



PRESS RELEASE

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PROGRESSIVE® INTERNATIONAL MOTORCYCLE SHOWS® KICK-OFF 2015/2016 J&P CYCLES ULTIMATE BUILDER CUSTOM BIKE COMPETITION WITH LARGEST TOURWIDE PRIZES IN THE U.S.

*More than 400 custom motorcycles to compete for \$100,000 in cash, prizes and the prestigious
'King of the Builders' title*

*Inaugural U.S. Championship Round, with up to \$10,000 in the Freestyle category, set for
February 12-14, 2016 at the Chicago IMS Show*

Santa Monica, Calif. – The Progressive® International Motorcycle Shows® (IMS), the most influential touring consumer motorcycle show in the U.S., will kick-off the seventh year of its J&P Cycles Ultimate Builder Custom Bike Competition, an elite-level custom motorcycle builder competition, in Portland, OR, the first stop of its nationwide Tour. With more than 400 custom-built bikes on display as the IMS Tour stops across the country, the J&P Cycles Ultimate Builder Custom Bike Competition sets itself apart as the largest touring custom bike competition in the U.S.

Contestants are encouraged to enter at any of the 10 IMS Shows for a chance to win a piece of \$100,000 in cash and prizes, the largest purse of any touring motorcycle builder competition in the U.S. Four cash prize winners will be chosen at each show, with the inaugural U.S. Championship Round held in Chicago, IL, February 12-14, 2016. The Championship Round will feature prizes up to five times that of the other cities, topping out at an impressive \$10,000 in the Freestyle class. This highly anticipated annual competition is proudly sponsored by J&P Cycles and Harley-Davidson, who be returning as the title sponsor of the Modified Harley-Davidson class.*

The J&P Cycles Ultimate Builder Custom Bike Competition hosts four classes of competition including Freestyle, Modified Harley-Davidson, Modified Custom and Modified Street. Judging will be conducted by the competitors themselves, with the top builders in each class receiving awards, along with a special "People's Choice" award given to the builder who receives the most votes from show attendees. An awards ceremony will take place in each city where winners will receive cash and prizes followed by a short interview so attendees can learn the story behind the award-winning bikes.

Award-winning industry veteran, Jeff Najar, will continue his acclaimed run with the J&P Cycles Ultimate Builder Custom Bike Competition for the 2015/2016 IMS Tour. Najar has been involved with motorcycling and the enthusiast community from an early age. Over the course of his career, he has owned and ridden motorcycles of all types, sharing his enthusiasm as a hobbyist with others. Najar has designed and managed numerous custom bike shows, including the J&P Cycles Ultimate Builder Custom Bike Competition, across the U.S.

Tracy Harris, Senior Vice President, Powersports Group, UBM Advanstar: "We are thrilled to have Najar continue with the J&P Cycles Ultimate Builder Custom Bike Competition at IMS. His enthusiasm, along with the excitement created by the largest offering of cash and prizes at any motorcycle show in the U.S., will add to the energy at each stop on the 2015/2016 Tour. The head-to-head competition offers IMS attendees across the U.S. a unique opportunity to see more than 400 one-of-a-kind bikes and meet the artists who

UBM Advanstar
2450 Colorado Avenue
Suite 300 East
Santa Monica, CA 90404
T: +1 310 857 7500
www.ubmadvanstar.com



create these jaw-dropping designs. Visitors in each of the 10-cities are invited to meet Najar along with the builders and make motorcycling history by voting for their favorite creation.”

Jeff Najar, J&P Cycles Ultimate Builder Custom Bike Show: “The 2015/2016 edition of the J&P Cycles Ultimate Builder Custom Bike Show is shaping up to be one of the most exciting in the history of the series, with more bikes and greater diversity of design. It’s a no-holds-barred slugfest to determine who is ‘King of the Builders’ at each of the 10 IMS cities. Then it’s off to the National Championship in Chicago, IL, where the Freestyle winner takes home a check for \$10,000.”

*Entry space for the competition in each city is limited. Interested custom builders should log on to www.motorcycleshows.com for more information. Full contest rules and prizes available on request.

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Media Contact: Jannelle Grigsby, +1 310 857 9020, jgrigsby@advanstar.com

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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