

# AMD™

## AMERICAN MOTORCYCLE DEALER

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### All new 'Big Bike Europe' to host European Championship in 2013

**A**MD Magazine is pleased to announce the launch of a brand new Expo concept for the custom, performance and tuning market in Europe.

Big Bike Europe will be a new kind of Expo. It is designed specifically to meet the needs and interests of vendors, dealers and riders in Europe's high-value large displacement parts and accessory market.

Big Bike Europe is the first ever Expo to be specified to focus exclusively on Europe's 'Premium' motorcycle market. Europe's 500 cc plus motorcycle market represents the major proportion of the business opportunities available to the performance and custom industry.

Big Bike Europe will be a 'European Headquarters' event, providing an up-scale technical, design and engineering showcase for Europe's high-spending, high-mileage 'big bike' riders.

Being staged at Essen in Germany in 2013 (May 10, 11 and 12), Big Bike Europe will be the new permanent host event for the European Championship of Custom Bike Building.

The first day, Friday May 10 2013, will be a 'trade-only' day, open to

vendors, authorized and independent dealers, customizers, performance engineers, race teams, tuners and European Championship competitors.

Plans include the first annual International Custom Conference, and an AMD International Night industry reception, featuring the first ever program of industry awards for Europe's performance, custom and tuning industry.

The weekend (Saturday May 11 and Sunday May 12, 2013) will be public/consumer attendance days, with the European Championship of Custom Bike Building awards ceremony on the Sunday afternoon.

A sophisticated, target-market centric consumer marketing and promotion campaign will get under way a year before the first annual show. A unique new program of 'biker-friendly' initiatives is being developed to attract visitors - one that will set a new benchmark for how the motorcycle expo industry embraces the unique needs of riders.

The European Championship will feature four competition classes: the now world famous FreeStyle Class, the recently refined factory-geometry based Modified Harley-Davidson Class, the Championship program's all

new multi-platform Performance Custom Class, and a 'Production' Class for stock, prototype or customized examples of bikes intended for volume productionization.

Commenting on the launch announcement, AMD Magazine and Big Bike Europe owner Robin Bradley said "it has been apparent for years that the expo needs of vendors, dealers and riders in the large displacement motorcycle market in Europe are not being as fully catered for by the existing range of show opportunities as their buying power dictates they should be.

"With our industry now developing into a 'Premium' market, populated by consumers who are demanding more of the ownership and riding experience, the time is right for a new Expo that is built specifically to cater for the market changes that have and are continuing to take place.

"AMD's European Championship of Custom Bike Building will provide the perfect consumer feature to capture the imagination of show visitors. In turn Big Bike Europe will be the perfect environment in which to stage the European Championship.

"It will be a unique, all-new 'win-win' for vendors, customizers and consumers alike."

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#### CATHCART REPORT



Drysdale V8 Superbike road test

#### INDUSTRY EXTRA



Style and Performance

#### PRODUCTS



#### EUROCOMPONENTS



Dyna Café



Kootenay

### Special #6



Special #6 by Speed Shop Design, Seattle, Wa., 14th in the AMD World Championship in 2010. See page 56...