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TAKING CARE OF BUSINESS

NPA Excited To “Do Business” At AIMExpo

Poway, CA, September 8, 2016 — The American International Motorcycle Expo (AIMExpo), modeled after the world’s leading trade shows including Italy’s long running EICMA show, is set to attract nearly 20,000 domestic and international dealers, industry personnel and enthusiasts to the annual event in October. With this year’s focus on strengthening dealer attendance and creating greater opportunities for dealers to ‘Do Business’ at the show, National Powersport Auctions (NPA) is excited to expand its partnership with the show by hosting a dealer-only auction live from the tradeshow floor.

“The Motorcycle Industry Council’s AIMExpo is the premier venue for the powersports industry to come together and do business,” says NPA Chief Operations Officer Jim Woodruff. “NPA’s commitment to this platform affirms our belief in both the ideology and the methodology... nothing beats face-to-face interaction with people that make up the powersports industry. Our intention is to attract new dealers to AIMExpo and NPA, as well as to encourage other exhibitors, manufacturers, dealers and industry participants to ‘Do Business’ and host events in and around the event in the future.”

In addition to the excitement of a live dealer auction, NPA is going all-in for AIMExpo including participating in the dealer seminars, providing dealer training on the show floor and offering some other surprises. “Educational seminars, events and promotions are just the starting point,” Woodruff says. “By giving attendees access to current industry data and information on seasonal trends, dealers gain insight on what is relevant and valuable to their business.”

Larry Little, Vice President & General Manager of AIMExpo adds, “The vital role of a tradeshow is facilitating B2B interaction, creating the opportunity to conduct trade level business at the event. Partnering with NPA to host an auction at AIMExpo falls right in line with the ‘Do Business’ philosophy, along with our goal to seek out new activities that increase a dealer’s ROI for attending the show.”

“We’re excited to be at AIMExpo this year,” concludes Woodruff. “We’ve been working directly with the MIC and AIMExpo show team on initiatives to expand our partnership and participation at AIMExpo, as well as increasing awareness of the value of an MIC Dealer membership to our legacy customer base. The auction is a natural fit for all of those goals.” Get more details on the show here: <http://www.aimexpousa.com>

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About National Powersport Auctions:

Established in 1990, National Powersport Auctions (NPA) is the world's largest provider of powersport vehicle remarketing services. NPA's nationwide footprint serves the industry's largest financial institutions, OEMs and dealers through a multitude of live and online platforms. NPA also offers a multitude of data services including the NPA Value Guide, the industry's most accurate wholesale valuation tool. NPA has company-owned and staffed facilities in San Diego, California; Dallas, Texas; Cincinnati, Ohio; and Atlanta, Georgia. For more information on NPA visit: www.npauctions.com

About The American International Motorcycle Expo:

The American International Motorcycle Expo's (AIMExpo) purpose is to serve as the catalyst to bring together industry, press, dealers and consumers in a single arena that creates a grand stage for motorcycling in the U.S. and North America, and delivers an efficient and energetic market-timed expo platform for B2B and B2C in the motorcycle industry. AIMExpo is the single most important event of its type in the North American market and will have international impact within the motorcycling community. More details here: www.aimexpousa.com