



Plug-In to the Cycle World International Motorcycle Shows® Presented by Toyota Trucks at www.motorcycleshows.com

The premier online resource of information for the upcoming Cycle World International Motorcycle Shows® Presented by Toyota Trucks.

(PRWEB) January 17, 2002 -- Santa Ana, California -- October 24, 2001 -- The Cycle World International Motorcycle Shows® Presented by Toyota Trucks announces the debut of a comprehensive new Web site www.motorcycleshows.com. A former recipient of a "Times Pick" from the Los Angeles Times in honor of "What's new, timely, useful and interesting on the Web," the successor of that site delivers twice the punch to its savvy audience of motorcycle enthusiasts.

Conceived as the premier online resource of information for the upcoming Cycle World International Motorcycle Shows® Presented by Toyota Trucks, the enhanced site offers an advanced package of features and information uncommon to the average motorcycle show. It has never been easier to browse through information on show features, directions, tickets, travel and hotels and much more. Searchable exhibitor listings are available with direct links to virtual booths, floorplans, and a secure, advanced ticket sales page. Visitors can also send complimentary e-postcards to friends or family, locate participating dealerships distributing \$1-off coupons, sign-up for on-site product giveaways or even purchase a copy of Bruce Brown's Academy Award nominated documentary "On Any Sunday."

The fun is not limited to consumers. Current and potential exhibitors will appreciate the useful references and guidelines available through the site. Working media will find pre and post-show-related information in the "Media Center" a user-friendly resource for advance press pass requests, as well as downloadable Show Facts, Press Releases, high-resolution photos and a list of pre-scheduled press conferences and product releases.

"The International Motorcycle Shows® team makes continuous strives to be the benchmark of the competitive consumer-oriented powersports industry. I believe the new Web site meets the needs of its users by providing a rich mix of pre-show information in a user-friendly platform" stated Jeff D'Entremont, Show Manager.

For over two decades, the Cycle World International Motorcycle Shows® Presented by Toyota Trucks have been the premiere winter refuge for powersports enthusiasts throughout the nation. All the latest models and accessories available for motorcycles, scooters, ATVs and personal watercraft will be on display from manufacturers such as Aprilia, BMW, Buell, Ducati, Harley-Davidson, Honda, Kawasaki, Suzuki, Triumph, Victory and Yamaha. Show-goers are also invited to preview this seasons hottest product offerings at "The Factory", a series of showcase displays boasting parts and accessories from companies such as Arai Helmets, Autocom Communication Specialists, Bridgestone Tire Company, Castrol, ChatterBox, Dowco, Inc., Dunlop Motorcycle Tires, Dynojet Research, GIVI USA, HJC Helmets, K & N Engineering, Kendon Industries, Metzeler Motorcycle Tires, Muzzys Performance Products, Prexport, Progressive Suspension, Samson Exhaust, Shoei Helmets, Suomy Helmets, Thunder Manufacturing, Travelcade/Saddlemen, Winex Helmets and Yuasa Battery, Inc.

Tickets are available in advance on the show Web site, www.motorcycleshows.com, and on-site at the box office. Groups of 20 or more are encouraged to purchase tickets online for a \$2 discount or contact TEAM



Powersports for information on receiving the discount at the show. Members of the American Motorcyclist Association who show their membership cards when purchasing their tickets at the box office on-site are also eligible for a \$1 rebate coupon, redeemable at the AMA booth inside the show. \$1-off discount coupons are also available at local participating dealers.

Please direct all reader inquiries to the InfoLine at (800)-331-5706 CST and (218)-723-9130 CST or to www.motorcycleshows.com. For media information, contact Nancy Larsen, telephone (907) 696-8001, fax (907) 696-8002, e-mail NLAlaska@aol.com or visit the online Media Center located at www.motorcycleshows.com. For additional information on the 2002 show series, please contact TEAM Powersports at Advanstar Communications, Inc, 201 Sandpointe Avenue, Suite 600, Santa Ana, CA, 92707, telephone (800) 854-3112, (714) 513-8400, fax (714) 513-8481 or e-mail ldanilevicius@advanstar.com.

TEAM Powersports and the International Motorcycle Shows® team extends its sincere appreciation to long-time sponsors Cycle World Magazine and Toyota Trucks for their continued support and contributions to the International Motorcycle Shows® series.

TEAM Powersports is one of the largest producers of trade shows and conventions for the powersports industry worldwide. It is part of the Advanstar Powersports Group, which includes the Cycle World International Motorcycle Shows® Presented by Toyota Trucks, the Dealernews International Powersports Dealer Expo, Dealernews magazine, Aftermarket Business, Automotive Body Repair News, Automotive Marketing, and Motor Age. Advanstar Communications Inc. is a worldwide business information company serving specialized markets with high quality information resources and integrated marketing solutions. Advanstar has 92 business magazines and directories, 79 exhibitions and conferences, numerous Web sites, and a wide range of direct marketing, database and reference products and services. Advanstar serves targeted market sectors in such industries as art, automotive, beauty, collaboration/e-learning, CRM/call center, digital media, entertainment/marketing, fashion & apparel, healthcare, internet/e-business, manufacturing and processing, pharmaceutical, powersports, science, telecommunications and travel/hospitality. The Company has over 1,300 employees and currently operates from multiple offices in North America, Latin America, Europe and Asia. For more information on Advanstar Communications, visit www.advanstar.com.

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Online Web 2.0 Version

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