



RAMPING UP THE ACTION

EDMONTON, AB (January 6, 2020) – The 2020 Motorcycle & ATV Show – Edmonton is the industry’s premier showcase of all the new models of motorcycles, scooters, ATVs, and side-by-sides from the leading manufacturers. The Show takes place January 17-19 at the Edmonton Expo Centre.

“Although all the new models, gear and accessories are definitely the highlight of the Show,” says Laurie Paetz, Show Manager, “there is so much more to see and do at the Show, and it is all included in the price of admission.”

The Show stopper is the Ground n’ Gravity MX Freestyle and Stunt Show. It truly is entertaining for every member of the family. It features some of North America’s top ranked MX Freestylers and stunt rider. It is an action packed, gravity defying, fun presentation. The high-flying antics will get your heart pounding, adrenaline pumping and have you perched on the edge of your seat. Canadian Champion stunt rider Craig Latimer will wow the audience with his own unique brand of stunt riding. Year after year he continues to push the limits of man and machine to appreciative audiences.

Friday night we celebrate women riders, one of the fastest growing segments of the riding market. All women entering the Show after 5:00 pm will receive half price admission. Come check out the models that are specific to the stature of female riders, sign up for a riding course or investigate the many riding groups or charity rides that are always looking for new participants. Ladies can enter to win between 5:00 – 8:00 pm for a \$2000.00 Shop the Show grand prize. The draw takes place at 8:15 pm, the lucky lady will get to spend her winnings with on-site exhibitors.

Throughout the weekend Clinton Smout, professional riding instructor will be conducting “How To” sessions. He will be sharing and demonstrating tips and tricks for riding over obstacles, riding on gravel roads, as well as how to properly pick up a fallen motorcycle.

There are two areas that cater specifically to the young enthusiasts. The Strider Adventure Zone gives those 18 months to 5 years old an opportunity to experience the basics of handling a pedal less bike and learn the fundamentals of riding. They will maneuver through tires, over rumble strips, and up and down ramps all in a safe, supervised environment. Once they have mastered the basics and they are between the ages of 6 and 12 years old the Yamaha Riding Academy is the natural progression. Sessions run throughout the weekend and participants will get geared up

(more)

 **TheMotorcycleShows.ca**

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in the latest safety equipment, receive instruction and then take to the track to practice and perfect what they have learned. This is a great place to develop the next generation of riders. You can even take in some amateur Flat Track race demos which will take place in Hall D throughout the weekend.

If nostalgia and history are more up your alley, the Vintage Canadian Motorcycle Group – Noral, Alberta Vintage Flat Track Association and Vintage MX Alberta will have a stunning display of vintage bikes dating back decades. These cherished pieces of history are on loan by the clubs' members for all to enjoy.

If you are feeling lucky, don't miss the chance to enter to win a Kawasaki Z400 ABS. Enter on site Saturday, January 18th between noon and 4:00 and be sure to stick around for the live draw that will follow. Five qualifiers will be drawn and one of those five will ride away on a new bike.

Edmonton has a dynamic and active motorcycle community. Join a riding group or sign up to participate in one or more of the many charity rides that take place every year. Stop in at the Heritage Harley- Davidson® Rig Hand Distillery Handle Bar for a refreshment, meet up with friends, check out the bike builds and marvel at some of the custom bikes on display. They are genuine works of art.

For more information on Show hours, ticket prices, features, and a list of exhibitors please visit www.edmontonmotorcycleshow.ca or become part of the Motorcycle – Edmonton's online community by liking us on Facebook (<http://www.facebook.com/motorcycleshowedmonton>) or following us on Twitter @thebikeshows. Advance tickets can be purchased on-line at <https://www.showpass.com/edmonton-motorcycle-show/>

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ABOUT NFP

Our presenting sponsor is NFP, a leading brokerage and advisor throughout North America and across the globe. A part of NFP, Dalton Timmis Insurance Group brings motorcycle insurance expertise and innovative specialty insurance to Canada through its Home for Chrome Motorcycle division, and commercial, transportation and personal insurance divisions. Dalton Timmis Insurance was ranked the #1 broker in Canada by Insurance Business in 2016 and 2017 – excellence united with global reach and expanded offerings under the NFP name.

ABOUT POWER SPORT SERVICES

Power Sport Services (PSS) is a wholly-owned subsidiary of the Motorcycle & Moped Industry Council (MMIC) and the Canadian Off-Highway Vehicle Distributors Council (COHV). PSS owns and produces six premiere motorcycle and ATV shows held annually in Quebec City, Montreal, Toronto, Calgary, Edmonton and Vancouver.

PHOTOS: For new model photos go to:

https://drive.google.com/drive/folders/150d2BliHo5dwC1_dhBtYHU_hwggz5oCe?usp=sharing

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