

BIG BIKE EUROPE - INTERNATIONAL ENOUGH FOR YOU?

ONE of the primary objectives that was set when the Big Bike Europe expo concept was announced in August 2011 was to create a genuinely international industry gathering that reached beyond the borders of any single market.

We were always careful to make sure that everybody realised that Big Bike Europe would be an international industry expo that just happened to be staged in Germany (as Europe's largest single market), rather than a German market show with somewhat of an international dimension.

In the coming weeks, much is going to be discussed and said about which of the objectives set for Big Bike Europe have been achieved in its first year - but with 4 weeks to go, there are several characteristics of the concept that can already be said achieved market acceptance.

With advance dealer and championship registrations now having both passed minimum targets that were set, not only does it look like the year one objective of at least 200 custom shop and dealership attendees is going to be met, but the international reach of the expo is set to exceed anything that we, as organisers, could have hoped for.

What is more, with dealer registrations now coming in thick and fast, there are already some 30 plus different countries represented on the advance trade attendee list - with visitors coming from as far afield as Russia, The Middle East, South America, Japan and Australia, as well as most European markets.

"I always had a hunch that the custom market lacked and needed a genuinely 'International Headquarters Expo', and it would appear that I've not been alone in that thinking" said Big Bike Europe organiser and AMD Magazine publisher Robin Bradley.

"It is humbling when you see your instincts play out in front of your eyes, and seeing the international reach of the Big Bike Europe concept emerge in recent weeks is a reassuring pay-off for the investment being made by

exhibitors and competitors alike.

"I have always shared the widespread cynicism that surrounds exhibition attendance claims. For me, it has always been about quality rather than quantity. However, when anybody has pushed me for any kind of first year 'guesstimate', I have consistently maintained that anything north of a couple of hundred dealers and custom shops would be a wonderful result for a first time expo, especially in the current economic climate, and a convincing validation of concept.

"It looks like a viable minimum expectation for attendance will be achieved, and that we'll have given the industry a start-point on which we can all build".

YOU ARE INVITED!

Tickets are on sale now - follow the links at

www.BigBikeEurope.com

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 large displacement '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

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