



## **Toronto Motorcycle Show showcases best products on two wheels**

### ***Riders to kickstart plans for next season***

**TORONTO --- September 14, 2009 ---** If you're dreaming of an adventure onboard a new ride, the Toronto Motorcycle Show is sure to get your motor running.

The show is the place to see the latest motorcycles, ATVs and scooters before they hit dealer floors. The Toronto Motorcycle show will feature over 150 exhibitors including motorcycle manufacturers, such as BMW, BRP, Buell, Ducati, Harley-Davidson, Honda, Kawasaki, KTM, Suzuki, Triumph, Victory, and Yamaha.

"We're excited about the new 2010 models that will be on display," said Bob Ramsay, President of MMIC. "Our members, who are the major manufacturers, are committed to showcasing their newest models at the Toronto show because this gives potential buyers a firsthand look at the new lineups for the coming year."

Some of the new products at this year's show include:

- BMW Motorrad Canada will feature four to five new or updated models including the new F800R, a chain driven naked version to accompany the F800GS and F800S/ST models. They will also introduce the production version of the 2010 BMW S1000RR, the most powerful production bike BMW Motorrad has ever built. This new supersport category motorcycle is the first true superbike built by BMW Motorrad and will be well placed in the market with a claimed dry weight of 183 kg and 193 hp.
- Deeley Harley-Davidson Canada will display a variety of bikes including the new 2010 CVO Softail® Convertible model (a new limited-production factory custom motorcycle) and the 2010 CVO Street Glide™ bike. In addition, the 2010 Ultra Classic Electra Glide® bike and 2010 Fat Bob® are two CVO models that have been upgraded with new paint and features.
- Victory Motorcycles is showcasing two new models, the Cross Country™ and Cross Roads™, to broaden their reach into the luxury touring market segment and complement their Vision line of luxury touring bikes. Victory is offering 24 models in 2010, including two additions to the stylish 8-Ball family and the Ness Signature Series limited edition models.

"There are very few places in Canada where you can see all of these motorized products in one place. You can speak to the experts, ask the manufacturers questions and learn about the advances in safety. We've always said the

Toronto Motorcycle Show is the premier two-wheel show in Canada," said Darryl Bond, Show Manager.

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), will be held at the Metro Toronto Convention Centre from Friday, December 11th until Sunday, December 13th, 2009.

The Toronto Show is the Canadian motorcycle and ATV industries official launch of its cross-Canada, seven-city show 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).

Where:

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

When:

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

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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).

For information on MMIC programs contact:

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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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