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## **[Company] Set to Attend the Fifth Annual American International Motorcycle Expo in Columbus**

**[Company] Will [Launch New Product/Gain Industry Exposure/Connect with Customers] at Industry-Leading Expo in Columbus, Ohio**

**CITY, STATE (DATE)** – **[Company Name]**, of **[City, State]**, is pleased to announce its participation in the fifth-annual American International Motorcycle Expo presented by Nationwide ([AIMExpo](#)), the powersports industry’s largest trade and consumer show in North America set to take place in Columbus, Ohio for the first time. From September 21-24 the Greater Columbus Convention Center will host dealers, media, and consumers throughout the four-day event, with **[Company]** showcasing all-new product/s to the market. The show’s format allows **[Company]** to unveil products to both trade and consumer attendees all in one place at one time. **[Previous sentence should be customized to address the specific unveilings, programs, objectives and anything else the company is looking to showcase during their time at AIMExpo.]**

**[2-3 sentences about the company, any past experience with attendance at AIMExpo, goals to achieve at AIMExpo.]** AIMExpo presented by Nationwide is the first show of its kind in North America, bringing together all aspects of the motorcycling industry at one time, which includes international and domestic media, dealers and consumers.

“QUOTE,” said **[Name]**, **[Title]**. “QUOTE.” **[Talking points can include why you chose AIMExpo as a place to launch your product, what you’re looking forward to the most, a certain void the product fills or a teaser of the product itself.]**

**[Company]** has seen the growth AIMExpo has achieved since the unique concept took center stage within the motorcycle industry in 2013. In the show’s landmark fifth year, AIMExpo presented by Nationwide makes its first move to Columbus, Ohio, placing itself within 500 miles of 41% of the powersports dealers and 50% of the U.S. population.

**[AIMEXPO QUOTE – to obtain a quote from an AIMExpo representative, please submit request to [Ashley@nextlevelsportsinc.com](mailto:Ashley@nextlevelsportsinc.com) no later than four business days prior to expected release date.]**

For more information about **[Company]**, visit **[Company Website and social media profiles]**.

For more information about the American International Motorcycle Expo, visit [AIMExpoUSA.com](#) or join the conversation on social media by following AIMExpo on [Facebook](#), [Twitter](#) and [Instagram](#): @AIMExpo.

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### **About [Company]**

**[If you have a boilerplate about the company, place it here.]**

**About American International Motorcycle Expo presented by Nationwide**

The American International Motorcycle Expo presented by Nationwide ([www.aimexpousa.com](http://www.aimexpousa.com)) was created to serve as the catalyst to bring together industry, press, dealers and consumers in a single arena that creates a grand stage for motorcycling and powersports in the U.S. and North America, and delivers an efficient and energetic market-timed expo platform for B2B and B2C in the greater powersports industry. AIMExpo presented by Nationwide is the single most important event of its type in the North American market and has international impact within the motorcycling and powersports community. AIMExpo presented by Nationwide is produced by the Motorcycle Industry Council ([www.mic.org](http://www.mic.org)).

#### **About the Motorcycle Industry Council**

The Motorcycle Industry Council exists to preserve, protect and promote motorcycling through government relations, communications and media relations, statistics and research, aftermarket programs, development of data communications standards, activities surrounding technical and regulatory issues, and the American International Motorcycle Expo. As a not-for-profit, national industry association, the MIC seeks to support motorcyclists by representing manufacturers, distributors, dealers and retailers of motorcycles, scooters, ATVs, ROVs, motorcycle/ATV/ROV parts, accessories and related goods and services, and members of allied trades such as insurance, finance and investment companies, media companies and consultants.

The MIC is headquartered in Irvine, Calif., with a government relations office in metropolitan Washington, D.C. First called the MIC in 1970, the organization has been in operation since 1914. Visit the MIC at [www.mic.org](http://www.mic.org).