



PRESS RELEASE

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PROJECT MOTO LOUNGE ROCKED VEGAS INTERACTIVE EVENT SPACE CELEBRATED NEW PARTNERSHIP BETWEEN THE PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® AND MAGIC

***BMW, Ducati, Kawasaki and Roland Sands Designs attract international attention at the
PROJECT Show in Las Vegas***

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., today announced a successful result for its inaugural PROJECT Moto Lounge at MAGIC August 17-19, 2015. Attendees at the show cruised by the PROJECT Moto Lounge and enjoyed the convergence of the fashion and the motorcycle lifestyles. Participants, many of which were new to the concept motorcycles in the fashion realm, enjoyed a cocktail and listened to music while they checked out custom, vintage and modern motorcycles along with apparel from renowned manufacturers and designers, including BMW, Ducati, Kawasaki and Roland Sands Designs.

Sarah Schilke, National Marketing Manager, BMW Motorrad: “We are always excited to find a natural fit with a new audience. The PROJECT activation allowed us, as riders, to share our passion with the thought leaders in the fashion industry. Our time at PROJECT sparked the fascination of motorcycling with non-riders, rekindled the passion for those who used to ride and excited current riders to get home and get riding. These early adopters gravitated toward our Eye Ride virtual motorcycle ride that allowed them to experience a spirited ride up a mountain road between buying meetings at the show.”

Highlights from the PROJECT Moto Lounge included a custom 2015 BMW R NineT; a 1932 BMW R2 Series 2; a 2015 Ducati Monster 1200S; a 2015 Ducati Scrambler ICON; a 2015 Kawasaki Vulcan S; a 2015 Kawasaki Ninja H2R and an original 1973 Kawasaki H2R along with two custom BMW R nineT's from 2014 and 2015 and a custom 2015 BMW R1200GS presented by Roland Sands Designs. In addition to the two-wheeled attractions, a selection of clothing adorned the activation and included riding and casual leather jackets by Roland Sands Designs along with apparel and gear from Bell Helmets and Ducati.

Jeffrey Schuessler, Senior Manager, Experiential Marketing, Ducati: “Ducati North America was excited to support this year’s PROJECT Show Vegas. The connections between performance motorcycles, contemporary fashion and influential lifestyles are apparent in the Ducati world and strengthened through events like PROJECT. The show represents one of the best opportunities to gain exposure to a new, nonconformist community that continues to show true passion for innovation and inspiration in their lives. Our passions are connected and it’s great to connect at PROJECT.”

With over 1.15 million square feet of show space, 4,500+ exhibiting brands, and 75,000+ attendees from 125 countries, MAGIC is breaking records and continuing its reputation as the preeminent fashion marketplace. IMS is pleased to join the women’s, men’s, children’s, footwear, and sourcing shows at MAGIC, to offer the industry access to the best apparel, accessories, shoes, fashion and power sports resources in the world.

Kevin Allen, Manager, Public Relations + Brand Experience, Kawasaki: “Kawasaki’s attendance at this year’s MAGIC Vegas event within PROJECT’s Moto Lounge was an exciting venture in brand awareness and to showcase the growing trend of motorcycling as both an element of fashion and lifestyle. We hoped to

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demonstrate our brand to the fashion world, make new connections and offer up our trademark and personality for use in future fashion-related products. It was a perfect hangout on the middle of the show floor that captured the attention of the fashion world and allowed the many attendees to relax and learn more about our products. As part of the display, Kawasaki chose to showcase a bit of its history with an original 1973 H2R, the supercharged and wildly innovative machine that is the 2015 Ninja H2R, and 2015 Vulcan S cruiser in a retro-custom paint scheme.”

Bob Ketchum, General Manager, MAGnet Force/RSD Apparel: “PROJECT was a great opportunity to expose the Roland Sands Design brand to a massive but untapped market for our products. The powersports lounge created a great area for customers who were not familiar our products to engage with our brand, it was a great experience.”

What sets UBM Advanstar and IMS apart from the competition is our commitment to the success of our customers. From personal tours of the show floor and onsite events, including the PROJECT Moto Lounge, IMS not only connects buyers and brands but gives them a platform to tell their story.

To support its mission of connecting with the motorcycling community, its vendors and enthusiasts, IMS is a proud sponsor of enthusiast rallies, cultural events and activations across the U.S., such as the PROJECT Moto Lounge. Key sponsorships during summer 2015 included cultural activations at the annual BMW MOA International Rally, Motoblot, World Superbike and outdoor community events in Portland, OR, Long Beach, CA and Sacramento, CA.

Tracy Harris, Senior Vice President Powersports Group, UBM Advanstar: “The Progressive® International Motorcycle Shows® is excited to partner with PROJECT and MAGIC to support key events across the portfolio from fashion and licensing to life sciences and powersports. Activations such as the PROJECT Moto Lounge play a pivotal role in connecting audiences across these platforms. IMS is looking forward to hosting more events that celebrate the similarities and diversity within the UBM Advanstar portfolio.”

There are more great motorcycles to come at the nationwide Progressive® International Motorcycle Shows® 2015/2016 Tour beginning in Portland, OR, October 31-November 1. The 10 cities on the Tour represent the most motorcycle-dense populations in the U.S., reaching many of the nation’s motorcycle enthusiasts. The schedule offers attendees the unique opportunity to be the first to see the newest models, speak with knowledgeable product experts and be well-prepared and enthusiastic for the upcoming riding season. In addition to the consumer facing aspect of IMS, the Shows will add a business-to-business platform in all markets. Designed specifically for motorcycle dealers, the initiative is geared toward education, information and training.

For more information on IMS Tour dates and a full listing of UBM Advanstar tradeshow, conferences and offerings, please visit <http://www.motorcycleshows.com> and www.ubmadvanstar.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.

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About PROJECT

Held bi-annually in New York and Las Vegas, PROJECT is the world's preeminent contemporary fashion trade event, encompassing men's, women's, accessories and footwear brands within PROJECT Vegas, PROJECT Women's, THE TENTS, PROJECT New York and PROJECT SOLE New York. Bringing expertise and relevance to the global fashion industry through a highly merchandised approach, PROJECT creates destinations where innovation, commerce and service converge. For more information, please visit www.projectshow.com.

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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