

RIVERA PRIMO TO EXHIBIT AT THE ALL NEW BIG BIKE EUROPE PARTS, PERFORMANCE AND CUSTOM EXPO IN MAY 2013

Rivera Primo, the California based performance parts distributor and belt drives to clutch manufacturer is to exhibit at BIG BIKE EUROPE in 2013.

Celebrating their 40th anniversary in 2013, Executive Director, and well known custom parts industry veteran Ben Kudon, said that "we are excited about the opportunity that Big Bike Europe will provide for meeting our European distributors, their dealers and the riders who enjoy our products.

"Down the years we have found that riders in Europe appreciate and respect our brand and products, and have a high level of technical appreciation when it comes to getting the best performance and handling from their motorcycles. At a time of flux in the motorcycle industry expo scene we think that the focus

of BIG BIKE EUROPE on such riders and their dealers represents a vibrant new approach, one with great potential."

BIG BIKE EUROPE is an all-new non-selling 'Pro-Grade' expo concept for the motorcycle industry in Europe, with the primary focus being on parts, accessories, custom, performance, service, workshop and tuning.

BIG BIKE EUROPE is the new, permanent host event for the acclaimed AMD World Championship of Custom Bike Building (2013 will see the World Championship mark its 10th anniversary and first ever appearance in Europe), and will stage the first annual International Motorcycle/Custom Industry Conference.

BIG BIKE EUROPE will be a three day expo offering exhibitors an all-new Invitational/Open-admittance attendance strategy.

The first day (Friday May 10th, 2013) is an "Invitation Only" day set aside for motorcycle dealers, custom shops, custom motorcycle builders and customizers and their invited 'VIP Riders'.

The weekend (Saturday 11th and Sunday 12th) is open to general public, rider and enthusiast attendance.

It is estimated that some two thirds of the value of the European motorcycle market resides with the owners of Europe's 'Big Bikes' - the one-third of motorcycles of over 250cc (source: ACEM).

In addition to a local population of some 18 million "high percentage motorcycle ownership" consumers within a 100km radius of Essen, Germany (where BIG BIKE EUROPE is being staged) research suggests that some 60 plus percent of Europe's franchised motorcycle dealers and custom shops are within a three or four hour ride of Essen; with some 65 percent plus of Europe's large displacement road-registered motorcycles of all kinds, including Harleys, being within a 400 to 500 km radius of the venue (sources: International Motorcycle Industry Index, Moto Big Book, AMD Magazine, International Dealer News).

www.BigBikeEurope.com

www.riveraprimoinc.com



NOTE TO EDITORS - Your contacts:

Press release illustration materials on request from: Ben Oag – ben@dealer-world.com

Booth Sales, Visitor and Motorcycle Industry Relations: Robin Bradley – robin@dealer-world.com

Exhibitor, Visitor and Motorcycle Industry Relations: Sara Viney – sara@dealer-world.com

Booth Sales & Expo Operations: Chris Gothard – cg@bigbikeeurope.com

Competitor/Builder, Visitor and Press Relations: Neil Blaber – neil@dealer-world.com

German, Austrian, Swiss & Italian market contact: Sonja Wallace – sonja@dealer-world.com

International: 00 44 1892 511516

North America: 866 849 5704

UK: 01892 511516

