



Get In Gear at the 15th Annual Philadelphia Cycle World International Motorcycle Shows® Presented by Toyota Trucks

On January 18-20, 2002 the nation's largest and oldest consumer show series returns to Philadelphia's Pennsylvania Convention Center. Show features include the 2002 model line-up of ATVs, motorcycles and scooters in factory showcase displays from the industry's leading manufacturers; plus performance products, clothing and aftermarket accessories available for on-site purchase; product and vehicle giveaways and much more.

(PRWEB) January 13, 2002 -- Santa Ana, California -- December 18, 2001 -- January 18-20, 2002 the Cycle World International Motorcycle Shows® Presented by Toyota Trucks will return to the Pennsylvania Convention Center. The nation's oldest and largest consumer-oriented powersports show series is a once-a-year gathering of new model vehicles is truly a must-see event for the whole family.

An anticipated crowd of more than 46,000 area motorcycle enthusiasts will assemble to be among the first to preview the complete 2002 model line-up of ATVs, cruisers, dirt bikes, dualsports, scooters, and sport bikes in factory showcase displays from the industry's leading manufacturers, including Aprilia, BMW, Buell, Ducati, Harley-Davidson, Honda, Kawasaki, Moto Guzzi, Suzuki, Triumph, Victory and Yamaha. Representatives from local dealerships will be on hand to answer questions and help enthusiasts determine the perfect ride for their size and experience level.

Complementing the new vehicles is an impressive aftermarket manufacturer contingent offering everything from performance parts to the latest communications hardware and apparel. Those looking to re-furbish their wardrobe or dress up their ride will be pleased to know that many of products on display are also available for on-site purchase. Show-goers are also invited to preview the season's hottest product offerings at "The Factory", a series of showcase displays boasting parts and accessories from companies such as Arai Helmets, Autocom Communication Specialists, Bridgestone Tire Company, Castrol, ChatterBox, Dowco, Inc., Dunlop Motorcycle Tires, Dynojet Research, GIVI USA, HJC Helmets, K & N Engineering, Kendon Industries, Metzeler Motorcycle Tires, Muzzys Performance Products, Prexport, Progressive Suspension, Samson Exhaust, Shoei Helmets, Suomy Helmets, Thunder Manufacturing, Travelcade/Saddlemen, Winex Helmets and Yuasa Battery, Inc.

In tribute to the days of moto-past, Cycle World Magazine will host the Cycle World Classics collection, a showcase of classic, custom and vintage motorcycles of historical significance provided by participating manufacturers.

To top it all off, one lucky consumer may win a new motorcycle or ATV by visiting the Philadelphia show. Sponsored by American Suzuki Motor Corporation, the Official Motorcycle/ATV Giveaway offers consumers a chance to win a 2002 Katana® 600 or Eiger® 400 4x4 Automatic. Other drawings will be held throughout the show at the Product Giveaway table. In addition to great merchandise, one person has a chance to win a Bruce Brown autographed jacket from Malcolm Smith Racing compliments of Monterey Media, Inc.

Jeff D'Entremont, Show Manager the Cycle World International Motorcycle Shows® Presented by Toyota



Trucks commented: "We have worked hard all year to pull together a package of exciting new features, vehicles and exhibitors that we hope will keep them coming back for years to come."

Tickets are available in advance on the show Web site, www.motorcycleshows.com, and on-site at the box office: adults \$10; children (ages 6-11) \$5; children (under 6) FREE. Groups of 20 or more are encouraged to purchase tickets online for a \$2 discount or contact TEAM Powersports for information on receiving the discount at the show. Members of the American Motorcyclist Association, who show their membership cards when purchasing tickets at the box office on-site, are also eligible for a \$1 rebate coupon redeemable at the AMA booth inside the show. \$1-off discount coupons are also available at local participating dealers. Visit www.motorcycleshows.com for a current list of participating dealerships.

Please direct all reader inquiries to the InfoLine at (800)-331-5706 CST and (218)-723-9130 CST or to www.motorcycleshows.com. For media information, contact Nancy Larsen, telephone (907) 696-8001, fax (907) 696-8002, e-mail NLAlaska@aol.com or visit the online Media Center located at www.motorcycleshows.com. For additional information on the 2002 show series, please contact TEAM Powersports at Advanstar Communications, Inc., 201 Sandpointe Avenue, Suite 600, Santa Ana, CA, 92707, telephone (800) 854-3112, (714) 513-8400, fax (714) 513-8481 or e-mail agray@advanstar.com.

TEAM Powersports and the International Motorcycle Shows® team extends its sincere appreciation to long-time sponsors Cycle World Magazine and Toyota Trucks for their continued support and contributions to the series.

TEAM Powersports is one of the largest producers of trade shows and conventions for the powersports industry worldwide. It is part of the Advanstar Powersports Group, which includes the Cycle World International Motorcycle Shows® Presented by Toyota Trucks, the Dealernews International Powersports Dealer Expo, Dealernews magazine, Powersports Magazine and Sturgis Guide. Advanstar Communications Inc. is a worldwide business information company serving specialized markets with high quality information resources and integrated marketing solutions. Advanstar has 92 business magazines and directories, 79 exhibitions and conferences, numerous Web sites, and a wide range of direct marketing, database and reference products and services. Advanstar serves targeted market sectors in such industries as art, automotive, beauty, collaboration/e-learning, CRM/call center, digital media, entertainment/marketing, fashion & apparel, healthcare, internet/e-business, manufacturing and processing, pharmaceutical, powersports, science, telecommunications and travel/hospitality. The Company has over 1,300 employees and currently operates from multiple offices in North America, Latin America, Europe and Asia. For more information on Advanstar Communications, visit www.advanstar.com.

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