

**Toronto Motorcycle Show showcases  
new machines from over 150 exhibitors**

**Enthusiasts revved up for December 11-13 event**

**TORONTO --- November 16, 2009 ---** If you're in the market for a new ride, the upcoming Toronto Motorcycle Show on December 11 to 13 is sure to inspire with its much anticipated 2010 lineup.

Canada's premier motorcycle show promises the latest in motorcycles, ATVs and scooters from over 150 exhibitors including Aprilia, BMW, BRP, Ducati, Harley-Davidson, Honda, Hyosung, Kawasaki, KTM, Polaris, Suzuki, Triumph, Victory, and Yamaha.

"We are really looking forward to the Toronto Motorcycle Show. It's an ideal opportunity to showcase the newest models to an avid audience who understand and appreciate the best in motorcycles from the world's leading manufacturers," said Bob Ramsay, President of MMIC.

Some of the new products to expect at this year's show are:

- Suzuki will feature the Boulevard M50, product of the company's high technology cruiser heritage. The 805cc liquid-cooled, eight-valve fuel-injected V-twin power plant is built for excitement. Suzuki will also introduce their new GSX1250FA and SEA sport touring models and the RMX450Z. Descended from the RM-Z450, the RMX450-Z is an off-road bike for serious trail riders.
- Yamaha will display the new YZ450F which boasts a "reversed" rear slanted, fuel-injected four-stroke engine. The FI throttle body and airbox are front-mounted while the exhaust system exits from the rear of the cylinder. Also anticipated is the Valentino Rossi Replica YZF-R1 LE and the Stratoliner "Bagger" Deluxe featuring a hard fairing with mini windshield, colour-matched hard saddle bags and integrated speakers that are pre-wired for easy connection to an iPod.
- Honda is showcasing the VFR1200F boasting an all new 1237cc V4 configured engine incorporating the latest technology to deliver the perfect combination of sports and touring capabilities. The CBF600S features a fuel injected engine, aluminum frame half-fairing and standard Combined Braking system with ABS.
- National Motorsports and Fischer Motor Company will unveil the Fischer MRX to the Canadian market. This American-built sport bike offers a host of premium components including a one-piece cast frame, Ohlin rear suspension and Brembo braking components powered by a liquid cooled 650cc Hyosung powerplant.
- BRP is introducing the new Can-Am Spyder RT Roadster to its lineup which includes the Spyder RS (roadster sport) and the Spyder RT (roadster touring) models.
- E-Max will showcase one of the first electric scooters to be approved by Transport Canada as a Limited Speed Motorcycle (49cc), making it a street-legal scooter with a top speed of 60K/hour and a range of 50-70K on one charge.

## **Special Features at The Toronto Motorcycle Show**

**SHE RIDES NITE:** The Toronto Motorcycle show is proud to present SHE RIDES NITE on Friday, December 11, 2009 with free admission for the ladies after 5:00 p.m. With more women becoming involved in the sport and motorcycle industry, SHE RIDES NITE is an industry-sponsored evening for women who ride or are considering taking up the sport.

**Extreme Globe:** Three times a day, visitors will be entertained by teenage daredevils Cody and Kyle Ives as they showcase their amazing motorcycle riding skills while defying gravity at the Extreme Globe “sphere of fear” steel cage. Cody, Kyle and their parents come from a long line of motorcycle stunt families and recently appeared as participants on the hit ABC television reality series “Wife Swap”.

**Jason Britton, Host of “SuperBikes” and Extreme Motorcyclist:** One of the most celebrated extreme stunt riders and Executive Director of 2Wheel Tuner Magazine, Jason Britton, will be onsite to talk to fans and sign autographs over the weekend at the Parts Canada booth.

**Yamaha Riding School for Kids:** Yamaha Canada and Canadian Motorcycle Training Services present a free opportunity for kids aged 6 - 12 (certain conditions apply) to learn to ride on the latest Yamaha TT-R off-road motorcycles.

**Bikes and Birds:** Mark Nash, Executive Director of the Canadian Peregrine Foundation (CPF) will present his crowd pleasing Live Birds of Prey showcase featuring falcons, eagles, owls and hawks.

**Rider Nation:** Rider Nation features an extensive variety of riding groups, associations, and weekend race events, charity rides and outings that motorcyclists from all walks of life can participate in and encompasses a wide spectrum of activities open to all riders.

**Memory Lane:** The Vintage Road Racing Association (VRRRA) and Canadian Vintage Motorcycle Group (CVMG) presents an exhibit of rare and well preserved racing bikes and heritage motorcycles from the past.

### **Where:**

The Toronto Motorcycle Show  
South Building, Metro Toronto Convention Centre  
222 Bremner Boulevard (beside the CN Tower)

### **When:**

Friday, December 11, 10:00 a.m. – 9:00 p.m.  
Saturday, December 12, 10:00 a.m. – 9:00 p.m.  
Sunday, December 13, 10:00 a.m. – 5:00 p.m.

### **Admission:**

Adults: \$16.00  
Juniors (Ages 6 to 15): \$10.00

Children (under six years): Free when accompanied by an adult  
Family Pass (two adults & two juniors): \$38.00

The Metro Toronto Convention Centre will host the Toronto Motorcycle Show, one of seven Canadian motorcycle and ATV shows owned by the Motorcycle & Moped Industry Council (MMIC) and Canadian Off-Highway Vehicle Distributors Council (COHV).

The Toronto Show is the Canadian motorcycle and ATV industries' official launch of its cross-Canada tour where the leading manufacturers and distributors offer the riding community a first glimpse of their new 2010 models.

Complete show information is available at: [www.motorcycleshows.ca](http://www.motorcycleshows.ca) or [www.sportshows.ca](http://www.sportshows.ca).

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### **About MMIC**

The MMIC is a national, non-profit industry association whose members include the major manufacturers, distributors and retailers of motorcycles in Canada. The MMIC member companies account for more than 90 per cent of all new motorcycles sold in Canada each year. Information on the MMIC is available at [www.mmic.ca](http://www.mmic.ca).

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### **About CNSS**

CNSS is a non-profit corporation and the largest producer of boat, fishing, sportsmen's, ski, outdoor and motorcycle shows in Canada. Through its family of shows, the corporation raises funds to ensure that generations of young Canadians can benefit from Canada's outdoors. Since the first show held in 1948, more than \$30 million has been committed to these causes.

### **For more show information contact:**

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