

AIMEXPO

POWERSPORTS TRADESHOW | MC • ATV • SXS

CONNECT | **ENGAGE** | **UNITE**

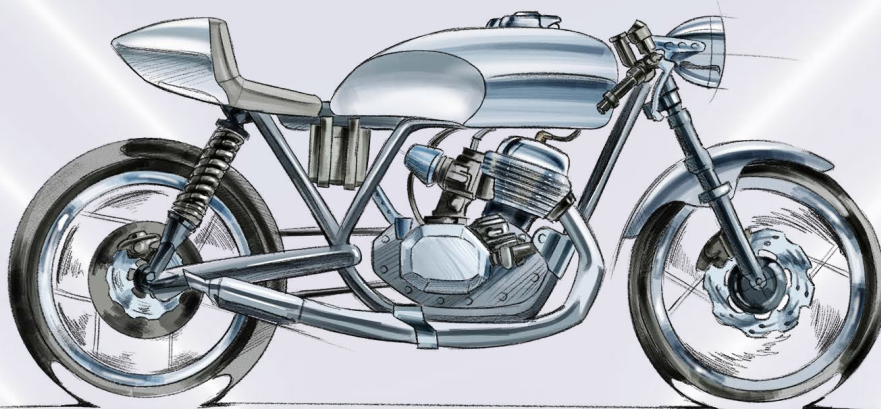
LAS VEGAS | FEB 5-7, 2025

WHY ATTEND?

CONNECT | **INDUSTRY LEADERS, THE MOST ENGAGED DEALERS, AND PROGRESSIVE BRANDS**

ENGAGE | **NETWORK TO GROW YOUR BUSINESS**

UNITE | **DEDICATED TRADE-ONLY POWERSPORTS EVENT**



**MOTORCYCLE
INDUSTRY
COUNCIL**

CONNECT ENGAGE UNITE

AIMEXPO MEANS BUSINESS.

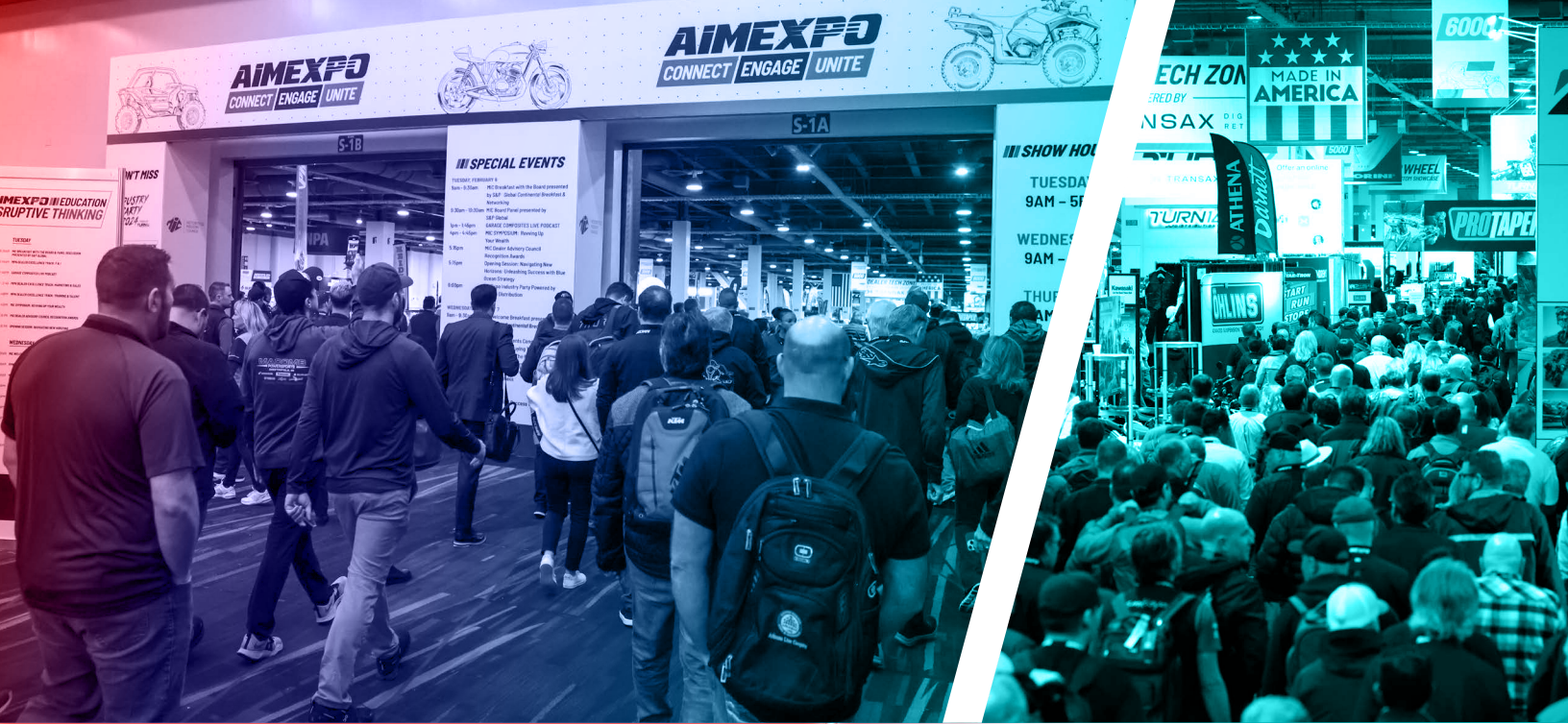
AIMExpo is North America's Powersports tradeshow showcasing the latest Motorcycle, ATV, Side by Side and E-Power vehicles, parts, accessories, and related business services.

We are heading back to the **Las Vegas** Convention Center in 2025, from **Wednesday, February 5 through Friday, February 7**, where we will once again bring the industry together in **ONE PLACE at ONE TIME**.

AIMExpo puts you in front of the right people at the right time of the year. Dealers that attend know that AIMExpo is the best way to get in front of aftermarket manufacturers, distributors, service providers and OEMs to learn about new products, capitalize on show specials for the upcoming season, and connect with the industry.

The best brands, forward thinking dealers, top distributors, media outlets, and influencers will be there. Will you?





WHY ATTEND?

CONNECT

Face-to-face meetings are still the most meaningful and valuable way to do business. AIMExpo gathers the North American motorcycling and powersports industry so you can:

- See new 2025 OEM, distributor, and aftermarket products
- Engage face-to-face with hundreds of OEMs, distributors, and hundreds of aftermarket brands
- Save money with exclusive show specials during prime buying season
- Acquire insight and inspiration; engage in thought provoking and motivating conversations
- Learn, grow, and evolve your business through Disruptive Thinking and education sessions led by industry experts
- Get a pulse on what's happening in the industry
- Strengthen old relationships while building new ones at valuable industry networking events
- Be seen and heard - have the meaningful conversations that are only possible face-to-face

// FEBRUARY 5-7, 2025

YOU NEED TO BE HERE!



ENGAGE

Quality over quantity has become more important than ever - coming to AIMExpo this February gives you the best opportunity to start the year off right. **Work smarter, not harder, as we bring together the right brands and the right people.**

WHO'S COMING:

Owner/ Principals/
General Managers



Parts Managers/
Sales Managers

International Buyers



Operations Managers



Service Managers

Marketing Managers



F&I Managers



Technicians

EVERY SEGMENT IS REPRESENTED:

STREET

CUSTOM

DUAL SPORT

DIRT

V-TWIN

ATV / UTV

SPORT

TOURING

SXS

CRUISER

ADVENTURE

E-POWER

CATEGORIES REPRESENTED:

OEM



Distributor



Display / Fixtures

Gear and Apparel



Consumables



Parts & Accessories

Business Service
Providers



Service Tools &
Equipment

UNITE

Industry meetings, education, after-hours events, and time on the show floor make for a unique, once-a-year experience in Las Vegas.

THE SHOW FLOOR

Hundreds of the industry's leading brands sharing the latest products, services, and trends in the powersports market.

AIMEXPO EDUCATION DISRUPTIVE THINKING

Education continues to evolve to ensure dealers have more reasons to attend AIMExpo. Inspired by MIC Symposium content, experts will present on topics including current and future economic overviews, industry best practices, market trends, and business metrics that will help all segments of powersports navigate today's unpredictable and ever-changing landscape. Taking place on the show floor, the Disruptive Thinking stage allows you to stay in the heart of the show and make sure you don't miss a beat.

DEALER EXCELLENCE

Core business solutions and classroom-style content focused on best practices for running and growing day-to-day business with actionable takeaways for dealers and retailers.

THE OPENING SESSION

Our industry's leaders share vision, strategy, and insights into the future of our business.

NEW PRODUCT CENTRAL

When you attend the show, you have access to AIMExpo's New Product Central, a multi-faceted platform designed to bring new brands, products, and services to the attention of retailers, media, influencers, and the greater powersports industry through our showcases, interview stage and scheduled in-booth presentations.

NETWORKING

We've added more networking opportunities this year, allowing you to connect in the most meaningful ways throughout the show floor.

- Dealer Tech Zone
powered by Transax Digital Retail
- **New!** AIMExpo Starting Line
- FREE Launch Coffee fueled by *Dealer Rocket* in the AIMExpo Starting Line
- MIC Member Lunch & Learns
- Vehicle Showcases & Lounge

INDUSTRY PARTY

One night a year to celebrate you and the people that make this industry great. The epic AIMExpo Industry Party has become the must attend party of the show.



AIMEXPO EDUCATION DISRUPTIVE THINKING

An education platform that brings MIC Symposium-inspired content and the industry's most knowledgeable experts to AIMExpo's main stage. Disruptive Thinking will include sessions on the current powersports business landscape, the importance of data-driven knowledge, and provide core business solutions related to sales and marketing and topics that drive the day-to-day business of retailers, such as F&I, staff development and retention and consumer engagement.

KNOWLEDGE IS POWER.

Don't miss your opportunity to learn and acquire new tools to run an efficient business, maximizing ROI.



I REALLY LIKE THE SEMINARS, HEARING SOME OF THE DIFFERENT SESSION SPEAKERS, GETTING CAUGHT UP ON SOME OF THE NEWEST STATS. MIC HAS DONE A GREAT JOB EXPANDING THIS PROGRAM."

Brent Gyuricza,
Maverick Motorsports



The education schedule allows you to choose from a range of seminars, all meant to **set up you and your dealership for a successful future**. The complete 2025 seminar schedule and list of speakers will be released over the coming weeks.

DON'T MISS OUT!



REAL TALK

WHAT DEALERS ARE SAYING ABOUT THE SHOW



"Everybody is here. You've got the OEMs, you've got the media. This is the place to be."

Claudio Ferrer, Adventure Moto



"ATTENDING AIMEXPO IS REALLY IMPORTANT FOR DEALERS IN ORDER FOR THEM TO SEE ALL THE NEW PRODUCT OFFERINGS. THINGS ARE DEFINITELY CHANGING IN THE POWERSPORTS INDUSTRY AND IN ORDER FOR A DEALERSHIP AND OR INDEPENDENT SHOP TO BE SUCCESSFUL, THEY NEED TO KEEP UP WITH THOSE CHANGES.

IT IS ALSO A GREAT TIME TO CONNECT WITH OTHER INDUSTRY PROFESSIONALS WE SOMETIMES ONLY GET TO SEE ONCE A YEAR. AIMEXPO IS THE PERFECT GATHERING PLACE FOR THAT.

AS A LONG-TIME EXHIBITOR, AIMEXPO IS DEFINITELY A NO MISS EVENT FOR OUR COMPANY!"

Kathy Peterson, Voltz Power



"I come from Puerto Rico. Every year it gets better."

Gabriel Miranda, Corozal Motorcycle

"I COME EVERY YEAR AND THIS YEAR IS OVER THE TOP. THE SHOW IS FANTASTIC, THERE IS SO MUCH GOOD ENERGY, SO MANY GREAT PEOPLE AND I'M SO EXCITED FOR THE YEAR AHEAD."

Eva Rupert, moto aficionado



2025 /// WHY ATTEND

*AIMExpo is more than a tradeshow.
It's where the powersports industry gathers to*

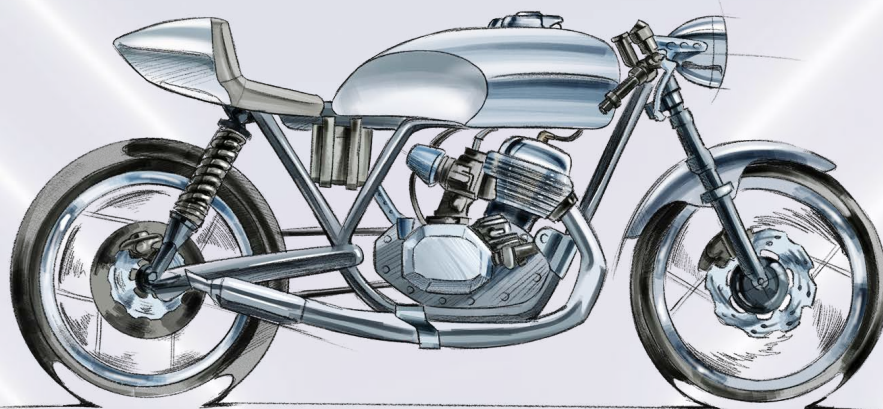
CONNECT ENGAGE UNITE

*- sparking new ideas, forging new relationships,
and making our industry stronger.*

REGISTER NOW

TO BE PART OF NORTH AMERICA'S **MOST
IMPORTANT POWERSPORTS EVENT OF THE YEAR.**

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



AIMEXPOUSA.COM