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FOR IMMEDIATE RELEASE

WHAT IS THE #1 SELLING BRAND IN POWERSPORTS? Discover What NPA Has In Store For Columbus

Poway, CA, September 20, 2017 — The powersports industry has not rebounded to 2006-2007 sales volumes, but there are segments and brands that have bounced back. National Powersport Auctions (NPA), the industry leader for powersport auctions and remarketing services, will be exploring the new world of opportunities at the 5th Annual American International Motorcycle Expo(AIME) presented by Nationwide (AIMExpo). Set for September 21-24, 2017 at the Greater Columbus Convention Center in Columbus, Ohio, AIMExpo is the only combined trade/media/consumer show for the powersports industry in the U.S.

“NPA has a unique vantage point within the industry, working with lenders who fund the OEMs, OEMs who create the product, dealers who sell the product and lenders who lend to the buyers of the product,” says Jim Woodruff, COO of National Powersport Auctions. “This broad view gives us insightful data that I feel is worth sharing with you during the AIMExpo.” Woodruff will tell all, including what the #1 selling brand in the powersports industry is at 1:00 p.m. EDT Thursday, September 21 as part of the Powersports Business Institute @AIMExpo educational program.

“AIMExpo offers the ideal forum for the exchange of information and ideas critical to the success of the entire industry,” adds NPA’s Director of Marketing Ryan Keefe. “Any opportunity to interact with the dealers has tremendous value ... the proverbial win-win.” Another win for dealers will be the 2nd Annual NPA Auction @ AIMExpo. “Dealers are invited to participate in the NPA Live Auction Experience right on the show floor.” Bid and win at Booth 3700 starting at 3:00 p.m. EDT on Thursday, September 21. The NPA Auction @AIMExpo will also be available worldwide via NPA Simulcast™ at 3:00 p.m. EDT / 12:00 p.m. PDT. Online unit previewing is available now at www.npauctions.com.

“But all work and no play is not the NPA way, so we have teamed up with our friends at NADA Guides to co-host the HAPPY! Happy Hour,” says Keefe. All trade attendees are invited to network and have a free drink starting at 6:00 p.m. in the lobby of the Greater Columbus Convention Center.

Held in conjunction with the HAPPY! Happy Hour will be the annual Ride For Kids Charity Auction hosted by NPA. From 6:00-7:00 p.m. bid on moto memorabilia for charity and benefit the Pediatric Brain Tumor Foundation. PBTF has been at the forefront of AIMExpo’s charitable initiatives since the beginning and NPA has been proud to provide their auction expertise to raise thousands of dollars each year for the PBTF’s education fund.

From Jim Woodruff’s presentation to the NPA Live Auction Experience, HAPPY! happy hour and the Ride For Kids Charity Auction, Thursday, September 21 promises to be a full day! Register at www.aimexpousa.com with the fast access code NPA2017 and visit us in Booth 3700 during the AIMExpo presented by Nationwide. For more information regarding NPA @AIMExpo, contact Sara Spohr at: sspohr@npauctions.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 comprehensive 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; Atlanta, Georgia; and Philadelphia, PA. For more information on NPA visit: www.npauctions.com

About American International Motorcycle Expo:

The American International Motorcycle Expo's 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.