

# ARLEN NESS ENTERPRISES SIGN UP FOR BIG BIKE EUROPE

**ALWAYS** a popular parts and accessory programme with dealers and customizers in Europe, Arlen Ness Enterprises are among the latest in a slew of market leaders to sign on to exhibit at the upcoming Big Bike Europe expo.

This year has again seen the iconic Californian company continue its reputation as prolific new product designers and has targeted the focused and relevant approach to parts, accessories, custom styling and performance that has become BBE's expo hallmark as an ideal platform from which to further promote already strong European demand for their product lines.

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

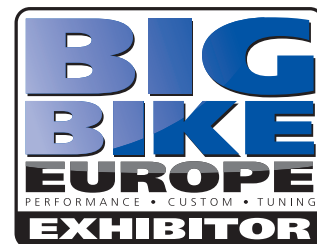
of the European motorcycle market resides with the one-third of European riders who own 'Big Bikes' (source: ACEM).

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

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