



CONSUMER NEWSLETTER:

We're headed to the [American International Motorcycle Expo presented by Nationwide \(AIMExpo\)](#) in Columbus, Ohio this September. If you have yet to attend AIMExpo, it has become THE can't-miss event of the year in the Powersports Industry and we are excited to be exhibiting this year [showcasing XXXX/unveiling XXXX \(ENTER IN YOUR PRODUCTS/SHOW SPECIALS/ETC\)](#).

Stop by our booth #[XXX](#) to see all our [\(2017/2018\)](#) products.

In addition to stopping by our booth and meeting us face-to-face, AIMExpo has a ton to offer during the two days that are open to the public - Saturday, September 23 & Sunday, September 24.

- WITNESS – Thousands of global new model & product launches
- EXPERIENCE – Dirt and street, two- and four-wheel demo rides
- JUDGE – Custom builds created just for the AIMExpo Championship of the Americas bike builder competition
- TAKE PART – In the Custom Culture powered by BMW Motorcycles, where the innovative lifestyle of today's custom builders will come to life

As a faithful customer, AIMExpo presented by Nationwide has offered [\[COMPANY NAME\]](#)'s friends a ticket discount when purchasing in advance. Head to [AIMExpoUSA.com](#) and use promo code [\[COMPANY PROMO CODE\]](#).

We're looking forward to seeing you at the 2017 AIMExpo presented by Nationwide!

AIMExpo 2017 Quick Facts:

- Public Days – September 23-24
- **NEW** location at the Greater Columbus Convention Center in downtown Columbus, Ohio
- **FREE** Motorcycle Parking
- Experience first-hand new street products with demo rides at AIMExpo Outdoors!
- Meet racers, celebrities and see stunt shows!
- Opportunity to attend the AMA Motorcycle Hall of Fame 2017 Induction Ceremony
- Vote for the Fan's Choice custom bike at the Championship of the Americas bike build competition