



For Immediate Release

Toronto Motorcycle Show Continues Add More Manufacturers Including Lambretta

The Era of the Motorcycle Jacket Returns with a Fashion Show Featuring Ducati and Triumph

December 1, 2008 – Toronto, ON -- [The Toronto Motorcycle Show](#), the Canadian motorcycle and ATV industries' premier motorcycle, scooter and ATV event, announced today new additions to the show floor including Italian scooter manufacturers, Lambretta and Vespa, leader of the three-wheeled world, Lehman Trikes, custom bike builders, Orange-County Choppers, and many more. The show also announced the Rev Cycles Redline Fashion Review, featuring the launch of two Euro high fashion apparel lines from iconic motorcycle brands Ducati and Triumph.

"There is no other Canadian show that features every major motorcycle, scooter and ATV manufacturer. And with every passing week, the Toronto Motorcycle Show adds more entertainment and more motorcycle, scooter and ATV manufacturers," said Darryl Bond, Show Manager. "For some, the riding season is just ending, but for others, the show signifies the beginning of a new season. This is going to be an action-packed, family friendly weekend that will appeal to new and avid riders, women, and kids of all ages. Motorcycles and scooters are cool, fashionable and environmentally the best means of transportation – and a fun ride!"

Over the past year, the cross-over of motorcycle styles into mainstream fashion has been hitting runways around the world. The euro-fashion look of Ducati's latest line and the classic nostalgic styles of Triumph will be featured at the Rev Cycles Redline Fashion Review fashion show starting December 12th and running all weekend

Some of the new motorcycles, scooters and ATVs added to the show include:

- Through distribution from Motorsport Craze Ent. Inc., Lambretta is making its first appearance in Canada at the Toronto Motorcycle Show. The stylish scooters from Lambretta to appear at the show include DUE 50, a stylish 49cc scooter, UNO 50, an inspired mid-sized scooter, and UNO 150, a great choice for the first time rider or the serious "scooterist."
- With over 60 years of scooter innovation, Vespa, presented by GP Bikes, will feature a selection of their new 2009 Vespa, scooters.
- For those wanting to get around on three wheels, Lehman Trikes provides Authorized Lehman Trike Dealers in Canada conversion kits for most Harley-Davidson models, the Honda GL1800 Gold Wing, and the Suzuki Boulevard C50 and C90 motorcycles.
- Straight from New York City, and the hit TV show, "American Choppers," Orange-County Choppers will showcase production, off-line and custom motorcycles.
- Daelim will be introducing two scooters to the Canadian market, the euro-styled, Cordi R 49cc and the rugged, S1 125cc.

The show continues to grow its exhibitor base of the hottest two-wheel and three-wheel manufacturers, such as Lambretta, Vespa, Orange County Choppers, Lehman Trikes, BMW, Suzuki, Honda, Yamaha, Kawasaki, Triumph, KTM, BRP, Daelim, Victory, Harley- Davidson, Buell, Ducati and more. For a full listing of the new rides at the show please visit:

www.torontomotorcycleshow.com

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 12th until Sunday, December 14th, 2008.

Where:

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

When:

Friday, December 12th, 10:00 a.m. – 9:00 p.m.
Saturday, December 13th, 10:00 a.m. – 9:00 p.m.
Sunday, December 14th, 10:00 a.m. – 5:00 p.m.

Admission:

Adults: \$15.00

Juniors (Ages 6 to 15): \$9.00

Children (under six years): Free when accompanied by an adult

Family Pass (two adults & two juniors): \$36.00

For Media Registration Contact:

Sarah Thompson
PUNCH Communications
T: 647-837-1266
E: sarah@punchcanada.com

SPECIAL FEATURES

Scooter Central: Presented by Cycle Canada magazine and Scooter Canada magazine, Scooter Central is the place for anyone looking to scoot away from rising fuel prices. This will feature scooter lifestyle information, events and the hottest new models of scooters coming to market. For riders looking for a less intimidating but economical mode of transportation, this is the place to check out the growing scooter scene in the GTA.

SHE RIDES NITE: The Toronto Motorcycle show is proud to present SHE RIDES NITE on Friday, December 12, 2008 with free admission for the ladies after 5.00pm. With more women becoming involved in the sport and industry, SHE RIDES NITE is an industry sponsored evening for women who ride or are considering taking up the sport.

Independent Alley: Presented by Motorcycle Mojo Magazine, Independent Alley is a collection of some incredibly unique custom bikes turned out by extremely talented Canadian builders.

Canadian Biker Magazine presents an extremely rare 1912 Flying Merkel Board Track Racer, one of only a handful left in North America

Rider Nation 2009: 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 the wide spectrum of activities open to all riders.

Memory Lane Vintage Bikes: The Canadian Vintage Motorcycle Group (CVMG) and Vintage Road Racing Association (VRRRA) presents a collection of rare and well preserved historical motorcycles and racing bikes and sidecars from bygone eras.

Extreme Globe: Three times a day, Cody and Kyle Ives will showcase their amazing motorcycle riding skills and defying gravity in the Extreme Globe steel cage “sphere of fear”. Cody, Kyle and their parents recently appeared as participants on the hit ABC Television reality series “Wife Swap” where Cody and Kyle’s “special talents” created havoc for their surrogate mother.

Host of “SuperBikes” and Extreme Motorcyclist, Jason Britton: One of the most celebrated extreme stunt riders and Executive Director of 2Wheel Tuner Magazine, Jason Britton, will be available to talk to fans and sign autographs all 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 take a 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 their crowd pleasing Bikes and Live Birds of Prey showcase featuring Falcons, Eagles, Owls and Hawks.

About the Toronto Motorcycle Show

The Toronto 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 or www.sportshows.ca.

For more show information and to receive show updates contact:

Darryl Bond, Show Manager

T: 905-361-5234

Toll free: 888-695-2677 ext 234

E: bond@sportshows.ca

www.motorcycleshows.ca

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 its 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 and www.cohv.ca.

For more information on the MMIC and COHV contact:

Jo-Anne Farquhar

Director of Communications & Public Affairs

T: 416-491-4449 ext 105

Toll free: 1-877-470-6642

C: 416-996-9207

E: jfarquhar@mmic.ca

E: jfarquhar@cohv.ca

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.

