

FOR IMMEDIATE RELEASE

Toronto Motorcycle Show is ready to roll ***New 2010 models rev up excitement for Dec. 11-13 event***

TORONTO --- December 4, 2009 --- [The Toronto Motorcycle Show](#), the Canadian motorcycle and ATV industries' premier motorcycle, scooter and ATV event, announced today exciting new additions to the show floor including Norton, Royal Enfield, Husqvarna, Saga, Zero and more.

"The Toronto Motorcycle Show continues to be recognized as the ideal venue to introduce new products to the public," said Bob Ramsey, president of the Motorcycle & Moped Industry Council (MMIC). "BMW, Can-Am, Ducati, Harley-Davidson, Honda, Hyosung, Kawasaki, KTM, Polaris, Suzuki, Victory, Yamaha and others will all be on hand to present their hot off the line 2010 models."

"This show features a wide variety of bikes, ATVs, riding gear and accessories available for the 2010 riding season. There are plenty of opportunities to speak with experts about finding the perfect ride to suit your passion," Ramsey added.

Toronto is the first stop on the MMIC seven-city, cross-country tour and the only Ontario show that features the spectacular motorcycle, scooter and ATV manufacturers' displays.

"Although the 2009 riding season is just ending, for many enthusiasts, the Toronto Motorcycle Show signifies the beginning of the new 2010 season," said Show Manager Darryl Bond. "Dec. 11-13 is going to be an action-packed, family friendly weekend that will appeal to new and avid riders, women, and kids of all ages. There's something for everyone!"

New motorcycles and scooters to launch at the Toronto Motorcycle Show include:

- Honda Canada's all new 2010 VFR1200F, CBF600F (not available in the US) and the debut of the new VT1300CT Interstate cruiser take place within a spectacular new Honda booth.
- Ducati's new 2010 1100 Hypermotard EVO, EVOSP and 1198 S Corsa.
- A wide selection of 2010 scooters from Vespa, presented by GP Bikes.
- Zero Motorcycles full-size, street legal electric S motorcycle featuring a lithium-ion power pack and an aircraft grade aluminum frame to achieve an exceptionally high power to weight ratio and extended range.
- Distributed through Triplespoke, Johnny Pag Motorcycles 2010 stylish and affordable 300cc motorcycles, including the Spyder, Barhog, Pro Street and FX-3 models.
- Bens Motorcycles will introduce the new 2010 Aprilia Dorsodura 750 Supermotard featuring electronic fuel injection and ride by wire Tri-Map throttle control that allows the rider to select one of three performance modes: Sport, Touring and Rain.
- Norton Motorcycles new Special Edition 961 Commando will make its Canadian debut.
- Royal Enfield and Triumph round out this year's British invasion at the show.

The Toronto Motorcycle Show continues to expand its 2010 new model base from manufacturers that also include Saga, E-Moto, Titan, Daelim and Husqvarna complementing BMW, Suzuki, Honda, Yamaha, Hyosung, Kawasaki, Triumph, KTM, BRP, Victory, Harley-Davidson, Ducati and more.

The Toronto Motorcycle Show's Special Features

SHE RIDES NITE: The Toronto Motorcycle Show is proud to present SHE RIDES NITE on Friday, Dec. 11 with free admission for the ladies after 5 p.m.

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.

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, weekend race events, charity rides and outings motorcyclists from all walks of life can enjoy.

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, Dec. 11, 10a.m. – 9p.m.
Saturday, Dec. 12, 10a.m. – 9p.m.
Sunday, Dec. 13, 10a.m. – 5p.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 and two juniors: \$38.00

Complete show information is available at: www.motorcycleshows.ca or 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.

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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