



## ALL THE LATEST MODELS ON DISPLAY AT 2009 SHOW

**Calgary, Alberta, November 5, 2008** – The Calgary Motorcycle Show, owned by the Motorcycle and Moped Industry Council (MMIC), will present the newest 2009 motorcycles, scooters and off-road vehicles, along with a plethora of gear and accessories from all major manufacturers – on display for Southern Albertans at the Roundup Centre in Stampede Park from January 9 – 11<sup>th</sup>.

“BMW, Buell, Can-Am, Ducati, Harley-Davidson, Honda, Hyosung, Kawasaki, Konker, KTM, PGO Scooters, Polaris, Suzuki, Victory, Yamaha, and ZStar will all be on hand to present their hot off-the-line 2009 models,” stated Bob Ramsay, President of the MMIC. Ramsay also noted that, “Whether one is a novice or an experienced rider, this show is the perfect opportunity for motorcycle and off-road enthusiasts to speak to the experts to learn more about their passion.”

The 2009 Calgary Motorcycle Show will feature the largest assortment of the latest models, gear, and accessories in Southern Alberta. “All major manufacturers of two-wheel and off-road vehicles will be here to unveil a wide collection of new models as well as extremely innovative design and technical enhancements to existing models at the 2009 Calgary Motorcycle Show,” reports Show Manager, Laurie Paetz. “We encourage Southern Albertans to come down to the show to be the first to examine and experience these many beautiful riding machines in person.”

In addition to a wide variety of new and enhanced models, **Harley-Davidson** will present the **2009 VRSCF V-Rod® Muscle** at the 2009 Calgary Motorcycle Show. With sculpted bodywork stretched taut over a powerful new physique, the 2009 VRSCF Muscle rides its way onto the Power Cruiser scene with broad-shouldered presence. Gaping air scoops, sweeping side-pipe exhaust, and a huge rear tire spinning under a clean, clipped fender speak to a contemporary, urban sense of style and performance.

**Buell** will present its new **1125CR motorcycle**: Erik Buell’s 21st century interpretation of the classic café racer, is a new motorcycle with sinister styling that defies convention and expands the street fighter category in the direction of superbike performance. Positioned behind the black-anodized, tapered aluminum clubman-style handlebar and streamlined headlight and fly screen, the rider has a wide-open view forward that intensifies the sensation of speed. With a dry weight of 375 pounds, the 1125CR motorcycle is the lightest litre-class street fighter on the market, and combined with 146 crankshaft horsepower, it offers the best weight-to-horsepower ratio in its category.

The 2009 Calgary Motorcycle Show will herald the unveiling of the **Yamaha 2009 VMAX**. In development for over a decade, the 2009 VMAX has been engineered to



look, perform, and provide even more raw torque exhilaration as the iconic original VMAX. The new 2009 model features a new liquid-cooled, 1.6799 cc, DOHC, 16-valve, 65°, V-4 engine, which has no equal in its class.

**Suzuki Canada** is introducing several new models in 2009. Among these new bikes, is the **SFV650K9**, which blends traditional displacement with an elegant new look, smooth handling, and a comfortable ride. Powered by a sporty 650cc V-Twin engine featuring the best of modern technology, the SFV650K9 has been tuned to provide “user friendly” low and mid-range torque without affecting top end performance. For rider comfort, the chassis and bodywork are as slim as possible to the point where the fuel tank and the seat meet. The outside edges of the seat are rounded and the two-tone seat itself is relatively low at just 785mm.

**Bombardier Recreational Products (BRP)** is proud to showcase the newest member of its Can-Am Spyder roadster line-up at the 2009 Calgary Motorcycle Show: The **SE Can-Am Spyder** joins the already successful SM5 Spyder roadster. The new SE5 Sequential Electronic 5-speed transmission allows the user to shift smoothly and precisely as an advanced Transmission Control Module (TCM) receives electronic inputs measuring vehicle speed, engine rpm rate of acceleration or deceleration, and throttle position.

Given recent fuel costs, scooters are becoming an extremely popular choice among Southern Albertans of all ages. **Hyosung** will introduce the first affordable, environmentally friendly scooter in Canada at the 2009 Calgary Motorcycle Show. The **E-Moto G-3000LX** (all electric scooter) combines a modern look and state-of-the-art power plant. Smooth body lines with chrome accents around the lights make this near-silent running scooter a sure favorite. Despite its smooth appearance, under the body the G-3000 is all business with a powerful 3000-watt brushless DC hub motor that eliminates the need for belts or chains, resulting in a more enjoyable ride with less vibration and noise. It's perfect for city commuting and can cruise to a comfortable 65km/hr.

Off-roading continues to be very popular among Albertans and many of those in attendance at the Calgary Motorcycle Show will take delight in checking out the newest off-road vehicles for 2009. **Polaris'** High Performance Sport ATV Outlaw line has been redesigned for 2009 with updated styling on its three Outlaw models, the **Outlaw 525 IRS**, **Outlaw 525 S**, and **Outlaw 450 MXR**. Along with a new look, the models feature a six-pound weight reduction, lowered center of gravity, an adjustable brake lever, and aluminum heel guards and bumper. While Polaris has improved the appearance of the Outlaw and added key premium features, its performance is retained with the high performance KTM power plants and 5-speed transmission with reverse and hydraulic clutch for smoother engagement.

The Calgary Motorcycle Show is the industry-sanctioned official launch event in Southern Alberta for the MMIC where its members will introduce their hottest new rides for the year.



The 2009 Calgary Motorcycle Show is one of seven motorcycle and ATV shows owned by the MMIC and Canadian Off-Highway Vehicle Distributors Council (COHV).

**The 2009 Calgary Motorcycle Show**

**Roundup Centre, Stampede Park**

Friday, January 9, 12:00 p.m. – 9:00 p.m.

Saturday, January 10, 10:00 a.m. – 9:00 p.m.

Sunday, January 11, 10:00 a.m. – 5:00 p.m.

**Daily Admission**

Adults: \$13.00

Senior: \$9.50 (Over 65)

Junior: \$9.50 (Ages 6 – 15)

Family Pass: \$35.00 (2 Adults and 2 Juniors)

Children: FREE (Under 6 years of age and accompanied by an Adult)

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The Calgary Motorcycle Show is the Canadian motorcycle and ATV industries' official event for the launch of new 2009 models. At the show, visitors can view the newest bikes, ATVs, gear and accessories from companies such as Honda, Yamaha, Kawasaki, Suzuki, Harley-Davidson, BMW, Ducati, Buell, Polaris, Victory, KTM, Triumph, BRP, Hyosung and more. 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 and COHV:**

The MMIC and COHV are national, non-profit industry associations whose members include the major manufacturers, distributors and retailers of motorcycles and ATV's in Canada. The MMIC/COHV owns seven Motorcycle and ATV shows held across the country and member companies' account for more than 90 per cent of all new motorcycles and ATV's sold in Canada each year. Information on the MMIC and COHV is available at [www.mmic.ca](http://www.mmic.ca) and [www.cohv.ca](http://www.cohv.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 \$30,000,000 has been committed to these causes.