



DEALER NEWSLETTER:

We're headed to [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 the dealer attendee during the two exclusive trade days – Thursday, September 21 and Friday, September 22.

- WITNESS – Global new model & product launches, with the largest OEM presence to date
- GROW – Powersports DEALER Seminars @AIMExpo presented by PowerSports Business will educate your staff and grow your business
- SAVE – With **EXCLUSIVE** show specials
- EXPERIENCE – Street demo rides from an array of OEMs
- JUDGE – Custom builds created just for the AIMExpo Championship of the Americas bike builder competition
- CONNECT – Valuable networking events like AIMExpo's HAPPY! Happy Hour
- CONDUCT – Business face-to-face with 500+ motorcycle and powersports exhibitors

If you, or someone from your dealership, will be attending the show and would like to set up a time to meet in person to get a first-hand look at our [new products](#) and learn about our [show specials](#) please contact [XXXX](#) at [XXX@XXX.com](#).

Dealer registration is FREE, so [click here](#) to register your dealership and join us in Columbus, Ohio in September.

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

AIMExpo 2017 Quick Facts:

- Dealer Days – September 21-22
- **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