

S&S CYCLE TO EXHIBIT AT BIG BIKE EUROPE, MAY 2013

MARKET leading "Proven Performance®" parts and engine components manufacturer S&S Cycle is among the latest US vendors to see Big Bike Europe as "an important element of our European marketing strategy" according to company President Steve Iggens.

The internationally respected Viola, Wisconsin, headquartered specialist is celebrating its 55th anniversary this year and has embarked upon a prolific new product introduction programme that is set to continue throughout the year.

The company recently announced a major initiative with its new Viola V-Twin service parts programme and entered the own-brand v-twin oils market with a range of formulations blended to their specification.

Iggens went on to say that: "We here at S&S have always been proud that our products have enjoyed such a strong reputation in the performance-savvy European market. We have had the Big Bike Europe project under consideration for a long time and view it as an ideal platform from which we can further support the sales efforts of our distributors, dealers and OE customers in Europe".

BIG BIKE EUROPE is the all-new custom and performance industry expo concept for catering exclusively to the international parts, accessories, custom, performance, service, workshop and tuning vendor community.

A 'non-selling ProGrade' expo, BIG BIKE EUROPE is also 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).

BIG BIKE EUROPE is a three day expo offering exhibitors

an innovative and unique 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 who receive invitations from AMD magazine and the expo exhibitors themselves.

In turn, invited dealers are able to register and invite up to 25 of their best customers and high mileage large displacement motorcycle riders, as their own 'VIP Riders' for complimentary three-day all-area expo access as their own guests, compliments of BBE's exhibitors.

The weekend (Saturday 11th and Sunday 12th) is open to general public, rider and enthusiast attendance with tickets available from as little as €10 a day (approx \$15.00).

It is estimated that some two-thirds of the value of the European motorcycle market resides with the one-third of European riders who own 'Big Bikes' (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, four or five hour ride of Essen.

It is further estimated that some 65 percent plus of Europe's large displacement road-registered motorcycles, of all kinds, including Harley-Davidsons are within a 500 to 600 km radius of the venue (sources: International Motorcycle Industry Index, Moto Big Book, AMD Magazine, International Dealer News).

www.BigBikeEurope.com

www.sscycle.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

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

