p.m. and 3 p.m.

SUPERMOTO DEMONSTRATIONS

Supermoto mixes knee-dragging road racing with the air-borne anarchy of motocross styles into a single event. Be sure to catch Supermoto demonstration races for a first look at this rapidly growing sport.

Demonstrations take place Friday, Jan. 22 at 11:15 a.m. and 2:45 p.m., Saturday, Jan. 23 at 1:15 p.m. Finals go Sunday, Jan. 24 at 12:45 p.m.

TRIALS DEMONSTRATIONS

Watch bikers go up and over obstacles of all shapes and sizes in a demonstration of the thrilling sport of trials riding. There is no obstacle these men and women can't go over. Catch them Friday, Jan. 22 at 10:45 a.m., 2:15 p.m. and 6:30 p.m., Saturday, Jan. 23 at 1 and 4:15 p.m. and Sunday, Jan. 24 at 12:30 p.m.

CUSTOM ALLEY

Creativity is the key in Custom Alley, one of the most popular components of the Vancouver Motorcycle Show. Saunter along Custom Alley and check out these awe-inspiring creations that can take a rider's wildest dreams and make them reality.

YAMAHA RIDING ACADEMY

Aspiring junior riders will have a chance to try out riding in a safe and supportive environment at the Yamaha Riding Academy. A professional rider will be on hand to dish out advice and support Thursday, Jan. 21 from 5 p.m. to 7 p.m., Friday, Jan. 22 from 4 to 6:30 p.m. and 7:30 to 9 p.m., Saturday, Jan. 23 from 10 a.m. to noon, 2 to 3:30 p.m. 4:30 p.m. to 6 p.m. and 7:45 to 9 p.m., and Sunday Jan. 24 from 10 a.m. to noon and 1:30 to 3:30 p.m.

The Vancouver Motorcycle Show is owned by the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV). The MMIC and COHV are national, non-profit industry associations whose members include the major manufacturers, distributors and retailers of motorcycles and ATVs in Canada. The MMIC/COHV own seven Motorcycle and ATV shows held across the country and its member companies account for more than 90 per cent of all new motorcycles and ATVs sold in Canada each year. Information on the MMIC and COHV is available at www.mmic.ca and www.cohv.ca.

The Vancouver Motorcycle Show is produced by Canadian National Sportsmen's Shows (CNSS), a non-profit corporation and the largest producer of boat, fishing, sportsmen's, ski, outdoor and motorcycle shows in Canada. Through its family of shows, the corporation raises funds to ensure that generations of young Canadians can benefit from Canada's outdoors. Since the first show held in 1948, more than \$30,000,000 has been committed to these causes.

Reference:

Lara Gerrits
LBMG
604-252-3613 (direct)
604-805-9545 (cell)
Lara.Gerrits@LBMG.ca