

AIM EXPO

PRESENTED BY



Nationwide®

TOGETHER WE RISE



YOU ARE KEY TO THE FUTURE SUCCESS OF OUR INDUSTRY!

September 26 - 29, 2019 | Columbus, Ohio



**MOTORCYCLE
INDUSTRY
COUNCIL**



BRINGING THE POWERSPORTS INDUSTRY TOGETHER

The marketplace is defined by innovation, tradition, freedom, rebellion and **excellence**. All are interwoven into our unique culture. It's a culture of getting out and **creating amazing, unforgettable experiences!**

AIMExpo presented by Nationwide is your opportunity to engage with the entire industry as we collectively define our forward path. In this critical year, Dealer Summit will allow us all to **share ideas** for the next steps together.

As part of the Motorcycle Industry Council, AIMExpo presented by Nationwide serves in its greater mission to **Preserve, Protect and Promote** motorcycling and the powersports industry. As a dealer, **you are a defining part of the industry**, and we look forward to traveling with you on the new path in Columbus. Now is the time for the Industry to come together.

Share ideas, collaborate, communicate and be inspired - it all happens at AIMExpo presented by Nationwide



YOU NEED TO BE HERE!

AIMExpo presented by Nationwide is North America's largest Motorcycle and Powersports Tradeshow and Lifestyle event with international reach. It is also the single most important event for the North American Powersports Industry because it is the catalyst to bring together industry, media, dealers and consumers in a single arena.

AIMExpo presented by Nationwide provides a comprehensive B2B and B2C platform. It connects businesses to accelerate opportunities among exhibiting brands, distributors, dealers, media and enthusiasts.

AIMExpo presented by Nationwide is the annual grand stage for North American powersports. It attracts the influential industry leaders who are focused on progressing the powersports business. Together we can energize the industry and showcases new products to media, retailers and consumers. We also provide invaluable dealer education programs. So, if you're a dealer in the powersports business, you need to be here!



PLENTY TO SEE!

AIMExpo presented by Nationwide has been reimagined for 2019 and returns to Columbus for the second annual Powersports Industry Week, which combines OEM dealer and distributor activities.

AIMExpo presented by Nationwide boasts more than 500 OEM and aftermarket exhibitors, service providers, major distributors and more. You will see the newest motorcycles and vehicles, gear, parts, accessories, technology and the vital services the industry needs.

AIMExpo presented by Nationwide is a Dealer Summit, which recognizes the critical role dealers play in the industry. It guarantees thought-provoking speakers presenting dealer education seminars to help give you a fresh perspective on retail opportunities. It can also help you adapt to the changing industry by helping you drive positive change.

AIMExpo presented by Nationwide is part of the Motorcycle Industry Council and it is the place to discuss your needs and to find help with the direction to drive our united industry forward.

Join us at Dealer Summit and be part of the Industry-wide gathering under one roof. This is where you need to be and we'll be announcing more content over the coming months. Don't miss it!



AIMExpo Outdoors

A 400,000 sqft outdoor demo area providing industry and consumer attendees the first opportunity to test ride 2 and 4 wheel models from major powersports manufacturers. 4 wheel dirt demos return to the show on our dedicated dirt track in response to the growing significance of the ATV and SxS market.

Lifestyle Areas

The show floor will feature three Lifestyle areas: The Shop, The Camp and The Alley. These are designed to embrace all elements of motorcycle and powersports culture and community. Each community hub embraces the vehicles, parts and gear that reflect the attitudes and lifestyles behind them. Focusing on V-Twin/Custom (The Shop), Dirt/Adventure (The Camp) and Street/Urban (The Alley), each area will be highlighting what makes them unique, while showing the common threads that bring us all together. And hopefully you'll find inspiration for your own stores!



New Product Showcase

This will highlight the newest, most innovative products about to hit the marketplace in the coming months. Discover what sought-after products your customers will be looking for in this must-see feature. It's positioned as you arrive at the show and can't be missed!

Industry Celebration

For 2019 the AIMExpo Industry Celebration returns to the schedule creating an excellent forum for friends old and new after a busy day on the show floor. Peers, brands, media, and influencers from across the powersports landscape come together to celebrate the industry we all love.

Powersports Dealer Seminars

Presented by Powersports Business Magazine, the seminars have been specifically designed by industry leaders to help YOU improve your business, overcome hurdles and maximize profits and opportunities. Don't miss powerful dealer education at the 2019 AIMExpo presented by Nationwide.

DEALER OPPORTUNITIES IN COLUMBUS:

- See new 2020 OEM & aftermarket product launches
- Engage face-to-face with OEMs, distributors and hundreds of aftermarket brands
- Save with exclusive, money-saving show specials
- Acquire insight and inspiration; Engage in thought provoking conversations
- Improve your business by attending the FREE Powersports Dealer Seminars presented by Powersports Business Magazine
- Demo ride the latest models at AIMExpo Outdoors
- Connect at valuable industry networking events



WHAT DEALERS SAY ABOUT THE SHOW

97% 

OF DEALERS WERE SATISFIED WITH THE EDUCATIONAL PRESENTATIONS

93% 

OF DEALERS ATTENDED AIMEXPO TO SEE NEW PRODUCTS

90% 

OF DEALERS WOULD RECOMMEND AIMEXPO TO OTHER DEALERS





FREE DEALER SEMINARS

LEAVE WITH DEALERSHIP GROWTH PROSPECTS

The 7th annual Powersports DEALER Seminars @ AIMExpo are presented by Powersports Business Magazine. They provide two days of FREE training to dealership owners and staff along with industry professionals and will help you keep your business on track. Now in its 22nd year as the definitive resource for dealers, Powersports Business has again developed a powerful seminar lineup.

Thanks to the support of premier sponsors National Powersport Auctions and Synchrony, the lineup of speakers once again will bring value to your AIMExpo experience. Track Sessions will allow attendees to choose from a range of seminars, all meant to bring a better future to your dealership. Hours of profit-building content in a classroom-style setting will be boosted once again by the return of the Dealer Roundtables. Pick a topic that challenges you as a dealership staffer, and learn how your peers have overcome the same issues you face. It's peer-to-peer learning at its best, with new topics offered for discussion every 30 minutes.

DON'T MISS OUT!

- 7th annual Powersports Dealer Seminars presented by Powersports Business Magazine
- Powering Profits Track sponsored by Aegis Powersports
- Sales & Marketing Track sponsored by Torque Group
- Leadership Plus sponsored by McGraw Powersports Western Service Contract
- Dealer Roundtables

Make plans NOW to take advantage of thousands of dollars-worth of training for FREE!

The complete 2019 seminar schedule and list of speakers will be released over the coming weeks.

“AIMEXPO UNDERSTANDS MY INTERESTS AND HAS MADE IT EASY FOR ME TO FIND THE THINGS THAT ARE IMPORTANT TO MY BUSINESS. IT HAS ALSO HELPED WITH THE TYPE OF EXPERIENCES THAT SUPPORT MY ENTHUSIASM FOR POWERSPORTS.”

NOT CONVINCED?

Here's what dealers had to say last year about the Powersports Dealer Seminars @ AIMExpo presented by Powersports Business:

“Eye opening ideas and processes.”

“Amazing seminars!”

“Good sessions – clear and concise.”

“I always like to hear what other shops are doing; what does and doesn't work.”

“I appreciate the transparency and willingness to share during the discussions among dealers.”

“AIMExpo understands my interests and has made it easy for me to find the things that are important to my business. It has also helped with the type of experiences that support my enthusiasm for powersports.”

THE POWERSPORTS INDUSTRY - A POWERFUL COMMUNITY

Major OEMs, distributors and hundreds of aftermarket brands exhibit at AIMExpo presented by Nationwide. It's where they introduce new products and connect with dealers to establish lasting relationships. AIMExpo presented by Nationwide is where the Powersports Industry comes together. And Together We Rise.



THE POWERSPORTS INDUSTRY IS AT AIMEXPO EVERY SEGMENT IS CATERED TO:

STREET
DIRT
SPORT

CRUISER
CUSTOM
TOURING

COMPETITION
ADVENTURE
DUAL SPORT

ATV
UTV / SXS



CATEGORIES REPRESENTED

PARTS & ACCESSORIES

DISTRIBUTORS

APPAREL

CONSUMABLES

TRAILERING ACCESSORIES

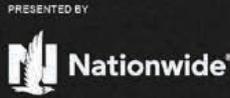
LUGGAGE

SERVICE TOOLS & EQUIPMENT

SERVICE PROVIDERS

DISPLAY / FIXTURES

LATEST TECHNOLOGY



TOGETHER WE RISE

SEPTEMBER 26-29, 2019. COLUMBUS, OHIO

HO 0103

WORDS FROM YOUR PEERS

"I have attended every AIME event to date - To get in front of the manufacturers, distributors and reps is by itself worth the effort to attend. **The seminars, and informative meetings that are available are icing on the cake;** not to mention getting to hang out with the industry friends that we don't get to see often enough."

Mark Anthony Peterson, Owner, Southwest Super Bikes

"A great example of why I attend AIMExpo was last year when we were able to view and directly talk with two new vehicle lines, Vanderhall and Roxor. We are proud to now carry both lines at our dealerships. **Being able to see actual models and talk one on one with the factory personnel made all the difference in our decisions to pick up both of these manufacturers"**

Chris Jones, President, Iron Pony



REGISTER ONLINE AT AIMEXPOUSA.COM
OR CALL **949-517-7501**



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