

# 2025 H-D Moto Show

## The Situation

- The Motorcycle and Powersport Shows are designed to inspire and engage riders of all styles, ages, and experience levels by offering a dynamic and informative experience.
- The event provides a unique experience for on-road and off-road enthusiasts, aspiring riders, and motorcycle and quad lifestyle enthusiasts. All can explore some of the most highly anticipated 2025 models, including the latest advancements in electric vehicles. With an unparalleled level of brand representation, this show stands as the premier destination for discovering the future of motorcycling in Canada.

### **Moto Canada Shows Provide the Opportunity For Harley-Davidson To:**

- Introduce new products to motorcycle enthusiasts (customers and prospects.)
- Break down brand barriers and inspire future purchases.
- Create an engaging customer experience that showcases H-D's new products (Motorcycles, P&A, GM) and their competitive advantage in product customization.



# 2025 H-D Moto Show

## Tour Dates

1



**Vancouver**  
**Tradex in Abbotsford**

January 17Th – January 19th



2



**Calgary**  
**BMO Centre, Stampede Park**

January 31st – February 2nd



3



**Toronto**  
**Energcare Centre**

February 14th, – February 16th



4



**Montréal**  
**Palais des congrès de Montréal**  
February 28th, – March 2nd



# 2025 H-D Moto Show

## Objectives



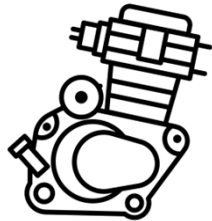
### Generate Quality Leads

*Specifically with riders interested in purchasing a motorcycle within the next 0-12 months, considered a "Gold Lead"*



### Showcase H-D's MY25 Motorcycle Line-Up

*Including the all-new MY25 models that launched on Jan 23, drawing awareness to H-D's brand-new bikes amongst existing customers & conquests*



### Showcase Competitive Advantage in Product Customization

*Showcase H-D's new products (Motorcycles, P&A, GM) that stand out from the competition, driving traffic to H-D dealerships*



### Increase Brand Consideration & Favourability

*Deliver an engaging, exceptional onsite guest experience to maintain brand loyalty with existing customers and increase consideration with competitive riders*



### Motorcycle Sales

*Convert leads generated from the Moto Shows to actual motorcycle sales*

# 2025 Moto Canada Show On-Site H-D Experience



**2025 Bike Display & Sales Offices**



**A&L onsite**



**6-8 Brand Ambassadors on-site to incentivize participation**



**H-D Dealership Staff**

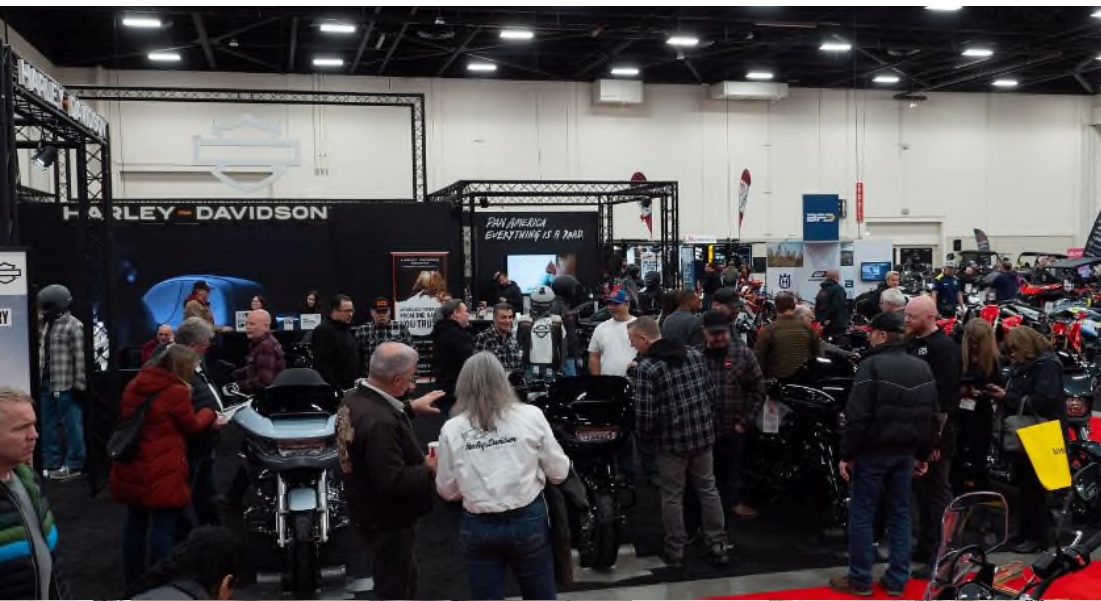


**Exclusive Financing Offers**



**H-D Credit towards parts and accessories**





# 2025 Moto Canada Show Highlights

## Brand Ambassador Team Highlights

*"I had an excellent experience working with Harley-Davidson Canada. Everyone was so kind and positive and that makes any job even better. The people coming to the activation were happy and engaged and it was great having conversations with them."*

*"Attendees loved our booth and were excited to come see what was happening at Harley-Davidson. Especially with the build off competition. They said the look of the booth was great, the screens playing clips were great and they loved the look of the breakout bikes."*

*"Attendees were very happy about the event, and many seemed very open to buying new bikes, or upgrading theirs."*

*"Booth was in a prime location as it was located at the only entrance / exit location for the event. The booth itself attracted patrons upon entry and helped our team get leads."*

*"I thought we were lucky to be one of the first booths people saw when they entered since it meant attendees weren't already overloaded with sales pitches – they hadn't already been asked for information from multiple brands."*

*"The attendees were excited about the number of motorcycles that Harley-Davidson had on site, as well as the fact that H-D just launched the new MY25 line."*

*"The management team at Harley-Davidson Canada is great and the marketing team from Bond is so kind and positive and I hope I get a chance to work with them again in the future! Such a positive experience and I'm so glad I got the opportunity to be a part of it!"*

*"The experience was loads of fun, had lots of interesting personalities and stories at the booth. The staff working were very friendly, professional, and competent."*

*"We worked very well with the Harley-Davidson sales team! They were very friendly and helpful. Team morale was great and everything was planned out smoothly."*