

## BAKER DRIVETRAIN TO EXHIBIT AT THE ALL NEW BIG BIKE EUROPE PARTS, PERFORMANCE AND CUSTOM EXPO IN MAY 2013

**BAKER Drivetrain, the noted American motorcycle transmission parts manufacturer headed by Bert and Lisa Baker is to exhibit at BIG BIKE EUROPE in 2013.**

Since Bert and Lisa started their business in the mid 1990's, they have established Baker Drivetrain as one of the premier drivetrain manufacturers in the v-twin motorcycle industry, with a reputation for quality and innovation that makes them an ideal fit for BIG BIKE EUROPE.

BIG BIKE EUROPE is the all-new expo for the motorcycle industry in Europe, focused on parts, accessories, custom, performance, service, workshop and tuning.

A 'non-selling' Pro-Grade expo, 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 as well as open-admittance attendance strategy.

The first day (Friday May 10<sup>th</sup>, 2013) is an "Invitation Only" day set aside for motorcycle dealers, importers and distributors, custom shops, custom motorcycle builders and customizers, and will, in an industry first, provide them with a unique no-cost access-all-areas ticket offer for their own invited 'VIP Guest Riders'.

The weekend (Saturday 11<sup>th</sup> and Sunday 12<sup>th</sup>) is open to all-rider, enthusiast and general public attendance, with advance purchase tickets available from as little as €10,00 (approx \$13.00) a day.

Designed as an expo for high-mileage riders of large displacement motorcycle riders and those who take performance, handling, touring and the looks of their motorcycles seriously, BIG BIKE EUROPE is the first expo in Europe to recognize an important reality of doing business there - namely that 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 all road-registered motorcycles in Europe that are 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 four or five hour ride of Essen.

In fact it is estimated that some 65 percent or more of continental Europe's large displacement road-registered motorcycles of all kinds, including Harleys, are within a 500 to 600 km radius of the venue, making BIG BIKE EUROPE 'ground-zero' for the motorcycle parts, custom, workshop and performance industry in Europe (sources: International Motorcycle Industry Index, Moto Big Book, International Dealer News).

[www.BigBikeEurope.com](http://www.BigBikeEurope.com)  
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